

A Study of The Journey Metaphor in Economic Report Headlines

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1. Introduction

With the development of the world economy, the economic reports in newspapers, journals, and magazines have become an essential part of our daily life. As an indivisible and prominent part of the economic reports, the headlines encapsulate the most important ideas of the reports. Readers, who are busy or in a hurry, only glimpsing the headlines can get the main contents or the economic information in seconds, thus the headlines are used to facilitate rapid reading. Headlines also provide the readers with clues to help them better the understanding of the reports and guide them to search for the reports that interest them. However, it is difficult for the common people to comprehend the economic report headlines as economy is an abstract and abstruse field. Therefore, certain linguistic features are employed in the headlines to make them easily understood. Metaphor, one kind of the linguistic features, is so pervasive that it commonly occurs in economic reports and especially in the headlines of the reports by the reason that metaphors are important as they can help people to understand the abstract domains in terms of concrete conceptual domains (Kövecses, 2002).

As a kind of structural metaphors, journey metaphors originate from Lakoff and Johnson's (2003) LOVE IS A JOURNEY conceptual metaphor. Due to the reason that the journey concept is related to human physical experience like departure, movement, destination, etc, together with the reason that economy constitutes an important and complex part of human experience, so journey as the source domain of conceptual metaphor is usually utilized in the economic report headlines. For example, we usually see the metaphoric expressions like *starting a firm*, *on the road to economic reform*, *economic barriers* and so on. Generally, the relative concepts from the journey domain can be metaphorically applied to comprehend various aspects of abstract economic domains such as the economic emergence, development and difficulties. Therefore, such economic phenomena can be expressed in terms of the metaphor ECONOMY IS A JOURNEY. In short, it is worthy analysing journey metaphor to find out how journey metaphor works and is reflected in economic report headlines.

1.1 Aim

This study focuses on the journey metaphor used in economic report headlines. The aim is to investigate how the journey metaphor is correlated to human physical experience and constructed in economic report headlines of *Business Week* and *The New York Times*.

1.2 Material

This essay investigates the journey metaphor in a specific field, that is, the economic report headlines. In this essay, the economic report headlines are collected and selected online from the journal *Business Week* and the newspaper *The New York Times*, which are considered as popular and authoritative economic data sources around the world. According to the human physical experience, journey is connected to departure, path, obstacle, movement, speed and destination. In the journey metaphor, the notions from the journey domain can be used metaphorically to comprehend the abstract economic domains. Therefore at first, based on the structure of the journey and the metaphor ECONOMY IS A JOURNEY, 100 economic report headlines containing metaphorical expressions within the source sub-domains as departure, path, obstacle, movement, speed and destination of the journey metaphor were collected and then each headline was classified into the particular source sub-domain it belongs to. After that, a selection was carried out as not all headlines are qualified for this essay. Some headlines embodied the same metaphorical expressions or metaphorical expressions with inflected forms of the same word (i.e., *take first steps* and *taking first steps*), however, only the more representative ones were picked out. Besides, the chosen headlines should be released in 2010 in consideration of the latest. As a result, the material was narrowed down to 30 headlines. The 30 headlines are all taken from in the year of 2010 covering marketing, investment, stocks and other relevant reports on economy, to make sure they are representative and up to date in the economic field.

1.3 Method

The examples including the journey metaphors in the economic report headlines of *Business Week* and *The New York Times* are specially selected. Then from the perspective of cognitive linguistics, the economic report headlines are further classified into several categories according to source sub-domains which are involved in the journey metaphors like departure, path, obstacle, movement, speed and destination. Most importantly, afterwards there is a comprehensive analysis of how the journey metaphor are linked to human physical experience and reflected in these chosen headlines by projecting the relevant journey source sub-domains onto different economic phenomena and activities. Throughout the paper small capitals are used to stand for conceptual metaphors and italics for metaphorical linguistic expressions as Kövecses (2002) does in his book *Metaphor. A Practical Introduction*. In addition, the theoretical terminology is explained in the following section.

2. Theoretical Background

The traditional view of metaphor is only regarded as a figure of speech and usually appears in poetry and literary works for ornamental and rhetorical purpose. It is a figure of speech not a part of human communication, just as Aristotle states that the mastery of metaphor is the mark of genius (Kövecses, 2002: vii, viii).

However, in the year of 1980, with the publication of Lakoff and Johnson's book *Metaphors We Live By*, a new approach to studying metaphor emerged. In this book, Lakoff and Johnson (2003:4) claim that metaphor is not a matter of language but a cognitive tool ordinary people use to understand certain concepts not only the genius and it exists everywhere in everyday life not only in language but also in thought and action. Their ideas challenge the traditional views and have been regarded as the cognitive linguistic view of metaphor (Kövecses, 2002: viii). Since then, many cognitive studies of metaphor have been done in economic, politics, sports and other many aspects. In this section, necessary definitions of cognitive metaphor and relative concepts will be introduced.

2.1 The concept of metaphor

Metaphor is pervasive in everyday life. Unlike the traditional view, the cognitive linguistic view considers metaphor as a conceptual phenomenon according to Lakoff, Johnson, Turner and Kövecses (Ungerer & Schmid 2001: 118). "The essence of metaphor is understanding and experiencing one kind of thing in terms of another" based on Lakoff and Johnson's point of view (Lakoff & Johnson, 2003:6). In a similar way, metaphor is also defined as one conceptual domain being understood in terms of another conceptual domain (Kövecses, 2002: 4). A simplified expression of understanding conceptual metaphor is expressed like this: CONCEPTUAL DOMAIN (A) IS CONCEPTUAL DOMAIN (B), which involved two domains with one domain (i.e., domain A) being understood by the other (i.e., domain B). For example, people talk about love in terms of journey. Aspects of love are metaphorically expressed in the domain of journey like (Kövecses, 2002: 5):

Look *how far* we've come.

We're *at a crossroads*.

We'll just have to *go our separate ways*.

We can't *turn back* now.

I don't think this relationship is *going anywhere*.

We express our ideas of love just like talking about journey. Thus from the given examples, we can see that several aspects of journey domains are employed to understand the aspects of love and these metaphorical linguistic expressions about love relationships all derive from the same conceptual metaphor LOVE IS A JOURNEY (Kövecses, 2002: 5).

Conceptual domain (A) and domain (B) have specific names in cognitive linguistics, that is, target domain and source domain respectively (Kövecses, 2002: 4). Target domains are understood by source domains. Generally, a more concrete or physical concept (i.e., journey, war, building) is employed as source domain in conceptual metaphors and a more abstract one (i.e., love, arguments, ideas) as target domain.

2.1.1 Mappings

According to Kövecses, the target domain is comprehended through the source domain and the comprehension is based on a set of systematic correspondences that are technically referred to as mappings in conceptual metaphor (Kövecses, 2002:6). More specifically, mappings are in existence between constituent elements of the source and the target domains. Kövecses has said that to know a conceptual metaphor is to know the set of mappings that applied from the source domain to the target domain (Kövecses, 2002:12). To some extents, metaphor can be understood as a mapping process between two domains. However, mapping from the source domain to the target domain is an unconscious process to people except for the purposeful analysis when people need to bring the mappings into awareness (Kövecses, 2002:9).

To illustrate how abstract concepts are understood in terms of concrete ones through mappings, the LOVE IS A JOURNEY metaphor is frequently employed. In this example, journey is regarded as the source domain and the target domain is love. Thus based on the notion of mappings, the elements of journey are mapped onto the elements of love. To give a more detailed explanation, a relevant set of correspondences or mappings is laid out as follows (Kövecses, 2002: 7):

<i>Source:</i> journey the travellers	→	<i>Target:</i> love the lovers
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the vehicle	→	the love relationship itself
the journey	→	events in the relationship
the distance covered	→	the progress made
the obstacles encountered	→	the difficulties experienced
decisions about which way to go	→	choices about what to do
the destination of the journey	→	the goal(s) of the relationship

The above-mentioned mappings demonstrate the idea of Lakoff(1993:207) that mapping from the source domain to the target are firmly structured because the constituent element in the domain of journey cautiously and systematically correspond to the constituent element of love domain, such as the travellers are respectively mapped onto the lovers and the rest examples are correspondingly mapped in the same way in examples. Through the given examples, we can see how mappings occur in conceptual metaphors. In other words, the mappings can help us understand different metaphors.

2.1.2 Conceptual metaphor and metaphorical expression

We have to make a clear distinction between conceptual metaphor and metaphorical expression as these two concepts usually puzzle people. Conceptual metaphor refers to a mapping from the source domain to the target domain and Lakoff (1993:207) expresses it in the form of TARGET DOMAIN IS SOURCE DOMAIN, such as the above mentioned example LOVE IS A JOURNEY. However, the latter refers to the linguistic words or phrases from more concrete notions to illustrate conceptual metaphors. For example, the five sentences mentioned above in section 2.1 are some expressions that are usually used in daily communication. All these expressions that indicate journey is the source domain and love is the target domain and are metaphorical linguistic expressions. They all originate from and give manifestations of the same underlying conceptual metaphor LOVE IS A JOURNEY. Therefore, we can see that via many different metaphorical expressions, the conceptual metaphors are well illustrated. Give a brief summary, metaphorical expressions reveal the existence of conceptual metaphors and at the same time make clear explanation of them (Kövecses, 2002: 6).

2.2 Image schemas

An image schema is a recurring and dynamic structure, which establishes patterns of understanding and reasoning within our cognitive processes and it is based on our experience (*Wikipedia* (2010) *Image schemas*). Lakoff (1987: 275) highlights the significance of image

schema as image schemas provide important evidence for the claim that the metaphorical mappings are from concrete domains to abstract domains. In addition, Radden & Dirven (2007: 16, 17) claim that image schemas are basic schematic structures and they are particularly good source domains. Derived from our bodily and spatial experience, image schemas are directly meaningful to us. For example, the MOTION schema comes from our perception of objects moving from one place to another and the experience of our own activities when we move around. Sometimes the MOTION schema is used to describe a state of change, i.e., *The telephone went dead*. (Radden & Dirven, 2007: 16, 17). From the example, we can see that image schemas provide rich sources for the conceptual metaphor. According to our experience, motion is an indispensable part of a journey as travellers always move from the place of departure toward the destination.

2.3 Classifications of conceptual metaphors

According to Kövecses (2002: 29), the metaphors can be classified in the light of the conventionality and function of metaphors. There are conventional metaphors and unconventional metaphors based on the degree of conventionality. On the basis of different functions, conceptual metaphors can be divided into structural metaphors, ontological metaphors and orientational metaphors (Kövecses, 2002:33). But this section will mainly focus on conventional metaphors and structural metaphors because these two are important and useful theoretical backgrounds.

2.3.1 Conventional metaphors

Metaphors are naturally and effortlessly used by English speakers in their daily life. For example, when people talk *We'll just have to go our separate ways*, the conceptual metaphor LOVE IS A JOURNEY is used, however, most people even do not realize that they use the metaphorical expression *go our separate ways* to comprehend the concept of love (Kövecses, 2002: 30). Therefore, we can call this kind of well established and highly conventionalized metaphors conventional metaphors. The conventional conceptual metaphors like ARGUMENT IS WAR, LIFE IS A JOURNEY, IDEAS ARE FOOD, THEORIES ARE BUILDINGS, etc. are widely mentioned to understand abstract domains for communicational purposes.

However, it is often the case that the conventional metaphors are manifested by unconventional metaphorical expressions. Quote an instance from Kövecses (2002:31): *Stop the world. I want to get off.* This sentence derives from the underlying conventional conceptual metaphors LIFE IS A JOURNEY but it is expressed in an unconventional way as the life is metaphorically described like a journey on the bus. Briefly speaking, no matter applied to the conventional metaphoric expressions or unconventional ones, the journey metaphors frequently occur among conventional metaphors.

2.3.2 Structural metaphors

Structural metaphor is one kind of conceptual metaphors classified on the basis of conceptual functions. Lakoff and Johnson (2003: 15) define it as one kind of metaphors that one concept is structured in terms of another in the book *Metaphors. We Live By*. Structural metaphors have something to do with our experience and allow us to use “one highly structured and clearly delineated concept to structure another” (Lakoff & Johnson, 2003:62), just as Lövecses asserts that in structural metaphors, the source domain provides relatively richer knowledge structure to help people understand the concept of the target through mappings (Kövecses, 2002: 33). For example, TIME IS MONEY metaphor is suitable for explaining how the structure of money being mapped onto the notion of time. What follows are some examples to reflect TIME IS MONEY (Lakoff & Johnson, 2003:9):

You're *wasting* my time.

This gadget will *save* your time.

How do you *spend* your time these days?

I've *invested* a lot of time in her.

You need to *budget* your time.

Money is commonly in our everyday experience and it can be saved, wasted, spent and budgeted and so on. Therefore, when we conceive time as money, we can easily comprehend the complex notion of time in terms of money as time has the similarity with money in structure. In this way, structural metaphors help us better understanding the notion of abstract target domains through the structure of the source domains by mapping process. More or less, journey metaphors being employed to economic field are similar to TIME IS MONEY metaphor by reason that journey and economic have something common in structure.

2.4 The character and functions of report headlines

Different kinds of reports about economic, politics, culture, sports and so on are found almost everywhere in modern society. As a kind of information transferring medium, report is a short account of the news or a statement published in a newspaper or broadcast to provide information for public (*The Free Dictionary*, 2010). Headlines, as a unique text appear in the form of a line or coherent lines at the top of reports. As the most prominent part, the headlines are usually typed in large or bold letters to make the pages typographically beautiful. However, the function of report headlines is not only ornament the pages but is to highlight the contents by headlines alone, to help readers quickly find the parts that interest them, and to attract the readers' attention to read the reports further (Bruce, 1972). Simply, Studer believes that headlines have two definitely pragmatic functions. One is to advertise the report and the second one is to introduce or summarize the topic of the report (Studer, 2008: 124). Since the report headlines play an important role, it will particularly study the economic report headlines in this paper.

As the report headlines are only composed of a line or coherent lines, there is limited space for the headlines. Thus, in order to make the headline informative and attractive, metaphors, puns, similes, alliterations or other linguistic features are frequently employed in report headlines (Studer, 2008: 141). Besides, for the purpose of concision and condensation, short forms like contractions and abbreviations (i.e., *plos* for *politicians*, *GOP* for *the Republican Party*) are commonly used in report headlines. In addition, the headlines sometimes do not contain a complete sentence. For example, the headline *Governor to sign bill* is incomplete because it lacks of grammatical predicate. Usually the infinitives are used to stand for future tense in headlines (*Wikipedia* (2010) *Headlines*).

2.5 Previous studies of metaphor in economy

Economy as an abstract field has drawn much attention to many economists and scholars, and so far many studies of metaphors in economy from different angles have been done.

The American economist McCloskey is the pioneer who deep study on metaphors in economic. In his article *Towards a Rhetoric of Economics*, he claims that metaphor is the most important example of economic rhetoric and it is essential to economic thinking even to the most formal kind of economic thinking. McCloskey (1988:23) also says that economics is

indeed adrift in metaphors and they are empirical reality by improving and summarizing Kuttner and Goodman's idea. Another economist Paul Krugman (1995:79) believes that metaphor as "a kind of heuristic modeling technique" plays an important role in conveying ones' economic insights. Thus, based on their studies, we can see that metaphors do play an important role in economic field, but their studies have mainly been done from the rhetorical perspective.

From the 1980s, the studies from cognitive perspective are increasing. For instance, from the cognitive perspective, Gao (2008) makes a study of metaphors in financial reporting from *The Economist* in 2007. She finds there are many metaphors in economic discourses and classifies three different kinds of economic metaphors. By analyzing the working mechanism, she concludes that the concrete terms from our experience in the physical world are used to comprehend the abstract economic concepts and the study of conceptual metaphors can help people cultivate their metaphorical thinking on economic discourses. In other words, we can use concrete and physical terms metaphorically to help unprofessional readers understand the economic discourses.

Some other scholars also make contributions to the cross-cultural study of economic metaphors. For examples, Black and Ennis (2001) carry a study of metaphor between English and Spanish in financial reporting mainly about stock market crash. According to the findings, there are not only many similarities but also differences in frequently used metaphors between two languages. For example, both languages share the same conceptual metaphors such as ECONOMY IS AN ORGANISM, MARKET MOVEMENTS ARE PHYSICAL MOVEMENTS or DISASTERS. Their study serving as an implication can help people who are interested in comparative researchers into metaphors and economics.

Such studies of economic metaphors can provide us an available way to understand the area of economy. However, few studies have been specialized in economic report headlines or only focused on one particular type of metaphor. Therefore, this present study will primarily concern with the specific metaphor, namely, the journey metaphor with the data collected from the economic report headlines.

3. Analysis and Discussion

It is undeniable that journey metaphor has commonly been used in economic report headlines. Journey is a special form of motion that always involves the starting point, the path, the movement and destination, which provides a rich knowledge structure to help people understand the concept of economy. Similarly, the economic activities can be comprehended as a motion of a company, an organization or a country on a path towards a destination. Thus, in this section, based on the structural metaphor ECONOMY IS A JOURNEY, 30 selected examples of economic report headlines from *Business Week* and *The New York Times* online containing the metaphorical expressions of journey metaphors will be classified and analyzed. According to the structure of journey (source domain), the exemplified headlines are classified into six categories of source sub-domains involved in the journey metaphor ranging from departure, path, obstacle, movement, speed to destination and each category includes several relative examples. Furthermore, the interpretation of these economic report headlines will be discussed. A detailed analysis and discussion are presented in the following.

3.1 The sub-domain of departure

With the knowledge of physical experience, when a traveller wants to start a journey, he usually needs to make some preparations and departs from the starting place. Similarly, when the structure of departure is extended to the abstract economic domain, the economic activities are regarded as someone doing preparations for a journey and ready to depart. Put simply, to start an economic activity is to start a journey. According to the report headlines, the source sub-domain of departure is mapped onto the target domain of economy resulting in the specific structural metaphor below.

3.1.1 EMERGENCE OF ECONOMIC ACTIVITIES IS DEPARTURE IN A JOURNEY

It is usually hard to talk about the emergence of an economic activity without metaphors in everyday life, hence such conventional metaphorical linguistic expressions like *starting to do* and *taking the first step to do* deriving from the concept of departure in a journey commonly appear in the economic report headlines. Thus the conceptual metaphor, THE EMERGENCE OF ECONOMY ACTIVITIES IS DEPARTURE IN A JOURNEY, which underlies such metaphorical expressions, can be used to help unprofessional people understand the beginning of economic activities. Two examples of report headlines reflected to this conceptual metaphor are listed in the following:

- (1) South Carolina to Start an Investment Firm for Its Private Equity Bets (*The New York Times*, September 28, 2010)
- (2) PetroChina Takes First Steps to Acquire Scotland's Oil Refinery (*Business Week*, March 07, 2010)

These two headlines are related to the emergence of economic activities. In the first headline, one state of America is going to create an investment firm with the purpose of supervising the private equity holdings. The word *start* in this headline indicates the metaphorical meaning of the emergence of a firm and it highlights the starting point of the firm establishment. From our experience, there is much preparatory work to do before the establishment of the firm, thus to start a firm is like to prepare and then depart for a journey. The headline (2) uses metaphorical expression *take first steps* to describe the beginning of an economic action. PetroChina Company makes the initial move to purchase the oil refinery just as a traveller has the motion of starting from the place of departure according to the MOTION schema. In brief, the conventional metaphorical expressions in these two headlines are used to illustrate the above-mentioned conceptual metaphor and the property of departure in a journey helps people understand the emergence of different economic activities through mappings.

3.2 The sub-domain of path

Based on the real experience of the physical world, we move ahead on the journey after starting from the place of departure and then we have to travel over a path with the purpose of getting close to or reach the destination. When the structure of path is mapped onto the economic domain, it implies that various kinds of measures or policies forming the path are taken by the companies, organizations or countries to pursue the economic goals. The headlines containing the path sub-domains are analyzed in the following.

3.2.1 MEASURES IN ECONOMIC ACTIVITIES ARE PATHS IN A JOURNEY

In order to boost economic development, the senior management of companies, organizations or countries may adopt various kinds of measures or policies, which are designed to deal with economic issues. Usually, a new economic measure or policy is conceived as a new path in a journey or an economic developmental policy is comprehended in terms of a clear or unobstructed path. Therefore, according to the source sub-domain and the target domain, we

can get the structural metaphor MEASURES IN ECONOMY ACTIVITIES ARE PATHS IN A JOURNEY from the journey metaphor. For example,

(3) F.D.I.C. Outlines *Path* to Financial Repair (*The New York Times*, October 13, 2010)

(4) Fed Is Expected to Discuss More *Ways* to Revive Economy (*The New York Times*, September 20, 2010)

(5) Geithner Weak Dollar Seen as U.S. Recovery *Route* (*Business Week*, October 19, 2010)

In the headline (3), F.D.I.C is abbreviated from Federal Deposit Insurance Corporation for the purpose of concision. This corporation generalizes its measures or policies to repair the financial crisis, so *path* here has a metaphorical meaning. Likewise, headline (4) and (5) show the same cases. Headline (4) expresses that the Federal Reserve will make more policies to stimulate the economic development and headline (5) means that undermining the value of dollar is regarded as a measure to help American economic recovery according to U.S. Treasury Secretary. The words *path*, *way* and *route* in the headlines are conventional metaphorical expressions to illustrate the above conventional conceptual metaphor. Therefore, we can understand economic measures or policies in terms of path in a journey domain via mapping.

3.3 The sub-domain of obstacle

According to our physical experience, we know that a journey is full of unpredictability. We move on, but things are not all that good because on the path, we may meet some obstacles or difficulties hindering us from going on moving. In order to arrive at the destination, we need to remove the obstacles or get over the difficulties. When obstacles or difficulties are projected onto the economic domain, they refer to the impediments or problems appearing in the process of economic development. We can examine the related metaphor below.

3.3.1 IMPEDIMENTS IN ECONOMY ACTIVITIES ARE OBSTACLES ON THE PATH

The impediments or problems in the economic activities are conceptualized as the obstacles on the path. No matter in a journey or in the economic domain, they bring negative results. We can understand the economic impediments through such metaphorical expressions as *barriers*, *obstacles*, *burden*, *block* and so on. Look at following headlines.

- (6) Europe and South Korea Agree To Lift Trade Barriers (*Business Week*, September 17, 2010)
- (7) EU Says Debt Burden to Last for Many Years (*Business Week*, March 03, 2010)
- (8) GM s Saab Wins EIB Loan to Clear Last Regulatory Hurdle to Sale (*Business Week*, February 12, 2010)
- (9) China Stocks May Be Hampered If Commodity Price Controls: CLSA (*Business Week*, November 17, 2010)
- (10) In Dispute, China Blocks Rare Earth Exports to Japan (*The New York Times*, September 23, 2010)

In headline (6), the barriers Europe and South Korea agree to remove not refer to the real entities but refer to the adverse economic problems that hinder the order development of trade. In (7), the debt *burden* as a kind of financial obstruction as the word *burden* has a metaphorical meaning similar to obstacle. To some extent, burden is slight different from obstacle in real world as it usually refers to a heavy load that causes pressure, and obstacle is an object that makes things difficult. Generally, burden is a kind of obstacle that also brings negative effects. GM in headline (8) stands for the General Motor Company and EIB for the European Investment Bank in order to make the headline concise. This headline expresses that General Motor Company's sale of Saab remove the last regulatory impediment as the European Investment Bank approves a loan. However, here GM is more like an athlete who runs in a hurdle-race jumping over one hurdle after another from the starting point towards the finishing line. In other words, a traveller meeting an obstacle and surmounting it in a journey is somehow like an athlete in a hurdle-race because based on the MOTION schema, both of them move from the starting point towards the destination and overcome the obstacles on the path.

The words *hamper* and *block* in headline (9) and (10) respectively are metaphorical expressions to prove this conventional conceptual metaphor. These two words indicate the actions of obstructing due to different reasons in economic activities. (9) is an economic report headline about China stock probably encountering an obstacle which may lead to a negative impact under certain circumstance of commodity price being controlled. In headline (10), it expresses that rare earth exports are obstructed as the intervention of Chinese government. These obstructing economic actions are disadvantageous to economic

development. From above examples, the structural metaphor IMPEDIMENTS IN ECONOMY ACTIVITIES ARE OBSTACLES ON THE PATH is manifested by above conventional used metaphorical expressions. Therefore, we can see that the vivid physical concept of obstacles in a journey can help people to comprehend the abstract economic impediments.

3.4 The sub-domain of movement

The movement is always highlighted as journey is a kind of motion. On the way towards the destination, we generally have three manners of movement, that is, movement by land, movement by sea and movement by air. Besides, we may move toward different directions on the motion process. Sometimes we move forward; sometimes backward; sometimes upward and sometimes downward. Usually, moving towards different directions have different results in a journey like that moving forward means getting close to the destination and moving backward is getting far away from the destination. When such property of movement is projected onto the economic activities, it presents us a concrete understanding of abstract economic activities. Therefore, in the following sections, the movement sub-domain will be further classified into several sub-categories for a detailed analysis.

3.4.1 ECONOMIC CHANGES ARE MOVEMENTS BY LAND/SEA/AIR

During a journey, we have the movement by land and basically this kind of movement is accomplished with our legs. For example, we may *go*, *stand*, *run* and sometimes *slide* or *stumble* carelessly. We can also go on a journey by sea, which means that we take a ship. If we have an air journey, we go by plane. These manners of movements can be used metaphorically to describe the changes of economic state in the economic domain. Examples using such a metaphor include:

- (11) Ferragamo CEO Says China Sales *Going Extremely Well* (*Business Week*, June 11, 2010)
- (12) BOE May Step Away From Exit as U.K. Economy *Stumbles* (*Business Week*, October 07, 2010)
- (13) Zijin First-Half Profit *Surges 40% on Bullion Price* (*Business Week*, August 09, 2010)
- (14) *Sail* to Sell 5% Stake, Seeks Bankers to Manage Sale by Aug 23 (*Business Week*, August 01, 2010)

- (15) U.K. Stocks Decline as FTSE 100 Sinks to Lowest Since February (*Business Week*, May 05, 2010)
- (16) Unemployment Probably Hovered Near 10%: U.S. Economy Preview (*Business Week*, October 31, 2010)

Headline (11) and (12) are related to movement by land. In the headline (11), the phrase *go extremely well* indicates the metaphorical meaning. The chief executive officer of Ferragamo indicates that their shoes sell very well in China so it describes an advantageous economic state. This metaphor is so conventional and commonplace that we use it effortlessly even without noticing that it is a metaphor, however it is still an example of journey metaphor with constant use in our daily life. We can easily understand what headline (12) passes on to us is that Britain's economy falls into recession due to some economic impediments. The word *stumble* describes an unfavourable situation where a traveller goes on moving but in an unguarded moment, he trips and almost falls. This metaphorical expression is connected to the obstacle source sub-domain as the traveller's stumble may be caused by the obstacles on the path. The reason to classify it into this sub-domain is that stumble is a kind of movement by land accomplished by traveller's legs and it stresses the change of economic state. This is a conventional metaphor but it is manifested in an unconventional way as economic recession is seldom described as a traveller's careless stumble.

The conventional metaphorical expressions, such as *surge* in headline (13), *sail* in headline (14) and *sink* in headlines (15), which are all related to movement by sea are used to explain the economic changes. In headline (13), the metaphorical expression *surge* describes a positive economic state change as it illustrates that the first-half profit of Zijin Mining Group Co. increases sharply like a ship powerfully moving forward suddenly and quickly on the sea. Headline (14) shows that one company begins to sell 5 percent stake as a ship start to sail. The metaphorical expression *sail* here has the similar meaning of departing which are connected to the source sub-domain of departure. But it is categorized into this sub-domain because it emphasizes the movement by sea. Thus, there are overlaps between different sub-domains. *Sink* is the metaphorical expression in headline (15) and it means that the ship is in a motion from the surface down to the bottom of sea. When it is mapped onto the economic domain, it vividly indicates that the FTSE 100 index moves down to the lowest level like ship sinking to the sea bottom and it usually conveys a negative influence of the economic activities.

The metaphorical expression *hover* in headline (16) is connected to the movement by air and here it is used to describe the unchanged state of the jobless rate in the U.S. as it remains the same in 10 percent just as a plane stay in the same position in the air without moving forwards or backwards.

Via the rich features of movements on a land/sea/air journey, we can understand the abstract changes of economic state and thus the conceptual metaphor can be briefly expressed in terms of the metaphor ECONOMIC CHANGES ARE MOVEMENTS BY LAND/SEA/AIR. Besides, we can also find that some examples can also be classified into the above-mentioned sub-domains such as departure (i.e., headline (14)) and obstacle (i.e., headline (12)).

3.4.2 ECONOMIC PROGRESS IS FORWARD MOVEMENT

When forward movement is mapped onto the economic domain, it implies the economy gets certain progresses or achievements. The forward direction of the economy suggests a positive result of economic development. Headline (17) will be analyzed to illustrate this idea.

(17) Hong Kong Exchanges First-Quarter Profit Advances 35% (*Business Week*, May 12, 2010)

The above example conveys the message of the increasing margin of Hong Kong Exchanges' first-quarter profit. The metaphorical expression *advance* is utilized to make the headline easy understood as the target domain, the economic progress, is comprehended like a traveller moves forward and nicely get closer to the destination.

3.4.3 ECONOMIC DEPRESSION IS BACKWARD MOVEMENT

In a journey, a traveller moves backward indicates that he is getting far away from the destination. Likewise, moving backward means the economic development is receding. The following metaphorical expressions *recession* and *go back* give manifestations of the conventional metaphor ECONOMIC DEPRESSION IS BACKWARD MOVEMENT.

(18) Recession May Be Over, but Joblessness Remains (*The New York Times*, September 21, 2010)

(19) Oil to Go Back to \$80-85 a Barrel by End of Year, Khelil Says (*Business Week*, May 10,

2010)

In headline (18), we find that there is economic depression via the word *recession* as it indicates a backward movement in the process of economic development. Headline (19) conveys the information that the oil price falls back to \$80-85 after the rise. This conceptual metaphor makes the retrogression in economic activities concretely understood as both these two headlines are correlated to human physical experience of the backward movement in a journey.

3.4.4 ECONOMIC PROGRESS IS UPWARD MOVEMENT

Based on our experience, we need go upward when we travel somewhere high. In the economic domain, we usually associate the economic progress with upward movement because upward state is related to the positive influence. One headline can be used to analyze the relationship between the economic progress and the upward movement.

(20) Sales Rise 23% at Dow, Easing Loss in Earnings (*The New York Times*, October 29, 2010)

In this headline, Dow refers to Dow Chemical Company and the target domain, the economic progress here refers to 23% increasing sales. In other word, the sales of Dow Chemical Company goes upward. Through the metaphorical expression *rise*, Dow's increasing sales as the target domain is understood in terms of the physical experience of travelling upward in a journey.

3.4.5 ECONOMIC DEPRESSION IS DOWNWARD MOVEMENT

In human spatial orientation, we may also travel downward when some places are lower than the standing places. When the downward movement is mapped onto the economic domain, it usually refers to economic depression. Examples can be found in the following headlines:

(21) Kimberly-Clark's Profit Declined 19% in Quarter (*The New York Times*, October 27, 2010)

(22) Zhejiang Wanfeng s 2010 Europe Sales May Fall 40% on EU Tariff (*Business Week*, May 11.2010)

The word *decline* and *fall* in the above two Headlines are metaphorical expressions to prove this conceptual metaphor. Headline (21) expresses the information as the profit of Kimberly-Clark Company reduced because the profit gets less than other quarters. Headline (22) describes a negative situation as it conveys a message that the Wanfeng Company's sales decreases due to the tariff. The reducing profit and sales indicates that the economic development is going downward like a traveller moving downward. Through this conventional metaphor, it makes the economic depression vivid to understand.

3.5 The sub-source domain of speed

When we move along the path towards the destination, the speed is the condition which should be taken into consideration. We may keep the same speed or speed up when we are in good condition. On the contrary, if we are tired or uncomfortable, we may slow down or stop on the journey. When such property is mapped onto the economic domain, the speed of economic development is regarded as the speed of movement in a journey. The following are some examples about the speed of economic development.

3.5.1 THE SPEED OF ECONOMIC DEVELOPMENT IS THE SPEED OF MOVEMENT IN A JOURNEY

Via mappings, the speed of movement projected onto the economic domain reflects three situations. One is that the economy develops fast, the other one is that the economy develops slowly and the last one is that economy development falls into stagnation. Thus there are three sub-categories of this conceptual metaphor. The first one is THE FAST ECONOMIC DEVELOPMENT IS THE FAST MOVEMENT. For example,

(23) Philippine Growth Accelerates to Fastest in a Year (*Business Week*, January 27, 2010)

(24) Chile's Economy Grew Faster Than Expected in November (*Business Week*, January 05, 2010)

In headline (23), Philippine economic growth speed up to the fastest pace just like a traveller in a good condition quickens his pace in a journey. Headline (24) expresses the similar situation. The phrase *grew faster* is the metaphorical expression in this example and it conveys that the economy of Chile speeds up than expected in a healthy economic environment. Both the metaphorical expressions, *accelerates to Fastest* and *grew faster* are

conventional used to describe the fast economic development. The fast development of economy is an advantageous condition for achieving the economic destinations. Whereas, while in an unhealthy situation, the economic development will be slow just as a traveller feels uncomfortable or tired and thus slows down the journey. Therefore, THE SLOW ECONOMIC DEVELOPMENT IS THE SLOW MOVEMENT is the other structural metaphor. Headline (25) is an example.

(25) O.E.C.D. Sees Global Recovery *Slowing* (*The New York Times*, November 18, 2010)

In this headline, O.E.C.D. stands for the Organization for Economic Cooperation and Development for the purpose of making the headline short. The metaphorical expression *slowing* demonstrates that on the movement to global economic recovery, the pace slows down. This is a conventional metaphor commonly used in describing the slow economic development. In this situation, the slow speed will lead to adverse effect on economic development. What is worse, the economic development will stagnate just as a traveller feels extremely uncomfortable and stops the journey. Therefore, the last conceptual metaphor is THE STAGNANT ECONOMIC DEVELOPMENT IS THE STOPPING MOVEMENT. The following headline will illustrate this metaphor.

(26) Europe's Economy *Stagnated* in Fourth Quarter on Investment Drop (*Business Week*, April 07, 2010)

In this report headline, European economic development falls into a standstill in the fourth quarter due to the investment reducing. The metaphorical expression *stagnated* indicates that European economic is not moving just as a traveller stops the journey and stays in one place. However, here the European economic is more like the water that stops flowing based on the MOTION schema. But no matter the halt of a journey or the stagnant water, they both show the stopping state of the movement. To sum up briefly, the more concrete concept of physical speed of movement facilitates the understanding of the more abstract economic development speed by mappings.

3.6 The sub-domain of destination

It is obvious that journeys are goal-oriented. We start a journey and move along the path only for the purpose of getting to the planned destination. The same case with the economic domain, economic activities are also goal-oriented but the primarily goal is to make the maximization of profits. Therefore, achieving economic goals in economic activities can be conceptualized by the concept of reaching the destination in a journey.

3.6.1 GOALS OF ECONOMIC ACTIVITIES ARE THE DESTINATIONS

The destination of a journey is projected onto the goals of the economic activities, which can be expressed in terms of the conceptual metaphor GOALS OF ECONOMIC ACTIVITIES ARE THE DESTINATIONS. Usually, it is the economic goal that motivates the companies, governments or organizations to strive for the economic development. Such examples include:

- (27) Fed Weighed Setting Rate *Target* for Some Bonds (*The New York Times*, November 24, 2010)
- (28) China Recognises Malaysia as Approved Investment *Destination* (Business Week, June 23, 2010)
- (29) Whitacre Profit *Goal* in Reach After \$1 Billion Cash Generation (Business Week, April 08, 2010)
- (30) Gonzalez-Paramo Says Price Stability Remains ECB Main *Objective* (Business Week, February 19, 2010)

In the above headlines, these commonly used metaphorical expressions such as *target*, *destination*, *goal* and *objective* are all related to the goals of particular economic activities. Through mappings, we clearly understand this metaphor by the corresponding metaphorical expressions. In headline (27), the target of the interest rates that the Federal Reserve wants to set is the economic goal that the Federal Reserve wants to get. The investing goal is regarded as the destination in a journey in headline (28). Headline (29) clearly shows that the primary purpose of economic activities is for economic profits. Earning money is the goal of Whitacre, the chairman of General Motors Company and it is like the destination in a journey he wants to reach. *Objective* in headline (30) means purpose or goal and it helps readers to get the information that the most important goal of the European Central Bank (ECB) is to keep the

price stable. In general, the meanings of the above metaphorical expressions are similar to the original meaning of words. Therefore, the property of destination help readers comprehend the message in the above headlines through vivid mappings from the more concrete concept of destination to the more abstract economic concepts.

4. Summary and conclusion

Journey metaphor is a widely used metaphor in conceptualizing the economic phenomena or activities. This study is to investigate the journey metaphors applied in the economic report headlines from the perspective of cognitive linguistics. The data (economic report headlines), collected from *Business Week* and *The New York Times* online, is classified and elaborated in this essay.

The economic report headlines are classified based on six categories of source sub-domains of journey (source domain), that is, departure, path, obstacle, movement, speed and destination. Each category has corresponding subcategories combined with the relative examples of economic report headlines. By analyzing and interpreting, we find that these categories are naturally and systematically linked to our physical experience of journey for the reason that the properties (i.e., the above mentioned source sub-domains) of journey are naturally mapped on the economic domain. Combined with the exemplified economic report headlines, we find that the emergence of economic activities is metaphorically conceptualized as departure in a journey; economic measures are paths in a journey; economic impediments are obstacles on the way; economic changes/progress/depression are movements; economic developmental speed is conceived as the speed of movement on the journey and economic goals are destinations. Thus from the analysis and discussion, we can generally regard the economy activities as a journey along a path toward a destination and some aspects as obstacles, movements and speed in a journey need to be considered as well. All in all, the conceptual metaphor ECONOMY IS A JOURNEY is well manifested by the relevant metaphorical expressions in the given examples in this study.

Economic report headlines contain many journey metaphors and from above analysis and discussion, we know that the concrete human physical concepts can be made use of understanding the abstract concepts. Thus, the economy, as an abstract field, can be understood by many other conceptual metaphors which need further studies.

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