CONCEPTUAL METAPHOR ECONOMY IS A PATIENT IN THE NEWSPAPER DISCOURSE BEFORE RECESSION

Abstract

Conceptual metaphor economy is a patient in the newspaper discourse before recession will be analyzed in accordance to the viewpoints of conceptual metaphor theory. Corpus of research is composed of articles from the British magazine The Economist which deal with events in the world economy and business in the period 2000-2006. We shall try to prove hypothesis that in the newspaper discourse before recession economic phenomena are more often conceptualized and described as human body illness than as good health and psycho-physic condition, and that selection of conceptual metaphors and their language manifestations comply with standard medical procedures and treatments of patients.

Key words: conceptual metaphor, economy is a patient, language expression, newspaper discourse, The Economist, recession