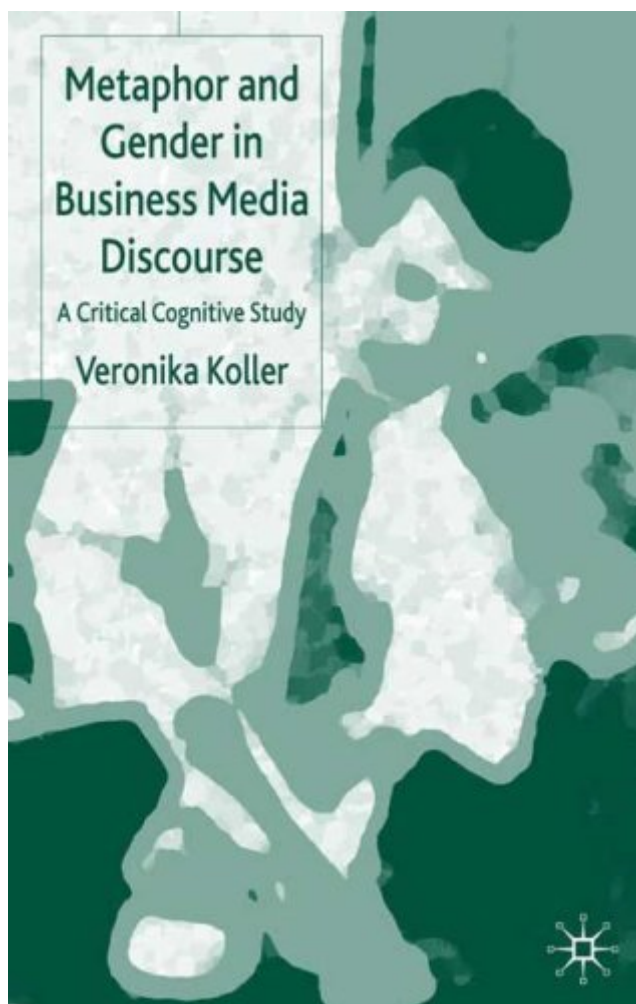


Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study PDF



 **Download**

 **Read Online**

Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study by Veronika Koller
ISBN 0230217079

'Corporate marriages', 'hostile takeovers' and 'the race for market domination' - this book looks at the metaphors used in business magazines and discusses their impact on readers' cognition and business as a social practice. Koller gives particular attention to the gendered nature of such metaphors and what they could ultimately mean for women in business. In doing so, the book uses a corpus of authentic data. Quantitative analysis of a large collection of articles and qualitative investigations into a number of sample texts present the reader with the cognitive and discursive underpinnings of business magazine texts. Koller's theoretical approach reconciles cognitive linguistics with critical approaches to language and discourse, and thus combines two important and much debated areas into an integrated research agenda. Of interest to students, researchers

and practitioners of media discourse.

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

This Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study having great arrangement in word and layout, so you will not really feel uninterested in reading.