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Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study

V. Koller

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This new study reconciles cognitive metaphor theory with Critical Discourse Analysis to offer a fresh approach to the study of metaphor. In applying this framework to a substantial corpus of texts from business magazines, the author shows how metaphors of war, sports and evolutionary struggle are used to construct business as a masculinized social domain. In view of the subtle but pervasive socio-cognitive impact of these metaphors, the study raises the question of possible alternatives and the scope for change in business media discourse.

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