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Metaphor in German economic and economical discourse. Language analysis.

This dissertation addresses the phenomenon of metaphor in economic and economical language. In this paper, questions were asked, which are still not explicitly answered by science. What status achieves a metaphor in the open economic discourse? What is its potential and what can be expressed through metaphor? What role plays the metaphor in the economic language (discourse) and if it is used consciously?

Metaphors are present in various forms of language's existence, in discourses, and should always be treated according to the specifics of a given discourse. This dissertation discusses the status of metaphors present in the so-called open discourse („fachexterner Diskurs”) on the subject of economy, i.e. the discourse among specialists and between specialists and laymen. Such context allows analyzing the characteristics and functions of metaphors in the discourses, which have the driving force, following the thoughts of Hundt (2015).

A body of research consists of 564 entities, which come from the press *Spiegelonline*, *Manager Magazin online* and *Wirtschaftswoche*. The material was chosen from the analyzed texts of an economical-economical subject, published in 2015-2017. In the empirical analysis, the author undertakes an attempt to find answers to the main arguments presented above in this paper. These issues are i.a. The intentional character of metaphors' presence in the discourse (the usage of metaphor), employing language to influence a recipient (understood as a certain strategy), hiding or mitigating inconvenient aspects and highlighting other characteristics. These are the pragmatic functions of metaphors present in a discourse.

Summarizing, the metaphor is underlining both the negative as well as positive facts in the professional language. It is almost predestined to underline facts. Metaphors of economic language are increasing the economic knowledge, help and facilitate the registration of the complex economic activity. Through metaphors, it becomes possible to create knowledge even without the familiarity with the economic contexts.

Metaphor is indubitably a semantic-cognitive category, however, it can be used consciously, as well it can be used to manipulate. Its conscious usage can have therefore a pragmatic dimension. In this sense, metaphor is a category, in which semantics and pragmatics meet, and in the field of economics, the pragmatization is a particularly relevant function in the

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