



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

*Veronika Koller*

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**Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study** Veronika Koller  
'Corporate marriages', 'hostile takeovers' and 'the race for market domination' - this book looks at the metaphors used in business magazines and discusses their impact on readers' cognition and business as a social practice. Koller gives particular attention to the gendered nature of such metaphors and what they could ultimately mean for women in business. In doing so, the book uses a corpus of authentic data. Quantitative analysis of a large collection of articles and qualitative investigations into a number of sample texts present the reader with the cognitive and discursive underpinnings of business magazine texts. Koller's theoretical approach reconciles cognitive linguistics with critical approaches to language and discourse, and thus combines two important and much debated areas into an integrated research agenda. Of interest to students, researchers and practitioners of media discourse.

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