Exploring the Knowledge of Conceptual Metaphors for Economic Recovery in Stock Market Reports in the Nigerian Businessday Newspapers

Jamila Abdulazeez Buba
Department of English
Federal College of Education Yola
Email: jamilaabuba@fceyola.edu.ng

Abdullahi Kaigama
Department of General Studies,
School of General and Remedial Studies,
The Federal Polytechnic Damaturu, Yobe State
Email: bbabdullahi@gmail.com

Fauziah Tukur
Department of English
Federal College of Education Yola
Email: fauziahtukur2012@gmail.com

Abstract
Metaphors play a significant role towards delineating how business and financial events operate and influence peoples' understanding. This study aimed to investigate the use of linguistic metaphors in describing the Nigerian stock market in Nigerian Businessday newspapers. The study intended to identify the linguistic metaphors used to describe the movements and condition of the Nigerian stock market and to analyze the conceptual patterns of the metaphors manifested in the stock market reports of the Nigerian Businessday newspapers. Qualitative approach was employed in the research and the data analysis was based on Lakoff and Johnson's (1980) conceptual metaphor analytic framework and the two major models related to metaphor categorisation and analysis proposed by Lara (2008). The findings from the study revealed that the conceptual pattern Economy/Market are PEOPLE, Economy/Market are COMPETITION/GAME, and The Economy/Market are FIGHT/BATTLE are the most dominant in the corpus of the Nigerian Businessday newspapers. The findings also demonstrate that from the three taxonomies, the Great Chain of Being has the most striking data in the three corpora and the metaphoric term 'growth' has the highest frequency.
Keywords: Linguistics metaphors, Conceptual metaphors, Economic recovery, Stock market reports, Taxonomies

1.0 Introduction
Background to the Study
Language has been defined as the hallmark of humanity, it is a skill that differentiates human beings from animals. As human beings in a society, we use language continuously to exchange ideas, feelings or comment on the world as a whole (Crystal, 2003). Traditionally, language is seen as a code that is made up of string of words and prescriptive rules that connect these words together (Shohamy, 2007). According to this view, understanding language involves only learning vocabulary and the rules guiding building of sentences, which seems a very narrow perception of it. In contrast, (Shokr, 2006) and Shohamy (2007) state, to explore the complexities of using language for communication, we have to consider language as dynamic, energetic, open, personal and constantly

evolving that subsumes the rich complexities of communication. Shahomy (2007) goes on to say that language cannot be seen as a thing to be studied but rather a way of seeing, perceiving and communicating about the world. In this light, each language user sees and uses language(s) in a different way. Kramsch (1994) maintains that language can be regarded as a social practice because people use it for purposeful communication which involves learning to use words, rules and knowledge about a particular language

The significance of English language as a tool for effective communication is well established; the English language is now widely used as a language of business communication (Dobrosklonkaya, 2008). The language is spoken by politicians and business leaders, in many countries where English language is not their major language but it is used as a medium of communication in printed and electronic media (Crystal, 2003). According to Dobrosklonskaya (2008), business linguistics explores the way language functions in a business context. It investigates the use of language and its resources in business activities. One of the subfields where business language plays crucial role is the business domain. English language provides the members of a business community such as bankers, customers, or investors with the basic means to discuss various financial issues. The language of business is not only used by financial or business specialist, but anyone that directly or indirectly engages in business field (Katamba, 2004). In the period of globalization and economic fluctuations, the language of business is bound to incessant changes and innovation. The hyper-speed of the financial market and the swift changes of banking and financial institutions give rise to linguistic changes which provides the financial language with a flexible character. These characteristics have attracted numerous scholars to turn their attention to the business world in particular the use of business language (White & Herrera, 2003). This study focuses on the stock market reports of the Nigerian Businessday newspapers which broadly deals with the field of business language.

Statement of the Problem
In recent years, there has been an increase in the number of studies on language of economy and finance with a special focus on the use of metaphor in economic texts, such as the use of metaphor in business article reports in English and Spanish (e.g. Angeles & Lopez, 2010), English and Danish (e.g. Esager, 2011), Malaysian stock market reports (e.g. Farah, 2010). To date however, there has been no published study on the use of metaphors in the Nigerian business environment. This study therefore, seeks to fill this gap in the literature by identifying the linguistic metaphors used to describe the movement and condition of the Nigerian stock market and to describe the conceptual patterns of the stock market metaphors in the Nigerian Businessday newspaper reports.

1.2 Purpose of the Study
The study investigates the use of linguistic metaphors in stock market reports in the Nigerian Businessday newspapers. Specifically, the study sought to achieve the following objectives:
1. To identify the linguistic metaphors used to describe the stock market movement and condition in the Nigerian Businessday newspaper reports.
2. To analyse the conceptual patterns of the metaphors manifested in the stock market reports of the Nigerian Businessday newspapers.

1.3 Research Questions

With the above objectives in mind, the study addressed the following research questions:

1. What are the linguistic metaphors used to describe the movement and condition of the stock market in the Nigerian Businessday newspaper reports?
2. What are the conceptual patterns of the stock market metaphors in the Nigerian Businessday newspaper reports?

1.4 Theoretical Framework

The study is based on the conceptual metaphor theory of Lakoff and Johnson (1980) and two major models related to metaphor categorization and analysis. They are as follows:

1. Model of categorization proposed by Lara (2008) and
2. Analysis model of conceptual metaphor (Angeles & Lopez, 2011):
   a. Metaphors based on Great Chain Of Being
   b. Metaphors based on Path/Image Schema
   c. Metaphors based on Actions Are Events

1.5 4 Significance of the Study

This study, exploring the knowledge of conceptual metaphors for economic recovery in stock market reports in the Nigerian businessday newspapers, It is therefore, inevitable The significance of English language as a tool for effective communication is well established; the English language is now widely used as a language of business communication therefore this study will greatly add to the knowledge of Language use, where business language plays crucial role is the business domain. English language provides the members of a business community such as bankers, customers, or investors with the basic means to discuss various financial issues.

2.0 Literature Review

Introduction

This chapter examines the recent literature related to the focus of this study.

Traditional view of Metaphor

Many scholars consider metaphors as solely the property of literary expression despite the progress made in recent research fields of metaphor studies (Seitz, 1998; Katz & Mio, 1996). In recent years, studies have come up with findings that indicate the use of metaphors in different cognitive mechanisms, where terms such as filmic metaphors, scientific metaphors, spatial metaphors and visual metaphors are discovered (Seitz, 1998). Regardless of the influx of these topical studies from various cognitive linguists, philosophers and psychologists, some traditional scholars are still maintaining the extent that metaphors are only confined to figurative entity. This may be the reason why metaphors are denied scholarly appreciation as a cognitive process by them.

Aristotelian view sees metaphors as something that depend on prior associative relations between concepts (Seitz, 1998). Lakoff and Johnson (1980) narrate the story of a class taught by Lakoff at Berkeley in the 1970s where he gave a description to the class of an argument and asked them to extract the metaphors from the expressions. He assumed that they would recognize phrases such as "shoot down someone else's argument," "bring out heavy artillery," or "blow below the belt" as evidence of metaphoric treatment of ARGUMENT AS WAR or COMBAT. The class however, disputed, saying, "But this is a normal ordinary way to talk about argument." Since the usages are conventional rather than novel and everyday rather than artistic, hence, they cannot be metaphor (Dangycier & Sweetser, 2014). Metaphor was considered a figure of speech that usually appears in

literary works. It was regarded as an ornament used for rhetorical purpose. So metaphor was not thought as part of human communication but solely a figure of speech (Kovecses, 2003).

With the innovative publication of Lakoff and Johnson (1980) *Metaphors We Live By*, new approach to metaphor studies emerged. In their book Lakoff and Johnson (2003) states that metaphor is considered as a cognitive tool that people use to perceive certain concepts rather than a property of language. It is ubiquitous in everyday world, it should not be restricted to language purview but also to thought and action. This idea clearly challenged the traditional declaration and now metaphor is regarded as a cognitive process (Kovecses, 2003). This understanding has propelled the cognitive studies of metaphor in different fields of studies such as the economy and finance, politics, and education as we can see in the subsequent sections.

Metaphor as a Cognitive process
Massengill and Mahlios (2008) state metaphors are devices that are hidden beneath person's awareness and act as a cognitive device. They are used to frame and define experience in order to realize meaning about someone's life. Yob (2003) views that metaphors are used when we attempt to explore and perceive something cognitive or novel. Zao, Combs and Zhou (2010) on their part, explain that metaphors are not only thought as figures of speech, but are essential mechanisms that constitute the way our minds allow modelling and reification of prior experience. Alger (2009) concludes, that metaphors are founded and prevalent within our culture and their conventional meaning is determined by our culture. Considering the above views, it is clear that the arguments are based on the primary function of metaphors in our cognitive domains as a meaning-making devices. Metaphors can be seen as powerful tools that are used to deliver emotion (Lakoff, 1993). According to Proctor and Papasolomou (2005) the use of metaphors in speech will evoke audiences' personal emotive experiences and emotions. Massey (2006) asserts that tracing the history of metaphor use will potentially initiate a better understanding of the present population and their experiences. Metaphors come out of experiences and they aim to draw a picture in the cognition of the audience in an attempt to clarify an abstract message (Proctor, Proctor & Papasolomou, 2005; Safire, 2005; Lakoff & Johnson, 2003). Orators use metaphors in public communication settings to connect their messages with their audience, through created term called 'drawing metaphor,' where a picture will be used to serve the function of a thousand words. This is important especially if the orator and the audience have similar experiences (Benoit, 2001). Similarly, data from several sources indicate that metaphors contribute towards constructing a particular view of reality in an effort to persuade others towards delivering such silent messages (Koller, 2004; McQuarrie & Phillips, 2005).

Metaphors within the Realm of Business
The use of metaphors in advertising and marketing has been explored extensively with the hope to find the essence of metaphor in business environment (Gladwell, 2006, Henry, 2005). Metaphors are not only used within the circles of linguistic and literary studies but in so many fields of studies especially the business and social science literature. The importance of using metaphors and metaphorical language by business analyst and strategists cannot be overemphasised, in an effort to bring useful insights into their organizations. Although there are conflicting views on its use, purpose, and meaning, the

role metaphors play within the business purview has been now firmly established in business studies (Lock, 2005).

Metaphors of the Stockmarket
The stock market or equity market is an establishment with a series of relations where issuance of market bonds and trading of companies owned by public takes place. It allows access to funds by companies and investors with the assumption of acquiring money through ownership in different companies' stocks (O'mara-Shimek, Guillen-Parra & Ortega, 2015). For over twenty years, scholars have directed their attention to study metaphors in the business press and its role towards influencing peoples' understanding of business and economic events (O'mara-Shimek, et al. 2014). Many studies were conducted by different researchers on metaphor use within business and financial discourse: for example, Boers (1997a, 1997b, 1999), Koller (2006), Charteris-Black, (2000) Semino (2002), Chung et al. (2003), Esager (2011), Browse (2013). This study employs conceptual metaphor theory to explore the use of linguistic metaphors and their role in describing the abstract knowledge of the economic phenomenon. Private individuals and investors are the frequent readers of financial news headlines for their general interest and they ought to be aware of the general and global market conditions with regards to stock markets and the economy at large (Omara-Shimek, et al. 2014).

3.0 Methodology
Introduction
This chapter describes the methodology of the study. It begins with a description of the approach employed by the study and the corpus of the study. It also describes the methods of data collection and analysis.
Research approach
The study employed a qualitative research approach. The research questions of this study do not seek to elicit answers that require any in-depth statistical analysis but only the frequencies and percentages of the linguistic metaphors as well as qualitative data analysis is employed in this study.
Sample of the study
The sample of the study comprised a corpus of 70 stock market report articles from the online corpus of the Nigerian Businessday newspapers. The period of print is from January to December 2014. This one year period would provide adequate data that describes unusual stock market movements in Nigeria. It covers the condition of world economy such as the plummeting of world oil price in May 2014 through December 2014, which also affected Nigeria as one of the major oil producers, and seventh in the world.
Data collection procedure
The technique commonly involved when using corpus is searching for individual words or phrases. The researchers only obtain what they searched for. Some corpus are too broad especially those that represent a genre, searching by hand will be too long and sometimes there is a risk to run a software to search these words where some important metaphors will be missed. In such a case, a solution was offered by Charteris-Black (2004), who suggests that smaller samples of each corpus will be used to search these metaphors by hand to identify "metaphor keywords." This technique is effective although there is a possibility that some metaphors will not be noticed, but the frequent ones will still be obtained. In this study, the linguistic metaphors were searched through the following processes: First, identifying the corpus to be studied, which is the corpus of Businesday newspapers. Second, was the access to the corpus, which was available on their online archives. Third,

the type of information required was searched in the Businessday newspapers corpus and reports were selected for their metaphorical contents. Finally, it involved the extraction of the qualitative data that is, the linguistic metaphors (Creswell, 2014).

Data analysis procedures
To have a deeper and more detailed conceptual analysis of the Businessday corpus, a qualitative approach was employed for the study. The theory of Lakoff and Johnson of conceptual metaphor theory (1980) which underlies the study and the model of categorization proposed by Lara (2008) were employed. Although the model was used in the field of politics, her model is the most exhaustive and up-to-date model for the conceptual metaphor analysis

4.0 Results and Discussion
Introduction
This chapter presents the findings of the study which answer the research questions stated in chapter one.
4.2 Results of research question one.
This section presents the results of research question one. The analysis of the data of the study revealed many salient linguistic metaphors in the Nigerian Businessday newspapers. Table 4.2.2 below presents the salient linguistic metaphors found in the Nigerian Businessday newspapers.

Table 4.2.2 Manifestation of the salient Linguistic metaphors

Linguistic Metaphors	Frequency
Growth	124
Inflow	23
Liquidity	19
Drive	18
Flow, players	11
Mood, recover, appetite, bullish, lose, trigger	9
Bearish, slow,	8
Health, hunting, suffer, storm	7
Reverse, gain, competition	6
Weakness, collapse, perform, tumbles	5
Fast, calm	4
Total	**356**

As seen in table 4.1.2 above, the most salient linguistic metaphors are growth (124) occurrence followed by inflow (23), liguidity (19), drive (18) and those that occurred between (4-11) times in the data.

Apart from the most salient linguistic metaphors presented in table 4.2.2, other less salient were also identified in the corpus of Nigerian Businessday newspapers. They are presented below.

Table 4.2.3 Manifestation of the less salient linguistic metaphors

Linguistic metaphors	Frequency
Battle, war, struggle, resilience, vulnerable	3
Advance, retreat, movement	3
Rebound, winner	3
Upwards, fell	3
Confidence	3
Weather	3
Bubbles	3
Mature	3
Total	**48**

The above table presents the less salient linguistic metaphors that is, those that appeared only three times in the data and they are grouped according to their conceptual themes. The next section discusses the conceptual patterns of the Nigerian stock market, which is the focus of the research question two.

4.3 Findings of research question two

This section presents the analysis of conceptual patterns of the stock market linguistic metaphors identified in the Nigerian Businessday newspapers, which answers the second research question.

The analysis of the linguistic metaphors identified revealed that various conceptual patterns underlie the expressions. The linguistic metaphors will be characterized into different taxonomies proposed by Lara (2008). The first set of the linguistic metaphors were analyzed based on the Generic category called the Great Chain of Being, which establishes the qualities and behaviour of natural beings. The model organized natural beings into the following hierarchy: HUMANS, ANIMALS, PLANTS, NATURAL and complex OBJECTS (Lakoff & Turner, 1989).

In the corpus analyzed, the linguistic metaphors categorized under the Great Chain of Being have the highest number of occurrence as presented in table 4.3.4

Table 4.3.4

Conceptual pattern based on ECONOMY/MARKETS are PEOPLE (41%)

Lexis	No.
Growth	124
Mood	19
Recover	9
Appetite, health	7
Weakness	5
Fast	4
Mature, confidence, movement	3
Disease, caught, strength, run, sombre, peers	2
Total	**194**

The first conceptual pattern analyzed represents the domain called ECONOMY/MARKETS ARE PEOPLE motivated by The GREAT CHAIN OF BEING. Under this domain, the attributes of human beings are mapped on to the inanimate business

institutions and the economy. In this instance, target domain portrays the way these institutions are observed in the business environment. For example, the status or condition related to the ECONOMY/MARKETS portray the image of PEOPLE or plants reaching different stages of development, it is a biological concept, but its metaphorical basis is accessible through words such as 'growth', 'mature', 'recover'. If a market is growing, then it is considered metaphoric because the word growth entails the qualities of living things such as, the plant *develops* branches, the boy *grows* faster, bonds worth 100 billion naira will *mature* during the next 3Q, growth in the sector to *recover* this year and so forth. As seen in table four above, it shows all the linguistic metaphors found portray the ECONOMY/MARKETS AS PEOPLE, the financial institutions behave as people do. The domain has the highest number of linguistic metaphors with 194 occurrences, which show that the Businessday newspapers are inclined to describing the business environment as living beings.

Table 4.3.5
Conceptual pattern based on ECONOMY/MARKETS ARE ANIMALS (3%)

Lexis	No
Bullish	9
Bearish	8
Total	**17**

Another conceptual metaphor is ECONOMY/MARKETS ARE ANIMALS which underlie lexis such as 'bullish' and 'bearish'. This conceptual metaphor evokes the behaviour of animals and it is mapped on to the attribute of business institutions, for example, to equate the financial markets and the economy with the behaviour of animals such as bulls and bears as in this example, the *bulls* fought back to end seven-day *bearish* trend. In the corpus analyzed the linguistic metaphors depict the market as wild and unpredictable. These lexes indicate the challenging atmosphere or the strength of the business environment.

Table 4.3.6
Conceptual Pattern based on ECONOMY/MARKETS ARE MACHINE (3%)

Lexis	No
Drive	18
Total	**18**

Linguistic metaphors related to the domain of machine were found in the corpus with words such as 'Drive' 'Gyration', 'Motion'. Metaphors under this conceptual domain describe the ECONOMY/MARKETS AS MACHINE which can be driven for example, 25 CEOs *drive* firms to 107.06bn PAT in 3Q 2014, changes *driven* by growth. This conceptual domain is related to the stock market in the sense that the stock market needs to be controlled to achieve desired economic result where failure to do that will lead to devastating effect. Machine will function and breakdown at a certain time and is bound to face problem that may require to be fixed. Table six above provides the list of linguistic metaphors located in the corpus of Businessday newspapers.

Table 4.3.7
Conceptual Pattern Based on ECONOMY/MARKETS ARE BUILDING (1%)

Lexis	No.
Collapse	5
Expansion	2
Total	**7**

The term Building under this conceptual pattern portrays a platform where business proceeding holds. Words such as expansion, build-up, were used to indicate the economy or the market as buildings to be raised or destroyed as can be seen in the following examples, oil crises resulted the *collapse* of the stock market, to maintain its economic growth, Nigeria needs to *build-up* its foreign reserve through non-oil sectors, the need for robust economic *expansion*. So the ECONOMY/MARKETS are portrayed as BUILDING that need solid foundation just as the stock market which needs strong economic base to sustain its position.

Table 4.3.8
Conceptual Pattern based on ECONOMY/MARKETS ARE BUBBLES (16%)

Lexis	No.
Inflow	23
Liquidity	19
Outflow	17
Flow	11
Bubbles	3
Dipped	2
Total	**75**

Under this conceptual domain, the ECONOMY/MARKETS are conceptualized as LIQUID SUBSTANCE. The linguistic terms such as inflow, liquidity, and outflow portrayed the movement of financial transactions as substance materials that can be drained or flow into the economy for example, Nigeria will be vulnerable to capital *flow* movements, the gap between foreign *inflow* and *outflow* also affected the market performance, fund *flows* to emerging markets resume. Under this category, the conceptual domain BUBBLES is chosen to encompass all the linguistic terms that can be under liquidity.
Metaphors based on Image Schema are the second category analyzed in the corpus. Financial process can be conceptualized as a series of activities carried out to achieve certain economic objectives.

In the corpus studied, three categories based on Image Schema: the stock market is a VEHICLE; which represents the speed or difficulties it may encounter on its way in the process of movement, the forces which may be favourable or unfavourable. VERTICAL shows the position of UP and DOWN and DIFFICULTIES ARE OBSTACLES IN THE WAY. This category refers to the features of the terrain, ground and to events that may affect the economy, or the market in a negative way and which are thought as natural forces that might destroy or affect the market condition. Most of the expressions used based on DIFFICULTIES ARE OBSTACLES are used negatively (Lara, 2008). Out of 462 expressions found in the corpus of Nigerian Businessday newspapers, there were 50 occurrences of linguistic metaphors based on Path/Image Schema as presented in the tables below:

Table 4.3.9
Conceptual Pattern based on ECONOMY/MARKETS ARE VEHICLES (2%)

Lexis	No.
Reverse	6
Gears-up, fuel	2
Total	**10**

Linguistic metaphors under this group portray the ECONOMY/MARKETS as a VEHICLE or vehicular movement where the vehicle encounter many challenges on its way. The ECONOMY/MARKETS ARE MACHINE is a broader category in the sense that it might take the form of any kind of machine, but the conceptual metaphor that manifest the domain is of a specific level. Vehicle in the process of movement needs to gear-up, accelerate, overtake, refuel, or even reverses when the need arises. So the ECONOMY/MARKETS are conceptualized as VEHICLE depicting challenges faced by the financial market. The movement of the ECONOMY/MARKETS towards insolvency is some of the vehicle-like characteristics. For example, the Toyota motor company needs to *accelerate* the rate of its production in order to *overtake* its arch rival Honda, bargain hunters as the market gears-up for Q3.

This metaphor is similar to that of Jumah (2007) that describes the use of vehicle metaphors to conceptualize the business setting where phrases such as 'firing on all cylinders,' 'going fast,' 'rip roaring,' 'accelerate' depict the financial capability of an enterprises and linguistic terms like fuel and engine often portrays the force and energy towards achieving a corporate goal or vision.

The generic metaphor ACTIONS ARE EVENTS is the third type in the taxonomy of Lara (2008), which conceptualizes financial activities as specific events. It comprises three conceptual category: COMPETITION/GAME, FIGHT/BATTLE and A SHOW BUSINESS. However, in the corpus of Nigerian Businessday newspapers, there are two types of events that the linguistic metaphors found made reference to namely: a COMPETITION/GAME and FIGHT/BATTLE.

Table 4.3.10
Conceptual Pattern based on ECONOMY/MARKETS ARE COMPETITION/GAME (12%)

Lexis	No.
Players	11
Lose	9
Competition, gain	6
Performance	5
Rebound, winner, struggle	3
Underperform, outpace, dominate, rival, champion	2
Total	**56**

Table 4.3.11
Conceptual Pattern based on STOCK MARKET TRADING IS FIGHT/BATTLE (14%)

Lexis	No.
Defence	9
Hunting, suffer, strong	7
Trigger	6
Calm	4
Resilience, war, battle, vulnerable, advance, retreat	3
Blow, attack, force, target, boost	2
Total	**68**

Generally, linguistic metaphors in the above category have some features in common, such as the intensity of competitiveness, a high spirit of aggressiveness and the desire for victory or fame. This category also contains 124 of linguistic metaphors manifested from data analyzed. Although the two domains yielded different linguistic metaphors, they almost share the same motivation towards portraying their target domains. Linguistic metaphors in this category the ECONOMY/MARKETS ARE A GAME or WAR where rivals make use of manipulations, available resources and employ different stratagems to fight or win a game. Both terms competition and war metaphors are extensively used in the economic or business platform. Winner or loser for instance indicates the strength or weakness of a business or economy. Lose or win likewise signals the prosperity or failure of an economy or business as manifested in the following phrases: CBN to sustain naira *defence*, the intense *competition* for supply, the sector *suffered* a major *defeat*, other major *players* in the paint segment, and the next CBN governor has less *ammunition* to face any challenge.

Discussion
This section presents the discussion of the results according to the conceptual patterns of the linguistic metaphors found in the corpus of the Nigerian Businessday newspapers.

An in-depth analysis of the corpus of the Nigerian Businessday newspapers displayed an interesting data on the use of metaphorical language in conceptualizing financial issues. The linguistic metaphors found in the corpus as stated, fell into the three generic metaphors category, they are: THE GREAT CHAIN OF BEING, THE IMAGE SCHEMA, and those based on ACTIONS ARE EVENTS.

The first finding revealed that the manifestation of THE GREAT CHAIN OF BEING has the highest number of linguistic metaphors, with 194 out of 462 linguistic metaphors found (67%) followed by ACTIONS ARE EVENTS, 124 linguistic metaphors (26%) and IMAGE SCHEMA, 50 linguistic metaphors demonstrating 10%. It is noted that the conceptual pattern the ECONOMY/MARKETS ARE PEOPLE has the highest linguistic metaphors with (194) (44%), followed by the conceptual pattern the ECONOMY/MARKETS ARE BUBBLES with 75 linguistic metaphors (16%) then, the ECONOMY/MARKETS ARE MACHINE with 18 linguistic metaphors (3%) where the conceptual pattern with the least occurrence in this category is ECONOMY/MARKETS ARE BUILDING which has 7 linguistic metaphors (1%).

The PATH/IMAGE SCHEMA which is the second generic category in the taxonomy of Lara (2008) manifests three conceptual patterns in the corpus analyzed. The conceptual

pattern DIFFICULTIES ARE OBSTACLES IN THE WAY accounts for the highest linguistic metaphors with 29 linguistic metaphors found, followed by the ECONOMY/MARKETS ARE VERTICAL with 11 occurrences (2.3%) and the last in this category with the least metaphoric terms is ECONOMY/MARKETS ARE VEHICLES which has 10 linguistic metaphors (2.1%).

The last category is ACTIONS ARE EVENTS. Under this taxonomy are three conceptual patterns: STOCK MARKET IS A COMPETITION/GAME, FIGHT/BATTLE and A SHOW BUSINESS. In this study, the corpus revealed two types of conceptual patterns which are the ECONOMY/MARKETS ARE COMPETITION/GAME and the ECONOMY/MARKETS ARE FIGHT/BATTLE. The conceptual pattern A BUSINESS SHOW was not found in the corpus of the Nigerian Businessday newspapers. The two conceptual domains found under this category account for the second highest number of linguistic metaphors where by the conceptual patterns ECONOMY/MARKETS ARE FIGHT/BATTLE has 68 linguistic metaphors (14%) and finally the conceptual domain THE ECONOMY/MARKETS ARE COMPETITION/GAME has 56 linguistic metaphors (12%).

The findings also indicate that from the three taxonomies, the conceptual pattern ECONOMY/MARKETS ARE PEOPLE is the most salient conceptual metaphor that underlie the expressions related to the Nigerian stock market. The lexis 'growth' is the most frequent metaphor used. This may be because the Nigerian business environment is not yet fully developed compared to advanced countries. Another factor worth noting is that the corpus analysed was based on the period when oil price plummeted to the lowest level from 120 dollars per barrel to around 45 dollars per barrel and the fact that the Nigerian business depends heavily on the oil market causes the market also to slow down and linguistic terms such as 'slow growth' 'sluggish growth' 'foresee growth' depict this condition.

Most linguistic metaphors used under the conceptual metaphor ECONONMY/MARKETS ARE PEOPLE are also used in a negative sense, they conceptualize the economic issues from a more pessimistic perspective (Angeles & Lopez, 2010). Other linguistic metaphors used under this conceptual domain are lexis such as 'mood', which shows a psychological state of affairs; 'recover' signifying a return to normal health after an illness, 'appetite'; a physical desire for something and 'health', the condition of being well or free from disease. Esager (2011) in her study grouped these linguistic metaphors under the ECONOMY IS A LIVING BEING conceptual metaphor, which maps economy on to humans, animals and plants. (Charteris-Black & Ennis, 2001) divided these linguistic metaphors into physical and psychological metaphors to describe how Spanish and English reporters used them to portray the economy to their readers. In this study, however, except the lexis 'mood' all other linguistic metaphors under this conceptual domain were rather used to show the physical nature of the Nigerian business platform.

In addition, the use of animals to describe the Nigerian business environment is rather minimal considering the number of linguistic metaphors found, only two linguistic metaphors used 'Bullish' and 'Bearish.' ECONOMY/MARKET IS A MACHINE in the corpus analyzed is far less frequent and this conceptual pattern has in some way overlapped with the ECONOMY IS A VEHICLE although, the term machine is general with only one linguistic metaphor under it 'Drive.' Linguistic terms under the conceptual domain

VEHICLE are lexis such as 'reverse' 'gears-up' and 'fuel' these terms are specific to vehicles like car or motorcycle but MACHINE is somehow non-specific and it could be any equipment with moving parts which requires electricity or gasoline to function. To portray Nigerian business environment as machine or vehicle means the economy is seen as something that is supposed to work efficiently but when it fails, then some adjustments or repairs are needed to be done to work properly again. This is the same with the economy that it sometimes needs financial support for business to prosper or work properly (Esager, 2011). This framework is also useful in the field of politics where politicians conceptualize their political struggle as MACHINE that fails and later fixed to work properly, so also the central bankers in the field of economy (Lara, 2008).

5.0 Summary and Conclusion
Introduction
This chapter presents the summary of the findings discussed in the previous chapter and draws conclusion based on the results reported in the study. The summary is presented based on the research questions stated in chapter 1 which will be restated here again for clarity. In addition, the chapter also discusses the implications and limitations of the study and provides suggestions for future research.

This study is on the use of linguistic metaphors in the stock market reports of the Nigerian Businessday newspapers. The study attempted to answer the following research questions:

1. What are the linguistic metaphors used to describe the movement and condition of the stock market in the Nigerian Businessday newspaper reports?
2. What are the conceptual patterns of the stock market metaphors in the Nigerian Businessday newspaper reports?

5.1. Summary and Conclusion
To begin with, the study analysed 70 report articles on stock market reports obtained from the corpus of the Nigerian Businessday newspapers. These articles generated 67,209 words, out of this number, a total of 462 linguistic metaphors were identified. Average words per text were 600, while linguistic metaphors per article was 8.4 and finally the linguistic metaphoric terms used more than once were (86.8%). The linguistic metaphors used to describe the movement of the stock market in the Nigerian Businessday newspaper reports were 462. Out of this number, the lexis 'Growth' has the highest frequency which appeared up to 124 times and those with the least frequency appeared one or twice for example, the linguistic metaphors 'disease' and 'strength'. These linguistic metaphors described the condition and state of the stock market. They also described the market as something that moves from one place to another that sometimes face difficulties. Similarly, the linguistic metaphors described the market as an imaginative platform for activity to take place. So reporters of the Businessday newspapers use linguistic metaphors that are rich to bring the picture of the proceedings in the Nigerian business environment especially the stock market.

In order to analyse the conceptual patterns manifested more clearly in the stock market reports of the Nigerian Businessday newspapers, the researcher adopted Lakoff and Johnson's (1980) theory of conceptual metaphor and Lara's (2008) conceptual model which is categorised into three main taxonomies, namely: (a). The GREAT CHAIN OF BEING, (b). PATH/IMAGE SCHEMAS, and (c). ACTIONS ARE EVENTS. Under the

generic category The GREAT CHAIN OF BEING, the linguistic metaphors portrayed the ECONOMY/MARKETS AS PEOPLE, ANIMALS, MACHINE, HOUSE and BUBBLES. This category has the highest linguistic metaphors used in the corpus (64%). The second category PATH/IMAGE SCHEMA, the conceptual pattern under this category described the ECONOMY/MARKETS AS VEHICLES/VERTICAL and DIFFICULTIES ARE OBSTACLES IN THE WAY. This taxonomy manifested the least number of linguistic metaphors to describe the patterns of the stock market, which represents only (10%) of the total linguistic metaphors found.

The third conceptual category ACTIONS ARE EVENTS shows a very significant result. The taxonomy has two conceptual patterns namely: COMPETITION/GAME, and WAR/BATTLE. This category manifested a convincing number of linguistic metaphors used to describe the Nigerian stock market. It accounts for (26%) of the total linguistic metaphors which followed the first taxonomy The GREAT CHAIN OF BEING. The conceptual patterns under this category conceptualised the ECONOMY/MARKETS AS COMPETITION/GAME and FIGHT/BATTLE.

On the generic category based on PATH/IMAGE SCHEMA the three corpora show interesting data. The linguistic metaphors used in the corpora show the conceptual pattern, the ECONOMY/MARKETS ARE VERTICAL and DIFFICULTIES ARE OBSTACLES IN THE WAY. But in this instance also, Nigerian and Spanish corpora exhibit correspondence in their use of linguistic metaphors than the English corpus. In the generic category based on ACTIONS ARE EVENTS the English and Spanish data expressed similar manifestation of conceptual patterns, which describe the ECONOMY/MARKETS AS COMPETITION/GAME, FIGHT/BATTLE and A SHOW BUSINESS. Conversely, however, Nigerian data show only two conceptual patterns these are COMPETITION/GAME and FIGHT/BATTLE.

The English corpus has the highest manifestation of conceptual patterns in Lara's (2008) model compared to the Nigerian and Spanish corpora. This, may be as a result of the dominant power that western world possesses on the economic world. Nigeria is relatively a tiny economy compared to English and Spanish economy this may be the reason why the Nigerian reporters use linguistic terms that show stages of development or growth and mostly related to animate beings to describe the Nigerian economy and the market.
In conclusion, the study provided insights on the use of linguistic metaphors to describe the Nigerian stock market environment. Through the research questions, the study highlighted the types of linguistic metaphors manifested in the stock market reports of the Nigerian Businessday newspapers. The conceptual patterns of different domains were presented and importantly, the Nigerian business environment was compared with two developed economies of the world and important data were found.

References

Altman, Alex. "Detroit Tries to Get on a Road to Renewal." *Time.com Assignment Detroit Project.* 29 May 2009, accessed 23 March 2012, http://www.time.com/time/magazine/article/0,9171,1887864,00.html.
Crystal, D. (2003). English as a Global Language (2nd ed.). UK, CambridgeUniversityPrs

Dancygier, B. & Sweetser, E. (2014). Figurative Language. UK, CambridgeUniversityPs
Dawsey, Darrell. "A Rant About 'Scrappers.'" *Time.com Detroit Blog.* 21 September 2010, accessed 23 March 2012, http://detroit.blogs.time.com/2010/09/21/a-rant-about-scrappers/.

Dobrosklonskaya, T.G. (2008). Media-linguistics: systematic approach to studying mass media language. Contemporary English media speech/ Medialingvistika: sistemnyy podhod education. The Teacher Educator, 41(2), 95e110. *Purposes*. 22(2): 131-51.

Katamba, F. (2004). English Words: Structure, History, Usage, Abingdon: Routledge.

Katz, A. (1996). On Interpreting Statements as Metaphor or Irony: Contextual kizucheniyu yazyka SMI. Sovremennaya angliyskaya mediarech. Moscow: Flinta: Nauka.

Koller, V. (2003). *Metaphor Clusters in Business Media Discourse: A Social Cognition Approach.* Ph. D. Dissertation. Department of English, University of Vienna, Austria.

Koller, V. (2004). *Metaphor and Gender in Business Media Discourse: A Critical Cognitive Study.* Palgrave: Macmillan.

Koller, V. (2006). Of critical importance: Using corpora to study metaphor in business media discourse. In: Stefanowitsch A and Griess ST (eds) *Corpus-based Approaches to Metaphor and Metonymy*. Berlin: De Gruyter, pp. 229–257.

Kolshansky, .V. (1990). Objective world view in cognition and language/Objektivnaya kartina mira v poznanii i yazyke. Moscow: Nauk

Kövecses, Z. (2000). *Metaphor and Emotion:* New York*:* Cambridge University Press.

Kramsch, C. (1994). Redefining literacy in a foreign language. Unterrichtspraxis 27, (1),

Cameron, L. & Cavalcanti, M. (eds): Confronting Metaphor in Use: An Applied Linguistic Approach. Amsterdam/Philadelphia: John Benjamins, pp. 79–100.

Lakoff, G. & M. Johnson (1980). *Metaphors We Live By*. Chicago: Chicago

Lakoff, G. & Turner, M. (1989). *More Than Cool Reason: a field guide to poetic metaphor. University of Chicago Press.*

Lakoff, G. & Johnson, M. (1999). *Philosophy in the Flesh*: the embodied mind and its challenges to western thought. New York: Basic Books Chicago: Chicago

Lakoff, G. (1993). The contemporary theory of metaphor. In A. Ortney (Ed.), *Metaphor and Thought* (2nd ed., pp. 2002-2051). Cambridge, MA: Cambridge University Press.

Lakoff, G., & Johnson, M. (2003). *Metaphors we live by*. Chicago: University of Chicago Press.

Lakoff, G., & Johnson, M. (1981). Conceptual metaphor in everyday language. In M. Johnson (Ed.), *Philosophical Perspectives on Metaphor* (pp. 286-325). Minneapolis,MN: University of Minnesota Press.

Massengill Shaw, D., & Mahlios, M. (2008). Pre-service teachers' metaphors of teaching and literacy. Reading Psychology, 29(1), 31e60.

Rojo López, A. M., & Orts Llopis, M. A. (2010). Metaphorical pattern analysis in financial texts: Framing the crisis in positive or negative metaphorical terms. *Journal of Pragmatics, 42*,3300–3313.

Semino, E. (2008). *Metaphors in discourse*. Cambridge, England: Cambridge University Press.

Shohamy, D. (2007). Policy Issues in Language Testing. Ethnographic Praxis in Industry Conference Wayne State Univesity.

White, M. & H. Herrera. (2003). Metaphor and Ideology in the Press Coverage of