
LINGUISTICS

Basic Models of Conceptual Metaphors in Business Media Discourse (Based on Money Related Metaphors)

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Abstract. It has already been scientifically proven that metaphor is an inextricable part of the processes taking place in our mental system and we perceive a wide range of phenomena in this world through metaphoric interpretation. The traditional approach to metaphor views it as a figure of speech which is used to add some connotational meaning to the objects that are denoted and described. However, cognitive view of metaphor (namely, the theories proposed by Lakoff and Johnson, Fauconnier and Turner) treats it as a conceptual rather than a purely linguistic phenomenon, which involves complicated processes related to mental representation, systematic projection of language, imagery and inferential structure between conceptual domains, etc. Cognitive linguists state that metaphor is a basic means of cognition of the world and that most of our ordinary conceptual system is metaphorical in nature. According to them, people organize their physical and cultural realities based on the concept of causation which provides us with successful functioning in the world. Therefore, the mechanism of conceptual metaphor has become a key to identifying cognitive processes encoded in our minds as metaphors help us conceptualize various phenomena and processes in the world in a more elaborate and comprehensive way. The paper aims at studying metaphorical concepts related to money and its equivalents or versions such as currency, types of cryptocurrency, electronic money, price of something as well as stocks and shares through metaphorical linguistic expressions based on the materials from online business newspapers (www.bloomberg.com, www.businessinsider.com, www.ft.com, www.economist.com, www.reuters.com, www.bbc.com, www.cnn.com, www.theguardian.com, www.cnbc.com). The choice of the sources for examples is conditioned by the fact that they cover news on the latest events and tendencies in the spheres of economy, business and finance. Business media discourse is abundant in phenomena expressed through metaphoric concepts. These phenomena are oftentimes abstract and delineated, and this factor makes people to resort to different conceptual domains (source domain) in order to conceptualize them (target domain). The examples taken from business news are full of money related concepts that are expressed metaphorically. They show how metaphors help us conceptualize economic phenomena in a more elaborate and comprehensive way. We perceive and conceptualize abstract concepts through more concrete and certain concepts. Among the metaphors that are commonly used in business media discourse, basic models of money-related conceptual metaphors can be distinguished. The emergence of such conceptual metaphors is conditioned by the source of associations they arise. The identification and classification of these kinds of models are provided in the research. As it has been found out, money related concepts are associated with such basic conceptual models as a movement (which, in its turn, can be dynamic or stationary), liquid and living organism. They all serve as basic tools, namely, source domains to conceptualize complex phenomena of the financial world.

Keywords: *conceptual metaphor, cognitive approach to metaphor, money related conceptual metaphors, business media discourse.*

Metaphor is considered to be a basic means of cognition of objects and phenomena in the world. The phenomenon of metaphor has been researched from different points of view and aspects for centuries. Within the framework of traditional approach, metaphor was viewed as a figure of speech, being used mainly in poetry and imaginative works such as novels and short stories. Claiming that a metaphor involves a comparison between at least two objects, Richards describes a metaphor as having two parts that are closely interrelated: the tenor and the vehicle. The tenor is the subject to which attributes are ascribed. The vehicle is the object whose attributes are borrowed [9]. Black proposes the "interaction view" of metaphor stating that a metaphorical statement has two distinct subjects a "principal" subject and a "subsidiary" one which are often best regarded as "systems of things", rather than "things". The metaphor works by applying to the principal subject a system of "associated implications" characteristic of the subsidiary subject. These implications usually consist of "common places" about the subsidiary subject, but may, in suitable cases, consist of deviant implications established ad hoc by the writer. The metaphor selects, emphasizes, and organizes features of the principal subject by implying statements about it that

normally apply to the subsidiary subject. This involves shifts in meaning of words belonging to the same family or system as the metaphorical expression; and some of these shifts, though not all, may be metaphorical transfers. There is, in general, no simple "ground" for the necessary shifts of meaning no blanket reason why some metaphors work and others fail [1, p. 292]. Searle, proposing a pragmatic approach to metaphor, writes that constructing a theory of metaphor is trying to state the principles which relate literal sentence meaning to metaphorical (speaker's) utterance meaning. The author divides the process of understanding a metaphor into three stages. In the first stage, the hearer determines whether to look for a non-literal interpretation. Second, if the hearer has decided to seek metaphorical interpretation, he or she should use some principles or strategies to work out the possible speaker meanings. In the final stage, the hearer should use more strategies to identify the exact meanings in the situation. According to Searle, the hearer first uses Gricean reasoning to determine that the speaker is trying to express something other than the literal meaning, then the hearer uses speech-act theory to work out the intended meaning of the utterance [10, p. 92-93]. However, Cooper opposes this interpretation of metaphor, mentioning that

the meaning of a metaphor can not be finally determined by a speaker's intention [3, p. 73]. Discussing the basic features of a metaphor and characterizing it as a purely linguistic phenomenon, Kovecses points out that a metaphor is based on a resemblance between the two entities that are compared and identified. It is a conscious and deliberate use of words for some artistic and rhetorical purposes [6].

A theory proposed by Fauconnier and Turner, which is labelled as the theory of 'blending', 'conceptual blending', and 'conceptual integration' have much in common with conceptual metaphor theory [4]. Both approaches treat metaphor as a conceptual rather than a purely linguistic phenomenon, which involves systematic projection of language, imagery and inferential structure between conceptual domains. Nevertheless, there are significant differences between them. The theory of conceptual metaphor states that there are two mental representations involved in the system, whereas blending theory offers more. In blending theory, the basic unit of cognitive organization is the 'mental space', a partial and temporary representational structure which speakers construct when thinking or talking about a perceived, imagined, past, present, or future situation. By contrast, in the theory of conceptual metaphor, metaphors are analyzed as stable and systematic relationships between two conceptual 'domains'. Moreover, mental spaces are not equivalent to domains. Depending on the latter, mental spaces represent particular scenarios which are structured by given domains. The theory of conceptual metaphor is explained through entrenched conceptual relationships, while blending is viewed as an online process, involving instances of entrenched metaphors which can be complemented by short-lived and novel conceptualizations.

A cognitive approach to metaphor contributes to a better understanding of metaphoric shifts taking place in human mind. Namely, the founders of conceptual metaphor theory Lakoff and Johnson state that most of our ordinary conceptual system is metaphorical in nature. According to the linguists, people organize their physical and cultural realities based on the concept of causation which provides us with successful functioning in the world. The concept of causation is based on the prototype of direct manipulation, which emerges directly from the experience of people. It has many special cases as THE OBJECT COMES OUT OF THE SUBSTANCE (I made a statue out of clay), THE SUBSTANCE GOES INTO THE OBJECT (I made a sheet of newspaper into an airplane. The water turned into ice), CREATION IS BIRTH (He conceived a brilliant theory of molecular motion. Universities are incubators for new ideas), and CAUSATION IS EMERGENCE. This is the case where a mental or emotional state is viewed as causing an act or event (He shot the mayor out of desperation. He gave up his career out of love for his family. His mother nearly went crazy from loneliness. He dropped from exhaustion.) [7, p. 70-76].

Thus, metaphor involves understanding and experiencing one kind of abstract entity in terms of another kind of concrete entity. It allows people to comprehend a relatively abstract or inherently unstructured subject matter (the target domain) in terms of a more concrete, or at least a more highly structured subject matter (source domain) [7,

p. 14]. Target domains are abstract, diffuse, and lack clear delineation, that is why they should be conceptualized metaphorically [6, p. 20].

Within the framework of cognitive linguistics, researchers distinguish three types of conceptual metaphor: orientational metaphor, structural metaphor and ontological metaphor. *Oriental metaphor* has to do with spatial orientations which originate from the interaction between human beings and nature: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral. Spatial orientation provides an extraordinary rich basis for understanding abstract concepts by means of orientation terms. For example:

Happy is up; Sad is down.

Health is up; Sickness is down.

More is up; Less is down [7, p. 70-76].

Structural metaphor means that the abstract intangible target domain is understood by means of the structure of the concrete tangible source domain. They emerged naturally in a culture like ours because what they highlight corresponds so closely to what we experience collectively and what they hide corresponds to so little. But not only are they grounded in our physical and cultural experience; they also influence our experience and our actions. For example, RATIONAL ARGUMENT IS WAR, LABOR IS A RESOURCE, and TIME IS A RESOURCE are structural metaphors and they all have a strong cultural basis [7, p. 68].

Ontological metaphors are basic devices we have for conceptualizing our experience. Understanding our experiences in terms of objects and substances allows us to pick out parts of our experience and treat them as discrete entities or substances of a uniform kind. Once we can identify our experiences as entities or substances, we can refer to them, categorize them, group them, and quantify them—and, by this means, reason about them. For example:

INFLATION IS AN ENTITY

Inflation is lowering our standard of living.

If there's much *more inflation*, we'll never survive. We need to *combat inflation*.

Inflation is hacking us into a corner.

Inflation is taking its toll at the checkout counter and the gas pump.

Buying land is the best way of *dealing with inflation*. *Inflation makes me sick*.

In these cases, viewing inflation as an entity allows us to refer to it, quantify it, identify a particular aspect of it, see it as a cause, act with respect to it, and perhaps even believe that we understand it [7, p. 26-27].

Business media discourse is rich in phenomena expressed through metaphoric concepts. Many researchers agree that conceptual metaphors in economic contexts play a significant and indispensable role in comprehending abstract economic events, situations and processes.

Therefore, the mechanism of conceptual metaphor has become a key to identifying cognitive processes encoded in our minds. Among commonly used metaphors in business media discourse basic models of money-related conceptual metaphors can be distinguished. They emerge and are mold in accordance with the source of associations they arise.

A range of studies done in this field [5, 8, 2, 6] point to some concepts, i.e. source domains the application of which enables people to conceptualize economy related phenomena in business discourse, i.e. target domain. For example, economy is a living being that can be healthy or ill. Therefore, these states of living organism have become potential source domains to describe the appropriate conditions of the economy (to revive a sluggish economy, 3 of the top 4 economies are suffering, there are signs of a deepening economic malaise, an already feeble global economy). The performance of the economy resembles that of the machine that is why we can come across metaphors referring to the workings of the economy (the UK economy has slowed, China's response to slowing economy, malfunctioning economy. The word economy is very frequently combined with the word to grow or growth which has generated the source domain of plant (strong US growth, its economy has grown by 33%, Japan's economy grew in the first quarter, flourishing economy, blossoming economy) The economy is viewed as a building having framework, foundation, base, structure, etc. (the Great Depression shook not only the foundations of the world economy, economic base, economic structure, grounds for a new economy, to build an economy that is regenerative). As it can be seen, economic concepts in business media discourse are heavily metaphorized and differently expressed in linguistic forms. People based on their basic experiences try to conceptualize them in more elaborate ways.

The research has shown that among the most common money-related conceptual metaphors used in business media discourse the following basic models can occur:

MONEY IS A MOVEMENT

As is known, movement is considered to be a basic experience. It implies a change of position, or location, sometimes it can be not dynamic but stationary (for example swaying, shaking, in terms of money it can be volatile or fluctuating).

In fact, MONEY IS A MOVEMENT conceptual metaphor is the extension of orientational metaphor that has been proposed by Lakoff and Johnson [7]. It deals with spatial orientations, namely, in case of money it is up-down orientation. We understand money-related metaphors by means of orientation terms. Moreover, when the movement associated with money is up, it shows a positive tendency meaning that the economy or business are going to be successful. For example:

Kallum Pickering said the pound would likely jump higher in two stages, along with government bond yields and shares in companies that do business in Britain. [14]

Bitcoin soared over 1,300 percent last year to a record high of almost \$20,000 in December. [14]

U.S. gold futures climbed 0.3 percent to \$1,229.7 per ounce. [13]

As bitcoin's price spiked toward \$20,000 near the end of last year, some of its boosters were optimistically predicting it could go as high as \$50,000 in 2018. [11]

A year ago, bitcoin closed at \$6,443.22 as it tore towards a record high of near \$20,000, hit in December. [18]

When the movement related to money has got a downward trend it is usually perceived negatively, implying that the economy and business are not performing well. For example:

Oil prices dipped on Wednesday as rising output and U.S. sanction waivers reinforced the outlook for a well-supplied market. [14]

The Indian rupee has been sliding against the U.S. dollar in recent days as emerging markets come under pressure. [12]

The re-pricing in money markets came as sterling fell sharply and British government bond yields tumbled. [18]

Bitcoin plunges below \$6,000 to lowest level in more than a year. [15]

With the collapse of oil prices in 2015, the government was broke. [16]

Its price plummeted more than 10% on Wednesday, hitting its lowest level in more than a year. [15]

Wall Street stock futures ticked down slightly while Asian shares held very tight ranges on Wednesday. [18]

Sometimes, money movement can be stationary which does not imply any substantial change of direction. In such cases, we speak about the fluctuations and instability of financial affairs. For example:

At the same time, regulators across the globe have emphasized price instability when issuing warnings to retail investors dabbling in the cryptocurrency. [18]

Bitcoin volatility sinks to lowest in nearly two years. [18]

The pound has been volatile since Brits voted to leave the European Union in June 2016, and it's still trading almost 14% lower than on the day of the referendum. [19]

MONEY IS A LIQUID

The examples from business news show that the concepts related to money are oftentimes described through the source domain of liquid substances that can flow and circulate. For example:

Coca farmers who are demanding governments support to stop growing coca and stop the flow of money to criminal gangs. [11]

Gold-backed exchange-traded funds (ETFs) registered increased inflows to both North American and European funds during October, as tumultuous equity markets triggered flight-to-quality buying, the World Gold Council said on Tuesday. [18]

As money flows from person to person in the economy, it facilitates production and trade. [11]

US Currency in Circulation [13]

MONEY IS A LIVING ORGANISM

In case of this conceptual metaphoric model, money related concepts are conveyed through the source domain of a living organism which can lack in strength or power, or, vice versa, have great force or be skilled/good at doing something, can do an action or a piece of work. Kovescs mentions that the human body is an ideal source domain, since, for us, it is clearly delineated and (we believe) we know it well [6, p. 16-18]. Some examples follow:

Gold prices rose on Wednesday amid a weaker dollar, with investors waiting for the outcome of U.S. midterm elections that could see Republicans lose their grip on Congress. [16]

He wrote in a report that the stronger dollar could be hurting iPhone sales in China since currency fluctuations make the already expensive iPhones even pricier in China. [11]

The rupee is one of the world's worst performing currencies in 2018. [15]

Thus, as the researchers agree, our conceptualization of phenomena is based on our own experiences which are more concrete and outlined rather than the concepts we attempt to comprehend by the use of the former. As it can be seen, the examples taken from business media discourse are full of money related concepts that are expressed metaphorically. They show how metaphors help us conceptualize economic phenomena in a more elaborate and comprehensive way. We perceive and conceptualize abstract concepts through more concrete and certain concepts. The research has shown that money related concepts are associated with such basic conceptual models as a movement (which, in its turn, can be dynamic or stationary), liquid and living organism. MONEY IS A MOVEMENT conceptual metaphor is the extension of orientational metaphor which deals with spatial orienta-

tions, namely, in case of money it is up-down orientation. We understand money-related metaphors by means of orientation terms and when the movement associated with money is up, it shows a positive tendency meaning that the economy or business are going to be successful, whereas a downward tendency of money implies that the economy is not performing well. In MONEY IS A LIQUID conceptual metaphoric model, money is described through the source domain of liquid substances that can flow and circulate. In conceptual metaphoric model MONEY IS A LIVING ORGANISM, the qualities of money are associated with those of a living organism. Thus, all these conceptual metaphoric models serve as basic tools, i.e. source domains to conceptualize complex phenomena of the business world.

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