



Exchange programme Vrije Universiteit

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit - 2020-2021

Metaphor in Professional Settings

Course Code	L_ETBACIW302
Credits	6
Period	P4
Course Level	300
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. A.A. Kaal
Examiner	dr. A.A. Kaal
Teaching Staff	dr. A.A. Kaal
Teaching method(s)	

Course Objective

Goals of the course: In this course, you will learn how to discuss current research on metaphor in different professional settings (such as politics and education) in a critical and constructive fashion; you will learn how to analyze metaphorical language and its different manifestations and functions; and in the process, you will improve your skills in written and oral presentation in English.

Course Content

Course contents: A metaphor is a figure of speech in which we conceive of an item from one (target) domain in terms of an item from another (source) domain. We know metaphor from literary texts, like Shakespeare's sonnets ('Shall I compare thee to a summer's day?'), but metaphors are also crucial beyond literature. We use them as the major device to make sense of complex or abstract phenomena and to convey our everyday conceptual and emotional experiences. Most of us are unaware of the way our language system is filled with metaphorically used words (think about verbs and prepositions). At the same time, in many disciplines metaphor is used more deliberately for rhetorical or instructional purposes. For example, politicians talk about 'going to war against' the Corona epidemic; epidemiologists have framed it as a disaster ('your house is on fire') and its spread has been described as a 'domino-effect'. Metaphorical language has the power to illuminate, but also to obscure a topic; it has the power to change the way we view the world.

In this course, we will explore the use of metaphorical language and the different functions it has (e.g. to transfer knowledge, to create identity, to frame and envisage other realities) in different professional settings, such as politics, health care (and illnesses), translation and education. Such awareness of metaphors and its functions

provides you with a critical view on language use, its potential and pitfalls.

Teaching Methods

Course structure: Tutorial - a reading list combined with assignments (e.g. presentation or small report) + 6 meetings (1 per week).

Method of Assessment

Forms of assessment: Assignments (40%), final essay (60%). The final grade will be a total of both parts. All components must be graded at least 5,5. Anyone failing the course may resit only the portion(s) failed.

Entry Requirements

Students must have passed all courses of the second year.

Literature

Readings: Journal articles and book chapters, which will be made available to students.

Target Audience

Third-year students in the CIS track 'English Language and Communication Studies'