

Review Article

METAPHOR IN PERSIAN BUSINESS MANAGEMENT DICTIONARY FROM COGNITIVE LINGUISTICS VIEW

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Abstract

Metaphor was only considered in literary language in the past, but nowadays it is considered to have vast usage in every day discourse such as: conversation, fiction, news texts and so on. In this research it is regarded from Lakoff and Johnson's cognitive view. This research was done because of the importance of metaphor in better understanding of language and thought in (business) texts and speeches. Metaphors can motivate and inhibit people as well. For this reason Persian Business Management Dictionary was chosen as a corpus. All the terms were inspected one by one (without any Sampling) for the presence of metaphors. In research method, first, metaphors in the corpus were discovered by MIP and MIPVU which is a more comprehensive and revised version. Also the Contemporary General Persian Dictionary was used for the basic meaning. Next, the founded metaphors were compared to Lakoff and Johnson's schemata and finally, their frequency was investigated by simple statistical method. Research findings showed that metaphors were found in this dictionary. These metaphors are based on Lakoff and Johnson's Schemata. Schemata are path/movement, nature, bodily and medicine, size and weight, letters, relational / marriage, war and games, containment, up and down, force, religion, metals, numbers and colors. There are metaphors that are not included in any schemata. The most frequent of schemata belongs to war and game, nature and path / movement respectively. The least frequent of schemata belongs to religion, numbers and metals respectively. From the universal or cultural point of view: most of the metaphors are universal like war and Some of them are cultural such as Machiavelli's management.

Key words: metaphor, cognitive linguistics, image schemata (domains), conceptual metaphor, mapping, metaphor identification procedure (MIP), metaphor meaning.

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INTRODUCTION

Metaphor was considered a beautiful device to express purpose and rhetorical from ancient and it was known as a way to create poetical imagination, so it was considered as a concept of literary.

Just as Ortony (1979) has said: 'every serious research about metaphor starts with Aristotle works.'

There was Classical Approach about metaphor in the past and metaphor was considered only for literary language, but Romantic Approach was established from eighteenth century and believed that: 'there is metaphor in the other aspects of language in addition to literary language'. Cognitive model considered the usage of metaphor in everyday language.

The Contemporary view about metaphor ie: Conceptual Metaphor Theory (CMT) is Lakoff and Johnson's cognitive view that it was announced by their work "Metaphors We Live By." They believed that: 'metaphor is in our everyday life, and we perceive and conceptualize things according to our experiences about world. We express and understand subjective concepts via objective concepts and connect subjective and objective concepts together through mapping.'

The goals of research are investigating metaphor in Persian business dictionary. And answer to research questions.

Research Questions:

- 1) How metaphors can be found in (business) texts?
- 2) Are image schemata in this text in harmonious with Lakoff and Johnson's schemata?
- 3) Is frequency of these schemata different?
- 4) Are metaphors universal or cultural?

Hypothesis:

- 1) Via MIP, we can find metaphors in (business) texts.
- 2) Schemata in this text are in harmonious with Lakoff and Johnson's domains (schemata).

3) Some of these schemata appear more and some of them less.

4) Most of the metaphors are universal and some of them are cultural.

THEORETICAL CONSIDERATIONS:

Aristotle (400 years B.C) was one of the first persons that investigated and studied metaphor in literature that it was classical approach to metaphor. He believed that metaphor implies an intuitive perception of the similarity in dissimilars. Cisson and Quintillion also studied metaphor.

From traditional studies view about metaphor, we can refer to work of Foraa (died in 207 Lunar). He discussed about Quran literary arts in his book "Meanings of Quran". This book is the first in hand research about metaphor. Jahez (died in 225 Lunar) followed idea of Foraa and presented a definition about metaphor. The other scientists are: Qodame Ben Jafar (died in 337 Lunar), Rammani (died in 386 Lunar), ABohelal (died in 395 Lunar) and ABdelah Moataz (died in 396 Lunar) that they presented definitions for metaphor. Maybe the best definition about metaphor is related to Jorjani (died in 474 Lunar) that in his book "Asrar al BlaQa" had a very comprehensive definition about metaphor.

Romantic Approach to metaphor was established in 18th and 19th century. In this approach, metaphor wasn't limited just to literary language. It means that it is necessary for language and thought to express things by metaphor, so there is not any distinction between literary and everyday language.

Breal (1897) in his book "Essai de Semantique" considered metaphor as a language subject.

According to Reimer and camp (2006): after the publication of Max Black's article (1962) and "Interaction theory", analytic philosophers paid great attention to metaphor for it's cognitive content.

Many scientific articles were published about metaphor by language philosophers, literary theorists, sciences theorists, linguistics, psychologists and cognitive scientists in 1970s and 1980s.

For the first time Black (1962) and Sadock (1974) posed dead and alive metaphors.

Lakoff and Johnson (1980) posed new approach to metaphor in their book "Metaphors We Live By". They believed that : 'humans mind and their conceptual system has metaphorical nature, and because of inavailable mind you should investigate language to find this system.

Borden (1982) studied cultural subject of metaphor and after him kuroda and Suzuki studied this aspect of metaphor.

Elgin (2000) studied metaphor in business and it's cultural dimension. He studied orientals and occidentals cultural metaphor in business and its cultural dimension as well as orientals and occidentals cultural metaphor in relation to cultural differencies.

Aljumah (2007) has a comparison between metaphor in Arabic and English business texts in his PhD. dissertation. Anna kaal (2012) studied metaphor in conversation in her PhD. dissertation. Aletta Dorst (2011) studied metaphor in fiction in PhD. dissertation. Iranian scientists also studied metaphor and they include:

Homaei presented a definition about metaphor in his book "Rhetoric and Literary Arts" (1998). Shafeei kadkani (1996) studied metaphor. Shamisa studied metonymy and also it's important dimension "metaphor".

Safavi (2011) allocated some chapters to metaphor in his book "Introduction to Semantics". Cambozia, Golfam, Afrashi, Aqagolzadeh and Fayazi (2007) studied metaphor and multi meaning of sensory-verbs. Davari and Ayar Dolabi (2010) studied metaphor in political news texts (nuclear power).

THEORETICAL FRAMEWORK

The frame work of this research is Lakoff and Johnson's cognitive view. They believe that there is metaphor in our everyday life and everyday language. There is an intraction between cognitive linguistics and various scientific fields such as: psychology, neurology, artificial intelligence, philosophy and literary criticism.

Cognitive linguistics is an approach that studies language based on our experiences from the world. In other words it is the study of conceptualized patterns.

Lakoff and Johnson (1980, 1999) realized that abstract concepts are organized based on objective concepts in human mind. It means that we understand and express subjective concepts based on objective concepts.

Cognitive linguistics is related to "categorizing" in human mind and to Gestalt psychology (Ivans and Green, 2006). For example we use objective domain such as "Friendship" to understand and express subjective domains like "physical distance." For example "Ashkan and Sirous have close friendship." It is based on one of the Girartz principle (2006) that states: language meaning is "encyclopedic" and it is not independent from the other cognitive domains.

Mankind interacts with the world, so he can't consider the meaning as an independent and separated domain from the world. Another principle of Girartz declares that: 'language meaning is based on experience.

Lakoff and Johnson insist on this point that: 'metaphor is not only a language way to express thought, but also is a way to think about things.

Conceptual Metaphor Theory (CMT) was posed by Lakoff and Johnson for the first time in their book. They believed that: 'metaphor is not only special to literary language, but mind

itself has metaphor nature, so they called it conceptual metaphor in comparision to language metaphor.

In this theory, conceptual structure takes it's form based on mapping between cognitive domains. Mapping means: comparing between features of two cognitive domains that are approached by metaphor. For example they posed "Time Is Money" that is a conceptual metaphor and insisted on this point that in fact we have this metaphor in our mind, It means that time is valuable in our mind and we express l by moneyt. Another example is "You are wasting my time". In other words metaphor is organized by mapping from source domain to target domain.

In above example "Time" is an abstract domain and we call it target domain, so we use objective domains like "Money" to understand and express it better and we use mapping between these two domains.

For these mapping we have to consider Johnson's image schemata (1987) that insisted on experiences of human, human,s body role and interaction of the body with real world.

Johnson believed that these schemata show our experiences in cognition and it's name is "Embodied Cognition". These Schemata are such as: containment, force, path, up and down, animals, plants, food and so on.

In this research the goal is determining metaphors and cognitive principles in business language. Furthermore it is said that: 'metaphors are inhibitor and stimulant, so they can help business progress of our community.

METHODOLOGY

This research is a qualitative research. Persian Business Management Dictionary (Moridi, 2002), that is one of the publication of Industrial Management Organization, was chosen and investigated from metaphor point of view. All the terms in this book as corpus investigated one by one without any sampling. Metaphor Identification Procedure (MIP) that is the work of PRAGGLEJAZ group: initials of first name of ten scientists(2007) and the revised and more comprehensive version of it: MIPVU (2010) were chosen to find metaphors in this dictionary.

First, we have to find "contextual meaning of lexical unit" that is the meaning of lexical unit in it's context and situation. It is possible that it would be in dictionary or it would be new and in this case it will not be found in dictionary.

Next, we have to find "basic meaning of lexical unit" and it is the meaning that is more objective and always must be found in contemporary dictionary, So Sadri Afshar Persian Contemporary Dictionary (2009) was used.

Finally, we will reach to metaphor meaning and it is the meaning that is based on distinction and contrast between contextual and basic meaning. If they are enough distinct and in contrast, so lexical unit can be used metaphorically.

For example, the usage of MIP is shown for three words or phrases. "Tick"

Textual Meaning: obtrusive (there is not in contemporary dictionary).

Basic Meaning: Any of various small insects that suck blood (from contemporary dictionary).

Are they distinct enough and in contrast? Yes, Contextual and basic meaning are distinct and in contrast.

Metaphor Meaning: " Tick " can be used metaphorically.

"Dragon fly"

Textual Meaning: An insect with a long thin body and two pairs of transparent wings. (from contemporary dictionary).

Basic Meaning: An insect with a long thin body and two pairs of transparent wings (from contemporary dictionary).

Are they distinct enough and in contrast? No, contextual and basic meaning are not distinct and in contrast. They are alike.

Metaphor Meaning: "Dragonfly" Cannot be used metaphorically.

"Black Economy"

Textual Meaning:An economy that is in a bad situation (there is not in contemporary dictionary).

Basic Meaning:Black is a color and economy is the study of money, currency and trade, and the efficient use of resources (from contemporary dictionary).

Are they distinct enough and in contrast? Yes, contextual and basic meanings are distinct and in contrast.

Metaphor Meaning: "Black Economy" can be used metaphorically.

After determining and finding metaphors in corpus, image schemata were investigated and determined. Then schemata were compared to Lakoff and Johnson's schemata, and finally frequency of them was investigated.

DATA ANALYSIS AND RESEARCH FINDINGS

Research findings showed that:

Metaphors were found in this dictionary.

Schemata and their metaphors in this book are:

War and Game:

Back Wash Effect, Competitive Strategy, Business Game, Organizational Conflict, Galloping Inflation, Tariff War, Price War, Industrial Dispute, Free Competition, Unfair Competition, Capital Flight, Competitive Price, Predatory Pricing, Penetrating Pricing, Advance Factory, Hot Money, Company Takeover.

Nature

Mono / Di / Triadic Product Test, Black Economy, Bargaining Creep, Black Market, Cobweb Chart, Green product, Decision Tree, Brainstorming, Depletion, Organizational Tree.

Path / Movement

Rate Variance, Gob Mobility, Bargaining Creep, Capital Movement, Convenience Goods, Stock Turnover, Capital Turnover, Cash Flow, Organizational Goal, Bottom-Up Approach, Bottom-Up Management.

Containment

Depth Interview, Accumulating Shares, Credit Squeeze, Macro Economics, Micro Economics, Tall Organization, Skimming Pricing.

Bodily and Medicine

Organizational Pathology, Sensitive Market, Unstable Market, Flexible Budget, Chronic Unemployment, Dead Time, Organic Organization.

Force

Open Economy, Closed Economy, Hard Money (Hard Currency), Open (Door) Policy, Strong Market.

Up and Down

Accumulating Shares, Credit Squeeze, Skimming Pricing, Bottom - Up Approach, Bottom - Up Management.

Relational / Marriage

Companies Merging (Amalgamation), Price Ring, Capital Mix (Capitalization), Product Mix, Parent Company

Size & Weight

Macro Economics, Micro Economics, Heavy Industry.

Letters

Theory - X, Theory - Y, Theory - Z, ABC Analysis, ABC Method

Metals

Golden Rule

Numbers

Eighty - Twenty Rule

Religion

Business Ethics, Tax Heaven

Colors

Black Economy, Black Market, Green Product

Metaphors that are not included in any schemata:

Price Discrimination, Organizational Behaviour, Artificial (Legal) Person, Organizational Culture, Premium (Prestige) Pricing, Machiavellian Management

Metaphors that are cultural and enter into business dictionary via borrowing:

Machiavellian Manager, Eighty-Twenty Rule, Product Strategy, Competitive strategy, Theory - X, Theory - Y, Theory - Z, ABC Analysis, ABC Method.

DISCUSSION AND RESULTS

Research findings showed that: These metaphors are based on Lakoff and Johnson's Schemata, and they were found by MIP and MIPVU methods.

Schemata are Path / Movement, Nature, Bodily and Medicine, Size and Weight, Letters, Relational / Marriage, War and Games, Containment, Up and Down, Force, Religion, Metals, Numbers and colors.

There are metaphors that are not included in any Schemata Such as: Machiavellian Management and Organizational Culture.

From schemata frequency point of view, the most frequency is belong to War and Game (17), Nature (12), Path / Movement (11), Containment(7), Bodily and Medicine (7), Relational / Marriage(5), Force(5), Up and Down(5), Letters (5), Colors(3), Size and Weight (3) and Religion (2). The least frequency is belonging to Numbers (1) and Metals (1).

From being universal or cultural view, most of the metaphors are universal such as War, because most of the human experiences are common, and some of the metaphors are cultural such as Machiavelli Manager. Machiavelli was a person who believed that: 'if you want to reach to your goal, you can do everything even bad things.

The main limitation of this research was shortcoming of various Persian Business Dictionaries.

SUGGESTIONS

In relation to being universal or cultural metaphors, we can work in this area.

It is recommended to work in the other fields other than business texts.

There are not many works about metaphors in nonverbal forms such as art and sign language, so it is recommended to work in this field.

Finally, because metaphors can motivate or inhibit people, it is recommended to work in this area.

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