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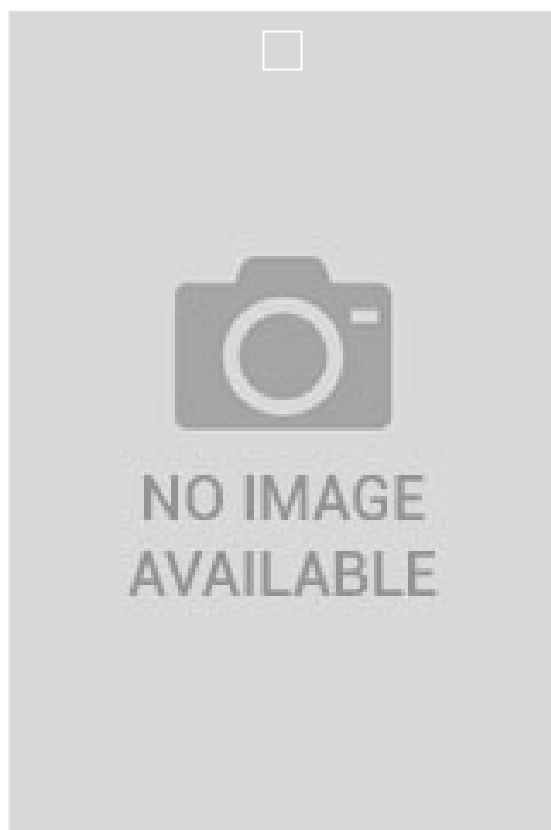

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Well-timed Linguistic Strategies: Marking Business English Metaphors

Author(s): Adina Oana Nicolae

Subject(s): Language and Literature Studies

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Keywords: Cognitive metaphor; marker; business; media

Summary/Abstract: The article focuses on the use of linguistic expressions that recurrently mark metaphors in the media business discourse in English. It connects two previous cognitive analysis frameworks, namely Goatly's (1997) classification of metaphorical markers and Koller's (2004) description of the effects of various linguistic strategies upon the metaphor itself. The presentation of

various linguistically marked metaphorical patterns showcases both the timeliness and the fine-tuning of such hedges, that are rhetorically effective in the business written press.

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