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Shustova, Svetlana Viktorovna

PhD, Professor

Perm State University, Perm, Russia

E-mail: psu.metaphor.symposium@gmail.com

Smirnova, Elisaveta Aleksandrovna

PhD

National Research University Higher School of Economics, Perm, Russia

E-mail: psu.metaphor.symposium@gmail.com

DENOMINAL VERBS WITH METAPHORICAL MEANINGS IN BRITISH BUSINESS (MEDIA) DISCOURSE

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This study is a corpus-based examination of denominal verbs with figurative meanings in the texts of the British business broadsheet “The Financial Times” from the years 2014–2015. Based on the conceptual metaphor theory, it discusses how and why denominal verbs with metaphorical meanings were used in the articles. The research started with the compilation of a 621-thousand-word corpus of articles. With the use of the software AntConc 3.4.4, denominal verbs were identified. Then, they were classified basing on the type of proposition. The findings showed that verbs, whose proposition is *to do an action like the living being / thing expressed by the parent noun*, i.e. based on metaphor, are ubiquitous in British business press and make up 29 % of denominal verbs used in the corpus. We assume that verbs with metaphorical meanings can be divided into the following groups, according to the structure of their proposition:

1) to do smth. like or perform an action typical of an animate or inanimate entity, expressed by the parent noun:

a) an animal, e.g. *to dog, to parrot*;

b) abstract notions / inanimate entities, e.g. *to rain, to plague*;

c) things, e.g. *to balloon, to rocket*;

2) to do smth. as if with the help of an object expressed by the parent noun, e.g. *to brush, to mirror, to parachute*;

3) to make smth. be / look like the entity expressed by the parent noun, e.g. *to cross, to flower, to jam*.

The reasons for the abundance of denominal verbs with metaphorical meanings in British business media discourse, namely in the texts of The Financial Times, are twofold. First, the processes that take place in the world of business are quite complicated and abstract; metaphors make them easier to grasp. Therein lies the conceptual function of metaphor that manifests itself to the fullest in defining intangible entities (Teliya 1988: 66). According to Lakoff, metaphor is a key mechanism that helps us to comprehend abstract subject matters [Lakoff 1993, 41]. Second, metaphors are widely used in business media discourse due to their evaluative function. Business press is aimed not only at transferring information about current economic processes to the public, but also at “selling a particular world view” [Richardt 2003, 281], i.e. evaluating the information.

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Шустова С.В., Смирнова Е.А.

ОТСУБСТАНТИВНЫЕ ГЛАГОЛЫ С МЕТАФОРИЧЕСКИМ ЗНАЧЕНИЕМ В БРИТАНСКОМ БИЗНЕС (МЕДИА) ДИСКУРСЕ

Ключевые слова: отсубстантивный глагол, корпусный анализ, метафорическое значение, пропозиция, бизнес (медиа) дискурс