



## ***Visual Metaphors, Intercultural Communication and Migration***

### ***- Workshop -***

Sept. 25th 2015 (*BEFORE* the beginning of IH conference)

Cagliari (Sardinia) – Italy

### **Description**

Visual metaphors are highly structured images with ad-hoc created visual incongruences that capture the viewer's attention and push her to build one or more metaphorical correspondences between concepts that are depicted or cued by the image itself.

Such images are commonly used in advertising to highlight specific features of the product to be sold (a facial cream depicted next to a dandelion, to cue the lightness and delicacy of its texture), in social campaigns (the globe depicted as a melting cone, to suggest the effects of global warming), in political cartoons (recently, prophet Mohammad depicted as a patient on a wheelchair and as other non-sacred characters, in Charlie Hebdo's cartoons), as well as in several illustrations used for educational and artistic purposes.

The power of visual metaphors is multifaceted. In the field of intercultural communication visual metaphors allow expression of concepts that might not have a linguistic equivalent in a foreign language, concepts that appear as taboo in a foreign culture, concepts with a heavy emotional connotation, or abstract concepts that are otherwise hard to express through words. For these reasons, knowing how these images are constructed is crucial for intercultural practitioners.

In this workshop, the inner structure of these images will be investigated, and different models for visual metaphor identification and analysis will be presented and applied to images that relate to the field of intercultural communication and migration. The workshop is led by Dr. Marianna Bolognesi, who has been recently awarded with a EU Marie Curie research fellowship. Dr. Bolognesi is currently working on visual metaphors at the University of Amsterdam (Metaphor Lab).

The Workshop is addressed to an educator audience, with interests in the following fields: metaphor studies, visual communication and/or intercultural communication.

### **Practical matters**

**When:** Friday, September 25<sup>th</sup>, 9:00 AM-12 Noon.

**Where:** Il Lazzaretto – Centro di Arte e Cultura  
Via dei Navigatori  
Cagliari 09126 Sardinia ITALY

**Registration fee:** Participation to the workshop is free of charge for IH conference attendees. (please contact the organizers for specific requests)

**The Organization of the Workshop:** Dr. Bolognesi will deliver a talk in which she will present the structure and functioning of visual metaphors. She will provide the participants with the basic methodological tools to identify and analyze visual metaphors. Then, in small groups or individually, the participants will apply the methods to some exemplary images, which will be discussed together at the end of the session.

**What you will learn:** Thanks to this workshop, you will learn to identify a visual metaphor ‘in the wild’ and analyze it according to established models. This will allow you to understand the deeper meanings that led an individual to create or demonstrate a specific visual metaphor, and you will learn to detect its culturally entrenched features. Moreover, becoming familiar with the structure and motivations that characterize culturally-influenced visual metaphors will provide a powerful educational tool that can be applied by the intercultural practitioner in several fields. Asking a student or foreigner to actively produce a visual metaphor might help her overcome linguistic barriers and express concepts that would otherwise remain unexpressed.