

Ning Yu's Curriculum Vitae

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I. EDUCATION

| | | |
|-------|---|-----------|
| Ph.D. | University of Arizona Interdisciplinary Ph.D. Program in Second Language Acquisition & Teaching | 1990–1996 |
| M.A. | Central China Normal University English Language and Literature | 1984–1987 |
| A.A. | Jingzhou Teachers' College English Language and Literature | 1978–1981 |

II. EMPLOYMENT

| | | |
|--------------|--|--|
| 2011–Present | Professor of Applied Linguistics and Asian Studies The Pennsylvania State University | |
| 2009–2012: | Professor of Chinese and Linguistics The University of Oklahoma | |
| 2003–2009: | Associate Professor of Chinese and Linguistics School of International and Area Studies The University of Oklahoma | |
| 1997–2003: | Assistant Professor of Chinese and Linguistics The University of Oklahoma | |
| 1996–1997: | Part-time Instructor of Chinese, Pima Community College, Tucson, AZ | |
| 1991–1996: | Teaching Assistant of Chinese Language The University of Arizona | |
| 1987–1990: | Lecturer, English Department Central China Normal University | |
| 1981–1984: | Instructor, English Department, Jingzhou Teachers College | |

III. EDITORIAL RESPONSIBILITIES

Primary co-editor of the scholarly book series “Cognitive Linguistic Studies in Cultural Contexts”, John Benjamins (Amsterdam and Philadelphia), 2010–Present.

Co-editor, *International Journal of Chinese Linguistics*, John Benjamins (Amsterdam and Philadelphia), 2012–Present.

Member of the editorial board, *Cognitive Semantics*, Brill (Leiden), 2020–Present (review editor, 2009–2020).

Member of the editorial board, *International Journal of Language and Culture*, John Benjamins (Amsterdam and Philadelphia), 2013–Present.

Member of the editorial board of the scholarly book series “Cultural Linguistics”, Springer (Berlin), 2015–Present.

Member of the editorial board of the scholarly book series “Frontiers of Cognitive Linguistics in China” (中国认知语言学前沿丛书). Beijing: The Commercial Press (北京: 商务印书馆), 2020–Present.

IV. PUBLICATIONS

Google Scholar Citation Indexes as of March 23, 2024:

| | All | Since 2019 |
|-----------|-------------|-------------|
| Citations | 5300 | 2074 |
| h-index | 31 | 26 |
| i10-index | 44 | 36 |

Books:

Yu, Ning. 2022. *The Moral Metaphor System: A Conceptual Metaphor Approach*. Oxford: Oxford University Press. (pp. viii+310)

Maalej, Zouheir and Ning Yu (eds.). 2011. *Embodiment via Body Parts: Studies from Various Languages and Cultures* (Human Cognitive Processing series, 31). Amsterdam and Philadelphia: John Benjamins. (pp. x+258)

Yu, Ning. 2009. *From Body to Meaning in Culture: Papers on Cognitive Semantic Studies of Chinese*. Amsterdam and Philadelphia: John Benjamins. (pp. xvi+310)

Yu, Ning. 2009. *The Chinese HEART in a Cognitive Perspective: Culture, Body, and Language* (Applications of Cognitive Linguistics series, 12). Berlin and New York: Mouton de Gruyter. (pp. x+444)

Sharifian, Farzad, René Dirven, Ning Yu, and Susanne Niemeier (eds.). 2008. *Culture, Body, and Language: Conceptualizations of Internal Body Organs across Cultures and Languages* (Applications of Cognitive Linguistics series, 7). Berlin and New York: Mouton de Gruyter. (pp. x+431)

Yu, Ning. 1998. *The Contemporary Theory of Metaphor: A Perspective from Chinese* (Human Cognitive Processing series, 1). Amsterdam and Philadelphia: John Benjamins. (pp. x+278)
The Chinese translation 《当代隐喻理论：基于汉语的视角》 published in June 2023 with the Commercial Press (商务印书馆) in Beijing, China. (pp. iv+338)

On-line Databases:

2006. *Bibliography of Cognitive Linguistics*, co-edited by Hans-Georg Wolf (University of Hong Kong, China), René Dirven (University of Duisburg-Essen, Germany), Rong Chen (California State University at San Bernadino, USA), Ning Yu (University of Oklahoma, USA), and Birgit Smieja (University of Koblenz-Landau, Germany). Berlin and New York: Mouton de Gruyter.

2005. *Bibliography of Metaphor and Metonymy: The Interdisciplinary Resource on Figurative Language*, co-edited by Sabine De Knop (University of Saint-Louis, Belgium), René Dirven (University of Duisburg-Essen, Germany), Ning Yu (University of Oklahoma, USA), and Birgit Smieja (University of Koblenz-Landau, Germany). Amsterdam and Philadelphia: John Benjamins Publishing Company.

Books Translated:

1991. Roger Fowler, *Linguistics and the Novel* 《语言学与小说》. Trans. by Yu Ning, Xu Ping, and Chang Qie. Chongqing, China: Chongqing Press.

1991. Art Buchwald, *While Reagan Slept* 《美国面面观》. Trans. by Yu Ning and Lu Weiqun. Beijing: China Youth Press.

Journal Articles:

Yu, Ning. 2023. Metaphors from perception and culture: The case of solidity. Special issue on “Perception, Culture, and Language” of *Cognitive Linguistic Studies* 10(2): 398–421.

Yu, Ning and Jie Huang. 2019. Primary metaphors across languages: Difficulty as weight and solidity. *Metaphor and Symbol* 34(2): 111–126.

Yu, Ning, Lu Yu, and Yue Christine Lee. 2017. Primary metaphors: Importance as size and weight in a comparative perspective. *Metaphor and Symbol* 32(4): 231–249. (Lead article)

Yu, Ning, Tianfang Wang, and Yingliang He. 2016. Spatial subsystem of moral metaphors: A cognitive semantic study. *Metaphor and Symbol* 31(4): 195–211. (Lead article)

Yu, Ning. 2016. Spatial metaphors for morality: A perspective from Chinese. *Metaphor and Symbol* 31(2): 108–125.

- Yu, Ning and Dingding Jia. 2016. Metaphor in culture: LIFE IS A SHOW in Chinese. *Cognitive Linguistics* 27(2): 147–180. (Lead article)
- Yu, Ning. 2015. Metaphorical character of moral cognition: A comparative and decompositional analysis. *Metaphor and Symbol* 30(3): 163–183. (Lead article)
- Yu, Ning. 2012. The metaphorical orientation of time in Chinese. *Journal of Pragmatics* 44: 1335–1354.
- Yu, Ning. 2011. A decompositional approach to metaphorical compound analysis: The case of a TV commercial. *Metaphor and Symbol* 26(4): 243–259. (Lead article)
- Yu, Ning. 2011. Beijing Olympics and Beijing opera: A multimodal metaphor in a CCTV Olympics commercial. *Cognitive Linguistics* 22(4): 595–628.
- Yu, Ning. 2009. When conceptual metaphors govern linguistic expressions: A textual analysis. *Intercultural Communication Studies* 18 (1): 221–236.
- Yu, Ning. 2008. Multimodal manifestation of conceptual metaphors in multimedia communication. *Intercultural Communication Studies* 17 (1): 79–89.
- Yu, Ning. 2007. Cultural identity and globalization: Multimodal metaphors in a Chinese educational advertisement. *China Media Research* 3(2): 25–32.
- Yu, Ning. 2007. Heart and cognition in ancient Chinese philosophy. *Journal of Cognition and Culture* 7(1/2): 27–47.
- Yu, Ning. 2004. The eyes for sight and mind. *Journal of Pragmatics* 36(4): 663–686.
- Yu, Ning. 2003. Chinese metaphors of thinking. In Gary B. Palmer, Cliff Goddard, and Penny Lee (eds.), special issue on “Talking about Thinking across Languages”. *Cognitive Linguistics* 14(2/3): 141–165.
- Yu, Ning. 2003. Synesthetic metaphor: A cognitive perspective. *Journal of Literary Semantics* 32(1), 19–34.
The Chinese translation of this article appears in the Chinese language journal *Chang Jiang Xueshu (Yangtze Academics)* 8: 40–50. 2005.
- Yu, Ning. 2003. Metaphor, body, and culture: The Chinese understanding of *gallbladder* and *courage*. *Metaphor and Symbol* 18(1): 13–31.
The Chinese translation of this article appears in the Chinese language journal *Chang Jiang Xueshu (Yangtze Academics)* 8: 30–39. 2005.
- Yu, Ning. 2002. Body and emotion: Body parts in Chinese expression of emotion. In Nick Enfield and Anna Wierzbicka (eds.), special issue “The Body in Description of Emotion: Cross-Linguistic Studies”. *Pragmatics and Cognition* 10(1/2): 341–367.
- Yu, Ning. 2001. What does our face mean to us? *Pragmatics and Cognition* 9(1): 1–36. (Lead article)

- Yu, Ning. 2000. Figurative uses of *finger* and *palm* in Chinese and English. *Metaphor and Symbol* 15(3): 159–175.
- Yu, Ning. 1995. Metaphorical expressions of anger and happiness in English and Chinese. *Metaphor and Symbolic Activity* 10(2): 59–92. (Lead article; reprint collected in the 3rd volume of the 6-volume *Metaphor and Figurative Language*, co-edited by Patrick Hanks and Rachel Giora, 2012, Routledge)
- Yu, Ning. 1995. Ways of borrowing in Chinese. *The SECOL Review* 19(1): 25–47.
- Yu, Ning. 1992. A possible semantic law in synesthetic transfer: Evidence from Chinese. *The SECOL Review* 16(1): 20–40.
- Yu, Ning. 1992. Semantic change in synesthesia in Chinese. *Dangdai Xiucixue* (Contemporary Rhetoric) 52: 14–15.
- Yu, Ning. 1988. Faulkner's verbal artistry: Contrast and realization of an idiot's mind style. *Journal of Central China Normal University* (special issue on English studies) 76: 118–130.
- Yu, Ning. 1986. Li Wenjun's stylistic translation of *The Sound and the Fury*. *Journal of Graduates at Central China Normal University* 16: 100–104.
- Yu, Ning. 1985. An approach to Hemingway's literary style. *Journal of Graduates at Central China Normal University* 11: 120–127.

Book Chapters:

- Yu, Ning. (Forthcoming 2025). Language, culture, and embodiment. In Hans-Georg Wolf and Frank Polzenhagen (eds.), *The Routledge Handbook of Language and Culture* (2nd ed.). London: Routledge.
- Yu, Ning, Tianfang Wang, and Yingliang He. (In press, forthcoming September 2024). Anger in Mandarin Chinese: “Angry gas gushing into the sky”. In Zoltan Kövecses, Réka Benczes and Veronika Szélid (eds.), *Metaphors of ANGER across Languages: Universality and Variation* (Comparative Handbooks of Linguistics, Vol. 8), 211–252. Berlin and New York: De Gruyter. (17,414 words)
(<https://www.degruyter.com/document/isbn/9783110730999/html>)
- Yu, Ning. 2020. Linguistic embodiment in linguistic experience: A corpus-based study. In Iwona Kraska-Szlenk (ed.), *Body Part Terms in Conceptualization and Language Usage*, 11–30. Amsterdam and Philadelphia: John Benjamins.
- Yu, Ning and Ben Pin-Yun Wang. 2018. Cognitive linguistics approaches to Chinese second language acquisition. In Chuanren Ke (ed.), *The Routledge Handbook of Chinese Second Language Acquisition*, 31–47. London: Routledge.
- Yu, Ning. 2017. LIFE AS OPERA: A cultural metaphor in Chinese. In Farzad Sharifian (ed.), *Advances in Cultural Linguistics*, 65–87. Singapore: Springer.

- Yu, Ning. 2015. Embodiment, culture, and language. In Farzad Sharifian (ed.), *The Routledge Handbook of Language and Culture*, 227–239. London: Routledge.
- Yu, Ning. 2014. The Chinese expressions and conceptions of the self: A cognitive semantic study. In C.-T. James Huang and Feng-hsi Liu (eds.), *Peaches and Plums* (Language and Linguistics Monograph series 54), 463–485. Taipei: Academia Sinica Institute of Linguistics.
- Yu, Ning. 2013. The body in anatomy: Looking at “head” for the mind-body link in Chinese. In Rosario Caballero and Javier Diaz-Vera (eds.), *Sensuous Cognition – Explorations into Human Sentience: Imagination, (E)motion and Perception* (Applications of Cognitive Linguistics series, 22), 53–73. Berlin and New York: Mouton de Gruyter.
- Yu, Ning. 2012. Metaphorical expressions of anger and happiness in English and Chinese (reprint of a 1995 journal article). In Patrick Hanks and Rachel Giora (eds.), the 6-volume *Metaphor and Figurative Language*, Vol. 3. *Literary and Cross-Cultural Perspectives*, 328–359. New York and London: Routledge.
- Yu, Ning. 2012. Ideography and borrowing in Chinese. In Kenneth Goodman, Shaomei Wang, Mieko Shimizu Iventosch, and Yetta Goodman (eds.), *Reading in Asian Languages: Making Sense of Written Texts in Chinese, Japanese, and Korean*, 68–85. New York and London: Routledge.
- Yu, Ning. 2011. Embodiment via body parts: Introduction (co-authored by Zouheir Maalej and Ning Yu). In Zouheir Maalej and Ning Yu (eds.), *Embodiment via Body Parts: Studies from Various Languages* (Human Cognitive Processing series, 31), 1–19. Amsterdam and Philadelphia: John Benjamins.
- Yu, Ning. 2011. Speech organs and linguistic activity / function in Chinese (a revised and expanded version of a 2009 book chapter). In Zouheir Maalej and Ning Yu (eds.), *Embodiment via Body Parts: Studies from Various Languages* (Human Cognitive Processing series, 31), 117–148. Amsterdam and Philadelphia: John Benjamins.
- Yu, Ning. 2009. Nonverbal and multimodal manifestations of metaphors and metonymies: A case study. In Charles Forceville and Eduardo Urios-Aparisi (eds.), *Multimodal Metaphor* (Applications of Cognitive Linguistics series, 11), 119–143. Berlin and New York: Mouton de Gruyter.
- Yu, Ning. 2009. Speech organs and linguistic activity and function. In Ning Yu, *From Body to Meaning in Culture: Papers on Cognitive Semantic Studies of Chinese*, 213–240. Amsterdam and Philadelphia: John Benjamins.
- Yu, Ning. 2008. Metaphor from body and culture. In Raymond W. Gibbs (ed.), *The Cambridge Handbook of Metaphor and Thought*, 247–261. Cambridge: Cambridge University Press.
- Yu, Ning. 2008. The Chinese heart as the central faculty of cognition. In Farzad Sharifian, René Dirven, Ning Yu, and Susanne Niemeier (eds.), *Culture, Body, and Language: Conceptualization of Heart and Other Internal Body Organs across Cultures and Languages*, 131–168. Berlin and New York: Mouton de Gruyter.
- Yu, Ning. 2008. Farzad Sharifian, René Dirven, Ning Yu, and Susanne Niemeier. Culture and language: Looking for the mind inside the body. In Farzad Sharifian, René Dirven, Ning Yu,

and Susanne Niemeier (eds.), *Culture, Body, and Language: Conceptualization of Heart and Other Internal Body Organs across Cultures and Languages*, 3–24. Berlin and New York: Mouton de Gruyter.

Yu, Ning. 2007. The relationship between metaphor, body, and culture. In Roslyn Frank, René Dirven, Tom Ziemke, and Enrique Bernárdez (eds.), *Body, Language, and Mind (Vol. 2): Sociocultural Situatedness* (Cognitive Linguistics Research, 35.2), 387–407. Berlin and New York: Mouton de Gruyter.

Yu, Ning. 2007. The Chinese conceptualization of the heart and its cultural context: Implications for second language learning. In Farzad Sharifian and Gary B. Palmer (eds.), *Applied Cultural Linguistics: Implications for Second Language Learning and Intercultural Communication*, 65–85. Amsterdam and Philadelphia: John Benjamins.

Yu, Ning. 2003. The bodily dimension of meaning in Chinese: What do we do and mean with “hands”? In Eugene H. Casad and Gary B. Palmer (eds.), *Cognitive Linguistics and Non-Indo-European Languages*, 337–362. Berlin and New York: Mouton de Gruyter.

Yu, Ning. 1999. Spatial conceptualization of time in Chinese. In Masako K. Hiraga, Chris Sinha, and Sherman Wilcox (eds.), *Cultural, Psychological and Typological Issues in Cognitive Linguistics*, 69–84. Amsterdam: John Benjamins.

Encyclopedia Entries:

Yu, Ning. (Forthcoming 2025). Metaphor and culture. In Xu Wen and Chris Sinha (eds.), *The Cambridge Encyclopedia of Cognitive Linguistics*. Cambridge, UK: Cambridge University Press. (4,228 words)

Yu, Ning. (Forthcoming 2025). Cultural linguistics. In Xu Wen and Chris Sinha (eds.), *The Cambridge Encyclopedia of Cognitive Linguistics*. Cambridge, UK: Cambridge University Press. (3,595 words)

Yu, Ning. 2021. Figurative language. In J. M. Stanlaw (ed.), *The International Encyclopedia of Linguistic Anthropology*. Hoboken, NJ: Wiley-Blackwell. (2,197 words)

Yu, Ning. 2017. Metaphor and metaphorical language. In Rint Sybesma et al. (eds.), *Encyclopedia of Chinese Language and Linguistics*, vol. 3, 3–8. Leiden, The Netherlands: Brill. (3,170 words)

Yu, Ning. 1996. Imagery. In Theresa Enos (gen. ed.), *Encyclopedia of Rhetoric and Composition: Communication from Ancient Times to the Information Age*, 343. New York: Garland.

Reviews:

Yu, Ning. 2005. Rachel Giora’s (2003) *On Our Mind: Salience, Context, and Figurative Language*. Oxford and New York: Oxford University Press. *Language in Society* 34(2): 307–310.

Yu, Ning. 2003. Hong Gao’s (2001) *The Physical Foundation of the Patterning of Physical Action Verbs: A Study of Chinese Verbs* (Travaux de L’Institut de Linguistique de Lund, Vol. 41). Lund, Sweden: Lund University. *Language in Society* 32(3): 435–438.

- Yu, Ning. 2002. Yuling Pan's (2000) *Politeness in Chinese Face-to-Face Interaction* (Advances in Discourse Processes, Vol. 67). Stamford, CT: Ablex. *Language in Society* 31(2): 303–306.
- Yu, Ning. 1989. Joseph Williams' "Semantic Laws". *Dangdai Xiucixue* (Contemporary Rhetoric) 40: 32–33.
- Yu, Ning. 1989. Marvin L. Ching's semantic approach to oxymoron. *Dangdai Xiucixue* (Contemporary Rhetoric) 37: 43–44.
- Yu, Ning. 1988. Stylistics: Its purpose. *Dangdai Xiucixue* (Contemporary Rhetoric) 34: 4.
- Yu, Ning. 1987. Marvin K. L. Ching et al. (eds.), *Linguistic Perspectives on Literature. Foreign Language Teaching and Research* 70: 73–74.
- Yu, Ning. 1986. Inadequacies in the recreation of Benjy as a character. *Journal of Graduates at Central China Normal University* 15: 83–87.

Online media article:

- Yu, Ning. 2024. Imagination and metaphor are central to ethics. The Institute of Art and Ideas (London, UK) (<https://iai.tv/articles/imagination-and-metaphor-are-central-to-ethics-auid-2761>). Released on March 4, 2024 (1420 words).

Translation:

- Yu, Ning. 2011. Pointing to new clarity with new perplexity: Han Shaogong's Newman Prize acceptance speech. *World Literature Today* 85(4): 22–23.

Conference Proceedings and Working Papers:

- Yu, Ning. 2003. Embodied cognition: From sight to mind. *Proceedings of the Fourteenth North American Conference on Chinese Linguistics*, 374–391. LA: University of Southern California.
- Yu, Ning. 1999. Body-part terminology and embodied cognition. *Proceedings of the Seventh International Conference on Chinese Linguistics and the Tenth North American Conference on Chinese Linguistics* (Vol. 2), 521–538. LA: University of Southern California.
- Yu, Ning. 1996. With Rudolph C. Troike. Parataxis and "double subjects" in Chinese. *Proceedings of the Fourth International Conference on Chinese Linguistics and the Seventh North American Conference on Chinese Linguistics* (Vol. 1), 399–416. LA: University of Southern California.
- Yu, Ning. 1995. Towards a definition of unaccusative verbs in Chinese. *Proceedings of the Sixth North American Conference on Chinese Linguistics* (Vol. 1), 339–353. LA: University of Southern California.
- Yu, Ning. 1993. Chinese as a paratactic language. *L2 Talk: The SLAT Working Papers* (University of Arizona) 1: 1–15.

V. PRESENTATIONS

Keynote speeches and plenary addresses:

Chinese anger metaphor revisited: Body, culture, and language. Keynote speech at the 4th Cultural Linguistics International Conference, held in Chongqing, China, September 22–24, 2023.

Meaning rooted in tactile experience and cultural environment. A presentation as an invited speaker at the 29th Conference of the International Association of Chinese Linguistics, Macau University of Science and Technology, Macau, China, May 27–29, 2023.

Systematicity of conceptual metaphor theory. Symposium on Linguistic Theories and Language Teaching, the International Society of Chinese Language Teaching, hosted by the University of Wisconsin-Madison, November 6–7, 2021, Madison, Wisconsin (connected via Zoom to Nankai University, Tianjin, China).

Analyzing metaphor systematically: A comparative approach. The Workshop on “Chinese and Japanese Metaphors: A Contrastive Approach” at the 20th Meeting of the Japanese Cognitive Linguistics Association, Kwansei Gakuin University, Nishinomiya, Japan, August 5–6, 2019.

Cultural conceptualization and linguistic experience. The Conference on Concept-based Instruction and Dynamic Assessment for L2 Development – from Sociocultural Perspective. Xi’an Jiaotong University, Xi’an, China, May 19–20, 2018.

Embodiment via Body Parts: Language, Culture, and Cognition. Keynote speech at the Linguistic Embodiment Workshop on “Body Part Terms in Linguistic Usage: A Comparative and Typological Perspective”, University of Warsaw, Poland, December 8–9, 2017.

Life as opera: A Cultural Metaphor in Chinese. Keynote speech at the 1st Cultural Linguistics International Conference, Prato Center of Monash University, Prato, Italy, July 20–22, 2016.

Conference papers:

How Chinese conceptualizes and expresses interactivity in terms of solidity. The 28th Conference of the International Association of Chinese Linguistics, The Chinese University of Hong Kong, Hong Kong, China, May 20–22, 2022 (presented virtually on Zoom).

Moral-physical metaphors in Chinese. The 3rd Cultural Linguistics International Conference, University of Győr, Budapest, Hungary, June 16–18, 2021 (presented virtually on Zoom).

A survey of metaphor studies in Chinese, presented Ning Yu (Penn State U., US), Lihong Huang (Georgetown U., US), and Junlan Liu (Kansai U., Japan) at the Metaphor Research in Japan (online), March 15-16, 2021.

Difficulty as weight and solidity in English and Chinese, presented by Ning Yu and Jie Huang at The 15th International Cognitive Linguistics Conference, Kwansei Gakuin University, Nishinomiya, Japan, August 6–11, 2019.

Metaphor in body and culture: Chinese and comparative perspective. Globally Engaged Humanities – A Penn State-Nanjing Dialogue, Nanjing University, Nanjing, China, May 2018.

Linguistic patterns and conceptual representations. The 26th Annual Conference of the International Association of Chinese Linguistics, University of Wisconsin, Madison, May 2018.

The IMPORTANCE IS SIZE metaphor: A comparative study, presented by Ning Yu, Lu Yu and Yue Christine Lee. The 29th Annual North American Conference on Chinese Linguistics, Rutgers University, New Brunswick, New Jersey, June 2017.

Moral metaphor system in Chinese. The 24th Annual Conference of the International Association of Chinese Linguistics, Beijing University of Language and Culture, Beijing, July 2016.

Spatial metaphors for morality in Chinese. The 22nd Annual Meeting of the International Association of Chinese Linguistics, Hanyang University, Seoul, Korea, June 2015.

A Cognitive-Semantic Analysis of the LIFE IS A SHOW Metaphor in Chinese. The 21st Annual Meeting of the International Association of Chinese Linguistics, University of Maryland, College Park, Maryland, May 2014.

Toward a decompositional approach to metaphor analysis. The 12th International Cognitive Linguistics Conference, the University of Alberta in Edmonton, Canada, June 2013.

Are we facing toward the future or past in Chinese? The 19th Annual Meeting of the International Association of Chinese Linguistics, Nankai University, Tianjin, China, June 2011.

One world, one dream: The construction of the bird's nest with metaphor. The 16th Annual Conference of the International Association of Intercultural Communication Studies, Guangzhou, China, June 2010.

Multimodal manifestations of metaphors: A cognitive linguistic analysis of a CCTV Olympics commercial. The International Conference on Intercultural Communication between China and the World, Beijing Foreign Studies University, Beijing, China, June 2009.

Conceptual metaphors as constituting cultural models and governing linguistic expressions. The 14th Annual Conference of the International Association of Intercultural Communication Studies, University of Louisville, Kentucky, November 2008.

Multimodal manifestation of the Virtue as Water metaphor. The 7th Biannual International Conference on Researching and Applying Metaphor, University of Extremadura, Cáceres, Spain, May 2008.

Speech organs and linguistic activity and function. The 10th Biannual Conference of the International Cognitive Linguistics Association, Jagiellonian University, Krakow, Poland, July 2007.

Multimodal manifestation of conceptual metaphors in multimedia communication. The 13th Annual Conference of the International Association of Intercultural Communication Studies, Harbin Institute of Technology, Harbin, China, June 2007.

Conceptual metaphors structuring a Chinese essay: A discourse analysis. The joint conference of the 15th Annual Meeting of the International Association of Chinese Linguistics and 19th Annual

North American Conference on Chinese Linguistics, Columbia University, New York City, May 2007.

Cultural identity and globalization: Metaphors and metonymies in a Chinese educational advertisement. The 12th Annual Conference of the International Association of Intercultural Communication Studies, San Antonio, August 2006.

The Chinese heart as the central faculty of cognition. The 9th Biannual Conference of the International Cognitive Linguistics Association, University of Yonsei, Seoul, Korea, July 2005.

The HEART AS RULER metaphor in ancient Chinese philosophy. The 12th Annual Conference of the International Association of Chinese Linguistics, Nankai University, Tianjin, China, June 2004.

The Chinese conceptualization of the HEART and its cultural context. The 8th Biannual Conference of the International Cognitive Linguistics Association, University of La Rioja, Spain, July 2003.

Metaphor, body, and culture: A cross-linguistic perspective. The 8th Biannual Conference of the International Cognitive Linguistics Association, University of La Rioja, Spain, July 2003.

Embodied cognition: From sight to mind. The 14th North American Conference on Chinese Linguistics, University of Arizona, May 2002.

Chinese metaphors of thinking. The 7th Biannual Conference of the International Cognitive Linguistics Association, University of California at Santa Barbara, July 2001.

Body and emotion: Body-part terminology in Chinese emotion expressions. The Joint Meeting of the 10th Annual Conference of the International Association of Chinese Linguistics and the 13th North American Conference on Chinese Linguistics, University of California at Irvine, June 2001.

What does our face mean to us: A cognitive-semantic analysis. The 9th Annual Conference of the International Association of Chinese Linguistics, Singapore, June 2000.

The bodily basis of meaning: Finger and palm in the Chinese lexicon. The 6th Biannual Conference of the International Cognitive Linguistics Association, Stockholm University, Sweden, July 1999.

Body-part nouns and embodied cognition. The Joint Meeting of the 7th Annual Conference of the International Association of Chinese Linguistics and the 10th North American Conference on Chinese Linguistics, Stanford University, June 1998.

The embodied nature of abstraction in Chinese. The 10th Annual Linguaging Conference on Linguistics and Literature, Denton, Texas, January 1998.

Cognitive semantics and the state-as-location metaphor. The 9th North American Conference on Chinese Linguistics, University of Victoria, British Columbia, Canada, May 1997.

Spatial conceptualization of time in Chinese. The 4th Biannual Conference of the International Cognitive Linguistics Association, the University of New Mexico, July 1995.

(With Rudolph C. Troike) "Double subjects" in light of paratactic property of Chinese. The Joint Meeting of the 4th International Conference on Chinese Linguistics and the 7th North American Conference on Chinese Linguistics, University of Wisconsin at Madison, June 1995.

Difference in topic-prominence between English and Chinese. The Annual Conference of the Chinese Language Teachers Association (28th ACTFL), Atlanta, Georgia, November 1994.

Towards a definition of unaccusative verbs in Chinese. The 6th Annual Meeting of the North American Conference on Chinese Linguistics, University of Southern California, May 1994.

Minimalist account for parametric variations: A perspective from Chinese. The Southeastern Conference on Linguistics, Memphis, Tennessee. April 1994.

Metaphorical expressions of anger and happiness in English and Chinese. The Southeastern Conference on Linguistics, Auburn University, April 1993.

Ways of borrowing in Chinese. The Language, Reading and Culture Annual Meeting, University of Arizona, March 1993.

Topics in Chinese: Clarification and definition. The Western Conference of the Association for Asian Studies, University of Arizona, October 1992.

Chinese as a paratactic language. The Linguistic Association of Southwest, Tucson, Arizona, October 1992.

A possible semantic law in the synesthetic transfer: A Chinese vision. The Southeastern Conference on Linguistics, Knoxville, Tennessee, April 1991.

Invited talks and lectures:

Metaphors from perception and culture: A corpus-based comparative study. Talk at Sichuan International Studies University, Chongqing, China, September 21, 2023.

The moral metaphor system and beyond (1-2). Two online lectures – “The physical subsystem of moral metaphors” and “Body, culture, and language in metaphorical thought” – at the School of Foreign Languages, Huazhong University of Science and Technology, Wuhan, China, June 9–10, 2022.

Linguistic and cultural experiences in metaphorical conceptualization. Lecture series “Figurative Language across Cultures”, Eötvös Loránd University, Budapest, Hungary, May 13, 2022.

CMT: A systematic approach to metaphor. Sichuan International Studies University, May 31, 2019.

Primary metaphors across languages: Difficulty as weight and solidity. Hunan University, Huazhong University of Science and Technology, and Sichuan International Studies University, May 2019.

Primary metaphors: Importance as size and weight in a comparative perspective. School of Foreign Languages, Huazhong University of Science and Technology, Wuhan, China, June 1, 2018.

Cultural conceptualizations and linguistic patterns: A corpus-based study. School of Foreign Languages, Huazhong University of Science and Technology, Wuhan, China, May 30, 2018.

LIFE AS OPERA as a Cultural Metaphor in Chinese. Guest talks at Central China Normal University, Huazhong University of Science and Technology, and Yangtze University, June 2017.

Metaphor in Culture: Life is an Opera. Guest talks at Guangdong University of Foreign Studies, South China University of Technology, South China Normal University, and Guangzhou University. November 24–25, 2016.

Language, Culture, and Mind: Metaphor in Cultural Contexts. Guest lectures at the College of Foreign Languages, Hunan University, Changsha, Hunan Province, China, November 19–23, 2016.

Language, thought, and culture: Starting from the Chinese HEART. The 2nd International Conference on Teaching Chinese as a Second Language, San Francisco State University, April 25–26, 2014.

Cognitive linguistics and teaching Chinese as a foreign language. The International Symposium on Chinese Linguistics and Language Teaching, the University of Hawaii at Monoa, May 29–31, 2012

The orientation metaphor of time in Chinese. College of Foreign Languages, Hunan University, Changsha, Hunan, China, June 2011.

One world, one dream: The construction of the Bird's Nest with metaphor. Presented as an invited speaker at the 5th Conference on Language, Discourse and Cognition, National Taiwan University, April 29–May 1, 2011.

Key issues concerning metaphor research in the next ten years. An invited talk at a panel discussion at the 5th Conference on Language, Discourse and Cognition, National Taiwan University, April 29–May 1, 2011.

The Chinese expressions and conceptions of the self: A cognitive semantic study. Presented at the Center for Language Acquisition of the Pennsylvania State University as part of the 2010–2011 Invited Speakers Series, September 24, 2010.

Multimodal metaphor in multimodal discourse: A cognitive semantic analysis of a CCTV Olympics commercial. Presented at three universities in China during the summer of 2010: Beijing Foreign Studies University, May 31; Shanghai International Studies University, June 2; Jinan University in Guangzhou, June 17.

The Chinese self: A cognitive semantic analysis. The panel in honor of Dr. Rudolph C. Troike at the 18th Annual Meeting of the International Association of Chinese Linguistics, Harvard University, May 21, 2010.

Multimodal metaphor: The case of a CCTV Olympics commercial. The Graduate Institute of Linguistics, National Taiwan University, November 25–27, 2009.

The Beijing Olympics and Beijing opera: The promotion of national pride and civil behavior in a CCTV Olympics commercial. The Boeing Asian American Professionals Association, September 28, 2009.

The Beijing Olympics and Beijing opera: The promotion of national pride and civil behavior in a CCTV Olympics commercial. The Institute for US-China Issues, September 2, 2009.

Invited by China Cognitive Linguistics Association to give a series of five lectures on cognitive semantic studies of Chinese at four universities in Beijing: Beijing Normal University (both School of Chinese Language and Literature and School of Foreign Languages and Literatures), China University of Petroleum in Beijing, Beijing University of Science and Technology, and The University of International Business and Economics in Beijing, June 16–19, 2009.

Visual metaphors of China's cultural identity and globalization as seen through a TV commercial. Puterbaugh Conference on World Literature, the University of Oklahoma, April 2008.

Chinese language and culture. Anthropology/Linguistics 1203 Language across Cultures. University of Oklahoma, February 2008.

The Chinese conceptualization of HEART as the central faculty of cognition: A cognitive linguistic study. Modern Languages Department Faculty Colloquia, University of Oklahoma, January 2006.

A cognitive semantic study of the conceptualization of the Chinese heart. College of Foreign Languages, Beijing Normal University, June 2005.

The Chinese understanding of the heart as the center of affective and cognitive activities. Department of English, Oklahoma State University, October 2004.

Cognitive linguistic study of metaphor. College of Foreign Languages, Central China Normal University, Wuhan, China, June 2004.

The relationship between metaphor, body, and culture. Department of Foreign Languages, the Beijing University of Aeronautics and Astronautics, May 2004.

Metaphor and the embodied mind. Talk given as an invited discussant at the Language and Mind Symposium, the University of Southern California, October 2000.

Cognitive semantics and study of metaphor. Department of East Asian Studies, University of Arizona, April 1997.