**Metaphors on the cross-roads: A cognitive-semiotic framework to the study of Greek street art**

Georgios Stampoulidis (corresponding author), Marianna Bolognesi, Jordan Zlatev

Lund University (Sweden) georgios.stampoulidis@semiotik.lu.se ([home page](http://portal.research.lu.se/portal/en/persons/georgios-stampoulidis%283a0c2d1a-bb9c-457e-806a-87d83677f714%29.html))

Oxford University (UK) marianna.bolognesi@mod-langs.ox.ac.uk ([home page](https://www.creativeml.ox.ac.uk/about/people/marianna-bolognesi))

Lund University (Sweden) jordan.zlatev@semiotik.lu.se ([home page](http://portal.research.lu.se/portal/en/persons/jordan-zlatev%28dc7a3bff-ecce-4573-862e-2f369a43bb00%29.html))

With this abstract we would like to apply for participation with a poster presentation to the 2-day conference “The Creative Power of Metaphor” held on 29-30 March 2019 in Oxford, UK.

Our work on street art metaphors is relevant to the themes of *Metaphor and Communication* and *Metaphor and Creativity.*

Cognitive linguistic and semiotic theories have often discussed the complex phenomenon of “metaphor” in various ways, addressing factors such as universality and conventionality, context-sensitivity, creativity, deliberateness and “multimodality”. However, for the most part, cognitive linguistics and semiotics have been poor bedfellows and interactions between them have resulted in much cross-talk. Further, a number of crucial questions in metaphor research remain unanswered: How does universal, cultural-specific, and context-sensitive knowledge interact in metaphor use? To what extent are metaphors creative in terms of the creator’s intentionality and perceiver’s unexpectedness? How do metaphors manifest themselves within and across semiotic systems and sensory modalities?

As cognitive semiotics (e.g. Zlatev et al. 2016) aims to integrate concepts and methods from semiotics, cognitive science and cognitive linguistics, we propose that it can help answer such questions. In particular, we offer a cognitive semiotic framework with (a) a coherent terminology, which distinguishes the notions of “sensory modalities” (vision, smell, touch and taste) and “semiotic systems” (language, depiction, gesture, and music), and (b) an analytical procedure for the identification and interpretation of metaphors in the genre of street art.

Our poster presentation will introduce and illustrate this framework with examples from Greek street art.

**References**

Stampoulidis, G. and Bolognesi, M. (under review). Bringing metaphors back to the streets: A corpus-based study for the identification and interpretation of rhetorical figures in street art. *Visual Communication.*

Zlatev, J., Sonesson, G. and Konderak, P. (Eds). (2016). *Meaning, Mind and Communication: Explorations in Cognitive Semiotics*. Frankfurt am Main: Peter Lang.