



UNIVERSITÀ  
DI TORINO



ESOMAS Department

# CIRM

Centro Interuniversitario di Ricerca sulle Metafore

**International Conference**  
***Metaphors, Argumentation and Institutions***  
**Turin - 17-18 October, 2024**

CIRM (Inter-University Research Centre on Metaphors - <https://cirm.unige.it>) announces its 2024 Annual Conference, which will look at metaphors in relation to their argumentative function in a wide range of institutional contexts. The concepts of metaphor and argumentation, which have always been central to the analysis of institutional discourse, will be investigated from different viewpoints and epistemological perspectives.

We call for linguistic, discursive, and rhetorical-argumentative contributions, with a special focus on topics of economic, political, and social interest such as inclusion, sustainability, artificial intelligence and innovation, immigration, and economic development. Special attention should be given to national, European and non-European governmental institutions, international organisations, as well as educational, health, social, economic, and financial institutions.

We welcome contributions that pursue the following research objectives:

- the analysis of the relationship between metaphors and argumentation in institutional settings from a theoretical and epistemological perspective;
- the investigation of discursive-translational realisations of metaphors in multilingual institutional contexts;
- the study of the correlation between metaphors and institutional *ethos*;
- the scrutiny of framing and reframing strategies through metaphors in institutional contexts.

Proposals (a 250-word abstract including at least 5 bibliographical references, institutional affiliation and contact details) should be sent to [convegnocirm2024@gmail.com](mailto:convegnocirm2024@gmail.com) by 30<sup>th</sup> April 2024.

**Important dates:**

**30/04/2024** deadline for submission of proposals.

**31/05/2024** Notification of acceptance by CIRM Scientific Committee.

**30/06/2024** Preliminary programme and opening of registration.

**30/09/2024** Registration deadline and publication of the final programme.

**17-18/10/2024** CIRM Conference.

**31/12/2024** Deadline for submission of papers for publication.

The conference proceedings (peer-reviewed) will be published in the series "I Quaderni del CIRM" (TAB edizioni) in 2025.

The conference will be in hybrid modality. In-person attendance will take place at the Department of Economics, Social Studies, Applied Mathematics and Statistics (ESOMAS), Corso Unione Sovietica 218/bis, Turin.

**Organising committee:**

Cecilia Boggio ([cecilia.boggio@unito.it](mailto:cecilia.boggio@unito.it))

Ilaria Cennamo ([ilaria.cennamo@unito.it](mailto:ilaria.cennamo@unito.it))

Ilaria Parini ([ilaria.parini@unito.it](mailto:ilaria.parini@unito.it))

**Scientific Committee:**

Michelangelo Conoscenti (University of Turin)

Annamaria Contini (University of Modena and Reggio Emilia)

Ruggero Druetta (University of Turin)

Elisabetta Gola (University of Cagliari)

Adriana Orlandi (University of Modena and Reggio Emilia)

Paola Paissa (University of Turin)

Ilaria Rizzato (University of Genoa)

Micaela Rossi (University of Genoa)

Daniela Francesca Viridis (University of Cagliari)