On June 7, 2013, the colloquium “Cognitive Explorations into Metaphor“ celebrated its 5th anniversary. The event was traditionally organised by Prof. Sonja Kleinke and her colleagues at the English Department of the University of Heidelberg. This year’s speakers included lecturers and students from the English Department of the University of Heidelberg and from the Department of American Studies of Eötvös Loránd University, Budapest. The talks especially focussed on current issues in Conceptual Metaphor Theory and on cross-cultural research, showing the universality and variation in metaphor use. The participants took the opportunity in the pleasant atmosphere to engage in lively discussions on the fascinating topic of cognitive metaphors.

Prof. Sonja Kleinke opened the conference and welcomed the participants to the 5th anniversary of the colloquium. She recapitulated how Cognitive Linguistics became an important field of research at the English Department, which, in 2009, led to the initiation and further development of the colloquium on cognitive metaphors. At the beginning, the idea of the workshop was to create a forum for students interested in “Cognitive Explorations into Metaphor.” They should get together not only with experts in this field of study, but also with other young researchers in order to gain new insights into current issues. Perhaps even more important, they should get the opportunity to present their own research and discuss it with a wider circle of scholars. Prof. Kleinke proudly announced that the colloquium has fully lived up to its own declared aims. Furthermore, she stressed the importance of the international cooperation with Prof. Andreas Musolff, Professor of Language and Communication Studies at the University of East Anglia in Norwich, and Prof. Zoltán Kövecses, Professor of Linguistics at the Department of American Studies at Eötvös Loránd University in Budapest. These cooperations have led to a vivid exchange between the departments. In November 2011, for example, a delegation from Heidelberg took part in a conference in Budapest, and in the current academic year 2012/2013, Prof. Kövecses teaches as a guest professor in Heidelberg via the DAAD Visiting Professorship Program. Prof. Kleinke finished her opening speech hoping that the conference would continue in the same spirit for many years to come.

As in the past two years, the organisers were very pleased to welcome the internationally renowned scholar Prof. Zoltán Kövecses (ELTE, Budapest) as the keynote speaker for the anniversary symposium. Following the declared aims of the colloquium, Prof. Kövecses gave his opening talk on “Some Recent Issues in Conceptual Metaphor Theory.” First, he talked about the relationship between metonymy and metaphor, contrasting the two opinions of whether there is such a relationship or not. He went on to discuss the topic of mixed metaphors and metaphor comprehension, highlighting the fact that metaphorically homogeneous discourse occurs only rarely. The third issue dealt with corpus linguistics and the concept-specificity of conceptual metaphors. Prof. Kövecses criticised some current
means of analysis and proposed a new measure for metaphorical salience, the “scope of metaphorical source.” His next issue focused on the question why context is so important for the study of creating metaphors and illustrated his argument with vivid examples. Finally, he talked about metaphor and blending, challenging the theories by Fauconnier and Turner. His presentation was followed by many questions and propositions, especially on the issues of metonymy and metaphor, and metaphor and context. The very lively discussion continued during the first coffee break.

After the coffee break, **Olga Gronenthal** (student at the English Department, University of Heidelberg) made the first student contribution to this year’s colloquium. In her talk “Cross-Cultural Research on Conceptual Metaphors of HAPPINESS in Russian and English,” she presented some results from her Master’s thesis. She emphasised the importance of discussing emotions as they play a major part in one’s life. In order to avoid misunderstandings, they need to be interpreted correctly. Following logical and intuitive reasoning, we nowadays assume that basic emotions, such as HAPPINESS, are universal and that they are expressed in the same way in all languages. However, there must also be some culturally determined differences, which can be discovered in linguistic expressions. In her study, she analysed some culture-specific differences and similarities of HAPPINESS in Russian and English, focussing on the most frequent metaphors such as HAPPINESS IS LIGHT and HAPPINESS IS A LIQUID.

The colloquium continued in a similar vein with a talk by **Olga Boryslavska** (student at the English Department, University of Heidelberg) on “The concept of family – A cross-linguistic study of conceptual metaphors in English and Russian.” She presented research into metaphors for the concept of FAMILY that are shared by both languages, such as FAMILY IS A POSSESSED OBJECT, and showed differences in the frequency counts of the most common metaphors, as well as alternative culturally-dependent readings of metaphors such as FAMILY IS A PLANT. The talk stressed that by analyzing FAMILY metaphors in the two languages and their resulting cultural models one can reflect differences between the British and Russian understanding of the concept of FAMILY. It further emphasized the importance of socio-cultural experiences and historical background in explaining metaphorical variation.

Presentations and discussions carried on in the afternoon with a presentation by **Orsolya Putz** (PhD student at ELTE, Budapest), one of Prof. Kövecses’ doctoral students. In her talk on “Metaphors on the territorial changes of post-Trianon Hungary” she presented ongoing research of her doctoral thesis. After introducing the most common conceptual metaphors concerning the territorial changes of post-Trianon Hungary, the talk discussed how laypeople and academic writers differ in their use of metaphorical expressions. She showed that while academics use fewer and less dramatic metaphors to discuss the matter, such as REDUCING THE SIZE (OF A COUNTRY) IS SUBDIVISION, authors of popular texts make use of more dramatic metaphors to highlight decision-makers and the losses experienced, as well as to evoke feelings of their audience.
Kim-Sue Kreischer (student at the English Department, University of Heidelberg) then gave a talk entitled “Does a financial crisis also attack metaphorical models? A comparative analysis of financial metaphors in an American and a German newspaper.” Her talk showed that in German and American newspaper texts during the U.S. subprime mortgage crisis in 2008, the preferred metaphorical model – mechanistic or biological – is directly linked to the respective economic system in each country. Thus cultural and metaphorical models in the conceptualisation of economic concepts are not just simply interrelated, but constitute and sustain a certain ideological belief: free-market economy or social market economy.

After the coffee break, Stefanie Vogelbacher (English Department, University of Heidelberg) gave a talk on an ongoing research project entitled “‘Orwell is turning in his grave’ – The negotiation of the metaphorical scenario EUROPÉ IS A TROUBLÉ ADOLESCENT in an online debate at Comment is free.” Looking at metaphor as a socio-culturally situated practice, her talk investigated metaphor-related practices in an online debate on the Guardian comment section. It showed evidence that commenters took up metaphorical elements of the article in question and negotiated their opinion on the facts presented via metaphor use.

In the final talk, Isabel Brandt (student at the English Department, University of Heidelberg) addressed “Metaphors of Lust – A cross-cultural perspective,” an area that has not been researched widely. Comparing German and English, her talk established three main source domains used in both languages: HEAT, HUNGER/EATING and ANIMALS. She then proceeded to discuss each of these source metaphors in regard to their function as well as to their relationship to Prof. Kövecses’ master metaphor EMOTIONS ARE FORCES. Further, the talk demonstrated the reasons for variations in metaphor use in the two languages and presented findings into whether their use is gender-specific.

In the closing discussion, Prof. Sonja Kleinke thanked the participants for very inspiring talks, which all related to the major theoretical issues stressed by Prof. Kövecses’ opening talk. She further expressed her desire for the colloquium to continue and opened up areas for further research, such as an inclusion of the field of metonymy and invitations of guest speakers from other departments and disciplines. Afterwards speakers and participants were invited to meet in the garden of the English Department for some refreshments, where they continued to discuss the findings of the colloquium.