

**MUNI 4.0: The metaphor factory: Workshop**

**Samuel Lagier**

Datum: Friday 11 September 11:05 – 11:35

Konference CercleS 2020: Centrum jazykového vzdělávání MU, Fakulta sociálních studií, Brno

**Workshop**

A metaphor is a gateway between a known concept and a new dimension: it is this collision between disparate ideas that can transform confusion into comprehension. The human brain's extraordinary ability to draw parallels between seemingly unrelated ideas is extremely useful for the navigation and understanding of complex topics as well as for the explanation of a new topic to others.

The workshop will start with a brief introduction on the use of metaphors in everyday language and the way these ontological and embodied metaphors shape our thoughts. With fun and playful exercises participants will then expand their ability to think figuratively. The point of this workshop is NOT to create targeted metaphors, which is the objective of the follow-up session *The metaphor factory*.

Activities during this workshop will happen in pairs, in small groups and with all the participants. Some exercises will be purely physical (e.g. walking around the room), some purely verbal (e.g. telling a story). It is preferable for all participants to wear comfortable clothes and shoes. During the majority of the workshop, participants will be on their feet rather than sitting.

Questions for discussion:  
How often do you run out of ideas to explain a concept to others?  
How useful is translational thinking in your work?

References:

* *Metaphors we live by*, George Lakoff and Mark Johnson

**Dr Samuel Lagier** is a scientist and a comedian. He specializes in communication, collaboration and creativity. He runs SamSpeaksScience, dedicated to help researchers talk about their work. Sam joined the TEDxLausanne team for 6 years as a curator, coach and host. He brings storytelling to experts for them to effectively share their rational, factual and thorough vision of the world to society. Sam holds a PhD in neuroscience and his 15 years of scientific research made him an expert in the exploration of complex systems, processes and ideas.

With over 13 years of experience with improvised comedy, he gives a serious playful twist to his experiential trainings. Learning is most effective through action and his situation-based activities provide the ideal platform for participants to understand the necessary ingredients for efficient collaboration and co-creation.