

Regina Göke (WU Vienna)

France - the new sick man of Europe. Metaphors and metonymies in media discourse about the economic crisis

regina.goeke@wu.ac.at

The causes of the recent financial and economic crisis are multiple and complex. Neither political leaders nor economists seem to be able to interpret and deal with the current situation appropriately. Not a few experts consider it to be a profound systemic crisis of capitalism. The existing socio-economic problems and a perceived political lack of power threaten and affect people's way of life.

Due to its social dimension the crisis has had extensive media coverage for several years already. Hence, journalistic texts about the crisis represent an interesting field to investigate how media try to explain the complex socio-economic developments. One characteristic of these texts is that they often contain a considerable number of metaphors and metonymies.

The presented study is based on a corpus of articles published in the French economic magazine *Expansion* in the years 2011-2014. A first research objective was to detect the main metaphorical and metonymic patterns used within the context of the crisis. Second, the investigation aimed at identifying possible correlations between recurring metaphorical patterns and certain phases of the crisis. Third, it took a closer look at constructions in which metaphors and metonymies co-occur in order to describe the semantic-pragmatic effects they produce.

Regina Göke joined the WU in 1996 and is working as an assistant professor at the Department of Foreign-Language Business Communication (Institute for Romance Languages). She studied French, English and Business Administration at the University of Bielefeld (Germany) and gained her doctorate at the University of Vienna in 2000. Her main research interests span across terminological studies on French marketing language and corpus-based semantics and pragmatics. In addition to her post-doctoral research on metonymic extensions to nouns in Spanish, she is recently working on metaphors in French business language.