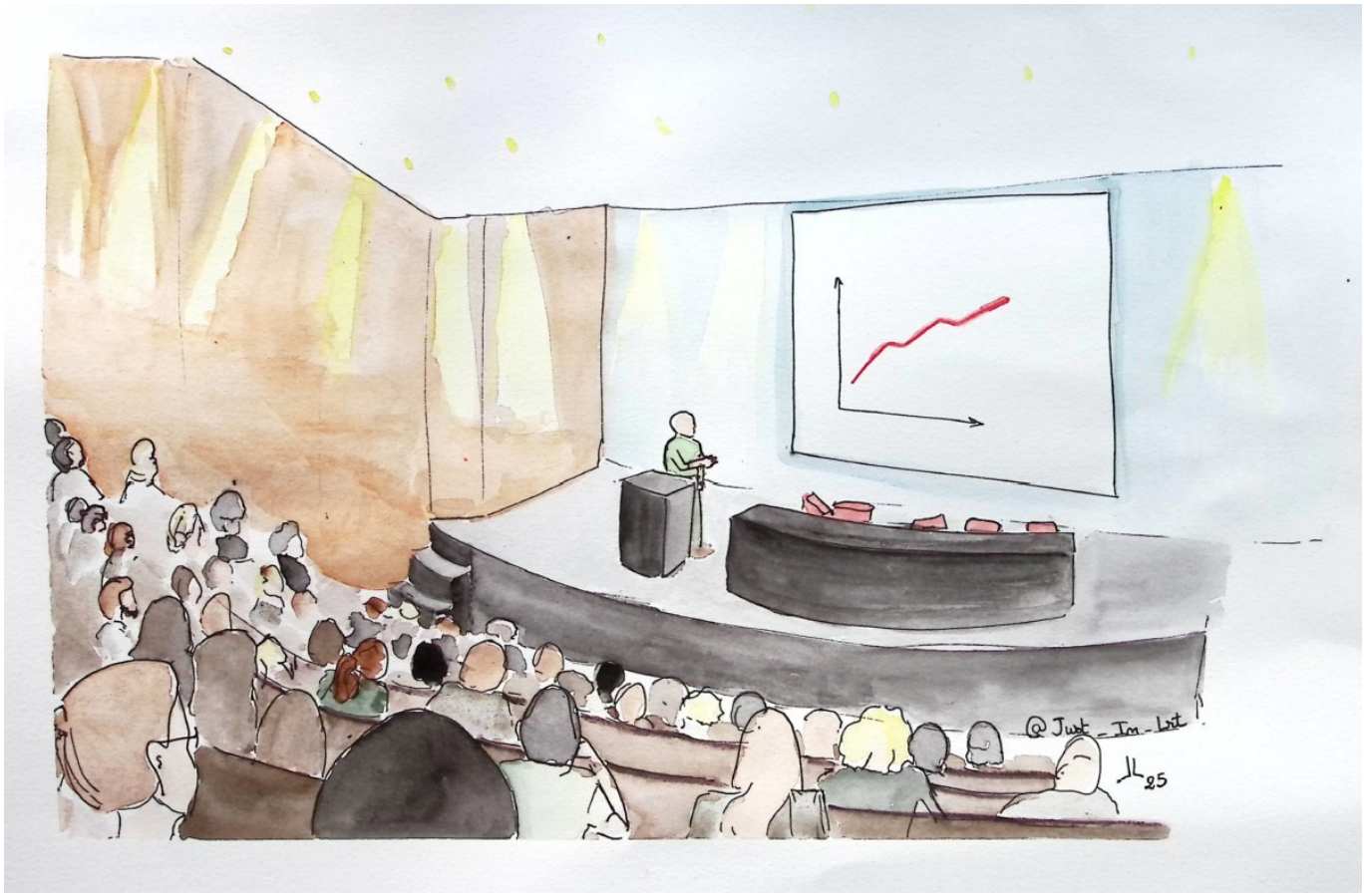

Tableau : Justine Laurent

JOURNÉE D'ÉTUDE & SÉMINAIRE

COMMUNICATING SCIENCE THROUGH METAPHORS AND NARRATIVES

17 & 18 AVRIL 2025

MAISON DE LA CRÉATION ET DE L'INNOVATION (MaCI)

SALLES 211 & 204

Organisateurs:
Camille Biros
María Fernández-Parra
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La Région Auvergne-Rhône-Alpes
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Swansea University Prifysgol Abertawe

JOURNÉE D'ÉTUDE

THINKING, COMMUNICATING AND TRANSLATING METAPHORS IN CONTROVERSIAL SCIENCE

17 AVRIL 2025
MAISON DE LA CRÉATION ET DE L'INNOVATION (MaCI)
SALLE 211

(En distanciel sur demande, contacter camille.biros@univ-grenoble-alpes.fr)

Timeslot	Title	Description
9:30 to 10:30	Keynote 1 by Dunja Wackers (Leiden University)	***"That's precisely* not *how quantum works"*** *(Critical) reception of metaphors for quantum science and technology* Quantum science and technology are expected to have a transformative impact on our lives and on society at large (e.g., European Quantum Flagship, 2020). In recent years, researchers have stressed the importance of societal engagement with quantum science and technology in order to ensure that future developments in the field comply with societal needs and ethical, legal, and social values (De Jong, 2022; Roberson, 2021; Seskir, 2023; Vermaas, 2017; Young, 2024). The abstract and counterintuitive nature of quantum mechanics, however, creates challenges for making its fundamental principles and implications accessible to non-specialist audiences. Metaphors are a frequently used strategy to communicate about the abstract and counterintuitive nature of quantum. Little is known, however, about how metaphors in science communication about quantum are received and responded to by recipients with varying levels of expertise. Even though metaphors can be effective in explaining complex notions in a more understandable manner, they are not always accepted – and sometimes even opposed. Previous research on *resistance to metaphor* in several communicative domains has demonstrated that metaphors can, for instance, be questioned or criticized for their lack of explanatory power or for carrying undesirable connotations (e.g., Bilstrup Finsen & Steen, 2021; Gibbs & Siman, 2021; Renardel de Lavalette, Andone & Steen, 2019; Van Poppel & Pilgram, 2024; Wackers, 2024). This also holds for metaphors for quantum science and technology, as is demonstrated by discussions about metaphors for quantum on social media. This paper examines the (critical) reception of metaphors for quantum science and technology in online media. In addition, it seeks to outline the factors that should be taken into account when aiming to effectively communicate about quantum with an audience with varying levels of expertise. With respect to metaphor analysis, this project aims to provide more insight in the considerations for and reasons behind resistance to metaphor.
10:30 to 11:00	Coffee Break	
11:00-12:00	Panel 1 Metaphors and scientific popularisation	Khadidja Merakchi, Juliette Rutherford (Heriot-Watt Univ., Edinburgh), Sui He (Swansea University), "A collaborative approach to metaphor literacy" Sui He (Swansea) Gabriela Gonzalez-Saez, Marco Dinarelli & Caroline Rossi (UGA), "Translating metaphors on AI and quantum computers – methodological issues"
12:00 to 1:30 pm	Lunch Break	

1:30 to 2:30	Keynote 2 by Maria Fernandez-Parra (Swansea University)	**Metaphor modelling and the dissemination of scientific and technical knowledge** Scientific and technical language has long been considered to be devoid of emotiveness at the stylistic level, as authors of technical content are typically urged to write with precision and concision (Britton 1974: 129; Wright and Wright 1993), leaving little room for authors to resort to metaphors and other stylistic devices. However, in recent decades, it has been demonstrated that, despite aiming for clarity and brevity, scientific and technical texts do not only make extensive use of metaphors (e.g. Ahmad 2006: 197) but it is now well known that metaphorical modelling is one of the "mechanisms consciously or unconsciously used in the creation of scientific terms" (Faber 2009: 118) and that "metaphorical modes of expression and terminology formation are the norm rather than the exception" (Shuttleworth 2017: 2). Therefore, this paper aims to contribute to highlighting the importance of metaphors and metaphorical content in the authoring of scientific and technical documents by showing the extent to which metaphors and metaphorical content underlie the creation of new terms and concepts, the emergence of new theories and paradigms and the dissemination of scientific and technical knowledge around the world.
2:30 to 3:00	Coffee Break	
3:00 to 4:30	Panel 2 Metaphors in climate discourse	Anaïs Camille Auge (Louvain University), "Metaphors of climate conspiracies: Socio-cultural approach to (de)legitimisation strategies" Marie Thévenon (Université Grenoble Alpes), "Metaphors in Climate Fictions" James Turner, Sarah Daniel and Federico Lopez-Terra (Swansea University), "Metaphors in climate change fiction in translation: a case study Mugre rosa – Pink Slime"
4:30 to 5:00	Final Round Table	

18 AVRIL 2025 – 10h
MAISON DE LA CRÉATION ET DE L'INNOVATION (MaCI)
SALLE 204
(En distanciel sur demande, contacter Marie.Thevenon@univ-grenoble-alpes.fr)

« CLIMATE FICTION(S) » SEMINAR N° 3

THE WORLD OF SCIENCE IN CLIMATE FICTIONS: AMBIVALENT REPRESENTATIONS, PUBLIC PERCEPTION AND RISK COMMUNICATION

GUEST-SPEAKER: MARION MOUSSIER (UNIVERSITE PAUL VALERY MONTPELLIER 3 – ETUDES MONTPELLIERAINES DU MONDE ANGLOPHONE (EMMA))

Seminar abstract

Climate fictions, novels that make climate change their central theme, are quintessential expressions of the timeless dialogue between literature and science. Taking three examples from British climate fictions, from Jeanette Winterson's *The Stone Gods* (2007) to Liz Jensen's *The Rapture* (2009) and Ian McEwan's *Solar* (2010), this seminar will explore the literary representations of scientists and scientific institutions they provide and what they reveal about the public perception of climate change in western societies. Throughout British literary production, one notices an ambivalence at the core of the perception of science in the crisis, simultaneously represented as a vector of destruction, a praised symbol of progress and a neglected warning voice. This seminar will consider how these three novels suggest science's societal applications are treated, most notably in relation to its unprecedented entanglement with and dependence on politics. Present-day or near future novels such as *Solar* and *The Rapture* often make the general state of controversy a defining element of the historical context they are set in, and, through the voices and experiences of scientist protagonists, express topical ideas such as the ever-increasing politicisation of science, the role of the media in spreading scepticism, and the misrepresentation of climate scientists these trends entail. These novels' engagement with climate science also expands to the question of the communication and perception of environmental risks in the public sphere. They address some of the complex mechanisms at work in the reception of climate change data, and provide a better understanding of why the most popular methods of scientific communication may elicit various degrees of resistance. Eventually, this seminar will discuss how climate fictions illustrate the complex questions and challenges at stake in the communication and reception of environmental risks through the medium of their protagonists often acting as proxies for the readers.