

Call for papers

« *Metaphor and Manipulation* »

Friday May 17 2019

University of Lyon (Jean Moulin Lyon 3)

Conference organized by **Denis Jamet & Adeline Terry** and hosted by the Center for Linguistic Studies (CEL) – EA 1663, University of Lyon (Jean Moulin Lyon 3)

Keynote speaker: Prof. Jonathan Charteris-Black, University of the West of England - Bristol

Since *Metaphors We Live By* by Lakoff and Johnson was published [1980], studies adopting a cognitive approach to metaphor have proliferated and it is now generally acknowledged that metaphors have a cognitive function; they not only structure our language and discourse, but also our thought system, as they allow us to conceptualize a target domain thanks to a source domain. Cognitive linguistics, however, was frequently criticized for not considering the ornamental and rhetorical functions of metaphor. Other approaches were thus developed to take these functions into account, including *Critical Metaphor Theory* (Charteris-Black [2004]), which largely relies on *Critical Discourse Analysis*. Nevertheless, Charteris-Black based his studies on large corpora of political, religious, or journalistic texts and found that metaphor, because of its cognitive and affective appeal, remained the ultimate rhetorical tool in some genres. He reckoned that lexicalized metaphors in those texts not only allow us to persuade readers or co-speakers or to convey an ideology, but also to manipulate the reader or the co-speaker by remaining unnoticed, as “the subliminal potential of metaphor is central to the performance of leadership” (Charteris Black [2005: 2]).

Yet, in *Conceptual Metaphor Theory*, metaphor largely relies on the principle of highlighting-hiding (Kövecses [2002: 80]); in other words, using one particular source domain allows the speaker to conceptualize one target domain in a particular way, that is to say to highlight some characteristics and to hide others. Metaphor thus allows speakers to manipulate the information by presenting it in a very specific way, as changing the source domain allows the way in which the information is presented to be changed. Consequently, it seems that metaphor allows speakers to manipulate the co-speaker(s) and the reader(s) by influencing their perception of a given reality. Therefore, wouldn't it be possible to postulate that all metaphors have both cognitive **and** manipulative functions? Is this last function limited to a

certain type of discourse? Following Charteris-Black's work on the persuasive function of metaphor ("Metaphor can be manipulative but is more commonly persuasive", Charteris-Black [2005: 44]), this conference will essentially focus on the **manipulative** aspects of metaphor – whether or not in combination with other rhetorical strategies, linguistic or non-linguistic devices, myths, etc.

Presentations should focus on contemporary English and on contemporary societal topics. A corpus study will be much appreciated; corpora may be written or oral and different genres are welcome (all kinds of discourses, journalistic texts, TV series, films, forums, etc.). Presentations may tackle the following topics (but not exclusively):

- What are the main differences between persuasion and manipulation?
- Does the use of metaphors necessarily entail a form of manipulation?
- How does a metaphor become a potential manipulative device?
- How does a given metaphor conceal a speaker's intention and become manipulative?
- Does the degree of lexicalization and the degree of metaphoricity of a metaphor have an impact on its persuasive force and, by extension, on its manipulative capacity and effectiveness?
- What are the roles of intention, linguistic choice and context in manipulative discourse?
- Are some source domains more frequent and/or more efficient in manipulating co-speakers?
- Is positive or negative evaluation more frequent and productive in the case of manipulative metaphors?
- Does the rhetorical function of metaphor represent a danger? If so, some affirm that metaphors should be avoided (Sontag [1979]), whereas cognitive linguists maintain that it is impossible given how pervasive and ubiquitous they are.
- What are the links and limits between the rhetorical, the persuasive, and the manipulative functions of metaphors?
- How are metaphors and emotions related in the context of manipulation?
- What is the relationship between euphemistic metaphor and manipulation?
- Are multimodal metaphors particularly efficient for manipulation? If so, in what ways?

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How to submit

Submissions should be sent to Denis Jamet (denis.jamet@univ-lyon3.fr) & Adeline Terry (adeline.terry@univ-lyon3.fr) by November 15th 2018.

Evaluation committee's decision notified to authors: January 15th 2019. An abstract of the presentation (between 250 and 300 words) will be requested before the conference is held in order to establish a detailed schedule.

Submissions (in French or in English) should include a title, an abstract (500 words, references excluded), 5 key-words, as well as a brief introduction of the author. The theoretical framework, methodology and corpus should be clearly mentioned.

All submissions will be anonymously peer-reviewed.

Language under scrutiny: English

Language of the conference: English

Language of the publication: English

Length of each presentation: 30-minute talk, 15-minute discussion

Publication: Presentations selected by the editorial committee after the conference may be published in *ELAD-SILDA*, the journal hosted by the Center for Linguistic Studies. In this case, authors will be sent guidelines indicating which typographic norms to follow.