

ÁNH XẠ CỦA ẨN DỤ Ý NIỆM TRONG CÁC BÀI BÁO KINH TẾ TIẾNG ANH

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Bài viết phân tích về hiện tượng ẩn dụ trong một số tờ báo kinh tế góp phần tăng nhận thức của độc giả về hiện tượng này trong lĩnh vực kinh tế. Thông qua bài viết này, miền khái niệm trừu tượng “kinh tế” sẽ được ánh xạ lên một miền khác để hiểu được miền khái niệm này theo một cách mới, cụ thể hơn. Cú liệu phân tích của bài báo được rút ra từ các mục tài chính và kinh tế của 15 bài báo kinh tế tiếng Anh được cập nhật gần đây. Kết quả nghiên cứu cho thấy phép ẩn dụ KINH TẾ LÀ MỘT CƠ THỂ SỐNG chiếm tỷ lệ nhiều nhất trong các ẩn dụ ngôn ngữ được sử dụng trong cú liệu.

Từ khóa: ánh xạ, bài báo kinh tế, phép ẩn dụ, phép ẩn dụ ý niệm.

The study analyzes how the use of metaphor in some economic newspapers helps raise readers' awareness. In this article, the abstract concept “economy” is mapped in another domain to have a new and deeper insight into it. Financial and economic sections of 15 recent English economic articles were used for document analysis. The study shows that the metaphor THE ECONOMY IS A LIVING ORGANISM accounts for the highest proportion of linguistic metaphors used in the analyzed documents.

Key words: mapping, economic articles, metaphor, conceptual metaphor.

1. INTRODUCTION

It has been widely recognized that metaphor is a dominant feature of general language. This is true for both everyday language (Lakoff & Johnson, 1980), and technical and academic language—particularly with regard to theory construction in the social sciences (Henderson, 1994). Interest in the use of metaphor in business and economics, both in the subject itself and as a methodological component of teaching Language for Specific Purposes, has also

been increasing. It is obvious that like other scientists, economic writers also have to persuade people believe in their evidences used to protect their arguments. Therefore, numerous of metaphoric expressions can be seen in economic texts such as *trade barriers*, *cash-flow* (money transfers), *human capital* or *human resources* (employees), *collapse* (new firms), *sink* (bank), *crash* (stock-markets), *gloomy* (economic forecasts), *weak*, *strong* or *stable* (currencies). Thanks for these metaphoric expressions, people can understand more a significance of economic processes through a variety of more specific images expressed through

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metaphoric expressions. The paper aims to identify if conceptual metaphor is used in economic texts with English evidence. Notion of conceptual metaphor of Lakoff and Johnson (1980), Phan (2007) and Tran (2007), will be used to describe how two words or expressions from apparently different domains may be associated at an underlying cognitive level.

The data used for analyzing is from economic section of 15 English articles from such newspaper as “*the Economist*”, “*the Economic Times*”, “*Financial News*”, “*Financial Times*”. The language corpora were taken from the same type of text: finance and economic. Metaphors from the texts are analysed in the light of current theoretical discussion on how metaphor works in economic genre. The analysis also briefly examines the position of metaphors in the texts and considers whether they have a generalized functional use.

2. METAPHOR AND METAPHOR IN ECONOMIC TEXTS

2.1. A brief review of metaphor and conceptual metaphor

Over the past two decades, linguists' view of metaphor has changed into new directions. Metaphor was originally perceived as merely a device of the literary domain or tropes. According to Eco (1984:34), it was first discussed and defined by Aristotle as “the transferring to one object of a name belonging to another”. Aristotle discussed the

usefulness or otherwise of faded and original metaphor, and identified various types now referred to as simile, metaphor and metonymy.

Lakoff and Johnson (1980) claim that linguistic expressions reflect underlying cognitive links between the source (vehicle) domains and the target (tenor) domains. They also use the term “cognitive metaphor” or later “conceptual metaphor” to refer to the general phenomenon in question. A cognitive/ conceptual metaphor is thought to be present when the choice of a linguistic form seems to reflect the speakers' deeply conceptualizing one experience in terms of another experience. This concept of “cognitive/ conceptual metaphor”, unlike the common literary definition, embraces a more fundamental core section of the lexicon for any language. It is also more inclusive, since it includes examples referring to in literary research as analogy, simile, polysemy, dead and conventional metaphors (p.231). Lakoff and Johnson (1980) also deals with conceptual metaphor as a mental construct mapping from a more concrete “source domain” into a “target domain”. A conceptual metaphor is a metaphor which is considered to be deeply entrenched in our cognition. Metaphor has come to mean a cross-domain mapping between this pair of source and target.

2.2. Metaphor in economics

Several authors such as McCloskey (1983), Mason (1990) have pointed out

that economic texts are “heavily metaphorical” and Hewings (1990) argues that it is misleading to represent economics as rhetoric free because there are lot of evidence about the use of metaphor can be seen in such terms as *human capital*, *falling* unemployment, *demand expansion*, *credit flows*, *accelerating growth* rates... In the case of the economics as a whole, it is sometimes conceptualized as a living organism which may account for a number of surface forms in one language as in examples such as *growth*, *decay*, *depression*, *infant*, *mature*, *ailing*, *healthy*... in English. Marshall (1920) (cited in Henderson, 1982) has been credited for being the first economist to use a biological metaphor (e.g. growth rate; human capital) to describe the economy. However, while organic and evolutionary metaphors have frequently been used to describe processes of economic growth and development, it is mechanical ones that have dominated formal economic theorizing for most of the present century. Marshall himself felt that “biological conceptions” were better descriptors of economic phenomena, but their greater complexity compared to “mechanical analogies” meant having to fall back on the latter for theoretical purposes.

Previously Huynh Ngoc Mai Kha (2014) conducted a research on metaphors in economic newspapers in Vietnam. The research "focuses on understanding some metaphorical expressions in Vietnamese

economic newspapers" (p. 12), but this research has not yet delineated the specific mechanism of mapping in the ideological structures. The paper only aims to analyse the meaning of a number of idioms with words denoting economy from the view of cognitive metaphor and suggests some conclusion about the native convention of economy through the mapping to another abstract domain. In the paper, some theories about cognitive metaphor, idioms and idioms' meaning are briefly presented.

3. MAPPING CONCEPTUAL METAPHOR IN ECONOMIC TEXTS

The notion of conceptual metaphoric appeared when metaphor was studied in a new trend on the basis of cognitive linguistics, which describes how people understand abstract concepts when they are visualized through human emotional experiences (Phan The Hung (2007)). According to Tran Van Co (2007), the system of conceptual metaphors is created in a natural, unconscious and understandable way and does not require much effort to understand them as previously. In other words, conceptual metaphors reflect human thinking about global. Nguyen Duc Ton (2007) also agrees with the view that the core of metaphor is a thought, not language, and he explains further that in the process of, human beings have assimilated the notion of certain things whose characteristics are similar. To understand more about conceptual metaphors, we can take an example which is a very common

metaphor in business to illustrate this point: TRADING IS A BATTLEFIELD. In this metaphor, the source domain is "BATTLEFIELD", and the target domain is "BUSINESS". In this mapping, "business" - the target domain, an abstract concept - is specified by a more specific source domain - the battlefield. From this

mapping, an abstract concept "BUSINESS" is understood clearly through a specific domain "BATTLEFIELD". The concept "business" is understood through the concept "battlefield" because these two concepts have a lot of similarities which are outlined in the following table:

Criteria to compare	Battlefield (source domain)	Business (target domain)
Object:	soldiers whose main duty is fighting	Businessmen whose job is doing business
Means:	Weapons: guns, ammunition, tactics, skills, sensitivity to the enemy	Investment strategies, business ideas, sensitivity to competitors, products, advertising.
Purposes:	Reach the final goal: win the opponents	Achieve more profitable, sustainable, and stable business
Drawbacks:	Being caught, lost, fired up...	Failed, fail business strategy, lost money, go bankrupt.
Solutions:	Negotiating, fighting to the end, surrendering, ending the war.	Cooperating, using new business strategies, avoiding confrontation...

Table 1: The similarities between the "battlefield" domain and the "business" domain

From Table 1 above, we see some actions and states of the source domain are mapped to the respective aspects of the target domain.

In the economic field and in economic articles, studying about conceptual metaphors is not a new trend. Some researchers have done their research about conceptual metaphors in different languages and contexts. Bratoz (2004) conducted a comparative study of popular conceptual metaphoric expressions in English and Slovenian economic articles.

The study affirmed that the two languages have the same metaphoric expressions about "ECONOMY IS A LIVING OBJECT" and "THE FALLING MOVEMENT IN THE MARKET IS A DISASTER" (p.181).

To clarify the use of conceptual metaphors in popular economic discussions, Kovacz (2000) has succeeded in identifying five important metaphoric expressions: (i) ECONOMY / BUSINESS IS A LIVING HUMAN BODY; (ii) ECONOMY / BUSINESS IS A WAR;

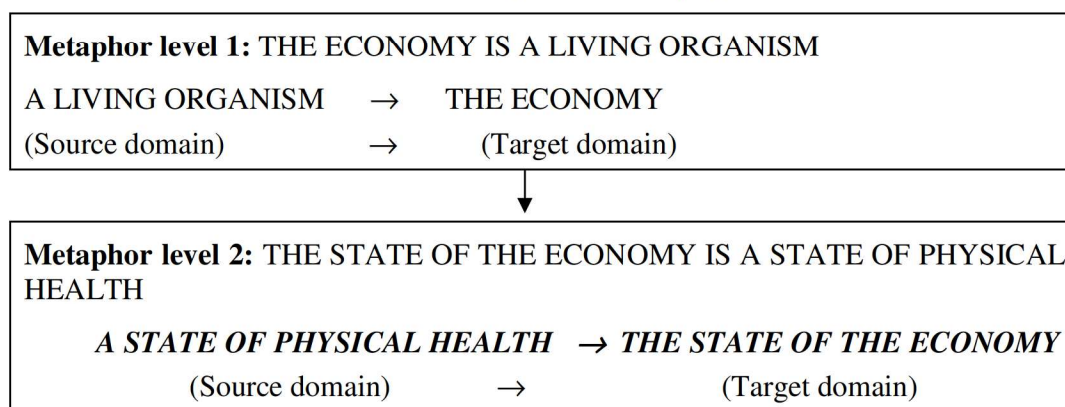
(iii) ECONOMY / TRADING IS A GAME OR A SPORT ACTIVITY; (iv) ECONOMY / BUSINESS IS A MARRIAGE; (V) ECONOMY / BUSINESS HAS ACTIVITIES RELATING TO THE CINEMA.

According to Lakoff (1990), the metaphor mapping which is conventional and is a fixed part of our conceptual system is more important than the language. His view of metaphor is totally different from the view that metaphors are just linguistic expressions. If metaphors were considered as merely linguistic expressions, there would have dozens of different metaphors correspondent to different linguistic expressions. For example, “the central bank would suffer a paper loss” would constitute one metaphor. “The recovery of the central bank after the crisis is remarkable” (The Economists, July 2016) would be another, entirely different metaphor. “Mr. Setser says, they

[the central banks] are also sunk costs” (The Economist, June 2016) would involve a different metaphor. However, in this case, there is only one metaphor in which the state of economy is conceptualized as a state of physical health. The mapping tells us precisely how the state of economy is being conceptualized as a state of physical health. From this point, it is stated that metaphor is a phenomenon which involves both conceptual mapping and individual linguistic expressions. Diagrams (1.1) – (3.3) summarize the findings from English economic texts on lexis drawn from the source domains of **physical conflicts, psychological, disaster, physical health and the weather** used to describe the target domain of economic movements within an international, global context.

The followings are conceptual metaphors found in the corpus.

Diagram 1.1: Conceptual metaphor: THE ECONOMY IS A LIVING ORGANISM
(The state of the economy is a state of physical health)



Lexis			
suffer	recovery	health/ healthy	Sick
nursing	casualty	Contagion	Dislocation
feverish	paralysis	casualty	Growth



Lexical expressions (examples)

<i>Four or six years the rate of growth of the money supply was less than the rate of increase of prices, especially in 1981 and 1983 (EE. 2)</i>	<i>The recovery of the central banks after the crisis is remarkable (EE.8)</i>	<i>In 1989, for example, the central bank of Nicaragua suffered losses worth 23.5% of GDP (EE. 12)</i>	...
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Diagram 1.2: Conceptual metaphor: THE ECONOMY IS A LIVING ORGANISM (The state of the economy is a state of mental health)

Metaphor level 1: THE ECONOMY IS A LIVING ORGANISM

A LIVING ORGANISM → THE ECONOMY
(Source domain) → (Target domain)



Metaphor level 2: THE STATE OF THE ECONOMY IS A STATE OF MENTAL HEALTH

A STATE OF MENTAL HEALTH → *THE STATE OF THE ECONOMY*
(Source domain) → (Target domain)



Lexis			
nervous	confidence	fears	Cautions
vulnerable	tension	anxious	Worry
depression	depress		



Lexical expressions (examples)

<i>Finally, the Keynesian approach provided arguments for the Beveridge plan, which would among other things increase the worker's purchasing power in depression. (EE. 6)</i>	<i>Job market loses its confidence after Hurricane Katrina. (EE. 12)</i>	<i>Hurricane Katrina worries all people especially economists. (EE. 12)</i>	...
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Diagram 1.3: Conceptual metaphor: THE ECONOMY IS A LIVING ORGANISM
(Trading is a physical conflict)

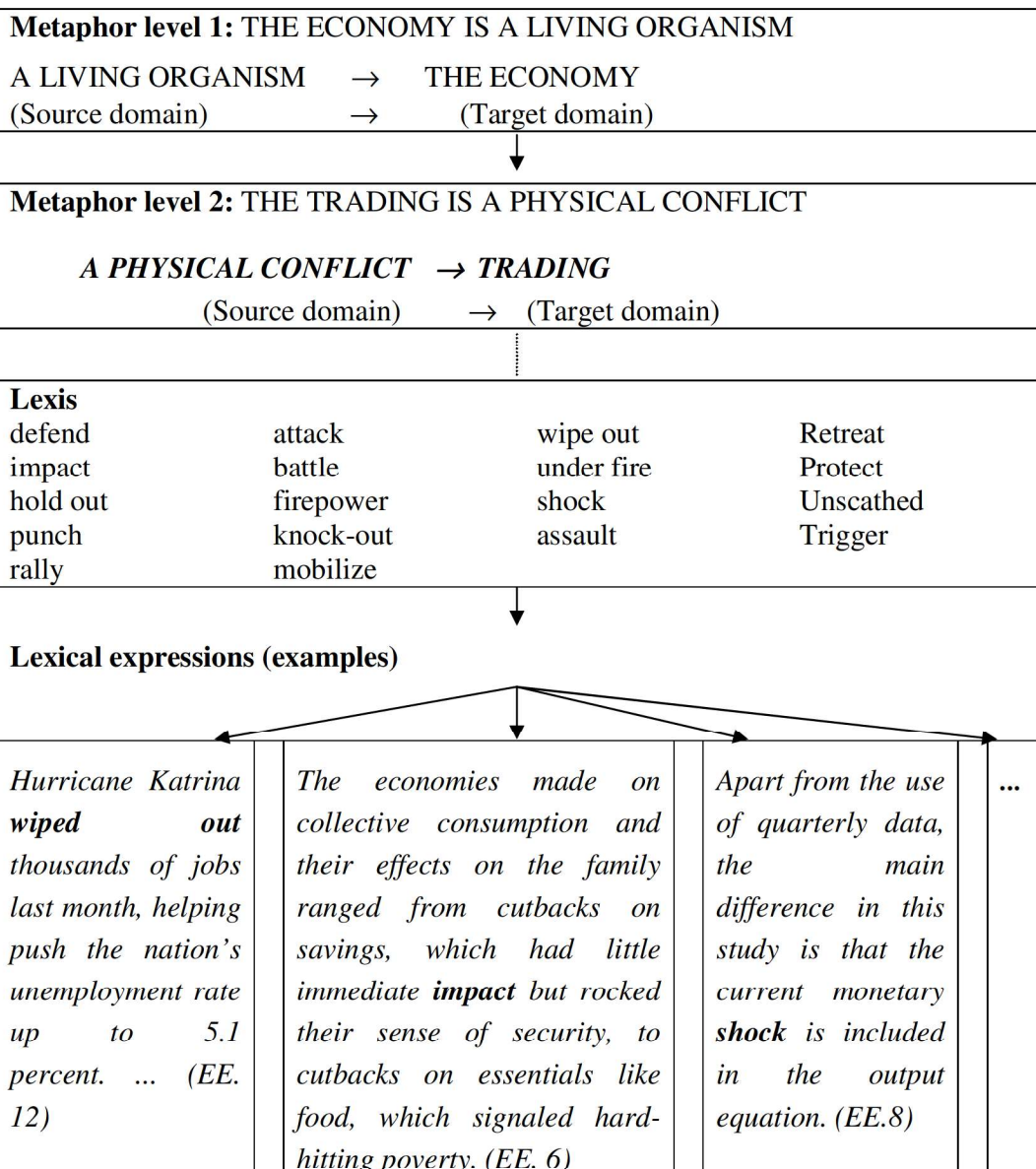
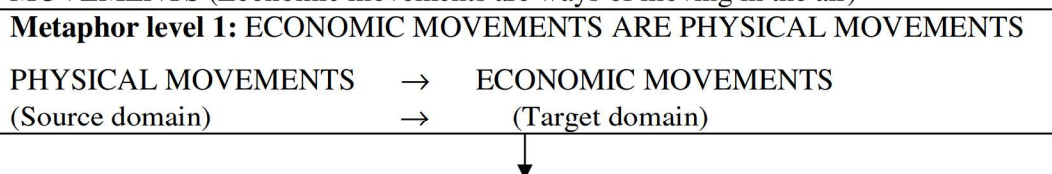


Diagram 2.1: Conceptual metaphor: ECONOMIC MOVEMENTS ARE PHYSICAL MOVEMENTS (Economic movements are ways of moving in the air)



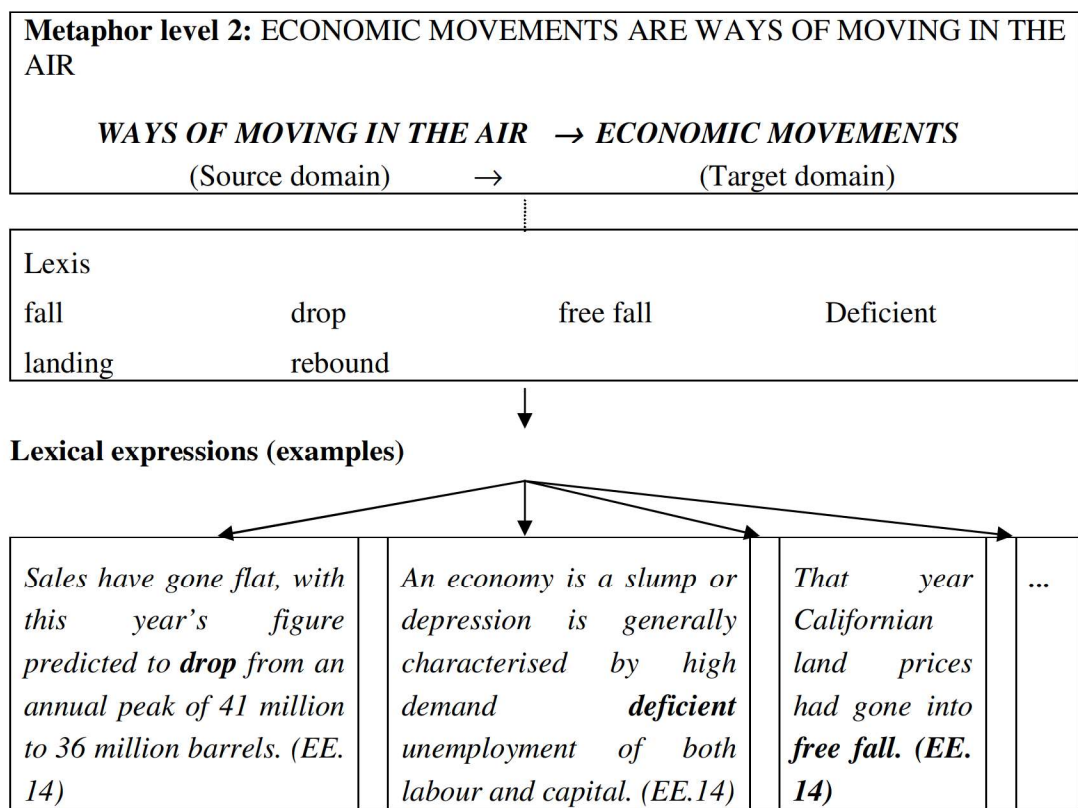
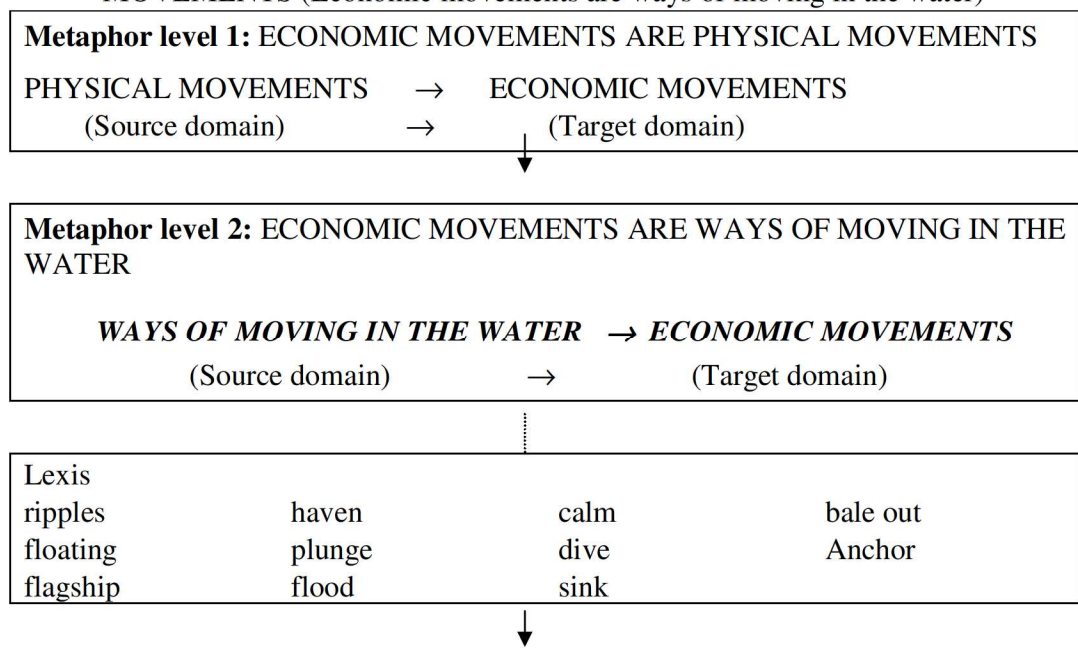


Diagram 2.2: Conceptual metaphor: ECONOMIC MOVEMENTS ARE PHYSICAL MOVEMENTS (Economic movements are ways of moving in the water)



Lexical expressions (examples)

<i>If all else fails the company also operate a bale out scheme where, for a price, they will get your machine up and running. (EE. 5)</i>	<i>Fears are now rife that the price could plunge well below 30p by the end of the year. (EE. 13)</i>	<i>Samsung's initial plans were derailed by Hewlett-Packard's difficulties in getting floating point processing units out of Texas Instruments Inc. (EE. 9)</i>	...
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Diagram 2.3: Conceptual metaphor: ECONOMIC MOVEMENTS ARE PHYSICAL MOVEMENTS (Economic movements are ways of moving on the ground)

Metaphor level 1: ECONOMIC MOVEMENTS ARE PHYSICAL MOVEMENTS

PHYSICAL MOVEMENTS → ECONOMIC MOVEMENTS
(Source domain) → (Target domain)

Metaphor level 2: ECONOMIC MOVEMENTS ARE WAYS OF MOVING ON THE GROUND

WAYS OF MOVING ON THE GROUND → ECONOMIC MOVEMENTS
(Source domain) → (Target domain)

Lexis

jump
staggertumble
lurchslide
shrinkSlip
Stumble

Lexical expressions (examples)

<i>The jump follows a big increase in bad debts reported last week by the private banking operations of Lloyds Bank. (EE. 13)</i>	<i>Prices should tumble as each cannibalises sales of the others. (EE. 7)</i>	<i>The European market for acetate filament year is expected to shrink slightly during 1993. (EE. 9)</i>	...
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Diagram 3.1: Conceptual metaphor: ECONOMIC MOVEMENTS ARE NATURAL REACTION (Negative Economic movements are natural disasters)

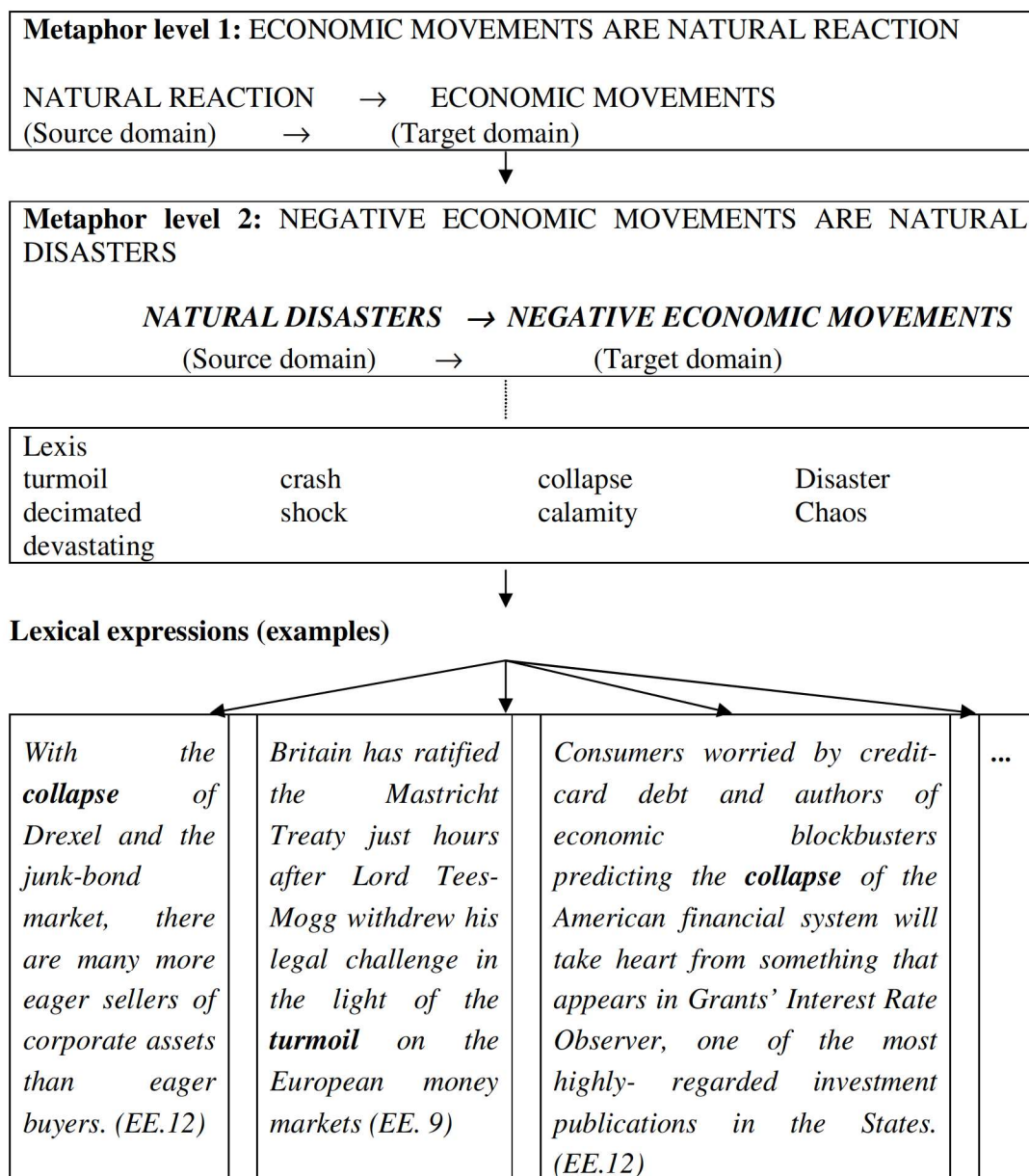
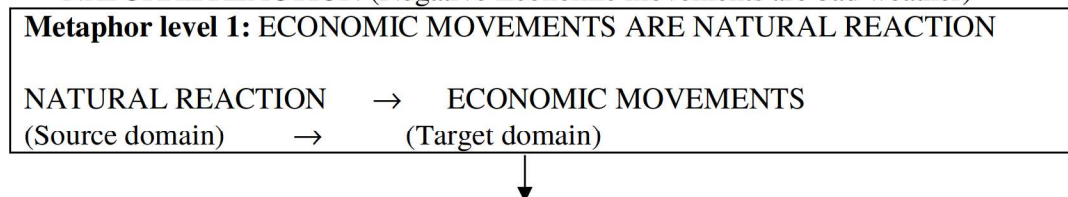


Diagram 3.2: Conceptual metaphor: ECONOMIC MOVEMENTS ARE NATURAL REACTION (Negative Economic movements are bad weather)



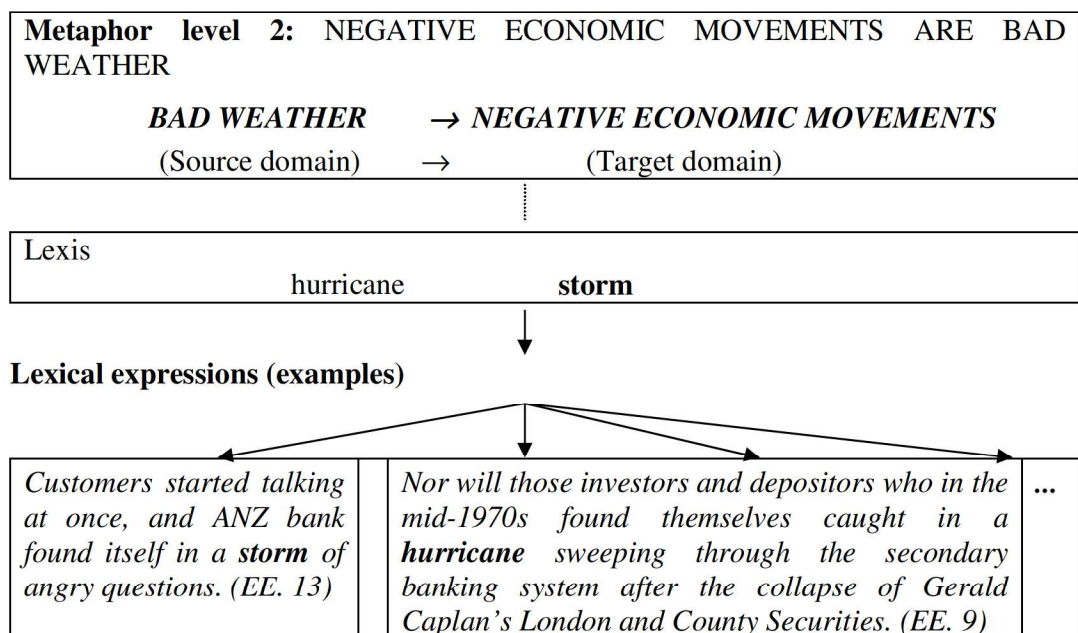
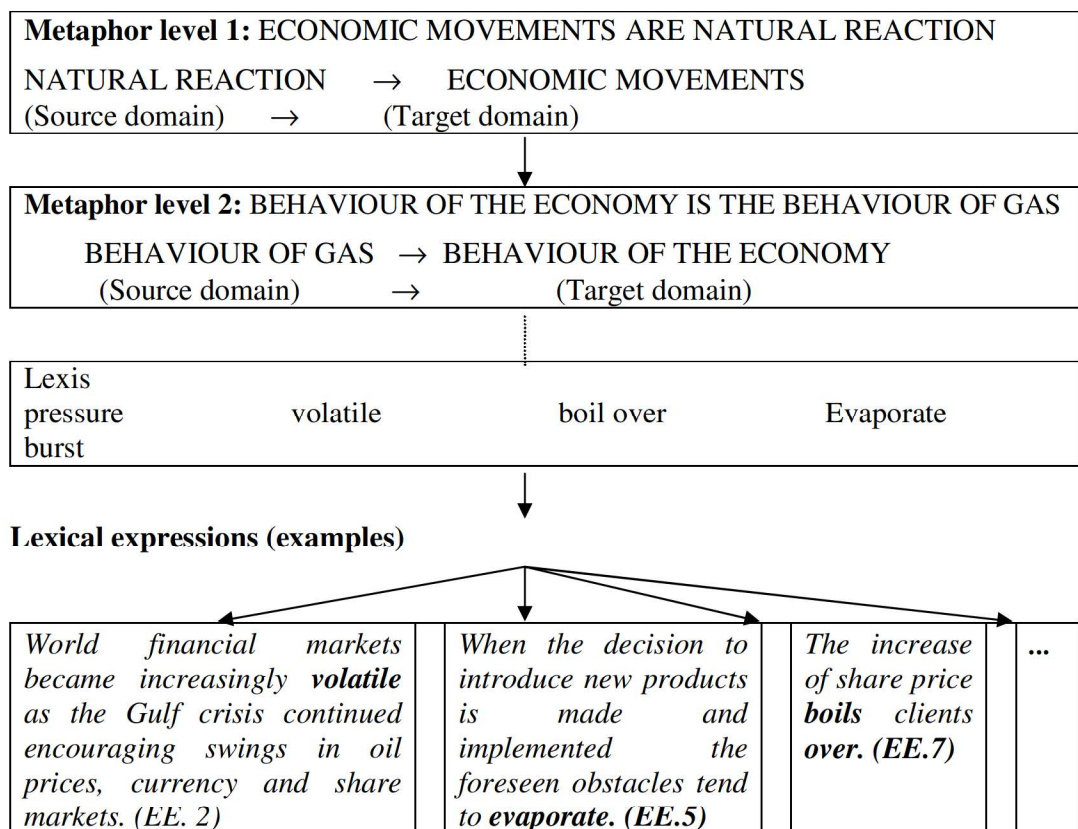


Diagram 3.3: Conceptual metaphor: ECONOMIC MOVEMENTS ARE NATURAL REACTION (Behaviour of the economy is the behaviour of gas



4. CONCLUSION

The study aims at analyzing economic texts in English for their use of metaphor. The English corpus comprised 15 economic articles taken from the finance and economics sections in newspaper in the period from May 2016 to September 2017. From our research, it is clarified that metaphor is frequently used in English economic texts: The total corpus size (15 economic texts) was 13,000 words and yielded 280 cases of metaphor. Mapping is a process in which abstract concepts in economic field - the target domain- is specified by a more specific source domain in daily life, which reflects human thinking about global. It goes without saying that as a science, economics deals with the identification and classification of phenomena in the real world. The metaphoric expression “THE ECONOMY IS A LIVING ORGANISM” which accounts for the largest category of linguistic metaphors in English economic texts is mapped through three distinct metaphors related to this generic one: *the state of the economy is a state of physical health; the state of the economy is a state of mental movements; the economy is an organization; and trading is a physical conflict*. The linguistic expressions found in English economic texts are various and are expressed through different lexical means.

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(Toà soạn nhận bài viết ngày 18/7/2017, duyệt đăng ngày 30/9/2017)