

Conference Trip Report:
12TH Researching and Applying Metaphor Conference,
Hong Kong Polytechnic University

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The 12th Researching and Applying Metaphor Conference was held at Hong Kong Polytechnic University, Hong Kong from June 27 to June 30, 2018. The theme of this conference was “Metaphor across Contexts and Domains: from Description to Application.” The target of this conference was to highlight the multi-contextual and inter-disciplinary nature of contemporary metaphor scholarship and to point out the various steps along the trajectory from description to application. In addition, this conference provided a platform where researchers and practitioners could discuss descriptive, theoretical, conceptual, and/or applicative aspects of their work across different forms, functions, contexts, and domains of metaphor use in social world.

I attended presentations given by both keynote speakers and other participants. These covered Conceptual Metaphor Theory, Metaphor in Bodily Experience, Applying Metaphor in Healthcare and so on.

The plenary speech given by Prof. Zoltán Kövecses introduced some extensions of Conceptual Metaphor Theory in order to fill certain gaps in the theory itself.

A colloquium that impressed me was given by Wan wan, Sonya L. Armstrong, Donita Shaw, and Jeanie L. Williams. It offered an overview of the current state of elicited metaphor research and of the gaps/problems for scholars concerned with the use of elicited metaphor in educational discourse. Besides, it presented the rationale for using eliciting metaphor to uncover the beliefs and/or conceptualizations of educational experiences. More importantly, it suggested possible solutions for improving the validity of metaphor elicitation techniques and establishing the trustworthiness of the research.

The brilliant ideas and marvelous work presented in this conference helped me in fostering my research, updating my knowledge and sharpening my teaching skills. More specifically, it provided some ideas on how to conduct metaphor research in educational discourse and it highlighted the solutions in enhancing the validity of metaphor elicitation techniques and reliability of research results.