

A Corpus-Based Study of Conceptual Metaphors in Egyptian Economic News Headlines

Dr. Reham Khalifa

Faculty of Arts, Damietta University

Abstract

A conceptual metaphor is considered a vehicle of recognizing the world. The present research seeks to shed light on the important role and implications of conceptual metaphors in business and economic texts. It aims to analyze the conceptual metaphors found in the Egyptian economic news headlines. So, this research is an attempt to identify, classify and quantify kinds of metaphors adopted in the Egyptian economic news headlines. To achieve this purpose, a 100,000-word corpus was built by collecting economic news headlines from three of the most popular Egyptian e-journals. The results indicate that there are different kinds of metaphors used in the Egyptian journalistic reports dealing with business and economy such as ECONOMY IS HUMAN, ECONOMY IS A BUILDING, ECONOMY IS A JOURNEY, ECONOMY IS A WAR, ECONOMY IS A GAME, ECONOMY IS WEATHER and ECONOMY IS UP AND DOWN. Some of the metaphors are used more frequently than others.

Key words: *Conceptual Metaphor, Economic News Headlines, Linguistic Expression*

Introduction

The study of conceptual metaphors receives a growing interest in the field of linguistics (Gong, Huang & Ahrens, 2008). The word "metaphor" goes back to the Greek "metaphora" which means "to transfer" or "to carry over" (Alhasnawy, 2007). In his book, "Poetics", Aristotle defines metaphor as "giving the thing the name that belongs to something else" (Zhang & Hu, 2009). Against the traditional trends which classify the metaphor as a device of figurative language and rhetorical flourish, Lakoff and Johnson (2003) define metaphor as a conceptual phenomenon related to people's thinking and behavior. They observe that human language is hardly metaphor free because people express abstract ideas using words from more concrete concepts. In other words,

conceptual metaphors help people "map" concepts from a concrete source domain to a more abstract target domain. Therefore, "conceptual mapping" is described as a "cognitive mechanism" in which features of the target domain are projected onto the source domain to "fit" the ways human bodies have been coupled to the environment (Lakoff & Johnson, 1999 & Zhang & Hu, 2009). Metaphors carry out not only the mapping function, but also the function of reasoning about concepts from the source domain (Lakoff, 1993 & Shutova, 2015). Clark (1998) explains that conceptual metaphor is an adept solution offered unconsciously and automatically by the human brain to correlate between the abstract and sensorimotor domains. The use of conceptual metaphor helps people form focus information by comprehending one aspect of the concept in terms of another. Consequently, some aspects that are inconsistent with that metaphor will be hidden (Lakoff & Johnson, 1980-a).

Youwen (2014) discriminates between a "metaphor" and a "metaphoric expression". Metaphor is related to thought, whereas a metaphoric expression is the linguistic expression that can be comprehended through the metaphor (e.g., "LOVE IS A JOURNEY" is a metaphor which can be expressed through the metaphoric expressions: "look how far we have come", "we're spinning our wheels" and "the marriage is on the rock").

There are different classifications of metaphors. According to source domain, Lakoff and Johnson (1980-b) classify conceptual metaphors into structural, ontological and orientational metaphors. Structural metaphors enable people comprehend and explain abstract concepts in terms of well-structured concepts (e.g., the metaphor "TIME IS MONEY" entails time as a valuable commodity and as a limited resource). In ontological metaphors, people comprehend events, activities or something abstract as entities or concrete substances (e.g., "EMOTION Is A CONTAINER"). Orientational metaphors have to do with basic human spatial orientations such as up-down, in-out, front-back, on-off, deep-shallow, etc. (e.g., "HEALTH IS UP" and "ILLNESS IS DOWN").

According to content, Grady (1997) classifies conceptual metaphors into primary and complex metaphors. Primary metaphors refer to the basic relationship between abstract concepts and concrete experiences such as "a warm smile" and "a close friend". Primary metaphors can be combined to larger structures that are called complex metaphors (e.g., a purposeful life is a journey").

As economy is getting closely related to people's everyday life, economic news headlines, eyes of news report, play a significant role in summarizing the news reports. News headlines help readers to be acquainted with the main points of the news. Thus, the gist of economic news headlines embodies rhetorical devices, such as conceptual metaphors, that help people project their human experiences to the economic concepts. Metaphors can be efficiently received and perceived by the readers. They would serve the purpose of acquainting people with a good supply of events happening every day. Economic conceptual metaphors show the dynamic economic processes of exchange, circulation and interested negotiations (Bracker, 2005). Hence, the role of economic reporters is either to describe events or to evaluate and predict the economic processes. Conceptual metaphors are used to attract the readers' attention or to persuade them about the validity of the evaluation and prediction (Cardini, 2014).

The problem of the research

Egyptian economic journalists employ conceptual metaphors in their reports to attract the attention of the readers. Identifying and analyzing conceptual metaphors used in the headlines of the economic reports related to every citizen's daily life is necessary to capture the message behind the report. However, conceptual metaphors used in the Egyptian economic reports have not been studied yet. The present research seeks to bridge the gap by providing valuable insights into the important role and implications of conceptual metaphors in the Egyptian business and economic reports.

Objective of the Research

The purpose of the present research is to analyze the metaphorical expressions found in the Egyptian journalistic reports dealing with business and economy. Specifically, this research attempts to identify, classify and quantify kinds of metaphorical expressions adopted in the Egyptian economic news headlines.

Research Questions

The present research attempts to answer the following questions:

1. Do the Egyptian news headlines employ metaphors?

2. What are the types of metaphors employed in the Egyptian news headlines?
3. What are the most common types of metaphors in the Egyptian news headlines?
4. Is there a relationship between the conceptual metaphors used in the Egyptian economic texts and the conceptual metaphors used in other contexts (e.g., British, American, Chinese and Slovene)?

Method

To answer the previous questions, a qualitative and quantitative analysis of a 100,000-word corpus is conducted. The corpus is built by collecting news headlines from Egyptian e-journals such as "Al-Ahram Aliqitsady الاقتصادي", "AlYom AlSabia اليوم السابع", and "AlBorsa البورصة" in the period from 1/1/2016 to 30/9/2017. These three e-journals are of the most read economic journals in Egypt according to Forbes-Middle East report in 2011 (AlArabiya, 2011). "Al-Ahram Aliqitsady الاقتصادي" and "AlBorsa البورصة" are specialized in economic news. "AlYom AlSabia اليوم السابع" provides rich contemporary economic discourses and the latest material.

The metaphors are identified by using Group's (2007) MIP (Metaphor identification procedure). MIP requires careful reading of the entire text to establish a general understanding of the meaning of each lexical item in order to find out how this lexical item applies to an entity, relation or attribute. If the contextual meaning of the lexical item contrasts with its basic meaning used in other texts, this lexical item is identified as a conceptual metaphor (Group, 2007).

Based on Lakoff's (1993) contemporary theory of metaphor, many metaphorical expressions taken from Egyptian economic news headlines are identified, classified into categories and analyzed qualitatively.

To find out the most frequently used metaphorical expressions in the Egyptian economic news headlines, a quantitative analysis of the corpus is conducted.

Analysis

1. Qualitative analysis

By analyzing the Corpus of the Egyptian Economic News Headlines (CEENH) qualitatively, different types of metaphors are identified. According to the classification of Grady (1997), primary and complex metaphors are detected. For example, the primary metaphor "ECONOMY IS A HUMAN" is expressed through the following metaphoric expression:

شركة عقارات تضخ استثمارات جديدة بقيمة ٣٠٠ مليون جنيه (الأهرام الاقتصادي، ٢٠١٧/٦/١١)

A real estate company pumps new investments with a value of 300 million Egyptian pounds.

As the heart pumps blood in order to keep the human body alive, the "real estate company" pumps new investments that refresh the Egyptian economy and keeps it strong.

Also, a number of complex metaphors, which are composed of molecules of primary metaphors, are identified. For example, the complex metaphor "ECONOMY IS A HUMAN AND ECONOMIC INSTITUTIONS ARE VESSELS" is expressed through the following metaphoric expression:

تموين السويس تضخ ٩٠ طن سكر بفروعها (البورصة، ٢٠١٦/١١/٢١)

"Food Supply Administration in Suez" pumps 90 tons of Sugar into its branches.

In this metaphoric expression, "Suez Supply" is likened to a heart that pumps blood into the blood vessels, the branches.

Another complex metaphor is "ECONOMY IS A SICK WILD ANIMAL" which is expressed through the following economic expression:

رفع الفائدة "دواء مر" ضروري لكبح التضخم (البورصة، ٢٠١٧/٥/٢٢)

Raising the rate of interest is a "bitter medicine" necessary to curb the inflation.

In this metaphoric expression, raising the profit is likened to a medicine that is bitter, yet necessary for a sick body (the Egyptian economy). This medicine helps curb the wild animal, inflation.

An additional example of complex metaphors is "UNSUCCESSFULL ECONOMY IS A THIRSTY HUMAN" which is expressed through the metaphoric expression:

مصر وألمانيا - التجارة لا تروي عطش السوق المصرية (البورصة، ٢٠١٧/٣/٥)

Egypt and Germany – The volume of trade between Egypt and Germany does not quench the thirst of the Egyptian market.

In this metaphor, the Egyptian trade market is likened to a thirsty human being who is looking forward to getting a great amount of commercial exchanges to end his thirst. However, the commercial exchanges between Egypt and Germany are too limited to quench the thirst of the Egyptian market.

By applying Lakoff and Johnson's (1980-b) classification of conceptual metaphors, ontological, structural and orientational metaphors are identified in the CEENH. Structural metaphors are perceived through the metaphor ECONOMY IS A HUMAN. Ontological metaphors are perceived through the metaphors ECONOMY IS A JOURNEY, ECONOMY IS A WAR, ECONOMY IS WEATHER, ECONOMY IS A GAME and ECONOMY IS A BUILDING. Orientational metaphors are detected through the metaphors ECONOMY IS UP and ECONOMY IS DOWN. These types are clarified as follows.

1.1. ECONOMY IS A HUMAN

People employ their experience and knowledge to understand complex abstract economic concepts. Personification is one of the methods that make economic discourse manageable. Economic concepts are associated with human features. So, the metaphor "ECONOMY IS A HUMAN" is expressed through different metaphorical expressions. These are discussed in the following section.

1.1.1. Some parts of a human being, which carry out specific functions necessary for life, are borrowed to personify economic concepts. This is illustrated in the following examples:

وزير الصناعة الكويتي: معرض "الكويت في قلب العالم التجاري" يدعم المستثمر الأجنبي (اليوم السابع، ٢٠١٦/١/٣٠)

Minister of industry of Kuwait: The exhibition of "Kuwait is in the heart of the world of business" supports the foreign investor.

نائب وزير المالية: الضرائب هي العمود الفقري لموازنة الدولة (اليوم السابع، ٢٠١٧/٣/١)

Vice Minister of Finance: Taxes are the backbone of the state's budget.

رئيس القابضة للتأمين: نعمل مع القطاع الخاص كروحين في جسد واحد (اليوم السابع، ٢٠١٦/٥/٨)

Chairman of the holding company of insurance: we are working with the private sector as two souls in the same body.

In the previous examples, the human body is considered a main source for the cognitive view of the economic metaphorical meaning. Three metaphors; i.e. backbone, heart and body, are used to describe economical concepts. In the first example, the world of business is likened to a body whose heart is "Kuwait". In the second example, taxes are characterized as the backbone of the state's budget. The basic knowledge of the backbone is that it supports and protects the whole body. Also, it helps the body to move. So, taxes are the support and protection for the economy. In the third example, to simplify the concept of cooperation in the economic field, body metaphor is used.

1.1.2. Everyday experience shows that people are active when they are healthy. When people suffer from some illness, they become weak and need help to recover. The concepts of illness, pain, weakness, strength and wellbeing are rendered to the economic concepts. The following examples illustrate this.

قرض صندوق النقد دواء مر ولكن المرض استفحل (البورصة، ٢٠١٦/٨/١١)

IMF loan is a bitter medicine as the disease is already rampant.

محمد العريان يقدم روثة لعلاج الاقتصاد المصري (اليوم السابع، ٢٠١٦/١٠/١٨)

Mohamed Al-Erian offers a prescription for the treatment of Egyptian economy.

الانتخابات الأمريكية صداع في رأس الاقتصاد العالمي (البورصة، ٢٠١٦/١١/٧)

I. The American elections are a headache in the international economy.

الجامعة الأمريكية تناقش أثر التعويم في علاج مشكلات مصر (البورصة، ٢٠١٧/٤/٢٦)

The American University discusses the impact of "floating" on treating the problems of Egypt.

رئيس لجنة الخطة والموازنة: الموازنة الجديدة "مختنقة" (الأهرام الاقتصادي، ٢٠١٧/٤/٣٠)

Chairman of the Committee of the plan and budget: The new budget is "suffocated".

الكونجرس الأمريكي يجنب البلاد شلل مالي جديد (الأهرام الاقتصادي، ٢٠١٧/٥/٢)

The US Congress is sparing the country a new financial paralysis.

يطلب من البنوك العمل في العاصمة الجديدة ويؤكد على قوة الجهاز المصرفي "عامر"
(البورصة، ٢٠١٧/٥/١٦)

"Amer" asks banks to work in the new capital and emphasizes the strength of the banking system.

جابر نصار: الشعب لا بد أن يتحمل قرارات الحكومة المؤلمة من أجل الإصلاح (اليوم السابع،
٢٠١٧/٥/٢٢)

Jaber Nassar: People have to bear the painful decisions of the government for the sake of reform.

الاحتياطي المصري يتعافي ويقترب من أعلى مستوياته (اليوم السابع، ٢٠١٧/٦/٤)

The Egyptian Reserve is recovering and approaching its highest levels.

In these examples, medicine, illness, prescription, headache, treatment, suffocated, paralysis, strength and painful correlate between human beings and economic concepts. The conceptual metaphor is established through this correlation. As a result, complex economic concepts become comprehensible to the readers.

1.1.3. Unexpected changes in the economy are likened to a mutation, i.e. an unexpected change in the genetic structure of the human being.

طفرة السيارات الكهربائية تضعف وتيرة الطلب على البنزين (البورصة، ٢٠١٦/١٢/٦)

The mutation of the electric cars weakens the demand for Petrol.

النفط يرتفع بفضل تخفيضات أوبك رغم طفرة الحفر الأمريكي (اليوم السابع، ٢٠١٧/٥/٨)

Oil prices rise thanks to the reductions of OPEC despite US mutation of drilling.

1.1.4. Some human related feelings are rendered to the economic concepts in the CEENH.

سنوات السعادة لقطاع الدواجن (البورصة، ٢٠١٦/٣/٢)

Happiness years for the sector of poultry.

فودافون تتخوف من تضارب المصالح لجمع "المصرية للاتصالات" في الشركة ورخصتها
المنافسة (البورصة، ٢٠١٦/١١/٢٧)

"Vodafone" fears of the conflict of interests to incorporate "Telecom Egypt" and its competition license.

مستثمرون خليجيون: مؤشرات الاقتصاد المحلي والعالمي "مقلقة" (البورصة، ٢٠١٧/٣/٢٣)

Gulf investors: the indicators of domestic and global economy are worrying.

البورصة تنتحب على شهداء الكنائس وتخسر ٢٠٣ نقاط (البورصة، ٢٠١٧/٤/٩)

The Stock market wails on the martyrs of the churches and loses 203 points.

Human feelings such as fear, worry, happiness and wailing are attributed to the economic field to make complex economic concepts close to the readers' minds.

1.1.5. Within the CEENH, the economic concepts are correlated to human behavior such as walking, jumping, pushing, growing, waiting, possessing, devouring and feeding. Moreover, economic concepts are likened to a human being who has appetite and needs to have feeling of satiety.

التضخم قد يؤدي إلى تباطؤ النمو الاقتصادي لمصر (البورصة، ٢٠١٧/٣/١٤)

Inflation could slow economic growth.

تعويم الجنيه " يضعف شهية المستثمرين لمشروعات طاقة الرياح (البورصة، ٢٠١٧/١/٢٣)

"Floating the Pound" weakens investors' appetite for the projects of wind energy

دفعة قوية من الحكومة للتمويل غير المصرفي (البورصة، ٢٠١٧/٤/١١)

A strong push from the government to nonbank finance.

الصناعة" تستحوذ على ٢٧,٩٨% من القروض البنكية حتى ديسمبر الماضي (البورصة، ٢٠١٧/٤/٢٢)

The sector of "Industry" possesses 27.98% of bank loans till the last December.

رئيس لجنة الخطة والموازنة: الدين العام وفوائده يلتهمان ٤٠% (الأهرام الاقتصادي، ٢٠١٧/٤/٣٠)

Chairman of the plan and budget committee: Public debt and its benefits devour 40% of the budget.

١2 الاقتصاد الألماني ينمو بنسبة ٠,٦% في الربع الأول من ٢٠١٧ (اليوم السابع، ٢٠١٧/٥/١٢)

German economy grows by 0.6% in first quarter of 2017.

الشريحة الثانية من قرض صندوق النقد الدولي تنتظر موافقة المجلس التنفيذي (البورصة، ٢٠١٧/٥/١٢)

The second tranche of the IMF loan waits for approval by the Executive Board.

الحكومة تسرع الخطى لاسترداد أراضي الدولة (البورصة، ٢٠١٧/٥/١٧)

The government moves quickly to recover lands of the state.

النفط يهبط مع تزايد مخاوف التخمة بعد انسحاب أمريكا من اتفاقية المناخ (اليوم السابع، ٢٠١٧/٦/٢)

Oil prices fall down with fears of satiation after the American withdrawal from the climate deal.

الطلب العالمي على الطاقة يواصل نموه البطيء للعام الثالث (اليوم السابع، ٢٠١٧/٦/١٣)

Global energy demand continues its slow growth for the third year

الدين الخارجي لمصر يقفز إلى ٧١,٨ مليار دولار بنهاية فبراير (اليوم السابع، ٢٠١٧/٦/١٥)

Egypt's foreign debt jumps to 71.8 billion dollars by the end of February.

1.2. ECONOMY IS A BUILDING

The structure of economy is matched to the structure of a building. Buildings have infrastructure, ground, foundation, ceiling and floor. Buildings should be stable. Unstable buildings are subjected to collapse. The following metaphorical expressions show the metaphors borrowed from the building domain to the economic field.

الجنيه المصري ينهار (البورصة، ٢٤/٦/٢٠١٦)

The Egyptian pound collapses.

معهد أمريكي: ٢٠١٧ عام استقرار اقتصاد مصر (اليوم السابع، ٢٨/١٢/٢٠١٦)

An American Institute: 2017 is the year of stability in the Egyptian economy.

II. المقالة "القطاع العقاري" يبني خططه على ارتفاعات سعرية تُثير التخوف من انهيار الطلب (البورصة، ٢٢/١/٢٠١٧)

III. المقالة "The sector of real estate" builds its plans on price hikes that arouse fears of demand collapse.

بوابة الأمل (الأهرام الاقتصادي، ٢٠/٣/٢٠١٧)

The gate of hope.

(i) بيان الحكومة: ١٠ مليارات جنيه لتطوير البنية الأساسية لشبكات الاتصالات خلال ٣ سنوات (البورصة، ٢٧/٣/٢٠١٧)

Government statement: 10 billion pounds for developing the infrastructure of the communication networks within 3 years.

IV. المقالة ضعف البناء المؤسسي المصري أدي الي تراجع مركزها في مؤشر التنافسية (البورصة، ٨/٥/٢٠١٧)

The weakness of the Egyptian institutional structure led to a decline in its position in the competitiveness index.

(i) محافظ المركزي: إلغاء سقف تحويلات الأفراد الدولارية قريبا (البورصة،
Governor of the Central Bank: the abolition of the ceiling of individuals' dollar transfers is soon. (٢٠١٧/٥/١٦)

إعادة هيكلة الجهات العاملة في تطوير المشروعات الصغيرة (اليوم السابع، ٢٠١٧/٦/١٦)

Restructuring entities involved in the development of small enterprises.

The “infrastructure” is considered the basis for any building. Likewise, the metaphor “infrastructure” is used to indicate the economic basis for the communication networks. “Gate” is the first part in any building. Similarly, hope is considered the first step, or gate, in the development of economy. “Ceiling” refers to the highest point in the building. As for economy, the metaphor “ceiling” refers to the highest point in economic transfers.

The metaphor "stability" makes reference to the strength of the economic structure, and the metaphor "collapse" indicates its weakness. The sector of the real estate, an example for an economic institution, is likened to an engineer who builds a building.

1.3. ECONOMY IS A JOURNEY

On the basis of a person’s experience in life, a journey is moving from one place to another. A journey is usually associated with the departure, path, steps and destination. It is also related to overcoming obstacles, setting out, setting sail or exploring. A journey may be expressed through means of travelling like plane, train and sailing. This mapping is indicated in the following metaphorical expressions.

التعليم الفني والتدريب المهني والطريق الي التنمية (البورصة، ٢٠١٧/٦/٨)

Technical education and vocational training and the pathway to development.

In this example, economic development is considered a destination and the pathway to this destination is the technical and vocational education.

قطار الاصلاح ينطلق (الأهرام الاقتصادي، ٢٠١٦/١١/١٣)

Reform train sets out.

Similarly, economic development is considered a destination and the means that leads to this destination is the train of reform.

"النقل الدولي" تبحث مع "الجمارك" تذليل عقبات التصدير (البورصة، ٢٠١٦/١٢/١٨)

"The International transport" seeks with "The Administration of customs" to overcome the barriers of export.

In the pathway of economic development, there are obstacles. One should overcome these obstacles in order to reach the destination of economic development.

رحلة الاقتصاد الايراني غير المكتملة (البورصة، ٢٠١٧/٥/٣١)

The incomplete journey of the Iranian economy

The Iranian economy is likened to a journey that has not been fulfilled yet.

تفعيل قانون الاستثمار خطوة مهمة على طريق دعم الاقتصاد الوطني (الأهرام الاقتصادي، ٢٠١٧/٦/١٥)

Activating the investment law is an important step on the path of supporting the national economy.

To reach the destination of economic development, there are steps that should be taken. In this example, activating the investment law is considered an important step, and "supporting the national economy" is the path to the economic development.

1.4. ECONOMY IS A GAME

With the development of world economy and globalization, the terms of a game are not confined to the game itself. The desire to surpass in the field of economy is compared to the desire to win a game. So, some of the features of a game (the source domain) are systematically mapped onto economy. Thus, some of the game-related terms such as compete, competition, championship, rivals, lose, win, challenge, record and goal are found in the economic news headlines. The following metaphorical expressions indicate these terms.

الجلود المصرية تمتلك مزايا تؤهلها للمنافسة بالأسواق الخارجية (اليوم السابع، ٢٠١٧/٣/٢)

Egyptian Leather has attributes that qualify it for competition in the foreign markets.

In this example, the foreign markets are considered a game in which Egyptian leather has the competence to compete in this game.

التضخم السنوي يسجل ٣١,٧% فبراير الماضي (البورصة، ٢٠١٧/٣/٩)

Annual inflation records 31.7% last February.

The Egyptian economy is matched to a game, and "inflation" is likened to a player who records some points in the game.

البورصة تخسر ٣,٨ مليار جنيه بختام معاملات اليوم (الأهرام، ٢٠١٧/٣/٢٠)

The stock market loses 3.8 billion pounds by the end of the transactions today.

In the game of Egyptian economy, the stock market (one of the players) loses by the end of the day.

خمس شركات تتنافس علي شراء ١١ ألف متر تجاري في "السويس" (البورصة، ٢٠١٧/٥/٣)

Five companies compete for purchasing 11 thousand commercial meters in Suez.

Similarly, the companies (players in the game) compete in order to win the game by purchasing 11 thousand commercial meters in Suez.

من يفوز ب "الوطنية لمنتجات الذرة"؟ (البورصة، ٢٠١٧/٥/١١)

Who wins "The national company of corn products"?

In the game of the Egyptian economy, some players compete in order to win a prize, "The national company of corn products", by the end of the game.

الزيادة السنوية في المعاشات أكبر تحد يواجه مصر السنوات المقبلة (البورصة، ٢٠١٧/٥/١٦)

The annual increase in pensions is the biggest challenge facing Egypt in the coming years.

Within the game of Egyptian economy, there is a big challenge that Egypt should face in order to continue the game. This challenge is the annual increase in pensions.

الشركات الأوروبية في مرمي المستثمرين الامريكيين (الأهرام الاقتصادي، ٢٠١٧/٧/٢)

European companies are in the goal area of the US investors

In this example, there are two teams who are competing in a match. Each team has its goal area. The two teams are "the European companies" and "the American investors".

1.5. ECONOMY IS A WAR

In a war, there is a fight between two parties for the sake of domination. Each party aims at winning the war. Similarly, in economy, there is a competition between companies to monopolize the market. In the war, there is a battle and there are participants, leaders, tactics, weapons, threatening, domination and victims. The soldiers face and target the enemy's soldiers. The following examples depict some of the war metaphors that are included in the CEENH.

(ii) مميّش: قناة السويس تفقد معركة التنمية المقبلة (البورصة، ٢٠١٦/١٢/٢١)

Memish: Suez Canal leads the coming battle of development.

In the battle of economic development, there are leaders who lead this battle. The coming leader of the battle is "the Suez Canal".

الدولار يغتال فرحة الأمهات (البورصة، ٢٠١٧/٣/١٤)

The dollar crisis assassinates the happiness of mothers.

The dollar crisis is likened to an enemy who assassinates the happiness of mothers in the battle of economy.

استهداف التضخم (الأهرام الاقتصادي، ٢٠١٧/٣/٢١)

Inflation Targeting

It is necessary to target the enemy in order to win the battle. Similarly, it is important to target "inflation" (the enemy) in order to win the battle of economic development.

أسيوط تفتتح معرضاً دائماً لمواجهة الغلاء (بوابة الأهرام، ٢٠١٧/٣/٢٢)

Assiut opens a permanent exhibition to face high prices.

In order to win the battle of economic development, the enemy should be faced by different means. So, Egypt faces "high prices" (an enemy) by opening an exhibition in Assiut.

رفع سعر الفائدة يهدد الصناعة بخسائر فادحة (الأهرام الاقتصادي، ٢٠١٧/٥/٢٢)

Raising the interest rate threatens the industry with heavy losses.

In the battle, there are rivals who threaten each other, and one of the enemies loses the battle. In the battle of Egyptian economy, "raising the interest rate" (one of the rivals) threatens "the sector of industry" (another rival). The sector of industry is subjected to heavy losses.

تحالف مصري للمقاولين لاقتحام السوق العربي (الأهرام الاقتصادي، ٢٠١٧/٦/١١)

An Egyptian alliance of contractors breaks into the Arab market.

In order to defeat the enemy in a battle, his field should be broken into. In this example, the Arab market is dealt with as the field of the enemy. So, an Egyptian alliance of contractors breaks into this market in order to win the war.

الهواتف الذكية تسيطر على ٧٠% من حجم السوق بمصر (اليوم السابع، ٢٠١٧/٦/٢٥)

The market of smartphones dominates 70% of Egypt market.

In the battlefield one of the rivals dominates to be the winner. Similarly, in economy, the market of smartphones dominates the battle field (Egyptian market) to be able to win the war.

1.6. ECONOMY IS A PLANT

In the field of economy, some metaphors from the source domain of "plant" are employed to describe the development of economy. One can find words like grow, growth, reap, irrigate, roots, branches, fruits and many other words. The following examples illustrate some of the plant metaphoric expressions used in the CEENH.

القلعة تجني ثمار التركيز على تنمية الاستثمارات الرئيسية والاستفادة من قدرتها المتزايدة على النمو (الأهرام الاقتصادي، ٢٠١٦/١٠/٥)

The company of "Alqalaa" is reaping the fruits of focusing on developing the main investments and capitalizing its increasing ability to grow

Economic activities such as focusing on developing the main investments and capitalizing the ability to grow are likened to a plant that has fruits and is able to grow. "Alqalaa" company is reaping the fruits of this plant (economic activities).

شركات الظل تدمر الاقتصاد (البورصة، ٢٠١٧/٤/١٩)

Companies in the shadow destroy the economy.

As there are some plants that require shadow to grow, some economic activities develop in shadow. In other words, the companies that work illegally are likened to plants that live in shadow, away from the eyes of the government. These shadow companies destroy the economy.

وزير التنمية المحلية: أن الأوان لاقتلاع الفساد من جذوره (اليوم السابع، ٢٠١٧/٥/٨)

Minister of Local Development: It is time to uproot the corruption

In this example, corruption is depicted as a parasite plant that has roots. To achieve economic development, this parasite plant should be uprooted.

1.7. ECONOMY IS AN ANIMAL

Some conceptual metaphors of "animal" source domain are borrowed to the economic concepts. One can find words like stallion, horse, cluches and capture.

النباتات الطبية والعطرية... الحصان الأسود لزيادة الصادرات الزراعية في ٢٠١٧ (البورصة، ٢٠١٧/٢/٢٧)

Medical and aromatic plants are the dark horse for the increase of the agricultural exports in 2017.

The market of medical and aromatic plants is likened to a dark horse in a race. The dark horse is the horse that is supposed to win the race.

"(البورصة، ٢٠١٧/٣/٢٢) ADSL تي اي داتا تقتنص ٨٤% من العملاء الجدد ل

TE data captures 84 % of the new ADSL consumers.

The field of economy is like a jungle in which wild animals catch preys in order to survive. The company of TE data is like a predator that captures its preys, the customers of ADSL.

روسيا تكافح لانتشال الاقتصاد من براثن الفساد (البورصة، ٢٠١٧/٤/٢٧)

Russia struggles to pull the economy out of the clutches of the corruption.

In this example, corruption is like a wild animal that has clutches. Russia struggles to pull its economy out of the clutches of this wild animal.

1.8. ECONOMY IS WEATHER

Concepts from the source domain "weather" are employed to clarify complex concepts in the target domain "economy". Egyptian economy news headlines employ a number of weather conceptual metaphors such as climate, fluctuations, stability, storm and hit.

الصعيد يتنفس هواء السياحة (اليوم السابع، ٢٠١٦/٣/١٧)

The region of Upper Egypt breathes the air of tourism

Tourism, which is an economic activity, is like the air that everyone breathes in order to survive. As the air is required for the life of any living organism, tourism is required to vitalize the economy of any region.

استقرار أسعار السكر محليا رغم التقلبات العالمية (البورصة، ٢٠١٦/٧/١٦)

Stability in the prices of sugar domestically, in spite of the global fluctuations.

The fluctuations in the economic field are like the fluctuations in the weather. The weather, sometimes is windy, stormy, sandy, rainy, stable etc. Similarly, the prices, in the field of economy, are sometimes high, low, unstable, and stable.

أزمة الدولار تضرب الأدوات المدرسية (البورصة، ٢٠١٦/٨/٢٢)

The crisis of dollar hits the market of "school supplies".

The crisis of dollar is like a storm that hits the market of “school supplies”. When the storm hits a city, people become unable to live in it. Likewise, when the dollar crisis hits the market, “school supplies” become unaffordable for the people because of the unexpected increase in its prices.

٢٠١٧ عام التقلبات الاقتصادية الحرجة في مصر (البورصة، ٢٠١٧/١/٢٢)

2017 is the year of economic critical fluctuations in Egypt.

Instability of the economic field is like a fluctuating weather. 2017 is the year of critical fluctuations in the Egyptian economy. The economy is not going to be stable in this year.

عاصفة الركود القادم (البورصة، ٢٠١٧/١/٢٢)

The coming recession storm

Recession is like a storm which hits the Egyptian economy and affects it severely.

التجارة العالمية تشيد بجهود مصر في تهيئة مناخ الأعمال وتحسين الوضع الاقتصادي (الأهرام الاقتصادي، ٢٠١٧/٤/١٥)

World Trade praises Egypt's efforts to create a suitable business climate and improve the economic situation.

The field of business is likened to a climate. Creating the suitable environment for trade and investment is like adapting the climate to be temperate and viable to living.

1.9. Economy is up and ECONOMY IS DOWN

People tend to reflect their physical and cultural structures, including mapping of a simple spatial structure, on the complex non-spatial structures. This reflection provides a rich basis for understanding abstract concepts through orientational means. In the CEENH, one can find that economic concepts such as stock market and currencies are given the direction of up and down . The following metaphoric expressions are used in the CEENH.

هبوط الاسعار يحتاج وقتا.. ومساعي زيادة موارد العملة تبشر بمزيد من 4.02 المقطع
التراجع للدولار (الاهرام الاقتصادي، ٢٠١٦/٢/٢٦)

Falling down of the prices takes time. Efforts to increase currency resources foreshadow further decline of the dollar.

المؤشر يرتد لأعلى في اتجاه مستوى ٧٧٠٠ نقطة (الأهرام الاقتصادي، ٢٠١٦/٥/١٩)

The index of the Egyptian stock market is rebounding up towards the direction of 7700 points.

هبوط سعر الدولار منتصف تعاملات اليوم بأغلب البنوك (الأهرام الاقتصادي، 4.03 المقطع
٢٠١٧/١/٧)

The dollar fell down in mid-day trading sessions in most of the banks.

المؤشر الرئيسي للبورصة المصرية (EGX 30) يرتفع ٠,٧% في المنتصف مع اتجاه العرب والأجانب للشراء (البورصة، ٢٠١٧/٣/١٢)

The main index of the Egyptian Stock Exchange (EGX 30) rises up 0.7% in the middle of the trading session with a tendency of Arabs and foreigners to buy.

رئيس ماسترز: اتجاه البورصة صاعد في المدى المتوسط والبعيد (البورصة، ٢٠١٧/٥/٢٠)

Head of “Masters”: the direction of the Stock Market is up in the medium and long term.

2. Quantitative analysis

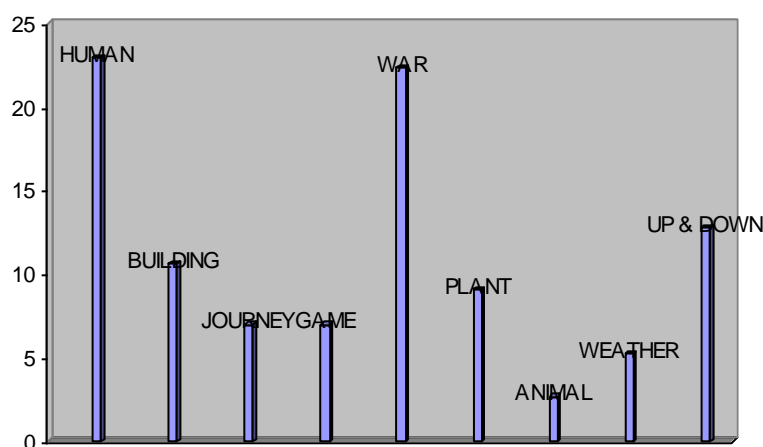
The quantitative analysis reveals that about 60% of the corpus employ conceptual metaphors; about 11.8% of these metaphors are complex. The analysis of the various types of metaphors found in the corpus of the CEENH points out that HUMAN metaphors constitute about 22.9% of the used metaphors, while WAR metaphors represent about 22.4%. BUILDING metaphors represent about 10.7% of the metaphors. ANIMAL metaphors are found with a ratio of 2.7%, while PLANT metaphors are found with a percentage of 9.1%. WEATHER metaphors constitute 5.3% of the metaphors, whereas UP and DOWN metaphors represent 12.8%. JOURNEY metaphors represent 7%, the same ratio is for GAME metaphors. Table (1) summarizes the results of the quantitative analysis of the various types of metaphors found in the CEENH.

Table (1) Quantitative analysis of metaphor types in the corpus

Type of metaphor	ratio	Type of metaphor	ratio
Human	22.9%	Plant	9.1%
Building	10.7%	Animal	2.7%
Journey	7%	Weather	5.3%
Game	7%	Up & Down	12.8%
War	22.4%	Complex metaphor	11.8%

Figure (1) illustrates the frequencies of the different types of conceptual metaphors found in the CEENH.

Figure (1) The frequencies of metaphor types in the corpus



Results and Discussion

The results of the current research show that metaphor is a predominant feature in the CEENH, and the types of metaphors used to conceptualize economy are varied. Types of metaphors identified in the CEENH include HUMAN, BUILDING, GOURNEY, GAME, WAR, PLANT, ANIMAL WEATHER, and UP &DOWN metaphors. These results are consistent with the results of Bratoz (2004), Ma and Liu (2008), Cardini (2014) and Gao (2016) who identified the same types of metaphors in English, Chinese and Slovene economic news. So,

metaphors are universal since human nature is the same in all cultures, as Ma and Liu (2008) conclude in their study.

Within the corpus of the Egyptian economic headlines, human metaphors are prevalent. This finding is congruent with the results of other works, such as Chow (2010), Cardini (2014) and Gao (2016). This finding highlights people's tendency to concentrate on self in experiencing the world. So, people prefer to give human features to non-human unfamiliar and abstract concepts.

War metaphors are also used extensively in the CEENH. People tend to consider economy as a battlefield in which they have to compete in order to win the battle. So, war metaphors are widely used in the economic field.

performance of an economy is described as movements of physical entities (Chow, 2010). Therefore, orientational or spatial metaphors, such as up and down, are common in the CEENH. These orientational metaphors help illustrate the financial increase as moving upward, and the decrease as moving downward.

The building metaphor is common in the CEENH because a building is a concrete tangible form of real world that requires plan and design, foundations, gates and ceiling. Poorly designed buildings that do not have stable foundations are subject to collapse. Similarly, abstract concepts like ideas and economy require planning and stability to be successful. These results are consistent with the results of Gong, Huang and Ahrens (2008) and Chow (2010).

Some terms of the source domain “plant” are employed in the corpus of the Egyptian news headlines. These results could be attributed to the agricultural nature of the Egyptian people who tend to reflect their experience on abstract ideas like economy.

In the corpus of the Egyptian news headlines, journey related metaphor is identified. Similarly, Gao (2016) finds out that Chinese and English economic news headlines share the common metaphor "ECONOMY IS A JOURNEY". According to Lakoff and Johnson (2003), when economy is viewed as a journey, it indicates that all the aspects of the source domain “journey” are mapped onto the target domain “economy”. A journey refers to an action of overcoming difficulties or obstacles in order to reach a destination. Likewise, the

beginning and the end of an economic activity are seen as the way the travellers follow in their journey.

The GAME metaphor is observed in the corpus of the Egyptian news headlines. This result is congruent with the results of Chow (2010) and Gao (2016) who notice the existence of Game metaphor in English, American, Spanish, Chinese and Hong Kong economic news. The use of GAME metaphor could be attributed to people's tendency in different cultures to see economy and markets as a type of game or match in which rivals compete in order to win the match.

Economy is like weather. It is not stable but it fluctuates. An economic activity may have a strong effect like a storm or a wind. So, WEATHER metaphor is seen in the CEENH.

Finally, ANIMAL metaphor is detected but with lesser frequency. This low frequency could be ascribed to the limited types of animals that people can see in their everyday life. So, the animals that are observed in the corpus of the Egyptian news headlines are the horse or the stallion.

Conclusion

Conceptual metaphor helps people organize and project knowledge. As a result, conceptual metaphors are found to be common in the corpus of the Egyptian economic headlines. Different types of metaphors are detected, and these metaphors are extremely similar to the metaphors detected in the English, American, Slovene, Chinese and Hong Kong economic news. This similarity could be due to the similarity of the human nature in the different cultures. Some types of metaphors are used more frequently than others, and this could be due to the uniqueness of the Egyptian culture.

Further Research

This research is confined to identifying, analyzing and classifying conceptual metaphors used in the Egyptian Economic reports. An interesting further research projects could seek to identify and analyze conceptual metaphors used in the political or social reports. Also, it would be helpful to study the relationship between the Egyptian culture and the conceptual metaphors employed in different fields.

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