



Elisabeth (Lisa) El Refaie is Reader in Visual Communication at Cardiff University. She is the author of *Autobiographical Comics: Life Writing in Pictures* (2012) and *Visual Metaphor and Embodiment in Graphic Illness Narratives* (2019). In recent years, she has developed and run workshops that encourage people to share their views and emotions on sensitive topics by creating their own visual metaphors (drawingout.org).

MULTIMODALITY AND VISUAL RESEARCH

prof. Elisabeth El Refaie

Cardiff University

Lecture to be held online

on 29 April, 2022 at 11:30 (CET)

Everyone can attend, but you need to register.

Registration link:

<https://forms.office.com/r/PSg4cCjG49>

How to dissect visual metaphors while keeping them alive

The creation and appreciation of metaphors is dependent upon our flexible, intuitive attention to things in their wider context. When trying to pin down, label and categorize any type of metaphor, we thus run the risk of destroying the very phenomenon we are seeking to capture. In this talk, I will introduce a methodology for analysing visual metaphors that stresses the importance of context and acknowledges complexity and ambiguity.