

LATVIJAS UNIVERSITĀTE

**BAKALaura DARBS**

RĪGA 2016

UNIVERSITY OF LATVIA  
FACULTY OF HUMANITIES  
DEPARTMENT OF ENGLISH STUDIES

**ANIMAL METAPHORS IN FORBES BUSINESS  
ARTICLES  
DZĪVNIEKU METAFORAS LIETIŠĶOS RAKSTOS ŽURNĀLĀ  
"FORBES"**

BACHELOR THESIS

**Evija Rudzīte**

Matriculation card No. er11024

Adviser: lect. Tatjana Bicjutko

RĪGA 2016

## Anotācija

Tā kā dzīvniekiem un cilvēkiem ir daudz kopīgu iezīmju raksturā un instinktos, ir interesanti izpētīt dzīvnieku lietojumu biznesa nozarē, lai atklātu kā dzīvnieki var tikt lietoti pārnestā nozīmē, lai paskaidrotu, cilvēkus, uzņēmumus vai tirgu kopumā

Šajā bakalaura darbā tiek aplūkots dzīvnieku lietojums Forbes biznesa publikācijās. Izmantojot kognitīvās jeb konceptuālās metaforas teoriju, dzīvnieki kā – lācis, kaķis, suns, pērtiķis un cūka tika izpētīti, izmantojot *Metaforu identifikācijas procedūru* (MIP). Pētījuma mērķis ir atklāt kādi dzīvnieki tiek izmantoti visbiežāk laikraksta Forbes publikācijās, lai paskaidrotu cilvēkus, uzņēmumus un tirgu kopumā. Lai veiktu pētījumu tika atlasītas 50 Forbes publikācijas, kuras publicētas laika posmā no 2015. gada, 14. marta līdz 2015. gada, 12. aprīlim, un analizētas, salīdzinot dzīvnieka tiešo nozīmi ar kontekstā pielietoto. Dzīvnieki, kuru tiešā nozīme kontrastēja ar kontekstā esošo, tika uzskatīti par metaforiskiem.

Praktiskais darbs atklāja, ka visbiežāk lietotie dzīvnieki, kas paskaidro cilvēkus, uzņēmumus un tirgu kopumā bija suņi un lāči.

**Atslēgas vārdi:** Metaforu identifikācijas procedūra, dzīvnieku metaforas, biznesa publikācijas, Forbes, kognitīvās metaforas.

## **Abstract**

As humans have a lot of common with animals in terms of behavior, it was interesting to research the use of animal names used metaphorically to present the business in particular in business newspaper articles.

This bachelor paper looks at the use of animal metaphors in business articles by examining Forbes business articles. Using the theory of cognitive metaphor, animal names - bear, cat, dog, monkey and pig were analyzed according to *Metaphor Identification Procedure* (MIP). The research aims to show what animals were most often used to represent humans, market or institutions in the period between March 14, 2015 and April 12, 2015.

For the purpose of the research – 50 Forbes business articles were selected and analyzed using the Metaphor identification procedure (MIP), that is, sentences containing the chosen animal names were observed by comparing the animal names used in contextual and basic meaning.

The analysis revealed that the animal names such as ‘dog’ and ‘bear’ were used most often to represent humans, market and institutions.

**Key words:** MIP, animal metaphors, business articles, Forbes, cognitive metaphor.

## Contents

Introduction .....	1
1. The concept of metaphor.....	4
1.2 Figurative language devices as a helpful tool to identify metaphorical expressions.....	8
1.3 Animal metaphors.....	10
1.3.1 Animal metaphors used to describe humans institutions and business in particular .....	12
2. Metaphor Identification Procedure (MIP) .....	15
3. Business discourse.....	18
3.1 Business articles .....	19
4. Analysis of Forbes articles .....	22
Conclusions .....	36
Theses.....	38
References.....	39
Appendices.....	44

## Introduction

The conceptual metaphor ‘HUMAN IS ANIMAL’ gives an idea that animals can be compared to humans as they have much in common. Humans and animals share similarities in their looks, characters and behavior. We can say ‘he has a puppy eyes’ and understand that the person has cute looking eyes, but not that the human has dog eyes, that would sound wrong. Animal metaphors can be understood through actions that animals take, decisions they made and traits they have. Animals can be lazy or brave, some of them look impressive, some aggressive, and all these traits can be mapped on human traits, as humans also can express anger, happiness, they can be lazy and so on. Animal metaphors have always been among the most widely used and they are still in circulation playing significant role because of being found in different articles, speeches and books.

There are scholars (see Lakoff and Johnson (Metaphors we live by, 2003), Knowles and Moon (2006) who have observed that metaphors can be used in different genres, including business articles in newspapers. Metaphors belong to figurative language that is a language that can’t be understood literally. The study of metaphors in general and animal metaphors in particular is important, and it is interesting to learn how names of animals are used and what names of animals are used figuratively more often at a given period of time.

This bachelor paper researches animal metaphors in business articles by analyzing 50 articles selected in Forbes in the period of time between March 14, 2015 and April 12, 2015. Business articles in Forbes were chosen for analysis because it is a popular business magazine available worldwide for no cost. However, some articles must be paid in advance to be available for reading, and those articles were not included for analysis.

**The goal** of this bachelor paper is to find out what animal metaphors were used most often to present humans, market and institutions in the selected articles.

The **research questions** of this bachelor paper are:

1. What animal names are used figuratively most often in Forbes during the chosen period of time?
2. Which animal traits are used most often to describe humans, market and institutions?

The **enabling objectives** to achieve the research goal are the following:

1. To review theoretical literature available on the relevant topics such as metaphors, animal metaphors, business discourse, and metaphors in business articles, in order to create a theoretical framework for analysis;
2. To select articles for analysis;
3. To find the most suitable procedure for identifying metaphors in the selected articles.
4. To identify the goals and to compile the corpus for further analysis;
5. To analyse the corpus and to draw relevant conclusions;

**Research methods** used in this bachelor paper are:

1. Literature review to build a theoretical framework on metaphor identification and analysis;
2. Qualitative research was done to analyze the use of animal metaphors selected in Forbes newspaper in period of time between March 14, 2015 and April 12, 2015.

For the theoretical part Knowles and Moon's "Introducing metaphors" (2006) was most important to understand what metaphors are and what figurative language helps to create cognitive metaphors. Kovecses' "Metaphor: A practical introduction" (2002) and Lakoff and Johnson "Metaphors we live by" (2003) were also significant to form the background on function and types of metaphors, and the overall idea of mapping in such as, for example "LOVE IS A JOURNEY" conceptual metaphors. To analyze whether or not animal names are used metaphorically, Metaphor Identification method (MIP) by Praglejaz Group (2007) is chosen. Palmatier (1995) is significant because of his many examples of animal metaphors. In particular, Palmatier briefly describes the origin of each animal metaphor which is extremely helpful for understanding metaphors found in the selected articles from Forbes.

The first chapter gives a general introduction of what metaphors are. This chapter includes definitions of metaphor, discusses their role in discourse, and mentions types of metaphors as stated by such scholars as Kovecses (2002), Knowles and Moon (2006), Lakoff and Johnson (2003) and Hawkes (1972). This chapter also comprises definition of personification, metonymy, and simile as they belong to figurative language and are very often mistakenly understood as metaphors, however, building cognitive metaphors. The first chapter is also devoted to category of animal metaphors. This chapter provides definitions of what animal metaphors are and exemplifies them with the help of the materials published by scholars as Palmatier (1995), Kovecses (2002). The second chapter gives insight into what the MIP is as published by Praglejaz

Group (2007) and how this procedure can be applied to the practical part. The third chapter deals with business genre and business articles. This chapter gives an introduction into what is considered to be a business genre and what characteristics of business articles are. The last chapter is practical where animal metaphors are analyzed and conclusions are drawn.

## 1. The concept of metaphor

Lakoff and Johnson (2003) believe that metaphors can mostly be understood as a ‘device of poetic imagination’ or as a ‘rhetorical flourish’, in other words, as extraordinary language. People may use different word combinations in their language to make it more powerful and beautiful. They may use language in extraordinary ways to attract audience’s attention. Language that is used figuratively usually attracts the readers or listeners more. This kind of language, rich in metaphors and other stylistic devices, is used in newspapers, books, lectures and so on, which makes it interesting to research. The chapter gives introduction into metaphors, their importance, subdivides them into types, and discusses the ways how they can be understood as presented by such scholars as Kovecses (2002) or Knowles and Moon (2006) and others.

“When we talk about metaphor, we mean the use of language refer to something other than what it was originally applied to, or what it ‘literally’ means, in order to suggest some resemblance or make a connection between the two things” (Knowles and Moon 2006:3). Knowles and Moon consider metaphors to be abstract, and different from the basic meaning of words. Thus, metaphors are used in language to refer to a variety of things such as people, actions, and animals and so on. For example, it is possible to say that ‘Ann is a tiger’ where ‘Ann’s qualities are compared to some features of a tiger’. There are different approaches to understand metaphors.

Similarly, Zoltan Kovecses (2002) states “for most of us, metaphor is a figure of speech in which one thing is compared with another by saying that one is the other, as in “He is a lion”. As in the example given by Kovecses (2002) “...Achilles was a lion in the fight”. Being “the greatest warrior in the Trojan War” (Doniger, 1999:9) Achilles is compared to a lion. To understand this metaphor lion’s qualities must be compared to the warrior’s to reveal what qualities the warrior has. As lions are supposed to be brave, strong and fearless, these qualities can be transferred to the warrior.

Knowles and Moon have provided two reasons of the importance of metaphors:

First in relation to individual words: metaphor is a basic process in the formation of words and word meanings. Concepts and meanings are lexicalized or expressed in words, through metaphor’. (2006:4)

Secondly, “metaphor is important because of its functions - explaining, clarifying, describing, expressing, evaluating, and entertaining” (2006:4). It is good to use metaphors if there

is a necessity to keep readers', or listeners' attention, as metaphors appear to be used for different purposes, such as, for example, entertaining. Considering functions of metaphor, Ortony (1993) states:

Metaphors characterize rhetoric not scientific discourse. They are fuzzy and vague, inessential frills, appropriate for the purposes of the politician and of the poet, but not for those of scientist because the goal of science is to furnish an accurate description of physical reality. (2:1993)

Metaphors are good at making language more interesting, rich and powerful, but at the same time metaphors use in texts can make the language more difficult to understand.

As to Ortony (1993) believe that metaphors make language more difficult, it is significant to understand what are the types of metaphors and how they appear in texts, Knowles and Moon introduce two types of metaphors. The first type of metaphors are *creative metaphors*, Knowles and Moon state that "creative metaphors are those which a writer/speaker constructs to express a particular idea or feeling in a particular context, and which a reader/hearer needs to deconstruct or 'unpack' in order to understand what is meant" (2006:5). These are metaphors which can be understood by comparing original and contextual meaning.

The second type of metaphors is *conventional metaphors*. Knowles and Moon state that: "much of the time we hardly notice them at all, and do not think of them as metaphorical when we use or encounter them: dictionaries are likely to record them as separate senses" (2006:6). This kind of metaphors have been used for a long time and whenever they are heard or spotted in a text, the reader or listener doesn't consider them to be a metaphors. According to Angus Stevenson and Maurice Waite (2011), there are lots of such metaphors describing economic processes, medical conditions, people or market such as, for example, "knock off" (787:2011) which is understood as 'copy' or 'to imitate', or "*Lazy eye*" (809:2011) where it is understood as a poor eye sight due to a medical condition. In addition, Knowles and Moon introduce *dead metaphor*, which 'sometimes is used to refer to conventional metaphors, especially those which people do not recognize as metaphorical in ordinary usage' (2006:6). Considering conventional metaphors, including dead metaphors, the idea as stated by Ortony (1993) is controversial, as much of these metaphors are used very often in language, and no longer needs to be unpacked to be understood; even more they are considered as separate senses in dictionaries.

Knowing the types of metaphors, Knowles and Moon present three steps to analyse metaphors:

To analyse and discuss metaphors in any depth, we need to identify and consider three things: the metaphor (a word, phrase, or longer stretch of language); its meaning (what it refers to metaphorically); and the similarity or connection between the two. (2006:9)

Kovecses (2002) introduces two kinds of metaphors that are Conceptual and Linguistic metaphor. To understand what conceptual metaphors are, Kovecses states: “In the cognitive linguistic view, metaphor is defined as understanding one conceptual domain in terms of another conceptual domain” (2002:4). To illustrate how conceptual metaphors are perceived Kovecses adds that examples of conceptual metaphors are “when we talk and think about life in terms of journeys, about arguments in terms of war, about love also in terms of journeys, about theories in terms of building, about ideas in terms of plants and many others” (2002:4). In other words, conceptual metaphors are built of two domains, where one domain is understood by another. Similarly, Ortony (1993:206) brings the idea of mappings that can be understood through ‘one domain of experience, love in terms of another experience, journeys’. In the following example by Ortony (1993) ‘*Love is a journey*’ *Love* is source domain and *journey* is target domain. In other words, the domain that is mapped is called the source and the domain onto which it is mapped is called the target. In addition, Lakoff and Johnson have similar believe that “the essence of metaphor is understanding and experiencing one kind of thing in terms of another” (2003:5). Kovecses adds “An important generalization that emerges from these conceptual metaphors is that conceptual metaphors typically employ a more abstract concept as target and a more concrete or physical concept as their source” (2002:7). In other words, conceptual metaphors cannot be understood from abstract to more concrete. As in example ‘*Love is a journey*’ (2002:7), we understand love in terms of journey, but not journey in terms of love.

In order to understand what is the difference between linguistic and conceptual metaphors, Kovecses states: “It is the metaphorical linguistic expressions that reveal the existence of the conceptual metaphors. The terminology of a source domain that is used in the metaphorical process is one kind of evidence for the existence of conceptual metaphor (2002:7)”. In other words, it is considered that linguistic metaphors are significant to reveal conceptual metaphors. To illustrate similarities between conceptual and linguistic metaphors, Kovecses provided examples- ‘*An argument is war*’ and ‘*He attacked every weak point in my argument*’. The first example ‘*An argument is war*’ is a conceptual metaphor, but the second example contains metaphorical linguistic expression. The both examples, illustrates how both metaphors are

similar, that is in the case of metaphorical linguistic expression, the source domain is argument, which also appears in Conceptual metaphor, however ‘attacked every point’ is much of common with target domain of war. There are many more metaphorical linguistic expressions to look at.

Lakoff and Turner (1989) introduced the notion of Great Chain, a system which is important presenting how metaphors are created. Kovecses defines it as follows: ‘This system becomes a metaphorical system when a particular level of the chain (human, animal, etc.) is used to understand another level’ (2002:154). According to Kovecses (2002:154), there are such levels as:

‘HUMANS: higher-order attributes and behavior (e.g., thought, character)’.

‘ANIMALS: instinctual attributes and behavior’.

‘PLANTS: biological attributes and behavior’.

‘COMPLEX OBJECTS: structural attributes and functional behavior’.

‘NATURAL PHYSICAL THINGS: natural physical attributes and natural, physical behavior’  
(Kovecses, 2002:154)

In other words, the great chain presents hierarchy of things categorized from the top to the bottom. According to Kovecses (2002:154) ‘humans can be defined by rational thought, animals by instinct, and plants by certain biological properties and so on’. The Great Chain becomes metaphorical when different levels are compared. For example, if human is a target and ant is a source, it is necessary to look at the ant’s instinctual qualities and then compare them to human. In example, “James is an ant, when doing his work duties” we look at qualities that ants have and then apply them to James. As mostly ants are fast and hard-working, these qualities are attributed to James as well.

Furthermore, Kovecses states:

More generally, animate beings are commonly comprehended in terms of inanimate things. An example of the other direction of conceptualization, from a higher source to a lower target, is the case where humans are used to conceptualize complex physical objects, such as personifying a car. (2002:154)

As in the example, *‘my car is laughing at me, I can’t start it’* we don’t expect car to express emotions, but it is possible to see resemblance. Kovecses believes that: “The Great Chain metaphor explains why and how a number of seemingly unrelated conceptual metaphors fit together in a coherent fashion” (2002:154).

Next subchapter introduces figurative language, where metaphors are compared to other stylistic devices, which belong to figurative language, and might be similar to metaphors but the same

time be different. According to Allan, who participated in creating Metaphor Identification Procedure (MIP):

Conceptual metaphors may emerge as linguistic metaphors, similes, analogies, extended nonliteral comparisons and allegories, to name only the most obvious possibilities. Other divisions include personification, synesthesia, and zeugma, while there are also the related categories of proverbs, sayings, idioms and symbols. (2003:21)

Therefore, it is important to understand what figurative language is and how it appears in the texts. In addition, MacArthur et al. (2012) consider that ‘Linguistic metaphors might be characterized by the presence of abstract/ concrete relations, personifications, and comparisons that take the form of metaphorical similes’ (2012:161). Considering, that Metaphor Identification Procedure (MIP) as introduced by Pragglejaz Group (2007) was chosen for metaphor research, therefore it is important to know what the other linguistic expressions are to express metaphorical meaning.

## **1.2 Figurative language devices as a helpful tool to identify metaphorical expressions.**

Considering that the MIP procedure was chosen for practical, this subchapter is significant to understand what the other figurative language devices besides metaphors are.

This chapter is also important, because it illustrates the difference between metaphors and other stylistic devices, as they can be mistakenly considered to be metaphors.

This subchapter presents and exemplifies figurative language devices such as- similes, metaphors, metonymy, personification and idiom.

In order to understand figurative language it is important to define what the literal and non-literal meaning is. According to Knowles and Moon, “in the simplest cases, a word’s literal meanings refer to a concrete entity – something with physical existence in the world, and it’s non-literal meanings refer to something abstract, or to abstract qualities” ( 2006:6). Further, figurative language produces non-literal meaning, and can’t be understood by its basic meaning.

Knowles and Moon believe that similes are very similar to metaphors, but “there is one important difference: the comparison is explicit” (2006:8). Similes are used with such words as “like, as, compare, resemble, and so on” (2006:8). So the metaphor would be “he is a dog” but simile “he is like a dog”. MacArthur et al. (2012) believe that ‘in the (constructed) example ‘Mary is like a flower’ two ideas from two different domains (people/plants) are contrasted and

we can understand this contrast by comparison' (2012:161). MacArthur et al., call this as instances of 'linguistic metaphors' more specifically, as metaphorical similes (2012:161).

Knowles and Moon believe that "metonymy is an important kind of non-literal language" (2006:8). Knowles and Moon consider metonymy to be important because "broadly, cases of metonymy involve part-and-whole relations and associations". For example they have mentioned that 'hand' can be referred to "a worker" or 'a fresh pair of legs', to a substitute player in football (2006:8). "While metaphors are literally impossible or untrue, metonyms are partially true (Lakoff and Johnson: 2003:37).

Knowles and Moon (2006:7) believe 'personifications' to be metaphors that refer to something that is not human and neither alive, something "inanimate". These kinds of "inanimate" entities are given human qualities or are capable of human actions, such as, screaming, crying, trouble making and so on. Knowles and Moon give the following example: "15 years later the company moved into the friendly glass and brick building in Wellington Circus, with its almost circular auditorium designed by Peter Moro" (2006:7). The personification 'friendly glass and brick building' is easy to distinguish as we don't see glass and brick building to behave in a friendly way. However, whether to consider this case personification is arguable, because characteristics such as 'friendly' can also function as a separately standing transferred epithet.

Idioms also belong to Figurative language. Abbas Ali Zarei (2012) states that: "An idiom is a phrase or sentence whose meaning is not clear from the meaning of individual words and which must be learnt as a whole unit" (2012:9). Zarei believes that idioms can't be understood as a sum of individual words, as in the example "by and large' Zarei states the meaning 'cannot be understood from the literal meanings of by or large' (2012:9).

To sum up, metaphors belong to figurative language. There are two types of metaphors recognized: conventional and creative. Dead metaphors belong to conventional metaphors. There are also two types of metaphors distinguished – Conceptual and Linguistic metaphors. Great Chain of Being is a system with five levels which become metaphorical, whenever different levels are compared. This system can be helpful when analysing metaphors, as presents the qualities of each level that must be taken in account. Metaphors have functions as follows- explaining, clarifying, describing, expressing, evaluating, and entertaining. The next chapter is about animal metaphors and their use in language.

### 1.3 Animal metaphors

It has been widely discussed that animals demonstrate similar behaviour to humans. Since animals are often compared to humans, such comparisons are common in business discourse as well. This chapter is an important part of the paper, as it defines what animal metaphors are and how they characterize humans, things, and so on. It also presents features and functions of animal metaphors, and provides examples.

Kovecses states that: "much of human behaviour seems to be metaphorically understood in terms of animal behaviour' (2002:124). In other words, Kovecses believes that human behaviour can be analysed through the use of *animal metaphors*.

Kovecses (2002) also explains how animal-related words became metaphorical. Kovecses believes that 'humans attributed human characteristics to animals and then reapplied these characteristics to humans' (Kovecses 2002:125). Thus, animals were 'personified', given human's characteristics, and then these personified animals were used to understand human behaviour. Kovecses also states that 'it is not only the human behavior that is metaphorically understood in terms of animal behavior; people themselves are also often described as animals of some kind' (2002:125).

Rață (2010) states, there are studies by scholars such as Helverson 1976, Lopez Rodriguez 2007, which "focus on animal names primarily used for the purposes of pejoration and as generators of negative evaluations particularly regarding the difference between the animal names used to describe men and those used for women" (2010:332). The example of *pejoration* is the word *silly*, which origin comes from Middle English as '*seely*' with meaning 'blessed, innocent' but now means '*to show lack of good sense, frivolous*' (online:1) . There are also study (e.g. Silaški and Durovič (in press)) that research animal terms in specific discourses, such as economy, business and so on. The whole field of 'zoosemy' researched by scholars as Kiełtyka and Kleparski (2007), is devoted to the study of "nicknaming from animals which means that names of animals are often used to denote human qualities" (Rață, 332:2010). Rață considers zoosemy to be similar to the 'Great Chain of Being' as introduced by Lakoff and Johnson (1989). When animal names are used as human nicknames it compares the animal qualities to humans' and similarly function the Great Chain. The Great Chain of Being, as described in the first chapter, becomes metaphorical when the different levels are compared by instinctual behaviour,

biological function, and physical characteristics and so on. Thus, humans, compared to animals, are understood by animal's instinctual behaviour, that makes it similar to zoosemy.

Following the GREAT CHAIN OF BEING, Kovecses (2002) introduced two conceptual metaphors 'HUMAN BEHAVIOUR IS ANIMAL BEHAVIOUR' and 'PEOPLE ARE ANIMALS (2010:332) and developed the idea of mappings between animals and humans. Kovecses states: "To begin, we may note that some of the metaphorical expressions on our list have to do with animals: that is, some of the metaphors employ source domains that have to do with the concept of animal" (152-2002). Thus, Kovecses lists conceptual metaphors where 'metaphor employs source domain with the concept of animal' one of those metaphors is:

VIOLENT HUMAN BEHAVIOR IS ANIMAL BEHAVIOR: e.g. He was an animal on Saturday afternoon and is a disgrace to British football (2002-152).

We usually don't see human beings act like a monkey or dog, jumping in trees, eating bananas or chewing dog treats while on a business trip, however, we can think about the similarities between them. In the example above, 'violent human behaviour' is a target domain, where the human is acted badly, and his behaviour is said to be similar to the animal behaviour, which is the source domain. In other words, there is need to analyse the source domain to find the meaning of the target domain. The given example shows that animal behaviour is something bad and to be ashamed at.

Another conceptual metaphor where human is compared to animals:

'HUMAN IS ANIMAL' (Kovecses, 2002:153).

Humans are compared to animals in various discourses. People and animal share many similarities, however, humans, according to the hierarchy of the great chain, are superior to animals because of rational thinking. Humans are compared to animals in most cultures. However, not all think about animals in the same way, therefore in some cases it becomes difficult for foreign students to perceive animal metaphors correctly. For example, in some cultures fox characteristics aren't desirable, but in others fox is a symbol of cleverness. Also owls are symbols of wisdom, meanwhile in some cultures people may simply think about the owl as an about a bird which is awake during the nights. It is very important to see the contextual meaning to understand the metaphor correctly. The rest of conceptual animal metaphors as stated by Kovecses (2002) are as follows:

“OBJECTIONABLE HUMAN BEHAVIOUR IS ANIMAL BEHAVIOUR”

“OBJECTIONABLE PEOPLE ARE ANIMALS”

“DIFFICULT-TO-HANDLE THINGS ARE DOGS”

“SEXUALLY ATTRACTIVE WOMEN ARE KITTENS”

All the animal conceptual metaphors have human as a target domain –and animal as a source domain - animal. Importantly, Kovecses (2002) believes that animal metaphors mostly show undesirable and negative characteristics.

To sum up, animal metaphors are used to describe human behaviour. There are several animal conceptual metaphors, which are used to describe human life. The Great chain is a metaphorical system introduced by Lakoff and Turner, with 5 levels such as humans, animals, plants, complex objects and natural physical things. The chain was used as a basis for developing other research such as, for example, zoosemy. This chapter also provides how the hierarchy of the Great chain is similar to other studies like zoosemy. The next subchapter is important as it presents examples of animal metaphors that can be found in language related to business.

### **1.3.1 Animal metaphors used to describe humans institutions and business in particular**

This subchapter provides examples of animal metaphors that have much in common with business environment and can be found in business articles. As it was also stated previously, human’s life has a lot of common with the life of animals. Therefore, this subchapter looks at different animal metaphor origins. This chapter is built of notions as stated by Palmatier and is based on his book ‘Animal Metaphors’ (1989).

There are many animal metaphors used to present institutions, and humans or market such as, for example, chameleon, chicken, caught like a rat in a trap, dog in a fishbowl, bear market and bull market, these are the animal metaphors that are presented in this subchapter..

As to Palmatier (1989:146) fish bowl means “to live or work under conditions that provide little or no privacy’. This animal metaphor can be referred to humans and institutions and so on. It is possible to read about companies in press, some people are very successful or popular, so their life is being chased by paparazzi, who post their pictures and stories for public. Palmatier adds that beside the life of celebrity a fishbowl also refers to “a glassed – in office, often in the center of a large room, where your every action is visible to those outside” (1989:146).

Palmatier presents another animal metaphor ‘*bear market*’. The bear market is used for ‘a high but declining stock market’. In other words, it is a situation in market when stockholders are

selling their shares while they are expensive and buy, when the shares are cheap. Palmatier gives an insight into the origin of 'bear market' and states: "One would guess that the bear market was named after a bear getting for hibernation, doubling its weight before a long winter of fasting. But it was named for proverbial *bearskin jobber* who sold a skin before the bear was even captured" (1989:20).

Another example of animal metaphor, which is related to market, is *bull market*. In contrast, in the stock market, bull market is a situation when individuals or companies are buying stocks and shares, because they think that the value will increase. Bull market is positive not pessimistic, and gives traits to humans such as, for example, riskiness and courage.

The animal metaphors 'caught like a rat in a trap' according to Palmatier is defined as "to be suckered into a bad deal" (1989:72). In other words, this metaphor can be referred to those companies or individuals who have made a wrong decision and trusted to a wrong people. As to the origin of this metaphor, Palmatier (1989:72) believes that it is derived from usual mouse trap that was used for catching mouse, and in which a cheese was placed as bait.

The chameleon, according to Palmatier (1989:73) is a 'quick-change artist: a person who constantly changes his/her appearance, attitude, character, mood, or loyalty'. Knowing this, we can understand companies, humans and market in terms of chameleon that is, with constant changes. As to the origin of this metaphor, Palmatier states: "The chameleon, or "ground lion," is a lizard capable of changing the color of its skin to match that of its surroundings" (1989:73).

The 'chicken' by Palmatier is defined as "Humans are sometimes called chickens if they refuse to participate in something dangerous or back out once they have become involved" (1989:76). That is, this animal metaphor is used to present traits such as coward, afraid to take a risk, inconsiderate.

The animal metaphor 'Dog it' according to Palmatier is "To do as little as possible to get a job done" (1989:116). Palmatier is uncertain why dog is used to present lazy people in the given metaphor, but believes that it might be because dog's attention can be distracted by different things such as in hunting dogs can stop to 'water a bush, investigate a hole in the ground or chase a nongame animal' (1989:116).

To sum up, most animal metaphors refer to different domains – such as buildings, and humans and so on. That is, one metaphor can be used to present individuals, companies and even market. For example animal metaphors such as bear or chameleons are general, that is, they can apply to different things. We can understand a company in terms of chicken. Therefore we would

consider the company coward, inconsiderate in business decisions by comparing animal instinctual behaviour to the company. The same is with human we can understand the human behaviour in terms of animal behaviour, as well as the market. Palmatier (1989) is significant, as his notions of animal metaphors and their origins are useful to understand the meanings of animal metaphors, and knowing the origin of metaphor helps to perceive the metaphor more precisely.

## 2. Metaphor Identification Procedure (MIP)

To understand whether or not a word is used metaphorically, it is necessary to find a suitable way to distinguish metaphors from literal language. Pitcher (2013) agrees that metaphors can be distinguished in texts by one's intuition, but adds: "from my experience, obtaining the metaphors by using one's intuition is not sufficiently rigorous or repeatable, since different people's intuition may identify different words as metaphors" (2013:1). As the intuition is not the most reliable choice to analyse metaphors, there is an urgent need to establish some procedure. For the purposes of the present research the Metaphor identification procedure (MIP) by Praglejaz Group (2007) was chosen, and the chapter below presents this method identifying words that are metaphorically used in texts.

Praglejaz Group (2007) was the first to introduce a formal procedure for metaphor identification. Pitcher (2013) considers MIP procedure to be the best choice to analyse metaphors in texts than those offered by other scholars. Steen (2010:4) states that 'MIP is a tool for linguistic metaphor identification on natural discourse'. MIP is divided in several steps. The first, is 'to read the entire text to gain a general understanding of the context in which the metaphors appear' (2013:3). The second step is to 'mark out the *lexical units* within the text' (2013:3). To understand what *lexical units* are, Pitcher states that 'a lexical unit is a single word'. In other words, if we say "*Joanna loves outdoor*" there are three lexical units 'Joanna', 'loves' and 'outdoor'. The third step is to "take into account the meaning of the lexical unit in the context of the whole" (2013:3). Finally, Pitcher states that it is necessary:

"To determine if the lexical unit has a meaning that is more concrete, relates to a bodily action or is historically older. If this step is true, then one must decide whether the meaning in the text contrasts with the basic meaning from the dictionary and can be understood in comparison with it. If the answer to the above is yes, then the lexical unit is metaphorical" (2013:3).

To illustrate how MIP is applied, two examples selected from Forbes are chosen, which also are included in practical part. This analysis consists of 'contextual meaning' and 'basic meaning' after what both meanings are compared to consider whether or not the animal name has been used metaphorically. The '*rescue cat*' is analysed as follows with steps as given by Praglejaz Group (2007).

When we adopted our third *rescue cat*, Naomi, we were struck by the degree to which she was terrorized by the mere sight of people.

## Cat

1. *Contextual meaning*: In this context *cat* Naomi is meant to be rescued from danger environment, previous owners were harsh and didn't take care about the cat. The new owner has given Naomi appropriate environment and it is the third cat she owns.
2. *Basic meaning*: The word rescue does not have any more basic meaning. As well as a cat.
3. *Contextual meaning versus basic meaning*: The Contextual meaning is the same as the basic meaning.

Metaphorically used? No.

The second example involves an example with animal metaphor '*top dogs*'.

## Dogs

Both The *Coca-Cola Company* and *Google* are *top dogs* in their respective fields, commanding a dominant position and strong brand recognition.

1. *Contextual meaning*: In the given context Coca-Cola and Google are called top dogs, which is idiomatic expressions meaning the leading position. According to Palmatier (1995: 391) 'a top dog is someone who is at the top of his/her competitive field'.
2. *Basic meaning*: According to Cowie', Oxford Advanced Learners Dictionary of current English (1989:356) the first sense of a dog is defined as 'common domestic animal kept by human beings for work, hunting, etc. or as a pet'. And there is no more basic meaning for a dog.
3. *Contextual meaning versus basic meaning*: The contextual meaning contrasts with basic meaning. However, it is possible to understand the position of the Coca-Cola and Google companies if they are compared to top dogs. Top dogs in dogs are those which are better than others, the same is with humans – some are better than others in their respective fields.

Metaphorically used? Yes

This procedure helps to distinguish metaphorically used words from literal language. The MIP procedure is significant as it helps to distinguish those words, which sometimes might be left unnoticed due to frequent use in language, such as, for example, table leg or monkey wrenches.

To sum up, the MIP model is a method of identifying figurative meaning in texts. The procedure is based on dictionary search and context analysis. The MIP procedure was chosen for the practical part as it appears to be easy to comprehend, comparatively recent and has been suggested by other scholars. Since the empirical part deals with the analysis of Forbes business articles, the next chapter gives insight into business discourse in general and language of business articles in particular.

### 3. Business discourse

Business discourse is a very important field as it is referred to finances, economy. This chapter defines business discourse, provides its features and genres and explains the necessity of metaphors there.

According to Chiappini, there exist different definitions of *business discourse*. The first definition is that business discourse is ‘talk and writing between individuals whose main work activities and interests are in the domain of business and who come together for the purpose of doing business’ (2009:2). In other words business discourse involves socializing between institutions, market and people with the goal of doing business. The socialization of business institutions with similar interests in business builds its own understanding and knowledge about the business as a whole. Trosbor and Jorgensen (2005) consider ‘Politeness and persuasion go hand in hand in business discourse’. That makes one believe that in business participants must avoid rudeness and inappropriate language.

Daniushina (2010) states: “Many researchers have noticed that business text possesses specific characteristics distinguishing it from other kinds of text (scientific, publicist, fictional, etc.)” (2010:1). Daniushina also mentions different features of business discourse ‘Business discourse reveals its own communicative, pragmatic, lexical, syntactic, textual, composite, visual-graphic, normative, genre-stylistic and other features” (2010:1). As these features are not the main topic of this paper, they are not explained in more detail.

Daniushina also states:

We offer the following functional sub-classification of *business discourse types*: *training and academic discourse* that performs an educational function, *ritual-public business discourse*, that performs an argumentative-influencing function, *document business discourse*, performs regulative function, *the discourse of business media*, that performs *informative – polemic function* and *the discourse of professional business*, performing *instrumental persuasive function*” (2010:244).

To sum up business discourse can be organized into 5 categories such as training and academic discourse, ritual-public discourse, document business discourse, discourse of business and media and the discourse of professional business. Business discourse has such specific characteristics that it is easy to distinguish them from other types of texts, such as historical, scientific and such. According to Daniushina (2010) there are specific communicative, pragmatic lexical, syntactic, textual, composite, visual-graphic, normative, genre-stylistic and other features of business discourse.

The next subchapter gives insight into the types of business magazine articles and metaphors used in such texts.

### 3.1 Business articles

Any written business article is a conversation between the author and the message receiver, the reader. It is necessary to make the article interesting and comprehensive so the reader would be pleased. Davis (2010) believes that it is important to consider those who are going to read the article, their personality, preferences and opinions. Davis (2010) gives a good example how communication should work. The astronauts in the United States are supposed to speak Russian, whereas Russian astronauts must speak English, because sometimes understanding another language in such a field might be crucial. So it is the business. This subchapter is about language and metaphors used in business articles.

Posteguillo and Palmer (1997), distinguish two types of articles: "Business Press Articles (BPA)" and Business News in the Press (BNP) (112: 1997). They revealed that although the types are different, at the same time share similarities. Posteguillo and Palmer (1997) believe that BPA writers should be updated regarding what they are writing, as this kind of articles depends on latest news which might change rapidly due to events in the area of international economic operations. In contrast, BNP articles are for those people who are not affected by rapid change in business and economy environment, because the urgency of latest news is not crucial.

As to understand how metaphors are used in periodical articles and research journal, and what the differences are Skorczynska and Deignan (2006) have provided research to draw the difference between both types of articles. Skorczynska and Deignan (2006) have compared metaphors used in *scientific business discourse*, for example, "as represented by a corpus of research articles" (2006:89) and *popular business discourse* "as represented by a corpus of periodical articles" (2006:89) and revealed that metaphors been used differently in both types of articles. As to understand scientific business discourse Skorczynska & Deignan states that it 'refers here to texts that report research in the field of business sciences and that are written by and intended for researchers' (2006:89), whereas popular business discourse 'refers to journalistic texts that deal with current economic and business matters for an audience of experts and nonexperts, and seek to inform and entertain more generally' (2006:89). Skorczynska & Deignan (2006) note that business magazines use metaphorical expressions that are taken from business

discourse such as business textbooks and research articles and so on. As to the similarities in metaphors use between both types of articles Skorczynska & Deignan states:

‘Issues such as technology, pricing, competition, market, and regulation recur in both corpora, and metaphorical notions such as growth and cash flow are common to both’ (2006:89).

Skorczynska and Deignan (2006) consider that the difference in both articles is related to the types of metaphors used and classify them into three categories:

1. “Those that serve as a textual decoration or illustration but no being allocated any central purpose”.
2. “Metaphors that occur in all language “as a central organizing devices”.
3. “Metaphor that is a device for exploring specific economic problems and basis for extending the domain of economic ideas” (95:2006).

Skorczynska and Deignan (2006) shortened the three categories: “We termed the first category *illustrating*, the second as *generic*, and the third *modeling*” (95:2006).

As to generic category, Skorczynska and Deignan (2006) analyse such metaphors by searching them in articles and later looking for them in “Collins dictionary of Business (2001) and Collins dictionary of Economics (2001) and general dictionary. Those metaphors which were not found in specialist dictionaries but in general dictionaries were considered to be generic. Skorczynska and Deignan (2006) believe that ‘illustrating metaphors has decorative purpose’ in the texts, whereas the third category, ‘modeling metaphors, are used to explore and extend economic thought’. As an example for illustrating metaphors Skorczynska and Deignan states ‘In the short run, that’s the right thing to do, but it’s the equivalent of *eating your seed corn*: It reduces the number of people working on the basic research needed for years hence’ (96:2006). The illustrating metaphor in the above example is ‘eating your seed corn’.

As to the modeling metaphor, Skorczynska and Deignan illustrate it as follows:

First, we describe a four-stage *game*. At the first stage firms choose H higher L low quality. At the second, firms either propose a retailing contract to the intermediary, or choose to sell directly. At the third, the intermediary accepts, or refuses any sales contract offers. At the fourth, firms decide whether or not to certify quality. (96:2006)

Skorczynska and Deignan (2006:89) observed metaphor use in business research articles, where corpus contains 403,288 words, (Journal of Economics & Management Strategy, management Science, Strategic Management Journal) and business periodicals, where corpus is built from 404,251 word (Business Week, The Economist, and Fortune) . The results revealed

that Periodicals corpus is built mostly of general metaphors, whereas Research corpus avoids general metaphors. Small amount of illustrating metaphors were used in Research corpus, however the genre-specific metaphors were used evenly between both types of articles for purpose to model or fill terminological gaps (2006:89).

In addition Halliday and Matthiessen (2004) have brought idea of metafunction to understand the metaphors functions in discourse. They divide metaphor functions into three categories: “*ideational, interpersonal and textual*” (20:2004). Gregg (2012) states that Halliday (1973) understands *ideational function* as follows: ‘interpretation of expression in language of the different types or processes of the external world including material, mental, and abstract processes of every kind’ (2012:60). As stated by Gregg (2012) ‘it is interaction between language and cognition contributes to ideation’ (2012:60). According to Gregg, *interpersonal function* ‘describes the writer’s relationship to the audience and subject’ but textual function ‘derives from cohesion’ and can be understood as a ‘tie of ideational and interpersonal function’ (2012:60).

In other words, *ideational* functions in communication give ideas or share experience, *interpersonal function* – maintains a relationship, whereas *textual function* – provides cohesion in the text.

Lakoff and Johnson states: “Metaphors provide coherent structure, highlighting some things and hiding others” (139:2003). Coherence becomes important when writing articles, because it is important to make accent to the most important ideas otherwise reader may receive the idea differently. That might also be the reason why metaphors are used in news article headlines.

To sum up business discourse is full of metaphors, used for humans, market, and economy and so on. There are two articles found in business magazines – BNP and BPA, these articles have differences between each other and also the use of metaphors varies. Metaphors in economic articles can be divided into three categories: generic, illustrative and modeling. According Skorczyńska and Deignan (2006), they have observed the metaphor use in business research and business press articles and stated that the use of metaphors differs for each article. In addition there are three functions of metaphors: ideational, interpersonal and textual.

#### **4. Analysis of Forbes articles**

For the practical part MIP model or metaphor identification procedure was chosen to collect animal metaphors in Forbes articles. Forbes business magazine has been chosen and articles, published in the period between March 14, 2015 and April 12, 2015, were considered. Those articles which involved more than one animal were also analysed and included in the practical part. 5 animal names were chosen to do analysis, and they are - Cat, dog, bear, pig and monkey. These 5 animal names were chosen from 7 by the most frequent use in articles during the specified time, the two other animals were: mouse and giraffe. In Forbes during March 14, 2015 to April 12, 2015 ‘cats’ were used in 84 articles, ‘bears’ were mentioned in 171 articles, ‘dogs’ in 96 articles, ‘monkey’ in 17 and ‘pigs’ in 23 articles. Bears were used in most articles compared to other animals, which were chosen for analysis. Some of the articles in Forbes were not available due to the subscription cost. However, the articles which were found in Forbes were not able to be sorted by date starting from the most recent, thus articles were randomly selected from the chosen period of time. The next step was to write out the sentences containing names of the 5 chosen animals and analyse, whether or not they were used in literal or figurative meaning. To decide whether an animal name was used in its literal or non-literal meaning, MIP was applied. At the final step, the results of the analysis were collected and put in a table including all animal names the number of times they were used in the articles, a number of literal and non-literal meanings. The aim of the practical part was to analyse which animal names were used metaphorically most often to present humans, market and institutions in the selected articles.

To answer the research questions, figures were made to see what animal names were used figuratively most often in the chosen period of time and to see which animal traits were used most often to describe humans, market and institutions. From 50 randomly chosen articles 25 articles consisted animal names used figuratively and 25 articles involved animal names that were used in literal meaning. The animal names – giraffe and mouse, were available in less than 6 articles during the chosen period of time. The results of animal names, collected from Forbes, are placed by articles in order from 1 to 25. Only those articles, which contained animal names in figurative meaning, are illustrated in the examples below, the other articles containing literal meaning are skipped.

## **1. Copy cats**

- The result is an industry that has to fire on all cylinders, a business that must rely on both its most original voices and its mediocre, fast-paced copy cats. (Online 2)

*Copycat* according to Cowie (1989:263) is a dead metaphor and due to its frequent use it can be understood as separate term. In the given context, *Copy-cat* is a person imitating others. The basic meaning contrasts with context meaning, therefore, *Copy-cat* is figuratively.

## **2. Shopping for a house cat, but buying a tiger instead, and then finding out you are allergic to cats**

- It's like shopping for a house cat, but buying a tiger instead, and then finding out you are allergic to cats. (Online 3)

In the given context, the sentence illustrates - to make a safe purchase, that becomes a big risk for company and makes the company struggle. A *house cat* in the given context presents a safe purchase, whereas *tiger* presents risky one. According to MIP, the animal name 'cat' has been used metaphorically, as it contrasts with the basic meaning of cats.

## **Easy to find someone to buy your house cat, but finding a suitable home for a tiger would be much more difficult**

- It might be easy to find someone to buy your house cat, but finding a suitable home for a tiger would be much more difficult. (Online 3)

The given context states that it is easier to sell a safe business offer than a risky one.

The basic meaning of cat and tiger contrasts with the context meaning, as the house cat is used for safe business offer and tiger for a risky business offer. Therefore, the use of animal names is metaphorical.

### ***3. Cat is out of the bag***

But now the cat is out of the bag for at least the first four episodes, and given that this is the first time the show will start to make major departures from the books, or dive into completely unwritten territory, that could produce some important spoilers for both show watchers and book readers, depending on what happens in this first batch of episodes. (Online 4)

*Cat is out of the bag* is an idiom. In the given context it means that the secret is revealed. Previously the first four episodes were not available for watching, however now they are. Cat is used to present TV series. The *cat's* basic meaning contrasts with context meaning.

### ***4. Women clean themselves a bit like cats.***

-Women get in a tent and start to clean themselves – a bit like cats. (Online 5)

Women clean themselves a bit like cats – is a metaphorical simile. Cats are clean animals, that often take care of their fur and avoid being dirty, these are the characteristics that are compared to women. There are two domains- women and cat that are different, that makes it metaphorical. The context meaning contrasts with basic meaning.

### ***5. Copy cat***

- The low hanging fruit was the copycat web design for internet cannabis sites based on already popular traditional internet sites. (Online 6)

Copycat is a dead metaphor. The meaning of copycat in the given context is that the web design was imitated from other.

### ***6. Market bears***

- This will give the market bears some more ammo, but as I noted on Friday, keeping investors on edge stops the market from getting overbought too quickly and helps keep the rally intact. (Online 7)

In the given context market bears are people who sell stocks and shares in hope to buy them back at cheaper price. The basic meaning contrasts with the context meaning, as animal name bear is used for people. Therefore, animal name has been used metaphorically.

### **7. Bear markets**

- Most astonishingly is that the relative dividend yield of the S&P 500 versus corporate bonds is nearly where it was in early 2009 – at the depths of one of the worst bear markets witnessed in a century. (Online 8)

Similarly, bear market is used for people who sell stocks and shares in hope to buy them cheaper in future. The basic meaning contrasts with textual meaning. ‘Bear’ has been used metaphorically.

### **8. Bear markets**

- Equally important, he says the probability of a recession, the one big factor that could spark a market meltdown or bear market, occurring over the next 12 months “is still low.” (Online 9)

See sixth and seventh example. The basic meaning contrasts with context meaning.

### **9. Bear market**

- We said that if it breaks \$694 on the way down, it would be a bear market. (Online 10)

See sixth and seventh example. The basic meaning contrasts with context meaning.

### **Bear market**

-Gold eventually dropped to about \$250 in that bear market. (Online 10)

See sixth and seventh example. The basic meaning contrasts with context meaning.

### **Bear market rally**

-Every rally was a bear market rally. (Online 10)

In the given context people who sold their stocks and shares in hope to buy them later for cheaper price were earning big profits. The context meaning contrasts with basic meaning, that makes animal name 'bear' to be metaphorical.

### ***Bear markets***

- After all, it is only a commodity and all the commodities are in very significant bear markets. (Online 10)

See sixth and seventh example. The basic meaning contrasts with context meaning.

### ***10. Monkey barred***

- She quickly "monkey barred" her way to a stint in DC that sometimes required her to sleep in her car so she could make her gig at New York's HOT 103.9. (Online 11)

Monkey barred in the given context means that the woman changes the way she lives. In animal world, monkeys leave one branch when they have found another, similarly is in humans life, we change something in our life when we have something else to strive for. The women sacrificed her living standards to perform on radio. The animal name 'monkey' is different than its basic meaning. Therefore *monkey* has been used metaphorically.

### ***11. Once you have cancer it sits like a little monkey on your shoulder.***

- Cancer's a funny thing because once you have it – it sits like a little monkey on your shoulder – it never goes away. (Online 12)

In the given context cancer, medical condition, is compared to a small mischievous animal, who is sitting on one's shoulder. The bad characteristics of a monkey are transferred to cancer. That is, cancer is causing a lot of discomfort and is difficult to heal. Two different domains are compared, that is illness and animal. The context meaning contrasts with basic meaning, therefore animal name *monkey* has been used metaphorically.

### ***12. A monkey suit***

- What you envision is probably what men have long labelled a monkey suit. (Online 13)

‘A monkey suit’ is an idiom, and in the given context is used for men’s formal attire. The basic meaning contrasts with context meaning, therefore it is used metaphorically.

### ***13. Throw Monkey wrenches into the mix***

- Major email platforms like Gmail can throw monkey wrenches into the mix. (Online 14)

‘Throw monkey wrenches into the mix’ is an idiom. In the given context big changes takes place in email marketing, which are illustrated by ‘Gmail which is throwing monkey wrenches in to the mix’. The basic meaning contrasts with context meaning.

### ***14. Dogs***

- If you lie down with dogs, you get up with fleas. (Online 15)

It is a proverb. To understand this proverb, Spears (2006:325) states: “If you associate with bad people, you will acquire their fault”. The same applies to the given context. The person success can be associated with people he socializes. Basic meaning contrasts with context meaning. Dogs are used metaphorically in the given context.

### ***15. Top dogs***

- Both The Coca-Cola Company and Google are top dogs in their respective fields, commanding a dominant position and strong brand recognition. (Online 16)

In the given context ‘top dogs’ are referred to companies Coca-Cola and Google, which are leaders in the market. The basic meaning contrasts with context meaning, therefore top dogs is used metaphorically.

### ***16. Dog of the Dow***

- This will be followed by investing guidelines for both Apple and AT&T, which can no longer be a “Dog of the Dow” as the stock has been kicked to the dog pound. (Online 17)

‘Dog of the Dow’ is a personification. According to Vishwanath and Krishnamurti:

“the dogs of the Dow are strategies of investing in the unpopular stocks in the DJIA (The Dow Jones Industrial Average), buying either the six or ten issues in the DJIA selling at the lowest earnings multiples and rebalancing at holding periods ranging from 1 to 5 years or they also involve picking stocks with high dividend yields”(2009:276).

The same appears to the given context. Context meaning contrasts with basic meaning, therefore it has been used metaphorically.

### ***Dog pound***

‘Dog pound’ is an idiom. In the given context ‘Dog pound’ stands for a stock which is not most desired and best choice for investors, who use DJIA strategy. The basic meaning contrasts with context meaning; therefore ‘dog pound’ is used metaphorically. (Online 17)

### ***17. The dog days of summer***

- Hope springs eternal in 2015, however, and the Red Sox and Yankees will hope to be contending atop the division through the dog days of summer. (Online 18)

In the given context ‘the dog days of summer’ is idiom and illustrates the hot days of July and August (1995:114). The context meaning contrasts with basic meaning. Therefore ‘the dog days of summer’ is used metaphorically.

### ***18. Capitalist pig dogs***

- So of course there’s a decent number of people who really do buy into the story that the greedy capitalist pig dogs are just keeping all the money for themselves and we can make things better by telling them not to. (Online 19)

‘Capitalist pig dogs’ is idiom and in the given context is used for a person investing in economy with characteristics such as, for example, being worthless, inconsiderate and overeat. Pigs are investors that look for big profits in possibly less period of time. They are impatient and are emotional about the money they invest. (Online 27) The basic meaning contrasts with context meaning that is ‘capitalist pig dogs’ is used metaphorically.

### ***19. The dogs of war***

- The cost of releasing the dogs of war is simply too great, as was dramatically demonstrated by America's greatest kill fest which mercifully concluded 150 years ago. (Online 20)

According to Palmatier (1989:118), 'the dogs of war' can be replaced with 'those who profit from war'. In other words, those who profit are individuals, institutions or companies. The basic meaning contrasts with context meaning. 'The dogs of war' is used metaphorically.

### ***20. The tail wagging the dog***

- "It's a classic case of the tail wagging the dog in Brazil," says Bryan Carter, a portfolio manager at Acadian Asset Management, a \$40 billion fund manager in Boston. (Online 21)

'The tail wagging the dog is an idiom. According to Palmatier it is a 'situation in which a minor part of something is controlling or determining the course of the whole' (1989:1308). In the given context, all of Brazil asset prices, in context a 'dog', are equivalent to Petrobras, which in the given context is a 'tail'. The context meaning contrasts with basic meaning. Therefore 'the tail wagging the dog' is used metaphorically.

### ***21. Old dog***

- I amuse myself, wondering if an old dog (the organization) was able to learn any new tricks. (Online 22)

In the given context 'old dog' is referred to an organization which has been a long time in market and is no longer efficient as before. The context meaning contrasts with basic meaning. Therefore 'old dog' is used metaphorically.

### ***22. Using myself as a guinea pig***

- That's what I aimed to find out using myself as a guinea pig. (Online 23)

In the given contrast 'using myself as a guinea pig' is a person using himself in experiments. Basic meaning contrasts with context meaning.

### **23. *In each human heart is a pig***

- Ambrose Bierce wrote, “In each human heart are a tiger, a pig, an ass, and a nightingale. (Online 24)

In the given context ‘in each human heart is a pig’ means that each human can act inappropriately. The basic meaning contrasts with context meaning. This is a metaphor.

### **24. *Warns people not to be guinea pigs***

- In addition, the Sun-Sentinel reports that the Palm Beach County Substance Abuse Awareness Coalition is launching a special website next month that warns people not to be guinea pigs when it comes to these dangerous drugs. (Online 25)

‘To be a guinea pig’ is an idiom. In the given context it means that many people are interested into trying new drugs, however, many of these drugs are dangerous. Therefore, it is important that people didn’t try drugs that are unknown. Context meaning contrasts with basic meaning.

### **25. *Pig ignorant***

- It’s because the methods by which they tried to achieve these things were simply pig ignorant. (Online 26)

‘Pig ignorant’ is an idiom. In the given context it is used as adjective to describe rudeness and foolishness. The basic meaning contrasts with context meaning. Therefore, it is used metaphorically.

### **26. *Monkey could run it***

- The gold standard that supervised the second industrial revolution, 1871-1914, the greatest period in the economic history of the world, was “so simple a monkey could run it.” (Online 28)

The ‘monkey’ has been used as a comparison to illustrate how easy it was to run business during second industrial revolution. However, no monkeys are that smart to run a business and produce goods or be capable for imports and exports. In the given context humans are compared to monkeys, as the both domains differs – humans/monkeys, it appears to be used metaphorically.

Article No:*	Utterance	Times of repetition	Figurative language
1	<i>Copy cats</i>	2	idiom
2	<i>Shopping for a house cat, but buying a tiger instead, and then finding out you are allergic to cats</i>	1	extended metaphor
	<i>Easy to find someone to buy your house cat, but finding a suitable home for a tiger would be much more difficult</i>	1	extended metaphor
3	<i>Cat is out of the bag</i>	1	idiom
4	<i>Women clean themselves a bit like cats.</i>	1	simile
5	<i>Market bears</i>	1	idiom
6	<i>Bear markets</i>	7	idiom
7	<i>Monkey barred</i>	1	idiom
8	<i>Monkey could run it</i>	1	paraphrase of a set of expression
9	<i>Once you have cancer it sits like a little monkey on your shoulder.</i>	1	simile
10	<i>A monkey suit</i>	1	idiom
11	<i>Monkey wrenches</i>	1	idiom
12	<i>If you lie down with dogs, you get up with fleas.</i>	1	proverb
13	<i>Top dogs</i>	1	idiom
14	<i>Dog of the Dow</i>	1	personification
15	<i>Dog pound</i>	1	metaphor
16	<i>The dog days of summer</i>	1	idiom
17	<i>capitalist pig dogs</i>	1	idiom
18	<i>The dogs of war</i>	1	idiom
19	<i>The tail wagging the dog</i>	1	idiom

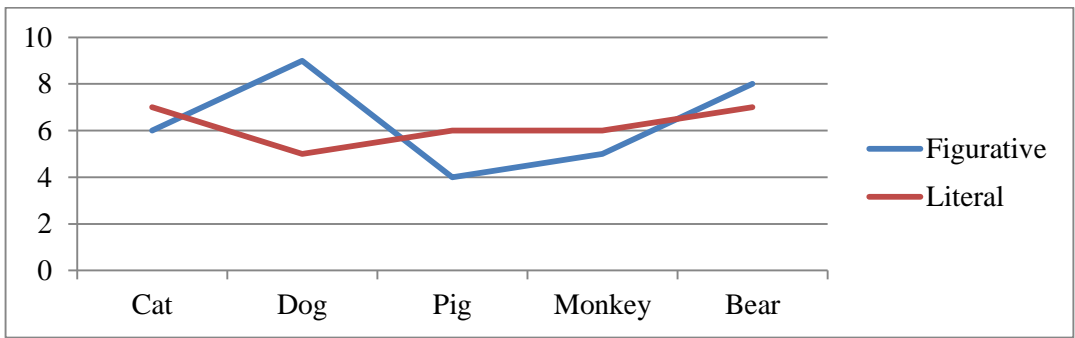
20	<i>Old dog</i>	1	idiom
21	<i>Using myself as a guinea pig</i>	1	simile
22	<i>In each human heart is a pig</i>	1	metaphor
23	<i>Warns people not to be guinea pigs</i>	1	idiom
24	<i>Pig ignorant</i>	1	idiom

(Table 1)

Table 1 presents metaphorical expressions, their repetitions and categorizes them.

The articles are mostly containing one animal name in each article. However, there are articles that present more than one animal word. Animal names such as ‘monkey’ and ‘pig’ have been used once in each article. But, the ‘cat’ and ‘dog’ have been used twice in single article, but ‘bear’ was repeated most often in single article.

According to the results, ‘Cat’ has been used metaphorically 6 times in 5 articles and 7 times in 5 articles in its literal meaning. ‘Dog’ has been used metaphorically 9 times in 7 articles, but 5 times in 3 articles ‘dog’ was used in its literal meaning. ‘Monkey’ has been used figuratively 5 times in 5 articles and 6 times in 5 articles in its literal meaning. In contrast, ‘bear’ in most articles has been used literally 7 times in 6 articles, but figuratively 8 times in 4 articles. The ‘pig’ is used in its literal meaning 6 times in 6 articles but figuratively 4 times in 4 articles. The animal name ‘dog’ has been used most often in figurative meaning in the chosen articles to present business institutions, people and market. However, pig in its figurative meaning has been used the least likely. To sum up, 33 times animal names were used figuratively, but 29 times animal names were used in their literal meaning.



(Figure 1)

The *Figure 1* illustrates the number of animal names used in figurative and literal meaning. However, to understand what animal names were used metaphorically most often to present each – human, market and institutions discussion according to finding has been made. The following discussion is also important for drawing conclusions as it gives an answer to research questions as stated before.

### **Which animal names were used metaphorically most often to present humans, market and institutions in the selected articles?**

According to findings ‘dogs’ figuratively were used most often, compared to the other animal names. Dogs mostly were used metaphorically to present companies, as in case of ‘top dogs’ that referred to Coca-Cola and Google companies and ‘the dogs of war’ presenting those companies that earn the most profits from war or ‘old dog’ to present company that is not modern and lack success due to being old-fashioned. The ‘dog’ was used figuratively 4 times to refer to companies, once referred to weather, and 4 times was used to present humans and market.

As to the use of bears, they were also used very often in figurative meaning. The ‘bears’ in figurative meaning were repeated very often, that is 8 times in total. The ‘bear market’ was repeated 7 times and referred to the market strategy and companies. But ‘market bears’ referred to those companies and individuals who sold their shares, because they believe that the value of their shares and stocks is going to drop. In contrast, ‘cats’ twice were used to refer to stolen ideas - imitation of web design and music. The ‘cat’ also referred to TV series, as in idiom ‘cat is out of the bag’. Also cats were compared to women and used to present business offers and investments in companies. In total ‘cat’ was used figuratively once to present humans, twice to present stolen ideas, twice referred to business decisions. As to the ‘monkeys’, according to findings, they were used figuratively 5 times in 5 articles. The ‘monkey’ one time referred to changing the way the person was living, as in ‘she quickly monkey barred her way to a stint’. The ‘monkey’ was compared to cancer which is an illness. It also was used to present clothing and a hand tool for repairing. Monkey was also used to present new technology to be very easy, as in the expression ‘so ease a monkey could run it’. As to the pigs, they were used 4 times and they referred to humans mostly, such as, for example, in ‘to be a guinea pig’, ‘pig ignorant’, ‘use myself as a guinea pig’ or ‘in each human heart is a pig’.

To sum up, companies mostly were understood in terms of dogs. Humans were mostly understood in terms of pigs. However, market was mostly understood in terms of bears.

### **Which animal traits are used most often to describe humans, market and institutions?**

To understand which animal traits were used most often to present humans, market and institutions, chosen animal names were analysed in context to see what they refer to.

According to findings, humans were mostly understood in terms of pigs and carried the traits of cowardice, impoliteness, foolishness, impatience, intolerance, emotionality and being inconsiderate. However, humans in terms of cats were understood by traits such as, for example, cleanliness. In terms of bears, humans were understood as pessimistic, but smart and attentive. In terms of dogs, humans were understood as unpleasant, unsuccessful as in proverb ‘if you lie down with dogs, you get up with fleas’, also bad business partner to deal with. In contrast, in terms of monkeys, humans were understood as ordinary people that are capable to run factories and business, without being very experienced and highly educated, as we don’t see monkeys to be educated, but rather misbehave and act foolishly.

There were no ‘pigs’ and ‘monkeys’ used metaphorically to present market. However, in terms of cats, market was understood in terms of plagiarism such as ‘copycats’, also ‘cat’ can be used in market to present a safe investment or safe business offer. As to bears, they are mostly used to present the situation in market, when individuals and companies are selling their stocks, when price drop is expected. The bears present market with traits such as, for example, logical thinking, pessimism and safety. In contrast, in case of dogs, market was understood with traits such as, for example, obedience, and leadership.

In case of institutions, there were no ‘pigs’ and ‘cats’ used metaphorically. However, there were used bears to refer to companies, that present traits such as, for example, pessimism, logical thinking, and avoiding risks. As in the case of bears, as it was stated previously, in wild they prepare themselves for hibernation, that means they gather food for winter, the same is with individuals and companies – they think about future and prepare for price drops in stocks and shares, in hope to buy them back when market goes in hibernation. Unfortunately, there were no ‘monkeys’ used in figurative meaning to present institutions. As to the dogs, they were used to present institutions with such traits as, for example, leadership, greed, lack of cognitive flexibility and so on.

To sum up, humans were mostly understood with traits as presented by ‘pigs’, for example, emotionality, foolishness, and intolerance, being inconsiderate, impoliteness and those as presented by bears, for example, pessimism, intelligence, attentiveness. As regards to institutions they were mostly understood with traits such as, for example, leadership, greed, lack of cognitive flexibility (due to dog’s old age) and so on. However, the market, similarly to humans, was mostly presented with traits of a bear, as stated previously.

## Conclusions

The most significant findings of this bachelor paper, is that humans, institutions and market is often presented in terms of animals. Thus, animals in articles were used metaphorically to illustrate market strategies, reveal traits of humans and institutions.

To accomplish the bachelor paper, first theoretical framework was conducted. This part involved literature search and gathered literature analysis, to understand what the metaphors are, how they bind with animal metaphors and other figurative devices, their use in business discourse and the most suitable procedure for metaphor identification was chosen.

Then empirical part was conducted, that is – 50 articles were collected and animal names analyzed as presented by Praglejaz Group (2007). This was done on purpose to see how many metaphorical linguistic expressions carrying target domain of animal were used to present humans, market and institutions.

As it was stated in notions of the Great Chain of Being, it was proved that the different levels in terms of animals can be understood by animal instinctual behaviour.

This bachelor paper proved that metaphors belong to figurative language and cannot be understood through the basic meaning of words. This paper gives insight into differences between Conceptual and Linguistic metaphors, creative and conventional. It provides many examples as well as exemplifies them. The goal of my paper was to find out what animals were used most often to present humans, market or institutions. Based on my practical part, it was discovered that bears and dogs were used most often to present humans, market and institutions. However, pigs were used metaphorically least likely.

As to the research questions, humans were often understood with behaviour and characteristics as presented by ‘pigs’, for example, emotionality, foolishness, and intolerance, being inconsiderate, impoliteness and those as presented by bears, for example, pessimism, intelligence, attentiveness. Institutions were understood most often with traits of dog such as, for example, leadership, greed, lack of cognitive flexibility, but market in terms of bears.

Metaphor is a very interesting topic to research and involves a lot of abstract thinking. It has been proved that metaphors cannot be distinguished intuitively, to be more precise it is necessary to apply some method to identify metaphors, because many metaphors are dead and mostly we don’t consider them as metaphors, but rather separate senses. According to MIP it is necessary to consider the word’s origin, compare its basic meaning and context meaning.

Analysing animal names used figuratively is very interesting, however, for future analysis it would be of a good value to increase the amount of articles and conceptualize each animal's metaphorical linguistic expressions to reveal their source and target domains and be able to see to which conceptual metaphors they apply the most. Also analysing the creative and conventional metaphors in terms of animals would be interesting. In addition, changing the strategy for finding metaphors in texts would be beneficiary, as that could reveal whether or not there are better metaphor identification procedures besides the chosen MIP.

## Theses

1. Metaphors are abstract and different from the first meaning. They can be subdivided into Conceptual and Linguistic metaphors. Conceptual metaphors are derived from linguistic metaphors.
2. There are creative metaphors, those that need unpacking to be understood and conventional metaphors, that are used very often and most readers don't see them as metaphors e.g. 'table's leg'.
3. Literal meaning refers to something with physical existence in the world, whereas figurative meaning refers to abstract or abstract qualities. Simile, metaphors, metonymy, idioms and personification belong to figurative language.
4. Human behaviour can be understood by use of animal instinctual behaviour.
5. The Great Chain is a conceptual system presented in 5 levels – humans, animals, plants, Complex objects and natural physical things. The system becomes metaphorical when different levels are understood in terms of another.
6. There are three types of linguistic metaphors - illustrative, modelling and generic which are significant to draw the difference between metaphor use in Research and Periodical articles.
7. The metaphor identification procedure (MIP) is helpful for recognizing metaphorical meaning in texts.
8. Animals which are used metaphorically most often are dogs and bears, but least likely - pigs.

## References

1. Allan K. (2003) A Diachronic approach to figurative language in Barnden J., Glasbey S., Lee M., Markert K. and Wallington A. (eds.) *Proceedings of the Interdisciplinary Workshop on Corpus-Based Approaches to Figurative Language*. 18 (special issue) 8-7.
2. Chiappini F. B. (2009) *The Handbook of Business Discourse*. Edinburgh University Press: Edinburgh
3. Cowie A.P., (1989) *Oxford Advanced Learners Dictionary of current English*. Oxford university press: England
4. Daniushina Y.V., (2010) *Business linguistics and business discourse*. Unisinos Vol.8
5. Davis K.W., (2010). *Business Writing and Communication: second edition*. USA: The McGraw-Hill Companies.
6. Doniger W., (1999), *Merriam-Webster's Encyclopedia of World Religions*. Merriam-Webster: Springfield
7. Gregg N. (2012). *Written Expression Disorders*. Springer Science & Business Media
8. Halliday, M. A. and Matthiessen, C. M. (2004) *An Introduction to Functional Grammar*. London: Arnold Publishers.
9. Hawkes T., (1972) *Metaphor*. London: Cox & Wyman Ltd
10. Knowles M. and Moon R., (2006). *Introducing metaphor*. Routledge: New York.
11. Kovecses Z., (2002) *Metaphor: A Practical Introduction*. USA: Oxford University Press
12. Lakoff G. and Johnsen M., (2003) *Metaphors we live by*. London: The university of Chicago press.
13. MacArthur F., Martinez J. L. O, Garcia M. S., Píriz A. M. P. (2012) *Metaphor in use: context, culture, and communication*. John Benjamins Publishing: Amsterdam.
14. Ortony A., (1993) *Metaphor and thought*. USA: Cambridge University press
15. Palmatier R. A., (1995) *Speaking of Animals: A Dictionary of Animal Metaphors*. Greenwood Publishing Group
16. Pique, J., and Viera, D. J., (ed.) *Applied languages: theory and practice in ESP*. Valencia: Universitat de Valencia.
17. Praglejaz Group (2007) *Metaphor and symbol*. Vol. 22 (1), Lawrence Erlbaum Associate, Inc.
18. Pitcher R. (2013) *Using metaphor analysis: MIP and Beyond*. Vol. 18, Article 68

19. Rață G. (2010). *Teaching Foreign Languages*. UK: Cambridge Scholars Publishing
20. Skorczynska, H. and Deignan, A. (2006) Readership and Purpose in the Choice of Economics Metaphors. *Metaphor and Symbol* 21(2): 87–104.
21. Spears R. A. (2006) *McGraw- Hill's dictionary of American idioms and phrasal verbs*. McGraw-hill: USA.
22. Steen G. (2010) *A method for linguistic metaphors identification*. John Benjamins Publishing: Amsterdam
23. Stevenson A., Waite M. (2011) *Concise Oxford English Dictionary: Luxury edition*. USA: Oxford University Press.
24. Trosborg A., Jørgensen P. E. F. (2005) *Business Discourse: Texts and contexts*. Peter Lang- Bergamo.
25. Vishwanath R., Krishnamurti C. (2009) *Investment Management: A modern guide to security analysis and stock selection*. Springer Science & Business Media: USA.
26. Zarei A. A., Rahimi N. (2012) *Idioms: Etymology, contextual Pragmatic Clues, and Lexical Knowledge in Focus*. LAP LAMBERT Academic Publishing: Germany.

#### **Online references:**

1. Available from <http://www.thefreedictionary.com/> (Accessed on November 10, 2015)
2. Forbes (2015) Why does it take five songwriters to come up with a tune 'B\*\*ch I'm Madonna?' – Part two. Available from <http://www.forbes.com/sites/nickmessitte/2015/03/31/why-does-it-take-five-songwriters-to-come-up-with-a-tune-called-bch-im-madonna-part-two/> ( Accessed on April 16, 2015)
3. Forbes (2015) Retire on the Iraqi dinar and Vietnamese dong. Available from <http://www.forbes.com/sites/robertlaura/2015/03/24/retire-on-the-iraqi-dinar-and-vietnamese-dong/> ( Accessed on April 16, 2015)
4. Forbes (2015) Nearly half of 'Game of Thrones' season 5 has leaked online. Available from <http://www.forbes.com/sites/insertcoin/2015/04/12/nearly-half-of-game-of-thrones-season-five-has-leaked-online/> ( Accessed on April 16, 2015)
5. Forbes (2015) Banker to attempt killer K2, would be first American woman to summit. Available from <http://www.forbes.com/sites/jimclash/2015/04/06/banker-to-attempt-killer-k2-would-be-first-american-woman-to-summit/> ( Accessed on April 16, 2015)

6. Forbes (2015) Medical marijuana sparks new technology. Available from <http://www.forbes.com/sites/debraborchardt/2015/03/30/medical-marijuana-sparks-new-technology/> ( Accessed on April 16, 2015)
7. Forbes (2015) One industry group still correcting. Available from <http://www.forbes.com/sites/tomaspray/2015/03/24/one-industry-group-still-correcting/> ( Accessed on April 16, 2015)
8. Forbes (2015) Using dividends to accelerate total return. Available from <http://www.forbes.com/sites/greatspeculations/2015/04/09/using-dividends-to-accelerate-total-return/> ( Accessed on April 16, 2015)
9. Forbes (2015) Market guru advises use of savvy stock picking to beat volatility. Available from <http://www.forbes.com/sites/genemarcial/2015/04/09/market-guru-advises-use-of-savvy-stock-picking-to-beat-volatility/> ( Accessed on April 16, 2015)
10. Forbes (2015) Why oil could be facing a 20-year bear market. Available from <http://www.forbes.com/sites/investor/2015/03/27/why-oil-could-be-facing-a-20-year-bear-market/> ( Accessed on April 16, 2015)
11. Forbes (2015) Wendy Williams on why women lose out in marriage. Available from <http://www.forbes.com/sites/moiraforbes/2015/04/13/wendy-williams-on-why-women-lose-out-in-marriage/> ( Accessed on April 16, 2015)
12. Forbes (2015) Top 10 quotes from the 2nd episode of Ken Burns documentary: 'Emperor of all Maladies'. Available from <http://www.forbes.com/sites/danmunro/2015/04/01/top-10-quotes-from-the-2nd-episode-of-ken-burns-documentary-emperor-of-all-maladies/> ( Accessed on April 16, 2015)
13. Forbes (2015) The Tuxedo startup cutting Men's Wearhouse down A Size. Available from <http://www.forbes.com/sites/abrambrown/2015/03/30/the-tuxedo-startup-cutting-mens-wearhouse-down-a-size/> ( Accessed on April 16, 2015)
14. Forbes (2015) How to avoid becoming outdated as a marketer. Available from <http://www.forbes.com/sites/neilpatel/2015/04/09/how-to-avoid-becoming-outdated-as-a-marketer/> ( Accessed on April 16, 2015)
15. Forbes (2015) To be a success, surround yourself with the right people (4 top tips). Available from <http://www.forbes.com/sites/netapp/2015/03/31/success-tips-benjamin-franklin/> ( Accessed on April 16, 2015)

16. Forbes (2015) Why is Google valued more than Coca-Cola? Available from <http://www.forbes.com/sites/greatspeculations/2015/03/16/why-is-google-valued-more-than-coca-cola/> ( Accessed on April 16, 2015)
17. Forbes (2015) Apple enters the Dow Just when good news may be priced into the stock's recent high. Available from <http://www.forbes.com/sites/investor/2015/03/16/apple-enters-the-dow-just-when-good-news-may-be-priced-into-the-stocks-recent-high/> ( Accessed on April 16, 2015)
18. Forbes (2015) Despite missing playoffs, Red Sox and Yankees battle for top-priced MLB tickets on secondary market. Available from <http://www.forbes.com/sites/jesselawrence/2015/03/31/despite-missing-playoffs-red-sox-and-yankees-battle-for-top-priced-mlb-tickets-on-secondary-market/> ( Accessed on April 16, 2015)
19. Forbes (2015) Astonishing number: Americans think corporate profits are 36% of sales. Available from <http://www.forbes.com/sites/timworstall/2015/04/03/astonishing-number-americans-think-corporate-profits-are-36-of-sales/> ( Accessed on April 16, 2015)
20. Forbes (2015) Lessons from the Civil War 150 years later: U.S. should stop killing people without good reason. Available from <http://www.forbes.com/sites/dougbandow/2015/04/09/lessons-from-the-civil-war-150-years-later-u-s-should-stop-killing-people-without-good-reason/> ( Accessed on April 16, 2015)
21. Forbes (2015) Petrobras starts shedding skin, sells Argentina oil fields. Available from <http://www.forbes.com/sites/kenrapoza/2015/03/31/petrobras-starts-shedding-skin-sells-argentina-oil-fields/> ( Accessed on April 16, 2015)
22. Forbes (2015) Only 55 percent of employees feel as though performance management appraisals are effective. Available from <http://www.forbes.com/sites/danpontefract/2015/03/31/only-55-percent-of-employees-feel-as-though-performance-management-appraisals-are-effective/> ( Accessed on April 16, 2015)
23. Forbes (2015) Can a 'Dark Souls' virgin survive 'Bloodborne'? Available from <http://www.forbes.com/sites/insertcoin/2015/03/24/can-a-dark-souls-virgin-survive-bloodborne/> ( Accessed on April 16, 2015)

24. Forbes (2015) Character-Driven leadership. Available from <http://www.forbes.com/sites/kevincashman/2015/03/17/character-driven-leadership/> ( Accessed on April 16, 2015)
25. Forbes (2015) Flakka: the new designer drug you need to know about. Available from <http://www.forbes.com/sites/robertglatter/2015/04/04/flakka-the-new-drug-you-need-to-know-about/> ( Accessed on April 16, 2015)
26. Forbes (2015) Congratulations to Venezuela's Bolivarian socialism; 200% inflation is an achievement. Available from <http://www.forbes.com/sites/timworstall/2015/04/11/congratulations-to-venezuelas-bolivarian-socialism-200-inflation-is-an-achievement/> ( Accessed on April 16, 2015)
27. Available from <http://www.investopedia.com/university/stocks/stocks7.asp> (Accessed on January 2, 2015)
28. Forbes (2015) The science fiction behind Paul Krugman's economics, part two . Available from <http://www.forbes.com/sites/ralphbenko/2015/04/01/the-science-fiction-behind-paul-krugmans-economics-part-two/> (Accessed on April 16, 2015)

## Appendices

Examples of Metaphor Identification procedure (MIP), as presented by Pragglejaz Group (2007)

### **Convince**

1. *Contextual meaning*: In this context, “convince” means to persuade a large number of people to change their views about Sonia Ghandi’s suitability as a political leader.
2. *Basic meaning*: The verb convince does not have a different, more basic meaning.
3. *Contextual meaning versus basic meaning*: The contextual meaning is the same as the basic meaning.

Metaphorically used? No.

(2007:6)

The chosen example is taken from Forbes and is included in practical part. The ‘*rescue cat*’ is analysed following steps given by Pragglejaz Group (2007).

When we adopted our third *rescue cat*, Naomi, we were struck by the degree to which she was terrorized by the mere sight of people.

### **Cat**

1. *Contextual meaning*: In this context *cat* Naomi is meant to be rescued from danger environment, previous owners were harsh and didn’t take care about the cat. The new owner has given Naomi appropriate environment and it is the third cat she owns.
2. *Basic meaning*: The word rescue does not have any more basic meaning. As well as a cat.
3. *Contextual meaning versus basic meaning*: The Contextual meaning is the same as the basic meaning.

Metaphorically used? No.

The second example involves an example with animal metaphor. ‘top dogs’ are analysed.

### **Dogs**

Both The *Coca-Cola Company* and *Google* are *top dogs* in their respective fields, commanding a dominant position and strong brand recognition.

*Contextual meaning:* In the given context Coca-Cola and Google are called top dogs, which is idiomatic expressions meaning the leading position. According to Palmatier (1995: 391) ‘a top dog is someone who is at the top of his/her competitive field’.

*Basic meaning:* According to Cowie’, Oxford Advanced Learners Dictionary of current English (1989:356) the first sense of dog is defined as ‘common domestic animal kept by human beings for work, hunting, etc. or as a pet’. And there is no more basic meaning for a dog.

*Contextual meaning versus basic meaning:* The contextual meaning contrasts with basic meaning. However, it is possible to understand the position of the Coca-Cola and Google companies if they are compared to top dogs. Top dogs in dogs are those which are better than others, the same is with humans – some are better than others in some fields.

Metaphorically used? Yes

## Dokumentārā lapa

Bakalaura darbs „Animal Metaphors in Forbes Business Articles” (Dzīvnieku metaforas lietišķos rakstos žurnālā “Forbes”) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

Autors: Evija Rudzīte

06. 01. 2016.

Rekomendēju/nerekomendēju darbu aizstāvēšanai

Vadītāja: lektore Tatjana Bicjutko

06. 01. 2016.

Recenzents:

Studiju metodiķe: Valentīna Goldmane

06. 01. 2016.

Darbs iesniegts Anglistikas nodaļā

06. 01. 2016.

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2016. gada..... janvārī, prot. Nr. ...., vērtējums .....

Komisijas sekretāre: