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**Metaphoricity as experiential affordances in audio-visual campaign videos**

**Abstract:**

Within the social semiotic literature on multimodality there is a strong focus on the cultural and social resources for making meaning, that is the need to look at the co-occurrence and interplay of different means of making meaning often labelled as modes or modalities. However, the prominence given to socio-cultural factors also means that modes are kept apart from the type of meaning making motivated by our sensory system (Jewitt 2014). In relation to the study of multimodal metaphor this have unfortunate consequences since an essential characteristic of audio-visual metaphor lies in its interdependence with sensation and affective experience (Müller and Schmitt 2015). A central point here is to view the emergence of metaphor, or metaphoricity, in socio-cultural artifacts involving both text, sound, music and moving images as motivated by experiential affordances (Jensen and Pedersen 2016) cutting across different modalities and sensory experiences. From this ecological perspective metaphoricity is conceptualized as a scalar value or process of creating and enacting a doubleness in meaning and experience (Müller and Tag 2010, Jensen and Cuffari 2014). In this talk I will lay out this perspective and apply it to an analysis of a campaign video from DR (Danish National Television) which was broadcasted in the fall of 2017 as part of a larger campaign to get people to vote for the municipal elections (Jensen and Greve in press). The analysis will disentangle the web of metaphoricity embedded in the trajectory, style and message of the video. To understand how the video works it is mandatory not to look upon the sensory inputs in isolation, but to treat them as a functional whole. Taken together they enact a condensed metaphoric meaning (El Refaie2003) and a potential for affective transformation that is crucial in order to carry the message of the video.

**References:**


