

**Paula Pérez-Sobrino**  
Applied Linguistics Department  
ETSI Informáticos  
Universidad Politécnica de Madrid  
c/Ciruelos, 2  
Boadilla del Monte  
28660 Madrid  
  
[paula.perez.sobrino@upm.es](mailto:paula.perez.sobrino@upm.es)  
[www.multimodalmetaphor.com](http://www.multimodalmetaphor.com)

## RESEARCH & ACADEMIC APPOINTMENTS

<b>FPU researcher</b> at University of La Rioja (Spain)	2011-2015
<b>Lecturer of English as a Foreign Language</b> at the University of La Rioja (Spain) (4'5 ECTS).	2013-2014
<b>Marie Curie Individual Fellow</b> (H2020 — H2020-MSCA-IF-2014). Project reference EMMA-658079: “Exploring Multimodal Metaphor in Advertising”. University of Birmingham (UK)	2015-17
<b>Lecturer of Applied Linguistics</b> at Universidad Politécnica of Madrid (Spain)	2017-

## PROFESSIONAL EXPERIENCE

<b>External consultant for Open English</b> ( <a href="http://www.openenglish.com">www.openenglish.com</a> ). Main functions: Revision and development of online English as L2 curriculum for Spanish learners from a cognitive perspective. Strategies: Acquisition of figurative language by L2 speakers, interest in multimodality and metaphorical extensions in the acquisition of abstract grammatical concepts.	2012-2013
<b>External consultant for Lexicon Branding</b> ( <a href="http://www.lexiconbranding.com">www.lexiconbranding.com</a> ). Main functions: creative development of and linguistic analysis of new brand names.	2017 -

## EDUCATION

<b>BA in Mass Communications</b> (Itinerary: Journalism). University Pontificia of Salamanca (Salamanca, Spain). Distinction with honors awarded by the Government of La Rioja	2009
<b>MA in Advanced English Studies: Languages and Cultures in Contact.</b> University of Salamanca (Salamanca, Spain)	2010
<b>MA in Secondary Education Teaching</b> (Itinerary: Spanish Language and Literature)	2011
<b>PhD in Cognitive Linguistics</b> (International Doctorate. Distinction with Honours). University of La Rioja, Spain. Dissertation: “Exploring the figurative	2015

continuum in multimodal settings: Patterns of conceptual interaction between metaphor and metonymy in advertising. **Prize for Outstanding Dissertation 2017** (University of La Rioja, Spain)

## BOOKS AND RESEARCH MONOGRAPHS

**Pérez Sobrino, Paula** (2017). *Multimodal Metaphor and metonymy in advertising*. Amsterdam/Philadelphia: John Benjamins.

Littlemore, Jeannette and **Paula Pérez Sobrino** (under contract). *Figurative persuasion in the global market*. Cambridge: Cambridge University Press.

## PUBLICATIONS IN PEER-REVIEWED JOURNALS

**Pérez-Sobrino, Paula**. 2013a. "Personification and ideology in the American media coverage of the Iranian Green Revolution". *Text & Talk* 33 (2): 233-258.

**Pérez-Sobrino, Paula**. 2014a. "Multimodal cognitive operations in classical music". *Vigo International Journal of Applied Linguistics* 11. 137-168.

**Pérez-Sobrino, Paula**. 2014b. "Meaning construction in verbomusical environments: conceptual disintegration and metonymy". *Journal of Pragmatics* 70: 130-151.

**Pérez-Sobrino, Paula** and Nina Julich. 2014c. "Let's Talk Music: A Corpus-Based Account of Musical Motion". *Metaphor and Symbol* 29:4, 298-315.

**Pérez-Sobrino, Paula**. 2014d. "La relevancia de los complejos conceptuales en publicidad" ("The relevance of conceptual complexes in advertising"). *SCIRE* 20 (2): 27-36.

**Pérez-Sobrino, Paula**. 2016. "Multimodal metaphor and metonymy in advertising: A corpus-based account". *Metaphor & Symbol* 31(2): 73-90.

**Pérez-Sobrino, Paula**. 2016. "*Shockvertising*: patterns of conceptual interaction constraining advertising creativity". *Círculo de Lingüística Aplicada a la Comunicación* 65: 257-290

Littlemore, Jeannette and **Paula Pérez Sobrino** (2017). "*Eyelashes, speedometers or breasts? An experimental cross-cultural approach to multimodal metaphor and metonymy in advertising*". In: Baicchi, A. and Bagasheva, A. *Figurative Language We Live by. The cognitive underpinnings and mechanisms of figurativity in language*. Language Issue of *Textus*. 197-221.

**Pérez Sobrino, Paula**; Littlemore, Jeannette; and Houghton, David (submitted): Crosscultural variation in the reception of advertisements. *Applied Linguistics*.

**Pérez Sobrino, Paula**; Littlemore, Jeannette (submitted) The role of figurative operations in the success of Internet videos. *Journal of Pragmatics*.

Littlemore, Jeannette; **Pérez-Sobrino, Paula**; Houghton, David; Jingfan, Shi; and Winter, Bodo (submitted): What makes a good metaphor? A cross-cultural study of computer-generated metaphor appreciation. *Metaphor & Symbol*.

Winter, Bodo; Brown, Lucien; **Pérez-Sobrino, Paula** (submitted): "Using sound symbolism to trigger multisensory associations: The case of alcohol advertising for softer soju". *Journal of Consumer Research*.

### **In preparation**

**Pérez-Sobrino, Paula** and Mariachiara Barzotto: Reframing manual labour: Naming the jobs of the future. *Target Journal: Discourse and Society*.

Littlemore, Jeannette; **Pérez-Sobrino, Paula**; Leung, Danny; Chow, Vanliza; Julich, Nina (in preparation): "Connecting colours and emotions: a cross-cultural study". *Target journal: Cognitive Linguistics*.

**Pérez-Sobrino, Paula** and Samantha Ford: A protocol for identifying metaphor and metonymy in multimodal discourse. *Target journal: Metaphor & Symbol*.

**Pérez-Sobrino, Paula** and Lorena Pérez-Hernández: Two eyes, two ears, one mouth: Modes predominance and cognitive clashes. *Target journal: Cognition*.

## **CHAPTERS IN COLLECTIVE VOLUMES**

**Pérez-Sobrino, Paula**. 2013b. "Humanimals. What do multimodal metaphor and metonymy reveal about meaning creation in environmental advertising?" In: Ángeles Llanes et al. (Eds.) "Applied Linguistics in the Age of Globalization". Lerida: University of Lerida UP. 402-408.

**Pérez-Sobrino, Paula**. 2013c. "Onomatopoeia in advertising: Beyond the notion of mode". In: Ángeles Llanes et al. (Eds.) "Applied Linguistics in the Age of Globalization". Lerida: University of Lerida UP. 426-434.

**Pérez-Sobrino, Paula**. 2013d. "Metaphor use in advertising: analysis of the interaction between multimodal metaphor and metonymy in a greenwashing advertisement". In: Elisabetta Gola and Francesca Ervas (Eds.) *Metaphor in Focus: Philosophical Perspectives on Metaphor Use*. Cambridge: Cambridge Scholars Publishing. 67-82.

**Pérez Sobrino, Paula** (in press). "Cognitive modeling and musical creativity". In: Csábi, Z. *Expressive Minds and Artistic Creations: Studies in Cognitive Poetics*. Oxford: Oxford University Press.

**Pérez Sobrino, Paula** and Jeannette Littlemore (in press). "Facing methodological challenges in multimodal metaphor research". In Baicchi, A. and Pinelli. (eds) *Cognitive Modeling in Language and Discourse across Cultures*. Cambridge: Cambridge Scholars UP.

## **BOOK REVIEWS**

**Pérez-Sobrino, Paula**. 2014e. Review of Steen et al. (2010) "A Method for Linguistic Metaphor Identification". *Metaphor and the Social World* 4 (1). 138-146.

## **EDITED VOLUMES**

Ruiz de Mendoza, Francisco; Luzondo, Alba and **Paula Pérez-Sobrino** (Eds.) (2017) *Constructing families of constructions*. Amsterdam/Philadelphia: John Benjamins.

## INVITED TALKS

- How hybrid is a hybrid?* Conceptual integration in verbo-pictorial metaphors beyond Blending Theory. Interdisciplinary workshop “Rethinking Metaphor: Conceptual Integration and Empirical Methods”. University of Murcia (Spain) 10 May 2012
- Multimodal metaphor identification and analysis: methodological issues. Metaphor Lab Winter School “Metaphor Identification and Analysis”. Vrije Universiteit of Amsterdam (The Netherlands) 21 January 2013
- Multimodal complex cognitive operations in advertising. AIM research meeting. University of Amsterdam (The Netherlands) 15 February 2013
- Levels of metaphoricity in academic discourse on music. Metaphor Lab research meeting. Vrije Universiteit of Amsterdam (The Netherlands) 15 May 2013
- The relevance of image schemas for crosscultural communication. University of Birmingham (Birmingham, UK) 28 March 2014
- Exploring the figurative continuum in multimodal settings. Metaphor Lab research meeting. Vrije Universiteit of Amsterdam (The Netherlands) 23 October 2014
- El arte de la metáfora en publicidad: retos y oportunidades en un mercado global. Your Thesis in 3 Minutes. University of Navarra (Spain) 27 November 2014
- Cross-cultural variation in the understanding of metaphors in advertising. University of Birmingham (Birmingham, UK) 12 May 2015
- Recent developments in multimodal metaphor theory. International workshop Mind, Meaning, Multimodality. University of Navarra (Spain) 14 May 2015
- Talking about music is like dancing with architecture: Metaphors to talk and reason about music. ELR seminar series. University of Birmingham 2 February 2016
- Metaphors music live by: Metaphors to talk about music, metaphors to reason about music. Metaphor Lab. University of Amsterdam (The Netherlands) 9 February 2016
- Culture & Metaphor in Advertising. Library of Birmingham. Birmingham (UK) 12 March 2016
- Create Impact. An MSC Case study: Culture & Metaphor in Advertising 12<sup>th</sup> March 2016 @ Library of Birmingham. Marie Curie Symposium. University of Birmingham (UK) 12 May 2016
- Audiobranding: How does your brand sound like? 3<sup>rd</sup> International Conference “Exploring the Mind Through Music. Rice University (Houston, USA) 7 June 2016
- Like & Share: Can figurative language make videos more popular in the Internet? University of Nottingham-Ningbo (China) 30 November 2016
- (Extra)ordinary creativity: can figurative language boost the number of views of your Internet advert? University of Newcastle (UK) 2 February de 2017
- Facing methodological challenges in multimodal metaphor research. Lund University (Sweden) 16 March 2017

## PEER-REVIEWED CONFERENCE TALKS

- The Green Wave*. A critical approach to the study of conceptual metaphoric processes of 'conflict' in the media coverage of the Iranian Green Revolution. XXV International Congress of the Young Linguists Association. University of Valladolid (Spain) 10-12 March 2010
- The 'Green' Chain of Being*. Analysis of the interaction between multimodal metaphor and metonymy in WWF advertisements. XXVI International Conference of the Young Linguists Association. University of Salamanca (Spain) 9-11 March 2011
- Don't be so green*. Analysis of the interaction between multimodal metaphor in *greenwashing* advertisements. 2<sup>nd</sup> Conference of Young Researchers on Anglophone Studies. University of Salamanca (Spain) 6-8 October 2011
- The role of conceptual integration in the characterization of language and music multimodal metaphors". First International Workshop on Segregation and Integration in Music and Language (SIMAL 2012). University of Tübingen (Germany) 24-25 February 2012
- Multimodal metaphors in classical music: the role of conceptual integration in musical understanding". X International Conference on General Linguistics (X ICGL). University of Zaragoza (Spain) 18-20 April 2012
- Humanimals. What do multimodal metaphor and metonymy reveal about meaning creation in environmental advertising? XXX International Conference of the Spanish Association of Applied Linguistics. University of Lérida (Spain) 22 April, 2012
- Onomatopoeia in advertising: Beyond the notion of mode. XXX International Conference of the Spanish Association of Applied Linguistics. University of Lérida (Spain) 19-22 April, 2012
- Metaphoric complexes and metaphoric amalgams within the LCM: a multimodal approach. 1st International Conference on Knowledge and Meaning Representation. National university of Distance Learning (UNED). Madrid (Spain) 4-6 July 2012
- How *green* can metaphors be? Multimodal Metaphor and Metonymy at Work in Greenwashing Advertising". 9th RaAM Conference. 4-7 July 2012, Lancaster University (UK) 4-7 July 2012
- GREAT CHAIN multimodal metaphors in environmental advertising campaigns. Two case studies". 9th RaAM Conference. 4-7 July 2012, Lancaster University (UK) 4-7 July 2012
- Musical narratives*. Motion and spatial multimodal metaphors in music". 4th UK Cognitive Linguistics Conference. King's College London. London (United Kingdom) 10-12 July 2012
- The economics of human thought*. Metaphor and metonymy as unifying features of communication 45th Annual Meeting of the Societas Linguistica Europaea. Stockholm University (Sweden) 29 August -1 September 2012
- Embodiment in musical space. Analysis of motion and spatial metaphors in program music" (co-authored with Lorena Pérez-Hernández). XXXI 18-20 April 2013

- International Conference of the Spanish Association of Applied Linguistics. University of La Laguna (Tenerife, Spain)
- (Multiple source)-in-target illocutionary metonymies (co-authored with Lorena Pérez-Hernández). XXXI International Conference of the Spanish Association of Applied Linguistics. University of La Laguna (Tenerife Spain) 18-20 April 2013
- The kinaesthetics of music. Metaphoric complexes at work in the structuring of musical narratives". First International Conference on Cognition and Poetics (CaP-12). University of Osnabrück (Germany) 25-27 April 2013
- Image-schemas underlying musical metaphor: a corpus-based approach (co-authored with Nina Julich). First International Conference on Cognition and Poetics (CaP-12). University of Osnabrück (Germany) 25-27 April 2013
- Conceptual disintegration and multimodal metonymy in musical understanding". 12th International Cognitive Linguistics Conference (ICLC). University of Alberta (Edmonton, Canada) 24-28 June 2013
- Grounding creative processes (co-authored with Lorena Pérez-Hernández). 12th International Cognitive Linguistics Conference (ICLC). University of Alberta (Edmonton, Canada) 24-28 June 2013
- Metonymic reasoning in musical understanding". 3RD International Conference on Meaning Construction, Meaning Interpretation: Applications and Implications (CRAL13). University of La Rioja (Logroño, Spain) 18-20 July 2013
- The Musical Event Structure Metaphor: Evidence from academic texts on music (co-authored with Nina Julich). 3RD International Conference on Meaning Construction, Meaning Interpretation: Applications and Implications (CRAL13). University of La Rioja (Logroño, Spain) 18-20 July 2013
- Correlational metaphors for music: a corpus-based account of musical motion. XI International Conference of General Linguistics. University of Navarra (Pamplona, Spain) 21 May 2014
- A critical corpus based approach to the study of personification in the international media coverage of the Iranian Green Revolution (co-authored with Lorena Pérez-Hernández). 6th International Conference on Corpus Linguistics. University of Las Palmas de Gran Canaria (Las Palmas de Gran Canaria, Spain) 22-24 May 2014
- The conceptualization of requestive speech acts revisited: what's missing in the scenario approach (co-authored with Lorena Pérez-Hernández). 6th International Conference on Corpus Linguistics. University of Las Palmas de Gran Canaria (Las Palmas de Gran Canaria, Spain) 22-24 May 2014
- The relevance of conceptual complexes for advertising". 19th International Conference on Information and Documentation Systems. University of Zaragoza (Zaragoza, Spain) 1-3 October 2014
- The role of figurative complexity in advertising comprehension". 33<sup>rd</sup> AESLA International Conference. Technical University Madrid (Spain) 16-18 April 2015
- The reception of computer-generated metaphors. 13<sup>th</sup> International cognitive Linguistics Conference. Northumbria University. Newcastle (UK) 20-25 May 2015

Metaphors for MUSIC : Different Levels of Conceptualization (co-authored with Nina Julich). 13 <sup>th</sup> International cognitive Linguistics Conference. University of Newcastle (UK)	20-25 May 2015
A corpus-based account of multimodal conceptual complexes in advertising. 2 <sup>nd</sup> International Symposium on Figurative Thought and Language. University of Pavia (Italy). <b>Young Researchers Prize for Outstanding Contribution</b>	28-30 October 2015
Bridges and icebergs: A corpus-based approach to multimodal metaphor and metonymy". RaAM 11, Freie Universitaet Berlin (Germany)	1-4 July 2016
The man your man could smell like: The role of metaphor, irony, and paradox in the viralisation of advertising campaigns (co-authored with Jeannette Littlemore). 6 UK CLC. Bangor University (UK)	19-22 July 2016
Figurative Language in Global Market: A cross-cultural Study of Metaphor and Metonymy in Advertisements (co-authored with Jeannette Littlemore). 3 <sup>rd</sup> International Conference on Figurative Thought and Language. University of Osijek (Croatia)	26-28 April
Connecting colours and emotions: a cross-cultural study (co-authored with Jeannette Littlemore). Specialised RaAM seminar. University of Odense (Denmark)	17-19 May 2017

## RESEARCH STAYS AT INTERNATIONAL INSTITUTIONS

Research stay at the Winter School "Metaphor Identification and Analysis" at Vrije Universiteit Amsterdam (The Netherlands) funded by Metaphor Lab (VU Amsterdam)	23-27 January 2012
Research stay at the University of Toulouse II – Le Mirail funded by Campus Iberus Mobility Programme.	28 November – 5 December 2012
Research stay at the Winter School "Metaphor Identification and Analysis" at VU Amsterdam (The Netherlands) funded by Metaphor Lab (VU Amsterdam)	21-25 January 2013
Research stay at the University of Amsterdam funded by the Spanish Ministry of Education	1 February – 27 May 2013
Research stay at the University of Birmingham funded by Santander Formula grant (Banco Santander)	30 January – 30 April 2014
Research stay at the Free University of Amsterdam funded by the Spanish Ministry of Education	1 September – 30 November 2014
Research stay at the University of Birmingham funded by project no. FFI2013-43593-P (Ministry of Innovation and Competitiveness, Spain).	3 May 2015 – 13 May 2015
Science fellowship to participate in the "Exploring the Mind Through Music" workshop awarded by the Sheperd School of Music. Rice University (Houston, USA)	6-10 June 2016
Research stay at the University of Nottingham-Ningbo (China) funded	11 November -

by the Marie Curie Individual Fellowship EMMA-658079  
(H2020 — H2020-MSCA-IF-2014)

3 December  
2016

## ORGANISATION OF INTERNATIONAL CONFERENCES

Organising committee of the 44th SLE Annual Meeting. Logroño (Spain) 8-11 September 2011

Organising committee of the 3rd CRAL International Conference: “Meaning Construction, Meaning Interpretation: Applications and Implications”. University of La Rioja (Logroño, Spain) 18-20 July 2013

## OUTREACH ACTIVITIES

### Community of Marie Curie fellows

Talk on how to organize outreach activities in Marie Curie fellowships 12 May 2016

Marie Curie Fellow of the Week (<https://it-it.facebook.com/Marie.Curie.Actions/posts/1199712713435593:0>) 26 August 2016

### Advertising agencies

“Examining Language in Business”. *Business Club Breakfast Briefing*. Birmingham (UK) 28 March 2017

“Everyday creativity in communication”. University of Birmingham (UK) 7 September 2017

Guide (in preparation) in English, Spanish and Chinese for advertisers (to be made public in website [www.multimodalmetaphor.com](http://www.multimodalmetaphor.com))

### General public

“Culture & Metaphor in Advertising”. *British Science Week 2016*. Library of Birmingham, UK. 42 participants 12 March 2016

“La creatividad del día a día: Metáfora y Publicidad”. *Pint of Science 2016*. Irish Tavern, Logroño (Spain). Over 120 attendants 24 May 2016

“The Millennial Apprentice”. *British Science Week 2017*. Joint workshop with the Marie Curie fellow Mariachiara Barzotto (Business School) Library of Birmingham (UK). 25 participants 11 March 2017

### Women in academia

Participation in the *International Day of Women and Girl in Science* (Spain). <https://pintofsciencees.wordpress.com/2017/02/06/paula-perez-sobrino/> 11 February 2017

Creation and design of [www.womeninscience2017.wordpress.com](http://www.womeninscience2017.wordpress.com), a website to showcase stories of women working in science. 30 entries. 11 February 2017

### Children

“Food for Thought”. European Researchers Night 2016. Parliamentarium (Brussels, Bélgica). Over 1200 children and 2000 visitors 28 September 2016



## **PARTICIPATION IN INTERNATIONAL COMMITTEES**

Editorial board of the online resource “Bibliography of Metaphor and Metonymy (METBIB)”. John Benjamins.	2011-2015
Series Editor in <i>Open Linguistics</i> . Mouton de Gruyter	2014-2016
Member of the Editorial Board of <i>Review of Cognitive Linguistics</i> . John Benjamins.	2014 -
Reviewer for the National Agency for Quality Assessment and Accreditation of Spain, ANECA	2014 - 2015
Reviewer for the National Agency for Quality Assessment and Accreditation of the Balearic Islands, AQUIB	2015
Reviewer for Applied Linguistics (Oxford UP), Journal of Pragmatics (Elsevier), Language and Cognition (Cambridge UP)	2014 -

## **PRIZES AND AWARDS**

Academic Proficiency Prize for Young Graduates from La Rioja (Social Sciences). Government of La Rioja (Spain)	2010
Full FPU scholarship. Ministry of Education (Spain)	2011-2015
FTL Young Researchers’ Award. 2 <sup>nd</sup> International Conference on Figurative Thought and Language. University of Pavia (Italy)	2015
Marie Curie Individual Fellowship (EMMA-658079). European Commission	2015-2017
Finalist in the Research and Applied Metaphor prize for Early Career Research for the paper: Pérez-Sobrino, Paula. 2016. “Multimodal metaphor and metonymy in advertising: A corpus-based account”. <i>Metaphor &amp; Symbol</i> 31(2): 73-90. Research and Applied Metaphor Association	2016
Prize for Outstanding Dissertation. University of La Rioja (Spain)	2017
Finalist in the Marie Curie Awards 2017 in the category “Best Science Communicator”. Marie Curie Association.	2017