

Metaphor and Gender in Business Media Discourse

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Metaphor and Gender in Business Media Discourse

A Critical Cognitive Study

Veronika Koller

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'As time and scars go by, one finally arrives at a book, some with twenty, some with seventy.'

(Eco, 1995, p. 52)

This book is dedicated to Bianca Rusu, for giving to me all the time in the world while leaving me unscarred

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List of Abbreviations

MA	Mergers and acquisitions
MS	Marketing and sales
BW	<i>Business Week</i>
EC	<i>Economist</i>
FO	<i>Fortune</i>
FT	<i>Financial Times</i>

Note: Sources in brackets (for example, MA EC 5) denote the corpus, the publication and the article as listed in the Appendix.

British words listed also include US variant spellings.