

A metaphor corpus in business press headlines¹

Honesto Herrera Soler

Universidad Complutense de Madrid (Spain)

hherrera@ccee.ucm.es

Abstract

In linguistics a corpus typically involves a finite body of texts which are considered to be representative of a particular variety of language at a specific time (McEnery & Wilson, 2001). Those are the assumptions we have had in mind in this metaphor corpus based on business press headlines. Our body of texts is a finite number of headlines drawn from the specific field of the business sections of three newspapers: *Financial Times*, *El País* and *El Mundo*, published over a period running from January to July 2003. Compiling a small corpus of non-literal instantiations as different authors have done (Cortés de los Ríos, 2001; Kövecses, 2002; Charteris-Black, 2003; Koller, 2004; Deignan, 2005; and others) will enable us first to identify whether the contextual meaning of a word or a multiword unit of headline contrasts with its basic meaning and whether the contextual meaning can be understood by comparison with that basic meaning, and then to categorize, both in the Spanish and in the British press, the different linguistic realizations of a headline in terms of their syntactic structure, metaphor foci and source domains.

Keywords: corpus, business, headlines, metaphors, hand-searched survey.

Resumen

Corpus metafórico de titulares en la prensa económica

En lingüística un corpus está formado por un número determinado de textos que se consideran representativos de un determinado aspecto lingüístico en un periodo de tiempo determinado (McEnery y Wilson, 2001). Al plantearnos la construcción de un corpus metafórico limitado a los titulares de la prensa económica se tiene presente dichos supuestos. Los textos de nuestro corpus están extraídos de las secciones de negocios de tres periódicos *Financial Times*, *El País* y *El Mundo*, publicados entre enero y julio de 2003. La recopilación de los

titulares que tienen una interpretación no-litera, que otros autores han estudiado (Cortés de los Ríos, 2001; Kövecses, 2002; Charteris-Black, 2003; Koller, 2004; Deignan, 2005; entre otros) nos permitirá primero identificar si el significado contextual de una unidad léxica contrasta con el significado básico y si se puede entender a través de la comparación para posteriormente categorizar, tanto en los titulares de la prensa económica británica como en los de la española, las distintas realizaciones lingüísticas de los titulares con relación a su estructura sintáctica, focos metafóricos y dominios fuente.

Palabras clave: corpus, negocios, titulares, metáforas, búsqueda manual.

1. Introduction

“Texts will be judged not only on their content but also on their organisation and textual impact” (Goatly, 1997: 1). This claim underlies a key issue raised in this article for, if the message is important, no less so is the way it is presented. This fact probably applies to headlines more than to any other text type. Hence, the priority given to some terms and not to others and the metaphoric expressions used are crucially significant and demand a close analysis of all the elements headlines are built on.

1.1. The importance of headlines in the press

Headlines are multifunctional. They try to attract the reader’s attention to indicate the writer’s attitude to the story, to provide clues of what is going on or to highlight the focus of the article (Morley, 1998). The density of that item of information in the press together with the limited space available force headlines writers or sub-editors to use terms which may be taken as unusual or sensational and which must necessarily be short. It is precisely in this part of the report where greatest efforts are made to deploy the overt or covert ideology by giving prominence to one aspect of the story rather than another (Bell, 1991) or by structuring news in such a way that allow for reordering, prioritising and highlighting the events reported. To reach these aims journalists usually resort to the use of metaphors. Koller (2004) points out, by using particular metaphors in the headlines of any front page, reporters may define a topic, favour a specific conceptualisation and persuade readers to share their metaphors. Although facts are facts in the business world it is always the journalists’ perspective that readers come across. Thus, it is advisable to bear in mind Goatly’s (1997: 155) point of view on metaphors:

Metaphor [...] is not a mere reflection of pre-existing objective reality but a construction of reality, through a categorisation entailing the selection of some features as critical and others as non-critical, metaphors can consciously be used to construct [...] reality.

The role metaphors play in transmitting the message is of such importance that it warrants an approach from a cognitive perspective. Researchers (Cubo de Severino et al., 2001; Hawkins, 2001; Sandikcioglu, 2001; White & Herrera Soler, 2003; Herrera Soler, 2006a & 2006b) have highlighted the importance of metaphor in conveying ideology. Their efforts have been addressed to unveiling the use of metaphors in establishing sometimes a marked, though most often a hidden ideology in the press, since even what is taken as neutral style in presenting the news presupposes a consensus reflecting the underlying belief and value system of particular groups (Fowler, 1991). The challenge, therefore, of journalists is not only how to symbolise their ideas but also how to succeed in communicating them. Their efforts will be addressed to finding a suitable structure, symbol, word or schema that allows them to transmit the intended message in a manner that attracts the reader's attention.

1.2. Need for a specific corpus

Two assumptions have to be faced when creating a specific corpus of metaphoric expressions. On the one hand, to have some knowledge of the field of study is necessary and, on the other, a certain background of the main tenets of conceptual metaphor theory is required. The importance of the latter is perceived in Lakoff & Johnson's (1980) words when they argue that metaphor plays a central role in thought, and is indispensable to both thought and language. Lakoff (1993) goes on to claim that many abstract topics central to our existence are understood entirely through metaphors. The former assumption, i.e. knowledge and experience in the business field, is something that will facilitate the researcher's task. This background will also contribute first to the identification of the metaphorical expression and then to its categorisation. Both assumptions are necessary to interpret headlines like the following:

- (1) Una patata caliente sobre el tejado de Rodrigo Rato ("A hot potato on Rodrigo Rato's roof") [EM, April 27]

Using Deignan's (2005) terms, in this headline there are two noun phrases "hot potato" and "roof" that are used to talk about entities other than those

referred to by their most basic meaning. It is easier to access abstract concepts such as “drastic measures” or “responsibility” in the business world through concrete terms such as “hot potato” and “roof”, and that is what metaphors do. On the other hand, the knowledge shared between journalists and readers of the Spanish political scene facilitates the understanding of the “hot potato” metaphor on Rodrigo Rato’s “roof”. At the time of the news, it was well known that he was the Chancellor of the Spanish Exchequer responsible for taxes and for deciding how the government was to spend its money.

Corpora usually rely either on concordance programs or on a hand-searched process. The concordance programs and the hand-searched surveys are different tools each with their respective pros and cons. To follow one or the other or to combine both systems depends on the aim of the intended research. By using concordance programs specific tokens or chunks of words are searched automatically, a system that favours an accurate quantitative analysis. But when personal surveys are conducted, automatism is not so highly prized as researchers interpretations are constantly required. This alternative to the computer search fosters second readings and is a good resource for quality analysis rather than for quantitative analysis. This qualitative approach may provide clues for significant patterns that in turn may become starting points for automatic searches in other corpora.

The creation of this specific metaphoric headline corpus opts for a hand-searched survey as the aim is to look for the terms and specific patterns journalists use so as to attract, have an impact on and persuade readers. It is a challenge then, to find out the way journalists use language in handling the intended message. To unveil journalists’ strategies drove us, at the very beginning, to create a corpus of all instantiations that appeared in the newspapers chosen. Both literal and non-literal headlines were considered in a pilot study. But the data obtained soon showed how the use of the figurative outnumbered the literal ones (Herrera et al., 2006). That evidence was the main argument to create a corpus based only on the non-literal headlines of the business press.

2. The present study

2.1. Aims

This study will be addressed firstly to identifying the non-literal business press headlines and secondly to analysing their (a) syntactic structure; (b)

metaphor foci; and (c) source domains and the vehicle terms used. The purpose of this approach, in the short term, i.e. in this article, is to contribute to a better understanding of the business press target domains, and, in the long term, to facilitate foreign language learning, and more specifically help ESP learners cope with figurative expressions (Lazar, 1996; Deignan et al., 1997; Boers, 2000; Fuertes et al., 2003; Littlemore & Low, 2006).

2.2. Different models

There are different criteria with regard to the identification and classification of source and target domains. They could be summarized as those that opt for specific clusters of metaphors (Kövecses, 2002; Koller, 2004) and those such as Boers (2003) and Deignan (2003) who are more concerned with cross-cultural variation in metaphor usage. Additionally, an in-between position may be found in Charteris-Black (2003) and Musolff (2005). An overview of these specific corpora will provide us with an insight into the different models.

Kövecses (2002) tries to find out which “sources” and “targets” occur most frequently by resorting to the following dictionaries: *Cobuild Metaphor Dictionary*, the metaphor section of *Rodale’s Phrase Finder*, the *Metaphors Dictionary*, the *Dictionary of Everyday English Metaphors*, *Roget’s Thesaurus*, etc. Kövecses goes through a series of clusters that are linked directly or indirectly to the human body. Abstract targets are understood in terms of salient features of the human body, which we know so well. Thus, the “source domains” he works with could be ascribed to the following series of clusters:

1. Expressions that involve “parts of the body”: head, face, legs, hands, back, bones, shoulders, etc.
2. Expressions related to “properties” of this human body: health and illness
3. Expressions referring to “activities” in which the human being is involved: economic transactions, entertainments (games and sports), or those related to cooking and nurturing
4. Expressions concerned with “human experiences”: heat and cold, light and darkness, forces or movement

5. Expressions linked to “objects” human beings use to get along: buildings and constructions, machines and tools.

As for the “target domains” he focuses on internal and external human behaviour. The target domains are associated with:

1. Psychological and mental states and events emotion, desire, morality, thought
2. Social groups society, politics, economy, human relationships, communication
3. Personal experiences and events time, life, religion.

Koller’s (2004) model works with electronic text corpora based on collections. Her sources are magazines and newspaper articles on two issues in the field of the business press, “marketing and sales” on the one hand, and “mergers and acquisitions” on the other. Her instantiations are drawn from *Business Week*, *Fortune*, *The Economist* and *Financial Times* in issues running between 1996-2001. Her dominant clusters are linked to WAR, SPORTS and GAMES, with ROMANCE serving as an alternative in matters dealing with “marketing and sales”. Metaphoric expressions gather round FIGHTING, MATING and FEEDING, with DANCING being the alternative metaphor, when dealing with “mergers and acquisitions”.

This corpus relies on a lexical field approach through lemmas. Thus, in the case of the WAR domain, “Blitz”, “campaign”, “cut-throat”, “field” and “launch” appear as key terms for the “marketing and sales” register. Whereas when dealing with “mergers and acquisitions” the lemmas studied are different: “defence”, “hostility”, “raid”, “victim” and “vulnerability”. Some of the lemmas she works on are split up into lexemes such as:

- battle → battle, battlefield, battleground, to battle, etc.; or
- sports in the Western world → football, basketball, baseball, etc.

Koller resorts to Deignan’s (1999) tuning devices of “intensification and attenuation” in her analysis of prefixes and attributes, progressive aspect and intensive trajectory of the linguistic realisation.

Thirdly, cross-cultural corpora are found in Deignan et al. (1998), who are concerned with several clusters of English metaphors not used in Spanish, and Spanish metaphors not used in English: “horse-racing” versus “bull-fighting” and “religion”. Deignan (2003) focuses her research on the values, beliefs and interests that inform the different cultures. In *Metaphor and Corpus*

Linguistics (2005), still working with data drawn from large computerised corpus, her focal point is on naturally-occurring citations of words taken from many different sources. Deignan's aim in this corpus is to deal with typical language patterns rather than the innovative or literary metaphoric expressions.

A cross-cultural approach is also observed in studies on national stereotypes referring to "gardening" in English culture versus "food" in French culture in Boers & Demecheleer (1997) and Boers (2003) where it is suggested that the figurative language of a community might be seen as a reflection of that community's conventional patterns of thought or world views.

Deignan and Boers show similar schemes in their contrastive studies, though the perspective is different. Boers is more interested in showing the particular source-target mappings, value-judgments associated with the source or target domains of shared mappings and the degree of pervasiveness of metaphor as such, whereas Deignan (2003) is more involved in studying factors such as folk beliefs about attributes of the source domain that could explain possible differences across cultures.

Fourthly, an in-between position is found in Charteris-Black's (2003) model in his comparative study of metaphor in English and Malay. In this case, the data, restricted to the "human body and its parts", he works with are drawn from English and Malay dictionaries. By applying contrastive models to the phraseology of particular source domains he shows the influence of cultural values and beliefs on the metaphorical expressions used. For instance, in English there is a tendency to use metaphors referring to the "heart" as the centre of feeling whereas for Malay feelings are referred to the "liver" in accordance with their traditional beliefs. A similar method is found in Musolff's (2005) model. He maintains a contrastive design and at the same time he is in line with Koller's and Kövecses' cluster approach. His corpus is built on 87 passages from British and German newspapers containing metaphors whose source domain consists of notions of "family", "love" and "parentage" and whose target domain is the political and economic development of the European Union; the metaphors chosen in both cultures, in some cases, tend to present a particular evaluative stance towards the topic.

2.3. Structure of our corpus

Most of the work has been based on headlines, although quotations, lead-ins, and sub-headlines are considered when they are instantiations of

innovative metaphors or when context is needed to decipher the non-literal meaning of the headlines (Taylor, 2002). In this research, we have worked with *El País* (EP), *El Mundo* (EM) and *Financial Times* (FT) on the basis of being widely read and prestigious newspapers both in the Spanish and British business world. The business section of these newspapers is surveyed on a specific day of the week from January to July 2003, providing a sum total of 1276 entries. It can be argued that this corpus is representative of that particular variety of language in the business press headlines at a specific time on the basis of the procedure followed and the amount of entries. On this ground, any inference that can be obtained from this corpus exceeds personal interpretations. But as is the case with any specific corpus, this one also has its strong and weak points.

(a) Strengths:

It is a bottom-up search that helps to identify the contextual meaning of a word or multiword units in contrast with their basic meaning. This metaphor identification procedure favours the analysis of the grammar of metaphor, metaphorical foci, source domains and vehicle terms journalists use and allows us to find out the journalists particular view of the topic by the sort of metaphors they choose. By interpreting or unveiling metaphors journalists use we have an easier and quicker understanding of the underlying conceptual metaphors news are built on. Finally, filing headlines under different domains or sub-domains facilitates the edition of individual or cross-domains at any moment, enables contrastive studies and provides keys for further research by resorting to concordances in other corpora.

(b) Drawbacks:

Any specific corpus has its own limitations. The size of the corpus may affect the risk of overuse or underuse of words or patterns. As we focus on what journalists take as the core metaphor of their article we may miss other innovative metaphors that may appear throughout the body of the text. And, finally, we may come across headlines that require additional information and we need to turn to sub-headlines, lead-ins or the body of the text to access the intended meaning.

2.4. Procedure

As we have seen through the different models one of the major developments in metaphor research in the last several years has been addressed to identifying and categorising metaphoric language. Our aims in

this specific corpus on business press headlines have been the same. Once the task of reading and discussing the metaphorical linguistic realisations of headlines was carried out, data referring to “media”, “date”, “domains/sub-domains”, “syntactic structure” and “focal points” were entered in our corpus².

This design allows for the addition of any sub-domain that had not been considered previously and for the recording of any instantiation in different domains: “natural phenomena”, “living organisms” (animals and plants) and all sorts of domains related to the “human being”. By entering the data in that way, any interrelated consultation may be carried out. The program will allow for the editing of any list of all the instantiations of any domain or sub-domain or cross-domains we decide to work on.

2.5. Identification

A hand-searched approach favours distinguishing literal from non-literal headlines and allows us to single out those expressions that apparently have a literal meaning but a semantic shift referring to other issues is observed in their lexical elements (White et al., 2004). The question, then, is what cues are taken into account to distinguish literal from non-literal headlines? The answer will be drawn on the hints given by journalists, editors or sub-editors in the text chosen for the headline that lead us to see his resort to metaphorical language. And that happens whenever the contextual meaning of a word or a multiword unit contrasts with its basic meaning and can be understood by comparison with it (Pragglejaz Group, 2007). To find out the metaphorical language, the following hints to stake out the boundary between a literal and non-literal expression are considered:

1. Use of vocabulary that, at first sight, seems incompatible with what could be expected in the business register:

(2) En la todopoderosa Caixa toca el cierre de filas (“In the all powerful Caixa, it is time to close ranks”) [EM, May 11].

This sort of idiom “close ranks” (“cierre de filas”) is not the prototypical expression that can be expected in the business field. Our knowledge of the world and experience takes us to the army register, where “to close ranks” is taken as a typical strategy of the army when there is trouble ahead. The journalist, by resorting to this expression, gives us an insight into the sort of policy “La Caixa” intends to carry out at that moment.

2. Resorting to such strategies as the use of puns or alliteration for the sake of humorous effect:

- (3) EU carmakers set for collision with Tokyo [FT, May 8].
- (4) Trouble down the road as opinion shifts for the darling of Detroit [FT, Jan. 19].
- (5) Europa, del estado de bienestar al de estar medio bien (“Europe from the welfare state to being half well”) [EM, May 18].

In cases (3) and (4) journalists play with specific words. In the first instantiation the idea of “collision” that is inherent to a car crash is taken as “a vehicle term” to explain the market quota, whereas in the second, the pun focuses on “darling”, an adjective used to refer to “the apple of the eye” in the Detroit car industry. There is no specific vehicle term in (5), but the inverted order and alliteration (“bien-estar” versus “estar medio bien”) raise awareness.

3. Cultural heritage (Bible, classical world, Spanish and British culture):

- (6) Markets fall out of love with the Cinderella currency [FT, March 15].

The old tale of Cinderella is used as a source domain to explain the position of what is considered a weak currency.

4. Journalist’s stance towards the story s/he covers:

- (7) Polanco y Alierta: una plataforma para la eternidad (“Polanco and Alierta: a platform for all seasons”) [EP, Feb. 1]

The headline is understood in a context in which there is a shared knowledge regarding these two business tycoons in the Spanish press and in telecommunications respectively. The headline highlights the duration of this platform by resorting to *eternidad* rather than to a more neutral term such as *siempre* “forever”. By using *eternidad* s/he is making a covert comment to show the feeling of helplessness in the face of this development while at the same time cashing in, on the one hand, on the well known book and film title *Un hombre para la eternidad* (A man for all seasons) and on the other, on doomsday.

2.6. Categorization

Once the outstanding metaphorical language is identified, business press

headlines are analysed with regard to (a) their syntactic structure, (b) metaphoric focus or foci, (c) source domains and vehicle terms used.

(a) *Syntactic structure*

(a.1) Finite verb in the headlines:

- (8) Bostonians finally see light at end of their \$14.6bn ‘Big Dig’ tunnels [FT, Jan. 18].
- (9) El valor de Enagás empieza a vislumbrar el final del tunnel (“Enagas equity starts to see light at the end of the tunnel”) [EM, April 6].

There is the same verbal expression but a different starting point in both newspapers. Whereas for Bostonians the process is over, for “Enagás” equities it is the beginning of the process: “the end of the tunnel starts to be seen”. Besides, Bostonians and “Enagás” resort not only to the same verbal pattern but also to the same object. We take PERCEIVING IS SEEING as the underlying conceptual metaphor, but the “light at the end of the tunnel” that implies that bad times are over leads us to conceptualise this headline as GOODNESS IS LIGHT, as Deignan (2005) did.

(a.2) A non-finite structure in the headlines:

- (10) Equities rising after switchback ride (FT, March 15).
- (11) Un pacto salvado por la campana. (El precario acuerdo con el FMI permitirá mejorar la estabilidad interna de Argentina) (“An agreement saved by the bell. (The shaky agreement with the IMF will enable Argentina to improve internal stability)”) [EP, Feb. 2].

In both cases journalists have turned to present and past participle forms rather than infinitive forms to point out a shift in business and in negotiations. In both cases there is a move to positive expectations.

(a.3) Verbless phrases for headlines. It is not difficult in most of these cases to recover an existential, relational or de-lexicalised verb in the nominal group:

- (12) US choppy. (The dollar traded in a relatively tight range against the euro, reflecting the perceived ebb and flow of coalition forces’ success in Iraq) [FT, April 5].
- (13) El euro de hierro. (La dama de hierro) (“Iron Euro. (The iron Lady)”) [EP, May 25].

A context of explanation is quite frequently added when the headline is built on a verbless phrase. The resort to the sea metaphor in (12) is used to explain the dollar's behaviour in the currency market against the Euro. In (13) an explicit reference to the "iron Lady" will favour the understanding of the intended meaning in this headline.

(a.4) Besides these three main categories, a fourth one labelled as "paragraph" has been considered. Sometimes, journalists opt for complex rather than short sentences in headlines. It may happen that journalists either go on with the same metaphor in the sub-headline as can be observed in (14) or present the conceptual metaphor through a series of metaphorical expressions (15):

(14) It is not easy these days to see big business through a clear lens. The focus is clouded by too many ambiguities and contradictions [FT, May 31].

(15) España perdió el tren para invertir en los futuros socios, pero aún puede recuperar el paso. Eso sí, debe darse prisa. ("Spain missed the train to invest in future members, but there is still time to quicken its pace. However, it must hurry up") [EM, Jan. 12].

The basic conceptual metaphor SEEING IS UNDERSTANDING underlies this instantiation (14), where negotiations is understood in terms of "lens" and "focus" that belong to the optical domain. These terms are modified by "clear" and "clouded", respectively, intensifying the metaphorical value of these expressions. By choosing this order, the journalist prioritises the effect over the cause. It is not possible to get a sharp image of the economy at that moment, that is, it is not the right time for doing business.

In (15) the journalist is more concerned with sequential events and shows three moments of the process which activate three closely related schemata:

MISSING (a train) → CHANCE (of quickening its pace) → MEASURES (hurry up)

By using "train", "pace" and "hurry up" as vehicle terms the familiar conceptual metaphor LIFE IS A JOURNEY gives way to BUSINESS IS A JOURNEY.

(b) *Metaphoric focus/foci*

(b.1) Noun phrase :

(16) The hangover from the 1990s still dogs the US economy [FT, Jan. 5].

- (17) Drugmakers in need of medication [FT, April 26].
- (18) El paso del vagón de cola al superavit económico (“The jump from the guard’s van to economic surplus”) [EM, Feb. 9].
- (19) España, el enfermo de Europa en inflación (“Spain, the sick man of Europe in inflation”) [EP Jan. 19].

It is not difficult to find the metaphorical foci in verbless phrases (17), (18) and (19) since there are no explicit verbs and our search for foci is reduced to looking at nouns and adjectives. We usually come across single nouns, collocates or prepositional groups which generate the metaphor. But there are also headlines in which not only nouns can be foci of metaphors but also verbs, as happens in (16). In this instantiation the nominal phrase “The hangover from the 1990s” is followed by “still dogs the US economy”. Both “hangover” and “dogs” activate metaphoric schemata, though they are different. Headlines of this sort are labelled as having two metaphorical foci. Technically, these headlines are taken both under the noun phrase and verb phrase headings in the frame designed for the collection of data. Things will be different the moment we try to categorise the different patterns the metaphor is realised by in both languages.

(b.2) Verb phrase

- (20) US shudders over deflation [FT, May 10].
- (21) El tabaco extremeño echa humo (“Extremenian tobacco is fuming”) [EP, June 15].

In these instantiations the foci of metaphors are found in their verb phrases “shudders” and “echa humo”. The latter is seen as a multiword unit and the metaphorical focus is understood as a whole. Both US and “El tabaco extremeño” are metonymies: NATION FOR CITIZENS in the first case and “PRODUCE FOR PRODUCERS” and both are personalised and as such they are entitled to take human attributes. These entities act as any human being would do. Whereas US is afraid of a shift in its economy, producers of tobacco in Extremadura are more than angry at the price of this commodity. They are fuming.

(b.3) Sentence

There are headlines that being taken as metaphors do not have specific focus or foci. They are seen as a pattern in which all words contribute to the metaphorical meaning. There is no specific vehicle term to take as a

reference. It is the whole sentence that is taken as a metaphoric expression as can be observed in the following instantiations:

(22) La libra esterlina se hace esperar (“Sterling takes its time”) [EP, May 25].

(23) Continental message is positive for airlines [FT, Jan. 4].

In (22) all the elements contribute to the metaphorical expression; first, the personification “of sterling” and then, once it is taken as personified, anyone understands that “this entity” is ready “to take its time” against other currencies as any human would do. A similar situation is observed in (23). None of the elements are clear vehicle terms for a non-literal interpretation. Thus, it is necessary to consider the whole text to understand the positive economic performance of Continental Airlines. A company, which is taken as a landmark for the rest of the airline industry, is offering the first hint of positive news for the sector.

(c) *Source domains and vehicle terms*

The number of source domains drawn from the instantiations collected in the corpus is in accordance with the categorisation chosen for the analysis. A narrow one demands a detailed source domain specification based on the sharing of specific and concrete features, whereas a broad categorisation is more concerned with generic features that are the core of a considerable number of specific categories (see Figure 1).

As can be observed, “life cycle” is taken as the core where all the main categories converge. To some extent the “human being” is taken as the prototype of this “cycle of life” to whom everything is directly or indirectly related. He is at the top of the “chain of being”. Whatever happens affects or is interpreted in one way or another in terms of “the human being”. Thus, the source domain journalists turn to may refer to something that affects the individual’s body or psyche. These source domains comprising many specific source domains are labelled as “intra-phenomena”. But, when individuals are taken in their social dimension, all source domains related to interaction are filed under the “inter-phenomena” category. When the interaction is extended to “other living organisms” and to “natural phenomena”, the salient features of these categories are mapped onto humans’ behaviour in the business field. Thus, living organisms and natural phenomena are the chosen landmarks to which several source domains and sub-domains may be attached or from which several radials may splay out.

Summarising the life cycle concept embraces human beings, on the one hand, as mere elements that are subject to the cycle of life and, on the other hand, as the main characters since everything that happens is related to our life or experience. Then, business may be described in terms of:

1. animate or inanimate salient features;
2. natural phenomena and its elements;
3. physical, mental or emotional states; and,
4. mechanical, cultural or religious events.

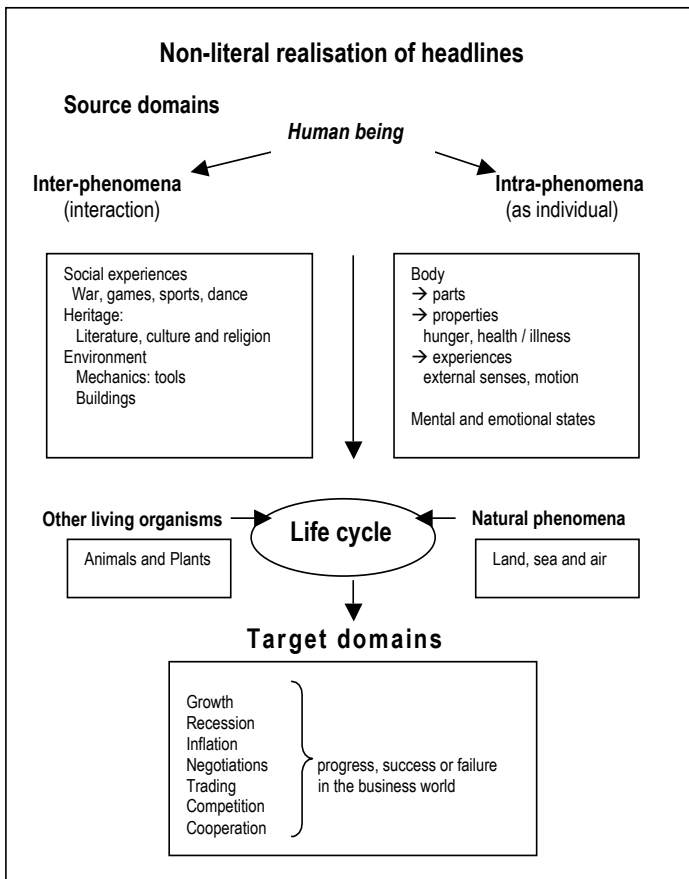


Figure 1. Generic source domains of newspapers headlines.

A sample of the source domains that can be developed in the collection of the non-literal instantiations can be observed in Figure 2.

Source domain	Vehicle terms
Plant life	"Patata caliente" (1)
War	"Close ranks" (2)
Mechanics	"Collision" (3); "darling (car)" (4); "campana" (11); "hierro" (13); "lens and focus" (14); "vagón" (18)
Health	"Bienestar" (5), "hangover" (16), "medication" (17), "enfermo" (19)
Literature	"Cinderella" (6).
Religion	"Eternidad" (7).
Human / animal life	"See light", "vislumbrar" (8), (9); "dogs" (16); "shudders" (20); "echar humo" (21)
Journey	"Ride" (10); "tren", "paso", "darse prisa" (15)
Sports	"Campana" (11)
Nautical	"Choppy" (12)

Figure 2. Specific domains of the instantiations commented on.

This categorisation is based on the vehicle terms identified in the instantiations so far commented on and numbers in brackets correspond to the examples presented. When analysing the specific source domains we come across single domains that have a coherent structure in their own right, and can be categorised under different sub-domains. For instance, the conceptual metaphor *MARKETING IS WAR* emphasises the aspect of both fighting and strategy in the source domain (Koller, 2004). And it is quite common that many instantiations are mapped onto different domains either through the same vehicle term, as we see in figure 2: *campana* (mechanics and sports) or due to a second focus in the same headline. The following instantiation reflects both possibilities. A first focus that can be filed under different source domains and a second focus that demands its own source domain:

- (24) La bolsa resucitará al cuarto año ("Stock Market resurrection to come on the fourth year") [EP, Jan. 12].

In our data-base this instantiation is labelled: (a) from a syntactical point of view as a "finite verb"; (b) as for the focus of the metaphorical expression we tick the verb phrase category *resucitará* and do not overlook the expression *al cuarto día* in this context; and (c) under the following source domain categories: national economy; market behaviour; and, cultural and religious allusions. It may be argued in this instantiation that as the Stock Market is expected to recover in four years' time, it would also be acceptable to classify it under the growth sub-domain of the National Economy

domain. What really is expected from the very beginning is to highlight the rise and fall domain, so common in the Stock Market. The vehicle terms of this expression allow for a third reading, not only is *resucitará* a key word and one of the main tenets among Christians, but also the collocate “on the fourth year”, in which it will take place. The journalist has resorted to the pattern of resurrection, on which Jesus was brought to life on the third day, to express the time the Stock Market will need to bring significant gains to stockholders. This reading, in which the Stock Market’s behaviour is explained in religious terms also demands a categorisation under cultural and religious allusions domain.

This sort of analysis of instantiations has allowed us to create a specific metaphor in which any non-literal headline may be filed under different categories. By doing that, the same instantiation can be an object of different analyses from different points of view.

3. Conclusion

This metaphor corpus is a hand-searched model based both on British and Spanish business press headlines. The metaphor identification procedure followed relies on the contrasts of the contextual and the basic meaning of a word or a multiword unit. The analysis of the syntactic structure, focus or foci, source domain and vehicles journalists resort to in this corpus helps to understand the communicative potential of the headline, to grasp what is abstract or distant or to unveil what may be hidden for a layman in business literature. Its creation is a contribution, from a new perspective, to the other specific corpora in the business field. Since this corpus favours not only quantitative analysis but also qualitative analysis from the syntactic as from the semantic point of view, it allows us to compile the vast range of source domains comprised in the “cycle of life” as its axis to understand the process, success or failure of the target domain, it covers all the metaphorical realisations and it is a good reference for contrastive studies in Spanish and British business press headlines.

Acknowledgements

I am highly indebted to Marian Amengual for her useful comments and suggestions on the design of this corpus and for her participation in its creation.

(Revised paper received September 2007)

References

- Bell, A. (1991). *The Language of News Media*. Oxford: Blackwell.
- Boers, F. (2000). "Metaphor awareness and vocabulary retention". *Applied Linguistics*, 21: 553-571.
- Boers, F. (2003). "Applied linguistics perspectives on cross-cultural variation in conceptual metaphors". *Metaphor and Symbol* 18: 231-238.
- Boers, F. & M. Demecheleer (1997). "A few metaphorical models in (western) economic discourse". W.A. Liebert, G. Redeker & L. Waugh (eds.), *Discourse and Perspective in Cognitive Linguistics*, 115-129. Amsterdam: John Benjamins.
- Charteris-Black, J. (2003). "Metaphor and metonymy in English and Malay phraseology". *Metaphor and Symbol* 18: 289-310.
- Cortés de los Ríos, E. (2001). *Nuevas perspectivas lingüísticas en la publicidad impresa anglosajona*. Almería: Servicio de Publicaciones de la Universidad de Almería.
- Cubo de Severino, L., D. Israel & V. Zonana (2001). "Globalisation for beginners in Argentina: a cognitive approach". Dirven et al. (eds.), 215-234.
- Deignan, A. (1999). "Corpus-based research in metaphor" in L. Cameron & G. Low (eds.), *Researching and Applying Metaphor*, 177-199. Cambridge: Cambridge University Press.
- Deignan, A. (2003). "Metaphorical expressions and culture: an indirect link". *Metaphor and Symbol* 18: 255-272.
- Deignan, A. (2005). *Metaphor and Corpus Linguistics*. Amsterdam: John Benjamins.
- Deignan, A., D. Gabrys and A. Solska (1997). "Teaching English metaphors using cross-linguistic awareness-raising activities". *ELT Journal* 51: 352-340.
- Deignan, A., A. Lima & E. Lopez-Mora (1998). "Metaphor, culture and the classroom" in P. Grundy (ed.), *IATEFL 1998 Manchester Conference Selections*, 32-33. Whistable, Kent: IATEFL.
- Dirven, R., B. Hawkins & E. Sandikcioglu (eds.), (2001). *Language and ideology. Volume II: Descriptive Cognitive Approaches*. Amsterdam: John Benjamins.
- Fowler, R. (1991). *Language in the News: Discourse and Ideology in the British Press*. London: Routledge.
- Fuertes, P., M. Velasco & E. Samaniego (2003). "Gender sensitivity in specialized communications: a preliminary corpus-based study of the LSP of economics". *Ibérica* 6: 65-88.
- Goatly, A. (1997). *Critical Reading and Writing*. London: Routledge.
- Hawkins, B. (2001). "Ideology, metaphor and iconographic reference". R. Dirven et al. (eds.), 1-22.
- Herrera Soler, H. (2006a) "Conceptual metaphors in press headlines on globalisation". *Annual Review of Cognitive Linguistics* 4: 1-20.
- Herrera Soler, H. (2006b) "Globalisers' and anti-globalisers' forums from a cognitive perspective". C.A. Hornero, M.J. Luzón & M.A. Ruiz (eds.), *Metaphor, Blending and their Application to Semantic Analysis*, 61-80. Zaragoza: ANUBAR.
- Herrera Soler, H., M. White, B. Villacañas & M. Amengual (2006). "Figurative language in English and Spanish business press headlines and its effects on inter- and intra-cultural communication". *Laud paper No. 661*. 1-25. Essen: Universität Duisburg-Essen.
- Koller, V. (2004). *Metaphor and Gender in Business Media: A Critical Cognitive Study*. New York: Palgrave Macmillan.
- Kövecses, Z. (2002). *Metaphor: A Practical Introduction*. New York: Oxford University Press.
- Lakoff, G. (1993). "The contemporary theory of metaphor". A. Ortony (ed.), *Metaphor and Thought* 2nd ed., 202-251. Cambridge: Cambridge University Press.
- Lakoff G. & M. Johnson (1980). *Metaphors We Live By*. Chicago: Chicago University Press.
- Lazar, G. (1996). "Using figurative language to expand students' vocabulary". *ELT Journal* 50: 43-51.
- Littlemore, J. & G. Low (2006). "Metaphoric competence, second language learning, and communicative language ability". *Applied Linguistics* 27: 268-294.
- McEnery, T. & A. Wilson (2001). *Corpus Linguistics*, 2nd ed. Edinburgh: Edinburgh University Press
- Morley, J. (1998). *Truth to Tell: Forms and Function in Newspaper Headlines*. Bologna: CLUEB.
- Musolff, A. (2005). "Cross-language metaphors: parents and children, love, marriage and divorce in the European family". J. Cotterill & A. Ife (eds.), *Language Across Boundaries*, 119-134. London: Continuum.
- Pragglejaz Group (2007). "MIP: A method for identifying metaphorical used words in discourse". *Metaphor and Symbol* 22: 1-39
- Sandikcioglu, E. (2001). "The otherness of the orient: political-cultural implications of ideologi-

- cal categorisations". R. Dirven et al. (eds.), 161-188.
- Taylor, J. R. (2002). *Cognitive Grammar*. New York: Oxford University Press.
- White, M. & H. Herrera Soler (2003). "Metaphor and ideology in the press coverage of telecom corporate consolidations". R. Dirven, R. Frank & M. Pütz (eds.), *Cognitive Models in Language and Thought: Ideology, Metaphors and Meaning*, 215-234. Berlin: Mouton de Gruyter.
- White, M., H. Herrera-Soler & M. Amengual (2004). "Interaction between content and expression in news headlines". I. Sanz & Á. Felices (eds.), *Las nuevas tendencias de las lenguas de especialidad en un contexto internacional y multicultural*, 239-249. Granada: Universidad de Granada.

Dr. Honesto Herrera Soler is Associate Professor of English for Business and Economics at Facultad de Ciencias Económicas y Empresariales, Universidad Complutense de Madrid (Spain). He has focused his research on how to take cognitive linguistics into the classroom. His main research interests are cognitive linguistics and research methodology. Currently, he is working on a corpus of linguistic realisations of conceptual metaphors in business and economics media discourse. He is author and co-author of several articles in the abovementioned areas of research.

NOTES

¹ The research for this article has in part been financed by the Spanish Ministry of Education, Ref: HUM2005-05957.

² As texts and explanations sometimes exceed 242 characters allowed in any variable of the Statistical Package for Social Sciences (SPSS) we opted for a specific design based on Microsoft Access.

