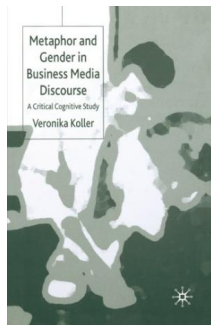


Find Doc

METAPHOR AND GENDER IN BUSINESS MEDIA DISCOURSE: A CRITICAL COGNITIVE STUDY



Palgrave Macmillan. Condition: New. Reconciles cognitive metaphor theory with Critical Discourse Analysis to offer a fresh approach to the study of metaphor. In applying this framework to a substantial corpus of texts from business magazines, the author shows how metaphors of war, sports and evolutionary struggle are used to construct business as a masculinized social domain. Num Pages: 244 pages, 5 black & white illustrations, biography. BIC Classification: CFB; JFD. Category: (UP) Postgraduate, Research & Scholarly. Dimension: 142 x 266...

Read PDF Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study

- Authored by Koller, V.
- Released at -



Filesize: 7.94 MB

Reviews

This is an amazing ebook that we have possibly go through. It really is filled with wisdom and knowledge Its been developed in an extremely straightforward way and is particularly merely after i finished reading this ebook where in fact altered me, affect the way in my opinion.

-- **Berta Schmidt**

This publication is definitely worth purchasing. it was actually writtern really completely and beneficial. Your life span will likely be change once you total reading this article pdf.

-- **Dell Hegmann Jr.**

A very amazing book with perfect and lucid answers. it absolutely was writtern quite flawlessly and useful. I am just easily will get a satisfaction of reading a created publication.

-- **Pearl Turcotte**