

**Powerful Metaphors in Popular Media of the 15<sup>th</sup> and 16<sup>th</sup> Centuries:  
Exploring Ways of Studying Early European Media Societies /  
Métaphores phares dans les médias populaires des XV<sup>e</sup> et XVI<sup>e</sup> siècles :  
explorer les moyens d'étudier les sociétés médiatiques européennes naissantes**

Eberhard Karls Universität Tübingen  
SFB 923 'Bedrohte Ordnungen', TP F03  
21 – 22 April 2023  
Organisation: Dr. Carlotta Posth

**Participants:** Prof. Dr. Andreas Holzem (Tübingen), Prof. Dr. Klaus Ridder (Tübingen), Dr. Carlotta Posth (Tübingen), Michael Lebzelter (Tübingen), Prof. Dr. Darwin Smith (Paris), Prof. Dr. Estelle Doudet (Lausanne), Dr. Natalia Wawrzyniak (Lausanne), Dr. Lucien Dugaz (Paris), Benedetta Salvati (Lausanne)

**Program**

**Friday, 21 April**

- 2:00–2:30     *Coffee and Welcome*
- 2:30–4:00     Workshop 1: Travelling Metaphors between Genres and Media
- 4:00–4:30     *Coffee*
- 4:30–6:00     Workshop 2: Translating Metaphors
- 7:00           *Dinner*

**Saturday, 22 April**

- 9:30–11:00    Workshop 3: Finding Metaphors – Theories and Methods
- 11:00–11:30   *Coffee*
- 11:30–12:30   Concluding Discussion
- 12:30           *Lunch and Departure*