The 4\textsuperscript{th} colloquium “Cognitive Explorations into Metaphor” took place on 29\textsuperscript{th} June 2012. The event was organised by the English Department of the University of Heidelberg, and was chaired by Prof. Dr. Sonja Kleinke, Prof. Zoltán Kövecses and Dr. Frank Polzenhagen. The speakers included researchers, lecturers and students of the English Department, the Department of Psychology and the Department of Translation Studies at the University of Heidelberg. Together with guests from Eőtvös Loránd University Budapest, they presented findings of several metaphor-related projects as well as research in progress. Presenters and audience took the opportunity to engage in lively discussions and exchange ideas about future research into metaphor.

At the outset of the event, Prof. Dr. Sonja Kleinke introduced the history and initiation of the colloquium and highlighted the results and dimensions of this on-going collaboration between the universities of Heidelberg and Budapest. The organisers were delighted to welcome Prof. Zoltán Kövecses from the Department of American Studies at Eőtvös Loránd University as the keynote speaker of this year’s colloquium.

In his opening talk “Metaphor in the Conceptual System”, Prof. Kövecses assessed the function of metaphor and metonymy within the conceptual system, addressing some problematic issues for conceptual metaphor theory. He examined the nature of the relationship between metaphor and metonymy and its impact on cognitive linguistics and the conceptual system of the human mind.

Subsequently, Prof. Dr. Sabine Koch (Department of Psychology, University of Heidelberg) introduced in her contribution “UP and DOWN – FRONT and BACK: Movement and Meaning in the Vertical and Sagittal Axis” her research into to the grounding of concepts in physical sensation and into how directional movement is related to meaning.

Réka Szabó (Pázmány Péter Catholic University, Budapest) explored in her presentation on “Psychotherapy and Metaphor” the role of the interpretation of dreams as metaphor in psychotherapy. In particular, she emphasised the importance of metaphorical mappings in the context of psychotherapy.

“Illness-Conceptions in the persuasive sections of medical recipes of the 16\textsuperscript{th}-17\textsuperscript{th} centuries” was the topic of a talk by Dr. Agnes Kuna (Department of Cultural Linguistics, Eőtvös Loránd University, Budapest). She presented research findings about metaphors, using a discourse pragmatic approach to describe the different notions of illness in the Hungarian language.

Katrin Strobel (Student at the English Department, University of Heidelberg) presented her Magisterarbeit “‘At your service!’ – The Use of Conceptual Metaphors in Advertising: A diachronic case study with examples from US American Women’s Magazines from 1941 to present”. She gave an insight into the development of the most popular semantic fields and the growing importance of visual means in combination with metaphors.

Orsolya Farkas (Department of Cultural Linguistics, Eőtvös Loránd University, Budapest) focussed in her contribution “The concept of the state in Hungarian political discourse – Variations reflected in the language of the constitutions” on the importance of cognitive linguistics for politics and political discourse by comparing the three Hungarian constitutions.
Exploring a similar field of research, Nicole Möller (Student at the English Department, University of Heidelberg) presented her Zulassungsarbeit “Cognitive Metaphor and the ‘Arab Spring’.” By deploying a comparative approach on German and English metaphor usage, she examined the use of metaphors in German and English newspaper articles covering the recent political changes in the Arab-speaking world.

Presentations and discussions continued in the afternoon with a talk by Dr. Frank Polzenhagen (English Department, University of Heidelberg), which highlighted the importance of the history of the ideas central to the cognitive linguistics framework. His contribution “18th century English Grammarians, the TIME-SPACE analogy and the Grammaticalisation of the have-perfect and the be-going-to form” points out the surprisingly modern and progressive views on the conceptualization of verb forms existing at that time, and their importance for the starting reconstruction of the system of English verb categories.

The topic addressed by Lisa Vollmar (English Department, University of Heidelberg) was “English in Ghana – A Cognitive Linguistic Approach to Attitude Research.” She gave an insight into Ghanaian language attitudes towards the English language by presenting a small-scale questionnaire survey conducted in Accra in the course of her Magisterarbeit.

A similar approach was applied by Dr. Rebecca Netzel (Department of Translation Studies, University of Heidelberg) in her contribution “Metaphors of Motion in Lakota Language – A Contrastive Analysis of Siouan and European Metaphors within the Scope of Verbs of Motion.” She presented her own fieldwork on the Pine Ridge Indian Reservation, showing that the impulse of creating metaphors is a general cognitive act.

In her presentation “Metaphors on Brand Websites: Chocolate and Ice Cream Brands” Carmen Simon (Department of English, University of Heidelberg) presented the results of her Magisterarbeit, in which she examined the types of metaphor used in marketing, specifically the role of the INTEREST metaphor for the creation of brand images.

Dr. Veronika Széld. Assistant Professor at Eötvös Loránd University, Budapest, presented the corpus linguistic research project “The Concept of ‘ANGER’ in four languages” conducted within the Cultural Linguistics Doctoral Program. Headed by Prof. Kövecses, the research team aims at finding the prototype concept of ‘ANGER’ in American English, Hungarian, Spanish and Turkish, as well as assessing the implications of this work for cross-cultural metaphor understanding and foreign language learning.

After the presentations, speakers and participants gathered in the garden of the English Department for some refreshments and continued discussions on the findings presented in the course of the day.

With its variety of research topics and productive and fruitful exchange, the 4th colloquium “Cognitive Explorations into Metaphor” is set to explore new promising dimensions in the field of metaphor research. The colloquium was preceded by two topically related talks by Prof. Andreas Musolff from the University of East Anglia, Norwich, GB. He visited our department as an ERASMUS guest lecturer in the same week, and gave a talk about “Political body metaphor across European languages” and another talk entitled “Talking peace and going to war, or various ways of identifying ‘friend’ and ‘foe’ in the Middle East.”
Prof. Musolff’s guest lectures and the colloquium “Cognitive Explorations into Metaphor” are set to continue and further strengthen the collaboration between the English Department, the Department of Cultural Linguistics at Eötvös Loránd University, Budapest, and the Department of Intercultural Studies at the University of East Anglia, Norwich.