



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

By Koller, V.

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 x 17. Weight in Grams: 348. . 2004. 2004th Edition. Paperback. . . . Books ship from the US and Ireland.



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