



Metaphor and health communication

A one-day symposium at Lancaster University in collaboration with the
Researching and Applying Metaphor Association (RaAM)

Lancaster University Conference Centre, meeting room 3

14 February 2014

9.30-10.30am	Arrival, opening and introductions (coffee from 9am)
10.30-11.00am	Jonathan Charteris-Black: Complex metaphors in illness discourse
11.00-11.30am	<i>Coffee/tea</i>
11.30am- 12.00pm	Nelya Koteyko and Daniel Hunt: Metaphors in the field of the Internet and health: A review of claims about social networking sites in clinical literature
12.00-12.30pm	Gabriella Rundblad: Soups, stews, cocktails and brews: A taste of the (non-existent) health threat of emerging contaminants in UK and US media
12.30-1.30pm	<i>Lunch break</i>
1.30-2.00pm	Brigitte Nerlich: Epigenetics: Metaphor beyond genetics?
2.00-2.30pm	Elena Semino: Metaphor and chronic pain
2.30-3.00pm	<i>Coffee/tea</i>
3.00-3.30pm	Bella Vivat: "It's in the back of your mind": Talking about spiritual wellbeing with people receiving palliative care for cancer
3.30-4.00pm	Veronika Koller, Jane Demmen, Zsófia Demjén and Elena Semino: Metaphor and (dis)empowerment in end-of-life care
4.00-4.30pm	Discussion (Discussant: Srikant Sarangi)