

Multimodal Dimensions of Metaphorical Cognition

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This session aims to examine, highlighting the “beyond-language” thematic scope of the conference, how metaphorical cognition is made observable across multiple semiotic modalities. The session adopts, therefore, a focused multimodal perspective: it investigates how underlying conceptual mappings are realized and constrained within specific discourse domains through multimodal resources such as language, gesture, image, film, and other modalities (e.g., Cavazzana and Bolongesi 2020, Gibbs 2020).

While multimodal metaphor covers a wide range of phenomena, it centrally addresses the question of how modality that expresses the metaphor interacts with what is being expressed. Specifically, what affordances it offers, and what aspects of meaning are foregrounded and/or backgrounded in the process of meaning-making. Modality, as noted in recent cognitive linguistic literature, is not a neutral conduit for meaning, but an active component in metaphorical cognition (Hart and Queralto 2021, Forceville 2025, Dyrmo 2025).

With this broad applicability of semiotic modes to metaphor, we welcome papers that address, but are not limited to:

- Multimodal manifestations of conceptual metaphor across semiotic modalities (language, gesture, image, film, sound, music)
- The role of modality-specific affordances in foregrounding or backgrounding aspects of metaphorical meaning
- Multilevel approaches to metaphor (image schemas, domains, frames, scenarios) as applicable to multimodal data
- Multimodal metaphorical cognition in specific discourse domains, such as health communication, political discourse, advertising, news media, education, or personal narratives
- Methodological innovations in identifying, annotating, and interpreting metaphor across modalities
- Cross-cultural and cross-linguistic perspectives on multimodal metaphorical patterns
- Rhetorical and ideological approaches to multimodal metaphorical framings

Deadline for abstract submission: **28th May 2026**

References:

- Cavazzana, A., & Bolognesi, M. (2020). Uncanny resemblance: Words, pictures, and conceptual representations in the field of metaphor. *Cognitive Linguistic Studies*, 7(1), 26–52.
- Dyrmo, T. (2025). Secrets in motion: The role of gestures in a multimodal coming out narrative. *Narrative Inquiry*.
- Gebraad, N., & Forceville, C. (2025). Facing cancer: Metaphors in medical animation films. *Visual Communication*, 24(4), 866–888.
- Gibbs, R. W., Jr. (2020). Metaphors in the flesh: Metaphorical pantomimes in sports celebrations. *Cognitive Linguistics*, 32(1), 67–96.
- Hart, C., & Marmol Queralto, J. (2021). What can cognitive linguistics tell us about language-image relations? A multidimensional approach to intersemiotic convergence in multimodal texts. *Cognitive Linguistics*, 32(4), 529–562