

**CHARLES FORCEVILLE** (Media Studies, University of Amsterdam) researches the question how visuals convey meaning. Committed to cognitivist, socio-biological, and relevance-theoretic approaches he publishes on multimodality in various genres and media (documentary film, animation, advertising, comics & cartoons, picture books for children). In 1996 he published *Pictorial Metaphor in Advertising* (Routledge 1996). He co-edited *Multimodal Metaphor* (Mouton de Gruyter 2009) with Eduardo Urios-Aparisi; *Creativity and the Agile Mind* (Mouton de Gruyter 2013) with Tony Veale and Kurt Feyaerts; and *Multimodal Argumentation and Rhetoric in Media Genres* (Benjamins 2017) with Assimakis Tseronis. His monograph *Visual and Multimodal Communication: Applying the Relevance Principle* appeared with Oxford University Press in 2020.

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#### **TITLE OF THE TALK:**

**The JOURNEY metaphor in Marc-Antoine Mathieu's graphic novel → (*Sens*)**

#### **ABSTRACT:**

Whereas we tend to associate stories primarily with language, the verbal mode is not necessary to narrate even quite complex tales. This presentation analyses Marc-Antoine Mathieu's completely wordless → – also known as *Sens* – published in 2014, to demonstrate that viewers understand this graphic novel by drawing on (1) their knowledge of story conventions (e.g., Sternberg 1978, Bal 2017); (2) their comprehension of the ways in which the medium of the graphic novel is able to narrate (e.g., McCloud 1993, Groensteen 2013, Cohn 2013, Forceville 2023); (3) their embodied awareness of image schemas, specifically the SOURCE-PATH-GOAL schema that is at the root of the JOURNEY metaphor (e.g., Johnson 1987, Forceville & Jeulink 2011); (4) familiarity with any other relevant literary texts and cultural knowledge they happen to be able to recruit.

The first half of the presentation will begin by charting general narrative conventions and the specific affordances & constraints of the graphic novel medium. After that it is explained how the SOURCE-PATH-GOAL schema structures the concept of the journey literally and the concepts of TIME, QUEST, and STORY metaphorically. The second half of the presentation will discuss a number of pictures from → to show how the various knowledge sources are recruited to make sense (sic) of this graphic novel.

The presentation aims to emphasize the interrelation between visual communication and cognition, to illuminate the importance of the JOURNEY metaphor, to contribute to the study of comics and graphic novels, and to pay tribute to Mathieu's amazing work of art.

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