

**Universitatea „Aurel Vlaicu” din Arad  
Școala Doctorală Interdisciplinară  
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**THE EMERGENCE OF BUSINESS ENGLISH METAPHOR AS A  
CONSEQUENCE OF THE SCIENTIFIC SHIFTS AT THE TURN OF  
THE XX<sup>th</sup> CENTURY**

**SUMMARY**

**Conducător științific,  
Conf. Univ. Dr. Habil. MIHĂILESCU CLEMENTINA ALEXANDRA**

**Doctorand,  
BUDEA (PISTOL) LARISA-BIANCA**

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My doctoral thesis entitled *The Emergence of Business English Metaphor as a Consequence of The Scientific Shifts at The Turn of The XX<sup>th</sup> Century* promotes an interdisciplinary approach, valued in practice and theory, based on the main assumptions of the *Cognitive Metaphor Theory (CMT)*, known as Lakoff's *Conceptual Metaphor Theory (1993)*, which was developed together with Mark Johnson in their work *Metaphors We Live By (1980)*. Valuable suggestions and ideas came from Gareth Morgan's *Organizational Metaphors (2006)* and Zoltán Kövecses' *Extended Conceptual Metaphor Theory (2020)*. Being 'contemporary', 'conceptual', and a major support of the cognitive linguistics paradigm, CMT argues for the relationship between the human cognition and the linguistic metaphors and has been the major theoretical framework throughout my research.

"Introduction" clarifies the purpose of my thesis which is to analyze the sphere of metaphors in the written business and economics discourse. I have conducted this study using a corpus-based approach. To successfully reach this goal, the cognitive linguistics framework will be analyzed by means of corpus linguistics tools. The main conceptual metaphors investigated are related to money, business organizations, job and career in the written business and economics discourse. Metaphor is acknowledged as being an accessible and useful tool in shaping the perception over money, business organizations, job and career. The four corpora compiled consist of articles from three different online business publications, written between 1994 and 2021. I have strongly been committed to further investigating this topic, organizing conceptual metaphors according to the Source Domains and interpreting them from the point of view of linguistic and metaphorical use. Given my interdisciplinary approach, I sincerely believe that the novelty of my thesis arises from a strong philosophical background grounded in the Aristotelian triad which has been used by writers since ancient times as different strategies to captivate their audience, namely logos, ethos and pathos. Special focus has been given to job and career metaphors seen from the Aristotelian ethos or acting self's perspective. I have chosen the analytical approach to the above-mentioned metaphors from the point of view of the logical and intuitive observer and from that position I have attempted to somehow identify myself with this acting self that is always preoccupied with the research.

Chapter 1, “Theoretical Framework” sets out a retrospective overview of the most important theoretical arguments that explain the existence of metaphors at different moments in the past. It integrates metaphor into the most recently outlined field of cognitive linguistics and it renders the basic commitments of Lakoff’s Conceptual Metaphor Theory, its latest version namely, Kövecses’ The Extended Conceptual Metaphor Theory and Morgan’s Organizational Metaphor Theory.

The first subchapter entitled “An Overview of Lakoff and Johnson’s *Conceptual Metaphor Theory*” reveals the theoretical aspects of the *Conceptual Metaphor Theory* (1980) proposed by the well-known scholars Lakoff and Johnson and integrates metaphor into the most recently outlined field of cognitive linguistics, rendering the basic commitments this theory.

I have highlighted that the basis and development of the ‘Conceptual Metaphor Theory’ are best described in three major books *Metaphors We Live By* (1980) by Lakoff and Johnson, *The Contemporary Theory of Metaphor* (1993) by Lakoff and *Philosophy in the Flesh* (1999) by Lakoff and Johnson. In consonance with the CMT, “the essence of metaphor is understanding and experiencing one kind of thing in terms of another” (1980: 5). I have focused on the fact that the CMT promotes the connection between knowledge and “the linguistic metaphors” (Lakoff and Johnson 1980 reedited 2003: 247) with regard to my metaphor analysis. I have also closely considered Lakoff and Johnson’s major arguments: “*the conventionality argument*” (Tay 2014: 52), “*the conceptual structure argument*” (Tay 2014: 53), and “*the embodiment argument*” (Tay 2014: 53) in connection with my research. I have turned to good account the *Neural Theory of Thought and Language* (Feldman 2006) developed by Lakoff and Feldman on the basis of the latest findings of “neuroscience” (Feldman 2006: 14) in their attempt to describe “language and thought processes” (2006:105) in the physical brain.

Due to my interest in the conceptual metaphors, my main focus has been on Lakoff and Johnson’s book *Metaphors We Live By* (1980) which have rendered how deeply metaphors forms our perspective of life for the time being and form assumptions to decide what will be at stake for us in the years to come. I have closely considered their most important claim that metaphor, apart from being a language matter, interrelates with processes connected to thoughts that are metaphoric to a high extent. With regard to ‘*Conceptual Metaphor Theory*’, it is relevant to round up its main ideas officially established by Lakoff 1993: “basic conceptual metaphors” (Lakoff and Turner, 1989: 51);

“metaphorical expression”, “domain” (Lakoff 1999: 58) “mapping- systematic correspondence across domains”; “entailments”. I have explored the cognitive function of conceptual metaphors that divides them into *structural* (Lakoff and Johnson 1980:14), *orientational* (14) and *ontological* metaphors (1980:25) which enable them to set correspondences among concepts, meant to be structured.

As a round up I may assume that the two brilliant minds, Lakoff and Johnson have proven that “metaphor is pervasive both in thought and everyday language” (ix). George Lakoff has contributed to a great extent to cognitive linguistics not only via his extensive study on categorization and metaphor, but also via his exploration related to the neural theory of language as well as to the elaborated and multidisciplinary analyses and applications he influenced. The “Contemporary Theory of Metaphor” will further be world widely recognized as an important pillar for cognitive linguistics.

The second subchapter entitled “Theoretical Aspects of Gareth Morgan’s Organizational Metaphors” reveals the theoretical aspects of the Organizational Metaphors from Gareth Morgan’s perspective. Due to the fact that he is one of the most famous organizational theoreticians, he has a profound role to the perspective on organizations by highlighting the importance of having an overview on organizations by employing multiple “images or metaphors” (Morgan 1986 reedited in 2006: xii) when he published his book *Images of Organizations* in 1986. I have closely considered Morgan’s observation that good managers or leaders are capable of dealing with diverse situations using different ideas and knowledge learned so far. In the updated chapters four and eight of his book, I have further explored his considerable contributions to chaos and complexity theory, which confer a deeper recognition to the type of change in organizations and creates practical measures that leaders can take to use these new perspectives.

Mention has also been made of Gareth Morgan, who put forward that metaphors enable to perceive the world using particular “lenses” (1986 reedited 2006: 135) or “frames” (1986 reedited 2006: 4). Morgan’s argument that metaphor is essential to the way we comprehend, view and build “organizational life” (1986 reedited 2006: 137) has provided a ground for my conceptual metaphors investigation in the field of business and economic area. I have presented the eight metaphors that may improve our comprehension of organization entity existence. He finds out two predominant metaphors “the organization as machine” (1986 reedited 2006: 11) and the “organization as organism” (33) and claimed that reducing our purpose narrows our comprehension and insights into the organizational structures.

Special attention has been paid to Morgan's explanations that traditional mentality about management and organization and their dependence on the "mechanical and biological metaphors" (Morgan 1986 reedited 2006: 289) ticks us to certain ways of acting and thinking. In order to neutralize this focus, he has suggested six methods of understanding: "the organization as brain" (1986 reedited 2006: 71); "culture" / "culture" (1986 reedited 2006: 113); political system (1986 reedited 2006: 144); "psychic prison" (1986 reedited 2006: 207); "transformation and flux" (1986 reedited 2006: 236) and "a system of domination" (1986 reedited 2006: 289). Morgan asserts that every metaphor develops a specific viewpoint with strengths and limitations. He also warns us that a metaphor never encompasses the whole experience to which it is applied. Morgan's suggestion that while researchers closely investigate an aspect of an issue, others appear into the background and should also be taken into consideration.

Additionally, I have shown that metaphors substantially contribute to organization theory because they enhance our skills to come up with different interpretations (Morgan 1986 reedited in 2006) and offers an important methodological device for exploration since they have the ability to create insights into the secret, hardly deliberate feelings of members of a group, set the plan on research data, and reveal its outcomes to readers in a concise form (Morgan 1986 reedited in 2006).

While closely analyzing organizational metaphors, I have also investigated the ontological assumptions of various organizational aspects. Morgan invites us to exercise our imagination and create an organization which works just a machine. The individuals represent the mechanical elements. Thus various "images of organization" (1986 reedited in 2006: 30) could be produced as an outcome of the metaphoric analysis, thus enhancing the opportunity for different and creative actions.

To have detailed insight into metaphors, I have explored the eight proposed metaphors that describe the organization, stated by the author in the book *Images of Organization*: "machines, organisms, brains, cultural systems, political systems, psychic prisons, instruments of domination, and flux and transformation" (Morgan 1986 reedited in 2006).

Important conclusions have been drawn in connection with the images of organization. There are some "conventional way of thinking" (Morgan 1986 reedited in 2006: 255) accepted about the organization and management, based on what is called 'the parable of a picture' (Morgan 1986 reedited in 2006: 394; 401) that we take to eliminate the supposition or presupposition, especially the image of "machine" (Morgan 1986

reedited in 2006: 11) and “living systems” (Morgan 1986 reedited in 2006: 33) organizations. My thesis contains arguments on how an investigation of metaphors and other images of organization is a way of searching and emphasizing the way we can create new ways of thinking (Morgan 1986 reedited in 2006: 4), modifying and transforming the organization (1986 reedited in 2006: 8). Following Morgan’s opinion has surfaced that the usual method of analysis using metaphors can be employed as an instrument to determine problems within the organization (Morgan 1986 reedited in 2006: 16). Therefore, the study of the organization through metaphor is a means to discover implicit meanings of the organization.

To sum up, Morgan regards metaphors as “a way of thinking and a way of seeing” (1986 reedited in 2006: 4). Morgan assumes the idea of metaphor use as an important device to enhance comprehension regarding the organizational “dynamics” (1986 reedited in 2006: 60). He completely accepts its limitations and repeatedly shows the fact that while a metaphor generates important understanding, it may be “incomplete, biased, and potentially misleading” (1986 reedited in 2006: 5) as well. Even though “the way of seeing turns into a way of not seeing” (1986 reedited in 2006: 66), metaphors are replaced with other metaphors which generate both complementary and competing perspectives.

To conclude, the assumptions of these images of organization are constructive, their power consisting in the fact that they enable us to take into consideration the numerous features of organization never taken into account.

However, the author admits the fact that employers and employees within organizations are able to depict their own metaphors and generate new ones by trying to develop an ability to include the inputs of various perspectives.

The third subchapter entitled “Theoretical Inquiries into Zoltán Kövecses’ Extended Conceptual Metaphor Theory” comprises a few considerations on the theoretical aspects of Zoltán Kövecses’ latest *Extended Conceptual Metaphor Theory (2020)* that explains in detail many difficult problems that researchers have come up with against the previously established CMT of Lakoff and Johnson.

I have discovered that Kövecses’ work is a veritable masterpiece which comprises eight parts which I have tackled in detail. The first part *A Brief Outline of Standard Conceptual Metaphor Theory and Some Outstanding Issues* outlines the up-to date research status of ‘CMT’ to prepare the ground for the discussion of the thesis. The second part up to the sixth one expands upon the five aspects of the problem, while the seventh and the eighth parts discuss the extended view of metaphors that Kövecses proposed in his

work. I have turned to good account his ideas which I will further tackle to enlarge my horizon of knowledge and better understand the CMT proposed by Kövecses's predecessors. The new perspective as "extended CMT" (Kövecses 2020: xii) is tackled in the five parts of the thesis, each beginning with a intriguing question that tries to give an answer to the issue related to the "standard" CMT (Kövecses 2020: xii).

I have pointed out that the starting point of this refreshed approach represents the introduction of the "standard version" (xii) of CMT and encompasses the perspectives in the extraordinary study of *"Metaphors We Live By"* (1980).

I have turned to good account Kövecses's opinion that no other theory related to the study of metaphors is able to analyze and demonstrate these issues and he admitted that CMT is not perfect and has room for improvement (Kövecses 2020: 19) and there are many difficulties and vulnerabilities deeply rooted in CMT. I have explored Kövecses's fundamental ideas of his research, current status and main challenges connected to the CMT. I have concluded that he considers that Lakoff and Johnson' CMT is in fact the standard CM. Kövecses has facilitated my comprehension of the new extend version of CMT via the main ideas developed: "pervasiveness of metaphor" (2020: 2), "metaphor definition" (2), "metaphor mapping" (2-3), "metaphoric thinking" (2020: 6), "creation of metaphorical reality" (2020: 7), "multimodal metaphor" (2020: 6-7), "grounding" (2020: 8), "primary metaphor and compound metaphor" (2020: 9), "image schema and metaphor" (9) , "metaphor and grammar" (2020: 9), "neural metaphor theory" (2020: 10), "universality and variation" (2020: 11), "context and metaphors" (11), "metaphor networks" (11). The author has revealed that "CMT is a complex and coherent theory of metaphor" (2020: 18) that can describe and clarify many phenomena linked to metaphor without having reached the "state of perfection" (2020: 19) and yet, there is room for further improvement.

Kövecses considers that the concrete concepts as well as the abstract ones have intergraded "content ontology and figurative construal" (2020: 33). Consequently, he believes that we can outline the ontological part in some contexts and, the part rendered in a figurative way, in others. The author's objective has been to examine the extent to which language is figurative. He believes that nearly all expressions are metaphorical, and there is almost no literal expression. Kövecses highlighted as well that the literal meaning also exists, but less than what the CMT claims.

Essentially, Kövecses's vision reveals that a lot of 'primary metaphors' (2020: 34) have metonymic basis, rather than being directly derived from our physical experience,

since metonymy forms metaphors through “cognitive operations such as generalization, or schematization, and specialization or elaboration” (2020: 35). I have spotted out that in the process of conceptualization, there is a ‘frame’ with an appropriate element within it that can activate the entire frame, which means “it can be used metonymically” (Kövecses, 2020: 39). This represents “the metonymic stage of the process” (39). Additionally, this element contains a concept, which is schematized as a concept that occurs external of the ‘frame.’ “When this happens, we have to do with metaphor, i.e., where the initial frame, or domain, is conceptualized in terms of another, conceptually distant frame, or domain” (39).

I have relied on Kövecses’s focus on the certain problems encountered in discovering suitable ‘conceptual structures’ involved in building of conceptual metaphors. Kövecses suggests the “multilevel view of conceptual metaphor” (2020: 51). He explains that every “conceptual metaphor is defined by four levels” (51). “The highest level is that of image schemas, while the lowest level is represented by that of mental spaces” (Kövecses, 2020: 50). Still, there is one level in between which is “the level of domains and frames” (50). The central issue revolves around the conceptual structure encompassed in conceptual metaphors, and the author proposes a new framework the “multi-level view of conceptual metaphor” (51).

I have introduced and exploited Kövecses’ idea that the context is completely neglected within the CMT. He explains in detail the assumption that it is not necessary for the conceptual metaphors to be just simply conceptual but it is necessary for them to be contextual by referring to his book *Where Metaphors Come From* (2015).

Kövecses claims that the metaphors’ use in discourse is triggered by different contextual factors that can be divided into four categories: “situational context, discourse context, conceptual-cognitive context and bodily context” (Kövecses 2020: 95).

Kövecses’s “Multilevel View of Conceptual Metaphor” (2020:145) includes the “mental spaces that speakers create online” (145) into the category of metaphor research, concentrating on the real-time online processing of metaphor. In real discourse, “the online mental space” (52) that is mostly used to create or understand metaphors is connected to higher-level offline conceptual structures: “image schema, domains and frames” (145), which, combined, serve the production of “metaphorical expressions” (Kövecses 2010: 4). For an enhanced grasp the functional mechanism of metaphor in the natural discourse, both offline and online conceptual structures are mandatory. Kövecses also meticulously tackles two online metaphor occurrences: “mixing metaphor and conceptual integration” (Kövecses 2020: 149). Even though, in both cases, many mental activities occur at the



level of mental space, it is not possible to explain it in detail without considering “the corresponding offline conceptual structures” (149).

Apart from the six parts of Kövecses’ theory, I have closely analyzed the last two summations. The former expands on the elements of a newly emerged study and spots out its general structure, while the other evaluates the feedback to the important problems already presented (Kövecses, 2020: 169), as well as an uneven similarity of this suggested ideology with its closely related theory, namely the “dynamic systems view of metaphor” (Gibbs 2017 qtd. in Kövecses 2020: 155).

From my point of view, Kövecses’ thesis is a powerful attempt to extend CMT and its value represents the designing method for the creation of the model of “conceptual metaphor” (2020: 149) and there are some aspects left for the author’s further investigation. It is also important to observe how the extended CMT is related to other theories of metaphor, proposed by other scholars.

Overall, Kövecses’ thesis is a powerful and remarkable attempt, which, due to its comprehensiveness, profoundness, and awareness will help the readers to perceive it as a valid and approved source on various features of “Conceptual Metaphor Theory” (1993). This renewed version adds value to the field of study in fields of metaphor studies and literary analysis.

Chapter 2, “Methodological Devices for Identifying and Contextualizing Conceptual Metaphors” expands upon the main methodological foundation of the study which is closely examined, makes the switch from theory to methodology, announces the terminological devices adopted for analytical reasons and discloses the frame of metaphor identification procedure.

I have adopted a detailed definition of metaphor in order to achieve the in-depth analysis of economics and business discourse excerpts by taking into consideration the general frame of cognitive linguistics. I have closely analyzed Lakoff and Johnson’s perspective that metaphor is a linguistic means by which we understand “one thing in terms of another” (1980: 5) with “the focus on the primary conceptual nature of metaphor: metaphor is fundamentally conceptual, not linguistic, in nature” (Lakoff 1993: 244). The two elements that build a metaphor are claimed to be knowledge structures, meaning concepts or gestalts or conceptual domains from the cognitive semantic viewpoint namely: ‘*Source domain*’ and ‘*Target domain*’. The connection of the two domains rests on mapping or correspondence between the concepts (Nicolae 2015: 37).

I have considered that the cognitive semantic definition serves as a strong basis of the metaphor in the business and economics discourse investigation. I strongly believe that authentic language samples should be analyzed although they do not display theoretical clarity or cannot be easily identified according to rigid criteria of metaphor identification.

After having have outlined the important cognitive semantic definition of metaphor and presented in detail the commitment to language focus led by an integrated discourse approach, I have discussed the written economics and business discourse.

Before focusing on the metaphor identification protocol my aim was to clarify the main points of the business and economics discourse which represent the target field of my investigation, concentrating only on the written communication. I have further focused on the environment of the targeted business metaphor in both written business and economic discourse, investigating all types of discourse acts where topics are more or less incorporated into doing business or dealing with economic matters in a practical or theoretical way.

Special attention has been paid to the “primary discourse and secondary discourse” proposed by Koller (2004) and Richard (2005) (qtd in Nicolae 2015:45), especially to the former, as communication is the main feature of the domain of business or economics, including all written communication (Nicolae 2015: 46).

Due to my interest regarding the main topics of the business discourse, I have attempted to understand how they vary from specialized to everyday communication in a company where people who interact have more or less specialized knowledge of the field. I have further analyzed the written language which is planned most of the time and has some instant or delayed feedback being frequently associated with formal style features. The written economics discourse is functional involving the author and the reader who reacts to that message (whose written form is embedded in a formal style and a very polite language code) by accepting it and/ or generating some manipulation. I have turned to good account Nicolae’s suggestion with regard to the metaphor being a tool used by the journalist to diminish the complexity and to intensify the analogical information processing of economic issues (Nicolae 2015: 49).

I have considered it important to explore the metaphor identification protocol which sets some premises, guidelines and criteria for metaphor identification in corpus samples. For such a topic to be properly dealt with, I have examined the approach made by PRAGGLEJAZ Group 2007 (Nicolae 2015: 50) that promoted a project for metaphor identification, namely *Metaphor Identification Procedure* (MIP) (Nicolae 2015: 50) . I

have further presented an extended version of MIP entitled MIP VU (Steen et al. 2010 Nicolae, 2015: 51) containing some refinements and adjustments to the last version (Steen et al. 2010) by making metaphor operational at the level of conceptual structure and examining if concepts are used in an indirect way.

I have embraced the third system for metaphor identification proposed by Cameron in the late 1990s as it clearly underlines necessary conditions for metaphoricity and it advances a sequenced identification system appropriate to a corpus (Cameron 1999b: 117 qtd in Cameron and Low (eds.) 1999: 105-132). These valuable ideas have been also used by Nicolae (2015) in her research to build her own strategy and have been turned into account in my present study. Thus my metaphor analysis procedure follows Nicolae's protocol (2015: 49-64) also in concordance with Charteris-Black (2004) and Fairclough (1995), comprising three elements: pre-identification, identification proper, post-identification.

Significant conclusions have been drawn from the analysis of metaphors that allows us to see the way in which metaphorsing practices and options continue or oppose power, ideologies, from the designation of metaphor as a "discourse agent" (Nicolae 2015: 63) able to define and reconfigure identities, advanced by Charteris-Black in 2004 under the name *Critical Metaphor Analysis* and from its main asset being grounded in the fact that it strengthens and extends the cognitive semantic view by associating the use of metaphor to ideological and cultural elements.

Conclusively, the main purpose of this chapter has been to establish the definition, as well as the methodology and identification protocol of the metaphor analysis in the business and economics discourse. Moreover, the discourse comprehension has been possible with the help of the division of the discourse sphere into primary and secondary discourse which has constituted the basis for my further in-depth analysis.

Chapter 3, "Reflections of Metaphors in Business and Economics Discourse (A Corpus-based Approach)" comprises applications of the methodological framework on a large number of corpus samples and the investigation of the assumptions and meanings that are behind metaphorical language, related to the topic domain of money, business organizations, jobs and career. I have strongly been committed to further investigating the topic, organizing conceptual metaphors according to the Source Domains and interpreting them from the point of view of linguistic and metaphorical use.

The corpora consist of articles from four different online business publications written between 1994 and 2021. I have chosen some of the most well-known newspapers

for my present study: *The Guardian* and *Financial Times*, representing British daily newspapers with a focus on the economy and business and *The Economist*, a British weekly magazine concentrated on affairs, finance, commerce, politics, business and technology.

The first corpus dedicated to the study of Money Metaphor has got 109 articles taken from: *The Guardian* and *The Economist*. The second corpus, focused on the study of business Organization Metaphor, includes 147 articles taken from all the three previously mentioned publications. The third corpus consisting of 23 articles was compiled for the study of job metaphor and the fourth, which served the analysis of career metaphor, comprises 100 articles.

I have embraced Lakoff and Johnson's framework of '*Conceptual Metaphor Theory*' and Kövecses's extended version of CMT and I have assumed that the 'economic metaphors' emphasize different perspectives of observing business and economics with immediate consequences on business communication, when used figuratively. In the corpus compiled for the study of the Money Metaphor, the number of articles are approximately even: 54 for the Guardian and 55 for The Economist. My text analysis is conducted along the idea that there has been abundance in figurative language in the economic and business discourse since the early days of trade. I have also turned into account the fact that the communicative function of metaphor is obvious in the financial press, marketing, journal article titles, headlines. Precious suggestions for the research regarding the stages of meaning creation came from Palmer 1996; Wierzbicka 1999 (quoted in Popescu, Iordachescu and Herteg, 2016: 155) so as to determine the connection between linguistic expression and cognition.

I have also turned to good account Kövecses's (2005 and 2020) cognitive perspective of metaphor to demonstrate both the diversity and universality in metaphorical thought while tackling the conceptual metaphors of time, event structure, anger and the self, analyzed from the business and economics angle. I have organized my investigation round money metaphors according to cognitive linguistic categories by relying on the linguistic means analysis that leads to metaphorical load.

*Money* is a very important concept for the areas of economy and business and it has many metaphorical implications, as it resulted from my research, that illustrate the way in which money is understood. The main conceptual metaphors analyzed, related to *money* are: 'Money is a liquid' with sub-categories such as: 'Money is frozen/ Financial resources are frozen;' 'Money is solid;' 'Money is food;' 'Investments / Banks are containers for

money;’ ‘More is up, less is down;’ ‘Money is wealth;’ ‘Money is waste’ and ‘Money is investment.’

*The Visual Thesaurus Online* has been employed for the headwords investigation which offered a quite limited semantic area having only three main meanings: currency, a medium of exchange (from the monetary system) and wealth (financial means). The methodology resides in the self-made collection of 109 business articles compiled together from different online journals which serve as the support for my analysis regarding money metaphors. I have applied the manual way of searching for metaphors and thus the headwords. Then, I have dealt with the headwords identification and ‘entailments’ created between ‘Source Domain’ and ‘Target Domain.’ Money is referred to as income, cash and profit and its ‘conceptual correspondents’ in business and economics are: a liquid, time and vehicle. I have noticed some different aspects in connection to the use of metaphors within the similar texts. From the newspapers involved in my investigation, *The Economist* appears to be loaded with metaphors. The language used to get ‘conceptual metaphors’ is more figurative. I infer that the distinct way of making conceptual metaphors is determined by the reader. I have embraced Deignan's opinions regarding the possibility of metaphors to modify their grammatical behaviour and I have noticed the fact that “the words that are nouns in Source Domain tend to be used as verbs in Target Domain” (Deignan, A. 2008: 291) also applies in the case of money metaphors.

My research is an endeavor to investigate and decode money metaphors employing the CMT framework. I have observed that there is a powerful and active interaction between ‘Source Domain’ and ‘Target Domain.’ The conceptual category morphologically made with the help of nouns is Money/ Cash, always regarded as being solid and this implies a numerical exaggeration, whereas the majority of the conceptual categories are obtained by using verbs, phrasal verbs; nouns are widespread in making the category ‘*Money is wealth.*’ In addition, the present investigation highlights the metaphorical load and the possibility for further research of/in the business genre.

This approach has led me to the conclusion that a more profound understanding of the metaphors meaning and structure may contribute to a deeper comprehension of the culture which created them. I have focused on a corpus-based approach to study business metaphors, as it facilitates the analysis of conceptual metaphors by illustrating the way in which business is perceived (that is currency, profit, investments, wealth or markets), spotting them in real contexts.

The second corpus dedicated to the study of business Organization Metaphor has got 147 articles taken from articles for *The Guardian* (54) and *The Economist* (57) and *Financial Times* (36) which indicates that the latter is the least metaphorical. For this investigation, I have embraced Lakoff and Johnson's approach to 'Conceptual Metaphor Theory' and Kövecses's extended version of CMT.

Another important key concept related to business and economy is that of *business organization* which has many metaphorical implications that have previously been investigated by many researchers, among whom is Adina Nicolae (2015) whose work is based on Gareth Morgan's proposals of metaphorical images of organizations (2006). At present, *business organization* can be found under different forms such as corporation, business, firm, company, multinational, enterprise, association, partnership etc. The term *organization* is preferred as it fits the business entities of all kinds, being pervasive, widely spread in the business and economics discourse nowadays, dynamic and important at the same time in all genres and text types belonging to the two kinds of discourses above mentioned.

My research paper on the conceptual metaphors illustrates the way in which organization is understood via Morgan's (2006) proposals of metaphorical images of the organization. I have tackled each conceptual metaphor related to organization through examples: 'The organization is a mechanism;' 'The organization is a living organism;' 'The organization is a brain;' 'The organization is a culture;' 'The organization is a political system;' 'The organization is a prison;' The organization is a processual entity' and 'The organization is a dominator.'

The headwords I have proposed under investigation are: corporation, business, firm, company, multinational, enterprise, association, partnership and they belong to the Target Domain of organization. The main meanings of synonyms related to organization from the Visual Thesaurus Online are: 'a group of people who work together (organization)', 'an organized structure for arranging or classifying (organization, arrangement, organization, system) the persons (or committees or departments etc.) who make up a body for the purpose of administering something,' 'the act of organizing a business or an activity related to a business (organization), an ordered manner;' 'orderliness by virtue of being methodical and well organized (system),' 'the activity or result of distributing or disposing persons or things properly or methodically (organization),' 'the act of forming or establishing something (organization, constitution, formation, organization, establishment).'

I have chosen a corpus-based approach since corpora enable expanding the study by facilitating the analysis of conceptual metaphors in the business genre and opens new ways of exploring metaphors. For my research, the corpus proved to be efficient and a very relevant tool for studying the conceptual categories of metaphors related to the study of business organization in this section, as well.

The methodology resides in the self-made collection corpus of 109 business articles compiled together from different online newspapers which serve as the support for my analysis regarded business organization metaphors. Here as well, manually searched for metaphors and thus the headwords have also been employed. The following step has been related to the headwords identification and ‘entailments’ created between ‘Source Domain’ and ‘Target Domain.’ I have noticed some differences in metaphors use within the similar texts. From the newspapers involved in my analysis, *The Economist* and the *Guardian* appear to be loaded with metaphors and the language employed to get conceptual metaphors is more figurative in order to achieve conceptual metaphors than Financial Times. I may infer that the different realization of conceptual metaphors is determined by the target reader. I have embraced Deignan's opinions regarding the possibility of metaphors to modify their grammatical behaviour and I have noticed the fact that “the words that are nouns in Source Domain tend to be used as verbs in Target Domain” (Deignan 2008: 291), also applies in the case of business organization metaphors, as well. I have to mention that Morgan’s eight key metaphors (2006) have substantially played a role in the development of the theory and the practice of management.

If we closely observe business organization metaphors from the lexical viewpoint, we can draw the conclusion that the only two conceptual metaphor categories morphologically made with the help of nouns are the ‘Organization as a political system’ and the ‘Organization as a prison.’ I have surfaced that there is an abundance of metaphors in *The Economist* and *Financial Times* for the conceptual metaphors ‘the Organization as a prison.’ The only conceptual metaphor category morphologically with the help of nouns is ‘the Organization as a culture’ and some illustrate the negative meaning of organization. The conceptual metaphor category of ‘Organization as dominator’ is the only one realized by verbs and adjectives. The conceptual metaphor category of ‘Organization as a processual entity’ is realized by nouns which trigger progress, change for the better. The prefix re- highlights the processual background of every activity/ procedure of the organization. The category of ‘Organization as a brain’ metaphors is acquired by nouns verbs and establishes a new viewpoint on companies/firms being complex systems able to

learn just like the brain does. It highlights the virtues of the process of learning in all aspects of human's life and the contribution of the people, at an individual and collective level, to construing a learning organization. Finally, the categories of the conceptual metaphors 'Organization as a mechanism/ machine,' 'Organization as a living organism' are all acquired by nouns used with figurative meanings, adjectives and verbs or phrasal verbs. Some of the examples chosen have highlighted the negative meaning of organization.

I have attempted to study closely and decode metaphors related to business organizations using the framework of CMT, having as sources articles from business and economic English online press all compiled in a corpus. All the business organization metaphors were gathered by taking into consideration the conceptual 'similarities' between 'Source Domain' and 'Target Domain.' After the manual identification in the compiled corpus, I have tried to determine and explain various conceptual categories, concentrating on the mappings which arise between 'Source Domain' and 'Target Domain,' alongside with various ways of expressing 'conceptual categories' in the business and economic genre. Stress has been laid on the fact that there is a continuous and powerful interaction between 'Source Domain' and 'Target Domain'. In addition, my research spots out the metaphorical load of the business organization metaphors and I consider it important that there is room for further research of/in the business genre.

My concern has been to approach economic and business 'conceptual metaphors' with regard to 'the conceptual metaphors' related to jobs and careers, using two self-made corpora for each of the two conceptual metaphors previously mentioned and find the patterns according to which the words job and career were studied and grouped as conceptual metaphors.

The consistent analysis relies on a selection of a total number of 123 articles: 23 for job metaphors analysis and 100 for career metaphors analysis from online version of *The Guardian*, *The Economist* and *Financial Times*. Moreover, manual identification of metaphors was used too, and the metaphors were analyzed and explained. The results gathered have uncovered interesting elements to consider related to job- and career-based conceptual metaphors, as well as intriguing conclusions regarding different aspects of present-day economy. The aim of this section has been to emphasize the significance of metaphors resulted from figurative language and how these are used in a usual business context, especially in newspapers.



My preoccupation related to these two concepts of job and career has been to emphasize that they are key concepts also related to business and economy. I have embraced the view of the Romanian researchers Iulia Mihaela Roșca and Grigore-Dan Iordăchescu (2017) and Adina Nicolae (2011b) regarding the metaphorical implications that have previously been investigated in relation to this issue but have used different publications.

The methodological grid for the study of jobs and career conceptual metaphors has also been constructed from Lakoff and Johnson's CMT and Kövecses' extended CMT. It is important to mention the fact that job is analyzed as being a workplace, hard work, career and a container, while career is analyzed as a calling/vocation/occupation, a journey, an adventure, an inheritance, an action, a cycle, a building, an object, a game, a living organism, a fire, a vehicle, a role, a relationship, fit, a ritual, an extreme phenomenon, a container.

An important issue to be clarified is that in the articles of the compiled corpus, the main focus is on economy and business and less on the subjects connected to job and this is the reason why there have been only few references found for this, but many more connected to career.

For such a topic to be properly dealt with, I have exemplified first each conceptual metaphor related to jobs through examples from the main conceptual metaphors: The job is a workplace; The job is a labour (hard work); The job is a career; The job is a container. Last but not least, I have drawn a picture of each conceptual metaphor related to career: The career is a calling /vocation/occupation; The career is a journey; The career is an adventure; The career is an inheritance; The career is an action; The career is a cycle; The career is a building; The career is an object; The career is a game; The career is a living organism; The career is a fire; The career is a vehicle; The career is a role; The career is a relationship; The career is a fit; The career is a ritual; The career is an extreme phenomenon; The career is a container.

As in the case of money metaphors and business organizations, the methodology I have applied for job metaphors resides in the self-made collection corpus comprising 8 articles from The Guardian, 7 from The Economist and 8 from Financial Times compiled to serve as the support for my analysis. I have applied the manual way of searching for metaphors and the headwords. I have used *The Visual Thesaurus* for the headwords investigation related to jobs which offered the following main meanings: workplace, labour, career, occupation. Then, I have dealt with the metaphorical entailments created

between ‘Source Domain’ and ‘Target Domain’. Jobs are referred to as ‘workplace’, ‘labour’, ‘career’, ‘occupation’. Overall, the language used in the Guardian and The Economist is more figurative as concerns the production of conceptual metaphors, compared to the language used in Financial Times, which triggers that the various realizations of conceptual metaphors are decided by the target reader.

While investigating my corpus related to jobs, I have assumed encompass a way of thinking and understanding which determines the way in which the authors of the discourse and readers comprehend the world of jobs. Deignan’s perspective (2008) has provided a ground for my intuitive experience of tackling metaphors from the angle of their change of grammatical form and structure. If we closely observe job metaphors, from the lexical viewpoint, we can draw the conclusion that the two conceptual metaphor categories morphologically realized by nouns are ‘the job is a labour (hard work)’ and ‘the job is a career.’ In the second case, the conceptual metaphor is mainly realized by nouns. *Career* is a synonym for the word *job*, as it belongs to the same semantic sphere as job. In fact, from a general point of view, the career makes reference to the evolution of a person along his/her professional life. We could interpret it as being similar to the history of someone’s life. The conceptual metaphor category ‘job is a workplace’ is morphologically realized by verbs. The conceptual metaphor category job as a container is morphologically made with the help of phrasal verbs, idioms and prepositions and reveals the negative feedback to restriction, captivity as well as the difficulty and even the impossibility of escape regardless of the input effort.

Finally, the fourth corpus of my research has been compiled for career metaphors analysis and envelops a total of 100 articles: 40 from The Guardian, 32 from The Economist and 28 from Financial Times.

In this endeavor I have used *The Visual Thesaurus* for the headwords investigation related to career and it has offered quite a limited semantic area having only three main meanings: ‘the particular occupation for which you are trained (vocation, calling),’ ‘the general progression of your working or professional life (life history)’ and ‘move headlong at high speed (career).’

Due to Inkson’s (2004) theoretical and practical analysis of career studies from the psychological perspective together with Adina Nicolae’s (2011b) approach to ‘Career Metaphors,’ I have considered it important to explore ‘career’ metaphors in detail.

From the grammatical perspective, I have followed Deignan’s idea that metaphors suffer some modifications, in the sense that words “that are nouns in ‘Source Domain’ tend to be

used as verbs or adverbs in ‘Target Domain’” (Deignan 2008: 291). From the lexical viewpoint, we can conclude that the majority of the conceptual categories of metaphors have been obtained by using nouns, verbs, and phrasal verbs each of them being discussed in detail. Having spotted many conceptual metaphors has indicated that the Target Domain career acquires a great number of metaphorical meanings and has confirmed their immediate availability for metaphorical use. After having examined the aforementioned issues, I have concluded that Financial Times hardly comprises examples of the ‘conceptual metaphors’ such as ‘Career as action;’ ‘Career is building’ and ‘Career is fit’ whereas the weekly magazine The Economist hardly contains conceptual metaphors such as: ‘Career is fire’ and ‘Career is a vehicle.’ As concerns the rest of the career and job metaphors, they can be encountered in all the three newspapers which is a proof that jobs and career metaphors clearly portray the way in which they are perceived in the society.

Given my interdisciplinary approach, I sincerely believe that the novelty of my thesis arises from a strong philosophical background grounded in the Aristotelian triad which has been used by writers since ancient times as different strategies to captivate their audience, namely *logos*, *ethos* and *pathos*. Special focus has been on career metaphors seen from the Aristotelian ‘ethos’ or ‘acting self’s perspective.’ I have conducted the analytical approach to the above-mentioned metaphors via the Aristotelian triad which has been used by writers since ancient times as different strategies to captivate their audience, namely *logos*, *ethos* and *pathos*. I have further attempted to enlarge and examine the conceptual metaphors related to jobs and career focusing mainly on *ethos*.

First of all, I have considered that *logos* suggests the logicity of the text, pointing out whether it is a literal or a non-literal one and refers to the scientific information presented; *pathos* refers to the fondness for business English, manifested by the writers of the economic and business texts and by all the members of the business organization.

I have assumed that jobs and career metaphors are not only grounded in the Aristotelian concept of *logos*, but also in *pathos*, to a certain extent. The latter interrelates with the ‘acting self’ who is heading out various tasks: on the one hand, at the mental level, it deals with conceptualization and, on the other, at the practical level, it assimilates the concepts and renders them operative i.e. ready to be used right away. The stress has been laid on the fact that that I have somehow identified myself with this ‘acting self’ that is always preoccupied with the research itself.

I have related *ethos* to the research itself for the one who is interested in it and, then, I have thought of the ‘acting self’ from a twofold perspective: as the embodiment of

the researcher or of the person who strongly desires a job or a career. I have revealed that *ethos* is ‘an acting self,’ in the way he/she operates with concepts inside and outside of the business and economic branch.

I have put forward the idea that jobs and careers belong to the sphere of the *acting self* who deals with business, irrespective of his/her position in it, by making things work continuously and by attempting to satisfy the needs of the other members of the business organization.

Together with *ethos*, *pathos* plays an important role for the *acting self* to manifest his/her fondness for business English; he manages this business driven by the fact that, if those specialists in the field of business and economics surpassed the boundaries of the domain at the subjective level, they could experience an insight into the domain via conceptual metaphors. Moreover, *ethos* is related to the ethical values, from an etymological viewpoint and, thus, it can be understood as the *acting self*, involved in discussions connected to jobs and careers, with respect to the moral values that he/she embraces throughout his life, hence to the ethics of work grounded in the conviction that work, discipline, perseverance bring their contribution to the moral development of a person and consolidates his/her character and wish to acquire strong moral values related to his colleagues inside the same company. Outside the business organization, the *acting self* involves the manifested determination and the desire for work and for helping the others that are in the same or different position within the company. Besides the moral values that the *acting self* is embracing, he performs the mental conceptualization of jobs and career, while exercising the act of learning and understanding concepts in order to be able to operate with them.

I have envisaged that the *acting self* manifests itself when the job is analyzed as a workplace, hard work, career, as each should obey the moral values. I have come to the conclusion that the *acting self* is deeply involved in the career development when character, good will and benevolence intermingle with high moral values.

I have emphasized that *pathos* is involved when the *acting self* manifests a profound desire to evolve from a professional perspective; these cardinal values have been further commented upon in relation to examples of conceptual metaphors: ‘Career as a living organism’ that invites people to deal with career as with living organisms which grow, develop; ‘Career is a journey metaphor’ that renders the idea of evolution, development or to involution.

I have approached the *acting self* from the way it manifests itself in the conceptual metaphor ‘Career is a calling,’ through the fact that ‘career’ means vocation, ‘calling’ or a particular occupation that somebody has been trained for and *the acting self* is attracted by that calling and has a strong determination to fulfill it. Moreover, *career* is a synonym for the word *job* that belongs to the same sphere from a semantic point of view as *career*. I have approached *career* as the progression of the *acting self* along his/her professional life but it could also be interpreted as similar to the history of someone’s life.

I considered that, from the job perspective, *the acting self* together with *pathos* play an important role in choosing it, when the ‘acting self’ identifies itself with the respective job that intermingles with his vibe and feelings. I have also revealed that the *acting self* manifests a profound desire ‘*to do the job,*’ that is to perform according to the instructions and guidelines received as resulted from the analysis of the conceptual metaphor ‘Job is a workplace (performance of a piece of work)’. I have also spotted out the attempt of the *acting self* to understand the importance of the match of his/her actions with the moral values, personal and professional goals and I have pointed out the difficulty to figure out what people really want and truly value.

To conclude, I have embraced the idea of choosing a job or a career in tune with our innermost wishes and needs, making sure that our decision is completely based on our own values, desires and objectives to live our lives. Consequently, the ‘acting self’ must be aware of the fact that he is the one who has to live with the outcomes of his own choices, being directly responsible for the consequences. Thus, the ‘acting self’ must bring self-awareness into his decisions, explore the inner and the outer world rather than perceive it in a passive manner. In conclusion, the Aristotelian triad: *logos, ethos, and pathos* does not work only for the scientific texts but also for the literary ones.

The originality of my thesis also arises from the methodology employed using the corpus-based approach in the analysis of major conceptual metaphors of the business English such as: money, business organization, jobs and careers. The corpora consist of articles from four different online business publications written between 1994 and 2021 such as: The Guardian, The Economist and Financial Times. My analysis has also been grounded on arguments that favour a cognitive semantics approach to understanding metaphor in economics and business discourse, providing an extensive examination of the way money, business organizations’ identities, jobs and careers are represented from a metaphorical viewpoint in business and economics press.

In “Directions for Further Research” precious suggestions, for my post-doctoral research related to the conceptual metaphors in business and economics press, have emerged from one of Zoltán Kövecses’ assumptions mentioned in his *Extended Conceptual Metaphor Theory* released in 2020, namely “the visual metaphor” (Kövecses 2020: 80). In his approach, Kövecses has applied his “multilevel view of metaphor” (Kövecses 2020: 80) on “the study of a single visual metaphor- a painting by Mark Tansey, a contemporary American artist” (2020: 80) and has successfully decoded it via his newly proposed method of “multilevel view of metaphor” (Kövecses 2020: 80).

Another issue that I believe is worth investigating is linked to colour metaphors which can be analyzed from a cognitive approach via a corpus compiled from business and economics press. I will choose eight of the most genuine colours, proposed by Berlin and Kay (1969) which have not been spotted and turned into account by researchers so far. I will focus on “black” and “white” that represent the most common colours in world languages, on the colours: “red”, “yellow” or “green”, as well as on “blue”, “brown” “pink”, “purple”, “orange” and “grey”. The metaphorical use of colours enhances the creativity and clarity of language. In business discourse, a great number of linguistic metaphors, containing colour terms are connected to meanings. The fact that they not have been included in the written business and economics discourse has encouraged me to further investigate this opportunity in my future research.

In conclusion, metaphor works beyond language in pictures, films etc. and can be decoded via cognitive and linguistic devices and I sincerely believe that colour metaphors and “visual metaphor” (Kövecses 2020: 80) will be a priority for me to explore with a view to enriching and enlarging my post-doctoral research.