

PHILOLOGY

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Representation of the conceptual metaphor “Business is a game” in economic discourse

It is presented a study of the conceptual metaphor “Business is a game”, functioning in economic discourse. The concepts of metaphor and conceptual metaphor are considered, the process of its occurrence is described, the mechanism for creating the conceptual metaphor “Business is a game” is revealed. The analysis is based on the texts of publications containing a variety of lexical units that actualize the studied conceptual metaphor in economic discourse. The analysis involves building the structure of the conceptual metaphor “Business is a game”. The analysis is based on the principle of “bottom-up”, in stages – from the analysis of linguistic units of discourse to the construction of a cognitive model of the conceptual metaphor “Business is a game”. The article describes what features the meaning of the lexical unit “business” acquires in the context of the functioning of this metaphor in economic discourse.

Key words: discourse, economic discourse, metaphor, conceptual metaphor, frame, script.

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