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UNITATEA EXECUTIVĂ PENTRU  
FINANȚAREA ÎNVĂȚĂMÂNTULUI  
SUPERIOR, A CERCETĂRII,  
DEZVOLTĂRII ȘI INOVĂRII



ROMÂNIA  
MINISTRY OF EDUCATION AND  
SCIENTIFIC RESEARCH  
„1 DECEMBRIE 1918”  
UNIVERSITY OF ALBA IULIA

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## CALL FOR PARTICIPATION

CIEL Centre, 1 Decembrie 1918 University of Alba Iulia  
in cooperation with  
Università degli Studi del Piemonte Orientale *Amedeo Avogadro*,  
**Italy**

are organising

### **The Intensive course on Conceptual Metaphor Identification and Annotation**

**within the project**

*Universals and variants of English and Romanian business  
metaphors. A corpus-based conceptual mapping of  
contemporary journalese*

A project funded by  
UEFISCDI (Executive Agency for Higher Education,  
Research, Development and Innovation Funding)

**ALBA IULIA, ROMÂNIA**  
**9-12 March, 2017**

# INTENSIVE COURSE ON CONCEPTUAL METAPHOR IDENTIFICATION AND ANNOTATION

## PROGRAMME

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THURSDAY, 9 March

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**8:30.** –Registration opens

Venue: Apor Palace

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**9.00 --10.30** - **Metaphor identification techniques - Theoretical approach** (Project Manager Teodora IORDĂCHESCU, *1 Decembrie 1918* University)

**10.30-11.00** Coffee Break

**11.00-13.30** **Metaphor identification techniques - Theoretical approach** (Teodora IORDĂCHESCU, *1 Decembrie 1918* University)

**15.00-16.30** **Metaphor identification techniques - Practical applications** (Post-doctoral Researcher Crina HERȚEG, *1 Decembrie 1918* University)

**16.30-17.00** Coffee Break

**17.00-18.30** **Discussions** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy, Teodora IORDĂCHESCU, *1 Decembrie 1918* University and Crina HERȚEG, *1 Decembrie 1918* University)

**Venue: ȘTEFAN APOR HALL**

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**FRIDAY, 10 March**

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**9.00 --10.30 - Metaphor identification techniques – A Theoretical approach** (Teodora IORDĂCHESCU, *1 Decembrie 1918* University)

**10.30-11.00 Coffee Break**

**11.00-13.30 Metaphor identification techniques - Theoretical approach** (Teodora IORDĂCHESCU, *1 Decembrie 1918* University)

**15.00-16.30 Metaphor identification techniques - Practical applications** (Crina HERȚEG, *1 Decembrie 1918* University)

**16.30-17.00 Coffee Break**

**17.00-18.30 Discussions** Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy, Teodora IORDĂCHESCU, *1 Decembrie 1918* University, Crina HERȚEG, *1 Decembrie 1918* University, Grigore-Dan IORDĂCHESCU and Doctoral Researcher in Philology Cristina VĂNOAGĂ, *1 Decembrie 1918* University)

**Venue: ȘTEFAN APOR HALL**

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**SATURDAY, 11 March**

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**9.00 --10.30 - Linguistic resources for metaphor classification-Theoretical approach** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy)

**10.30-11.00 Coffee Break**

**11.00-13.30 Metaphor annotation and tagging** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy and Doctoral Researcher in Computer Science Liana BOCA, *Technical University of Cluj-Napoca*)

**15.00-16.30 Metaphor classification - Practical applications** (Senior Researcher Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy and Liana BOCA, *1 Decembrie 1918 University*)

**16.30-17.00 Coffee Break**

**17.00-18.30 Discussions** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy, Teodora IORDĂCHESCU, *1 Decembrie 1918 University*, Liana BOCA, *Technical University of Cluj-Napoca*)

**Venue: Room 7**

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**SUNDAY, 12 March**

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**9.00 --10.30 - Linguistic resources for metaphor classification-Theoretical approach** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy)

**10.30-11.00 Coffee Break**

**11.00-13.30 Metaphor annotation and tagging** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy and Liana BOCA, *Technical University of Cluj-Napoca*)

**15.00-16.30 Metaphor classification - Practical applications** (Giacomo FERRARI, Università degli Studi del Piemonte Orientale *Amedeo Avogadro*, Italy and Liana BOCA, *1 Decembrie 1918 University*)

**16.30-17.00 Coffee Break**

**17.00-18.30 Round-up Session**

**Venue: Room 7**

## Research group members

			<p><b>Associate Professor Ph.Ed. Teodora IORDĂCHESCU (alias POPESCU),</b>          Project Manager          1 Decembrie 1918 University of Alba Iulia, Romania          teo_popescu@hotmail.com</p>
<p><b>Professor Ph.D. Giacomo FERRARI,</b> Senior Researcher          Università degli Studi del Piemonte Orientale Amedeo Avogadro, Italy          giacomo.ferrari@lett.unipmn.it</p>			
			<p><b>Lecturer Ph.D. Crina HERȚEG,</b>          Post-Doctoral Researcher          1 Decembrie 1918 University of Alba Iulia, Romania          crina_herteg@yahoo.com</p>
<p><b>Lecturer Ph.Ed. Grigore-Dan IORDĂCHESCU,</b>          Post-Doctoral Researcher          1 Decembrie 1918 University of Alba Iulia, Romania          daniordach@yahoo.com</p>			
			<p><b>Cristina Matilda Vanoaga</b>          Doctoral Student          1 Decembrie 1918 University of Alba Iulia, Romania          cristinamatilda.vanoaga@yahoo.com</p>
<p><b>Liana Boca</b>          Doctoral Student          1 Decembrie 1918 University of Alba Iulia, Romania          liana.boca@gmail.com</p>			

## **Project summary**

The project "Universals and Variants of English and Romanian Contemporary Journalese" is based on the **hypothesis** that cognitive metaphors are instantiations of cultural categories manifested in the language spoken by the community that shares a common set of characteristics within a given cultural matrix, and that metaphors clustered in cognitive categories account for cultural categories, both in terms of conceptual universals and variants, resulting in a complex mapping of interrelated cross-connections.

Being an interdisciplinary research, it entails close cooperation between experts in linguistics, computational linguistics and educational sciences.

Specific research aims are: creating two corpora (British English and Romanian), realising a conceptual mapping of business metaphors, identifying universals and variants of Romanian and English contemporary business metaphors through contrastive quantitative and qualitative analysis, creating an ontology-based classification of business metaphors and exploiting the pedagogical values of the research results.

The concrete project outcomes are setting up a computational linguistics laboratory and a web portal at the host university to ensure further exploitation of project results, and creating pedagogical instruments for teaching intercultural business communication and Business English.

## Notes