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**PECULIARITIES OF VERBALIZING ECONOMICS CONCEPT «INDUSTRY»
BY METAPHORICAL MEANS**

The paper deals with the investigation of the conceptual metaphors which are used in up-to-date newspaper-and-publicistic discourse for the imaginal representation of economic realities of the modern world objectified in the economic concept "Industry". The most significant conceptual features of the examples discussed are revealed.

Key words: concept, conceptual metaphor, discourse, cognitive classifier, realities.

Traditionally metaphor considered mainly in terms of style and rhetoric as a means to imagery (literary text) and the impact on the audience (journalism, journalistic style). However, since the publication of M. Johnson and J. Lakoff's study "Metaphors we live by" [1] the dominant consideration was the metaphor as a cognitive phenomenon, the mechanism of which is widely involved in the processes of conceptualization [2] (Chudinov A.P., Fomina Z.Ye.) formation of derived words semantics (Cubreacova E.S., Golubkova E.E., Iriskhanova D.C.), generation of discourse (Belyayevskoye E.G., Manerko L.A.).

The role of conceptual metaphor in economic discourse is obvious and noted by many researchers.

The mention of the economic discourse in the policy may be found in local researchers (A.P. Chudinov, A.N. Baranov, Y.N. Karaulov, Sheigal E.I.). Studying the role of metaphor in political discourse, they consider the economic metaphor only in context of the political one, as its integral part. It is important to note that in German literature economic discourse is presented as one of the types of metaphorical discourse in dissertations of Krista Baldauf [3] and Olaf Jäkel. [4] He determines the economic discourse as everything about economics said by professionals, journalists and amateurs, including texts. Although economic discourse is often considered as speech / communication within the economic enterprise.

A brief description of the economic discourse gives O.V. Dietrich in her article "The Author's metaphor in politics" [5], which notes that the media clearly identifies two areas for allegory: the internal political, financial and economic. The themes "crisis" and "reforms" are intermediate and belong to both areas at the same time. The financial and economic sphere as a whole is presented in the minds of ordinary citizens through the images (mostly art) and constantly needs to be explained by the media. According to the author, this sphere is more "stable" than political, the interest in the "nodal points" - the market, budget, etc. is fairly constant [5]. Economic discourse was defined by A.Y. Klanschakova, who describes the theme of economic discourse; the communication purpose in economic discourse (optimization of relations in the "goods - money - commodity"); participants in the economic discourse [6]. E.Y. Mahnitskaya characterizes economic discourse as all acts of speech used in the description and characterization of the economic realities. Under the economic discourse the author understands verbal and written text fragments and whole

texts, reflecting the economic practice [7]. E.D. Stepanova understands the economic discourse as "interactive communication between players in the field of finance and credit, tax, commercial, business relations" [8].

So, concerning the modern society it seems possible to separate economic discourse as one of the main types of institutional discourse, because the economy permeates all aspects of modern life, being the "totality of all the institutions and activities to meet human needs for goods and services" [9, p. 334]. People do not live only for the economy, but "Western culture" assigns the market an unlimited role in the structure of the social order, where the economy permeates virtually all types of life [10].

The purposes of this paper are to review the role of conceptual metaphor in the verbalization of a dominant economic concepts "Industry" in modern German newspaper and journalistic discourse and the identification of the most important conceptual features objectified by mythopoetic, medical, religious, sports and other types of metaphors.

Economic concepts have a frame-based structure [11], and in terms of architectonic the most common in modern German newspaper and journalistic discourse are represented by such frames as mythological characters (25%), health and physical condition (13.3%), religion (10%), anthropology (11.6%), social and political events (6.6%), sports (5%), machinery and equipment (1.6%), animals (3.3%), plants (1.6%) (and others) [12].

Interpretation of economic realities in mythopoetic terms and concepts resides in both political and economic discourse. *Discourse* means the reality of communication. Why is it necessary to involve the concept of myth to the analysis of this reality? We believe that the myth in the mind of an inexperienced human takes the form of something 'old', fabulous, not resemblance to reality. Mythology and myth-making are reflected in society of today and, consequently, in the conceptual metaphors that represent a given society and its sphere of life and activity.

Industry as an important sector of the economy has a major impact on the level of economic development. In modern German newspaper and journalistic discourse we find evidence of pictorial representation of this sector, namely in industries such as engineering (including the aviation industry), energy, metallurgy. In addition objects of metaphorical modeling are the largest corporations and companies in the world, manufacturers of household and industrial equipment ("Siemens", "Sony"), and car companies (for example, "*General Motors*").

Mythopoetic nature of conceptual metaphors, which verbalize concept the frame "industry", explains the semantics of lexical items used to create the image. In this case we are talking about such terms as "**der Riese**" (*der Autoriese, der Stahlriese, der gelbe Riese, der High-Tech-Riese, der Elektroriese, der IT-Riese, der Riesenflieger*), "**der Gigant**" (*der Energiegigant*), "**das Reich**", "**der Mythos**", explicitly actualizing values "the largest in the world," "the world's leading manufacturer."

Just as in the mythology the giant creature is big and powerful, in the metaphorical use "der Riese" in the sense "in Märchen, Sagen u. Mythen auftretendes Wesen von übergroßer menschlicher Gestalt" (DUW, 2003, p. 1314) is used for the category of large, powerful, the world's leading industrial companies, which play an important role in the global economy and the economy of the countries they represent.

With high products quality of "Sony", participation in joint programs with the largest companies in the world, it has won the confidence of customers, has been covered with glory, admired, that is, the company has become a legend - "**der Sony-Mythos**".

Mythopoetic metaphor of a major Russian oil company "Yukos" - "**der private Energiegigant**" is based on an analogy with a giant, a giant in the oil industry. The lexeme "der Gigant" which means "1. (Geh.) Riese. 2. jmd., der durch außergewöhnlich große Leistungsfähigkeit, Machtfülle, Bedeutsamkeit o.Ä. beeindruckt; etw., was hinsichtlich einer Größe, Mächtigkeit, Wirksamkeit o.Ä. Vergleichbarem weit überlegen ist [13, p. 654] by the met-

aphorical use can conceptualize a sign of the mighty, influence, importance, both within the country (Russia) and beyond.

The analysis of mythopoetical conceptual metaphors, which verbalize the economic concept frame "industry", led to the conclusion that the mythology is one of the main source-domain of the language objectification of this concept. Appeal to the heroes of mythology ("der Riese", "der Gigant") is the reason for representation of the leading role of various companies / corporations in the global industry.

As you know, in the public consciousness human health is the greatest treasure that must be protected, because otherwise it will be dissipated, and the physical and mental illness can cause a lot of suffering. Therefore, we turn to the linguistic-semantic analysis of conceptual metaphors, which verbalize the economic concept "industry" with the source-domain "medicine".

When metaphorical rethinking vocabulary with "biological health" or "disease" describes the features of the economic development and the state of the country, markets, industries, individual actors.

In this case, the medical vocabulary "amputieren", "lähmen", "sättigen", "schlucken", "das Syndrom", "robust", "am Tropf hängen", helps to compare industry with a sick or a healthy body, reveals the cognitive or conceptual features offered the medical aspect of the concept "industry".

Content analysis of the medical metaphors has showed that the main cognitive classifiers to categorize this piece of reality, are the features that characterize the "problem of diseases and physical defects", "state of the body," "physiological processes." The greatest number of metaphors verbalize an unhealthy, a sick image of industry.

Let's refer to the detailed analysis from the perspective of medical classifiers "physical diseases and defects."

Based on the results of the analysis of medical metaphors of modern industry, we have come to the conclusion that the medical metaphor allows you to visualize the problems and difficulties experienced in many industries, to discover their causes, as well as the reasons for the "death" of enterprises and companies that were previously on goods and services market. At the same time, the global industry is characterized in terms of its competitiveness and ability to survive in any economic environment.

Religious realities are often the means of pictorial representation of the economic aspects, as evidenced by the relatively large number of religious conceptual metaphors, objectifying economic concepts in general and the concepts-frame "industry" in particular.

The greatest number of conceptual metaphors from the original conceptual sphere "Religion" verbalize in modern German newspaper and journalistic discourse the American industrial conglomerate of "Danaher": **"Prediger des Profits"**, **"die Firmenreligion"**, **"Danaher-Gebetbuch"**.

The sign "quality best", "the best in the industry" conceptualizes religious metaphor, which verbalize the image of the American aircraft manufacturer "Boeing" - **"Allerheiligste des Flugzeugbauers"**.

Thus, modern German newspaper and journalistic discourse is characterized by a widely use of metaphors, which conceptualize realities signs that correlate with the religious aspects of society, in order to create memorable images of various industrial companies and industries, representing the world economy utmost importance, uniqueness and originality.

Illocutionary force of utterances in the economic discourse can be revealed not only in the analysis of religious but also anthropological metaphors that are highly productive. This once again confirms the importance of the anthropocentric paradigm, allowing conceptualize experience with non-living beings in terms of human motivation, characteristics, and human activities.

At the heart of the anthropomorphic metaphor actively coding the concept frame "industry" are such phenomena as the personification and embodiment. The high use rate of anthropomorphic metaphors can be explained by psycho-social relevance of man's by actual deeds.

For example, the vocabulary that contains the semantic component "needs requiring attention", is widely used in a metaphorical representation of China industry ("**Rohstoffhunger**", "**Öldurst**") and the U.S. and Europe markets ("**die Märkte Europa und USA sieht man gesättigt**").

A characteristic feature of modern German newspaper and journalistic discourse is the active use of the metaphorical meaning of lexeme with the united sema "occupation": "**Jobkiller Danaher**", "**der japanische Erzfeind**". The slang expression "der Jobkiller" allows you to create a negative image of American industrial corporations that buy smaller corporations around the world, reducing the prices of their goods and threatening transfer companies in Eastern Europe. Competitive relationship diversified South Korean corporation "Samsung" and the Japanese corporation "Sony" is reflected in the metaphorical image of the latest - "der japanische Erzfeind". To enhance the expressiveness of the image, the expression of negative emotional attitude to the subject of the speech stylistically colored unit "der Erzfeind" is used "(emotional verstärkend): schlimmster Feind" (DUW, 2003, p. 494). Thus, the competing firms are represented not just enemies, but "sworn enemies", each of them is fighting for its buyer.

The human factor, reflected in the analyzed conceptual metaphors, is not limited to man's needs and activities. It can be also seen in the metaphors, which describe "emotional state, the scope of the senses" [13]. A striking example of a metaphorical representation of an industrial company, which was in "debt hole", is the image of the American car company "General Motors" - "**General Desaster**". Borrowed from the French word "das Desaster", used to mean "Unglück, Zusammenbruch, katastrophaler Misserfolg" (DUW, 2003, p. 369), in the metaphorical category of American company describes it as degraded (due to accumulated debts).

The analysis of metaphorical industry nominations with the source-domain "anthropology", led to the conclusion that the relevance of the human factor in the representation of the industrial sector in the modern German newspaper and journalistic discourse is so great that the world economy before the reader live in need to meet any needs collide, hostile, destroying much in its path, experiencing failures.

According to our observations, metaphorical images of industry objectified by social, political, sports, process, artifact, temporal, art, quantitative, military, nature, animalistic and other types of conceptual metaphors are less represented in modern German press. However, the rarity of these types of metaphors does not reduce the brightness and expressive images, which we have selected from the texts of German newspapers and journalistic discourse. Thus, the lexical concept representants "Industry" from the point of view of social and political classifications are "die Pionieren des global delivery model", "die IT-Pionier". The Socio-political concept "pioneer" allows you to update the concept, more typical for a man - "innovator", who started something new. With this metaphorical model the image of industries was created engaged in development of information technology, appeared a short time ago in a developing country - India.

Implementation of conceptual metaphor "VW war in China für die gesamte deutsche Zuliefererindustrie **der Türöffner**" goes through the comparison of large automobile concern "Volkswagen" with a "pioneer."

Modern industry is not only a "getting well" branch of production, but also as requiring measures to improve its own performance. **Sports** as a source-domain can update the value in the following metaphorical representation "**das Unternehmen fit machen**".

An interesting example of the representation of German "Siemens" in the context of the variety of products manufactured by this concern, is the art metaphor "**Die breite Produktpalette**

- Glühbirnen, Kraftwerke, EDV-Dienste, Transrapid, Paketsortieranlagen, Hörgeräte, Mobilfunknetze, Einspritzanlagen und vieles mehr - beschert der Siemens -Aktie einen Konglomeratsabschlag an der Börse. "(Die Zeit, 5/2006, p. 30).

Among single metaphors of industry we also would like to mention the **military** ("Sony wird von der Konkurrenz zerrieben", beobachtet Kenneth Curtis, Vizepräsident der US-Investmentbank Goldman Sachs in Tokyo. "Das Hardware-Geschäft wird für Sony schwer bleiben. **Es ist ein großer Kampf an vielen Fronten.**"(Die Zeit, 41/2005, p. 29)) and **gastronomy** ("Das trügerische Börsenspiel. In Deutschland geht die Schere von Konjunktur und Kursen auf. Es hätte das Jahr des deutschen Comebacks werden können. Historisch niedrige Steuern , dazu endlich wieder profitable Unternehmen - alles **Zutaten für einen Aufschwung**, der hierzulande doch so notwendig wäre. "(Die Zeit, 17/2005, p. 23)) conceptual metaphors in which industrial sector is seen as a "battlefield" of competing firms, on the one hand, and measures of stimulation - as the "ingredients" of the general plan for economic growth.

Summarizing all the above, it must be underlined that the research of conceptual metaphors relevant to the economic sector of the modern German newspaper and journalistic discourse promotes excretion of the semantic features of the concept "Industry", describing it with the positions of the various classifications.

Thus, from the perspective of *mythopoetic* classifiers the concept frame "industry" is characterized in terms of such features as "big", "powerful", *medical* classifications structure this concept as "paralyzed", "dead", "fighting for life" "striving for a healthy lifestyle", etc., relevant characteristics of the concept "Industry" from the perspective of *religious* classifications are the following: "model", "embodies the truth," "faithful certain principle," "striving for monumentality", *anthropomorphic* character traits of this concept "lacking / having in abundance", "competitive" or "set up to fail" makes it possible to describe it in an animated entity.

Thus, the analysis of conceptual metaphors involved in the verbalization of a dominant economic concepts "Industry" presented in this paper, highlights the complexity and uniqueness of conceptual metaphor as a phenomenon that can penetrate into any context, including economic one.

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