



**Bionotes:**

Cun Zhang (School of Foreign Languages, Northeast Normal University, China) is a PhD candidate, majoring in English Language and Literature. Her research focuses on metaphor, political discourse, and multimodality.

Charles Forceville (Media Studies, University of Amsterdam) researches how the interpretation of visual and multimodal discourses is guided and constrained by genre, mode, and medium. He published *Pictorial Metaphor in Advertising* (Routledge 1996); co-edited *Multimodal Metaphor* (Mouton de Gruyter 2009), *Creativity and the Agile Mind* (Mouton de Gruyter 2013), and *Multimodal Argumentation and Rhetoric in Media Genres* (Benjamins 2017). His monograph *Visual and Multimodal Communication: Applying the Relevance Principle* appeared with Oxford University Press (2020).