

Conceptual Metaphor BUSINESS IS A JOURNEY in Business Terminology

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Abstract—Departing from the conventional understanding that metaphor is merely a component of rhetorical and poetic expression, the Theory of Conceptual Metaphor provides linguistic evidence that metaphor plays a crucial role in creating new specialized vocabulary. The present study attempts to apply the Conceptual Metaphor Theory to analyze the metaphor BUSINESS IS A JOURNEY in nominating business terminology. The corpus of the study comprises 179 metaphorical business terms collected from business dictionaries and textbooks. It is discovered in the study that certain attributes of the “journey” source domain are mapped onto those of the “business” target domain, resulting in four derivative metaphors in business terms, namely companies are conventionally viewed as travelers, business tools are metaphorically described as vehicles, business growth is conceptually viewed as the roadmap and distance covered, and business challenges are metaphorically described as obstacles encountered. The research findings highlight metaphorization as an effective method of business term nomination.

Index Terms—metaphorical term, business term, journey domain, conceptual metaphor

I. INTRODUCTION

The central claim of cognitive linguistics posits that metaphor is pervasive in everyday verbal and cognitive processes, indicating that our conceptual system is also metaphorical in nature (Cameron, 2003; Bogdanović, 2023). The Theory of Conceptual Metaphor provides linguistic evidence that metaphorization - one of the most significant cognitive processes in contemporary language science - provides a productive semantic source for enriching specialized vocabulary (Sherizatova, 2019; Gkalitsiou & Kotsopoulos, 2023). Therefore, the most effective method to replenish the dictionary is through the utilization of metaphors, which involve the metaphorization of frequently used words and phrases (Celiešienė & Juzelėnienė, 2019; Khachmafova et al., 2021). As such, numerous researches have been carried out to gain more insight into the interrelatedness of metaphors that transpire within the lexicon of a specific domain of experience, i.e. to trace metaphorical cognitive models (Temmerman, 2002; Lakoff & Johnson, 2003; Kövecses, 2010).

Previous studies on conceptual metaphors in business discourses have been conducted through the lens of numerous theoretical approaches and conceptual frameworks. Investigating multimodal metaphors in corporate branding messages, Koller (2009) declares that the brand is made understandable through its conceptualization as an ideal individual possessing the qualities that are favorably assessed in corporate discourses: growth, flexibility, dynamism, and connectivity. Silaški and Đurović (2010) discover that the economy is metaphorically viewed as a person who is afflicted with a range of ailments, which is illustrated in such terms as "catching flu", "catching pneumonia", or even being "in cardiac arrest". Silaški and Kilyeni (2014) find out various conceptual mappings on which the metaphor MONEY IS SOLID relies. Studying the metaphor cycle in a term-formation process, Alekseeva et al. (2020) suggest a four-stage approach that incorporates several perspectives in the formulation of specialized concepts and terms. Makhmaraimova (2020) explores the cognitive processes involved in the transfer of meanings from everyday language to more abstract terms. However, the study does not specifically examine the mapping schemes or metaphorical models in a scientific field. Ferrando (2021) examines metaphorical words and expressions in English for Specific Purpose contexts, and found multiple conceptual models applied in research papers and press articles.

Overall, a review on literature has made it clear that existing studies highlight the use of metaphors in nominating specialized vocabulary. However, less attention has been paid to research on metaphorical business terms projected from the source domain of “journey”, which needs to be fulfilled. Consequently, this study aims to fill this gap by investigating the conceptual metaphor BUSINESS IS A JOURNEY in nominating business terminology in English.

The following two research questions are addressed:

- 1) What are the mapping principles between the “journey” source domain and target domain of “business”?
- 2) How frequent are business terms metaphorically nominated from the “journey” source domain?

The structure of the paper is as follows: Section 2 presents the theoretical framework of the study - the Theory of Conceptual Metaphor and metaphorization in terminology. In Section 3, we describe the research methodology, including research design, research corpus compilation and metaphor identification procedures. The findings on mapping schemes and metaphorical salience of business terms activated from the metaphor BUSINESS IS A JOURNEY are presented in Section 4. In the last section, we sum up the main research findings.

II. THEORETICAL BACKGROUND

In this section, we first outline the Theory of Conceptual Metaphor which is the basic theoretical framework for analysis in this study. We then briefly present some research on conceptual metaphor in terminology nomination.

A. *The Theory of Conceptual Metaphor*

Metaphor is defined as “a figure of speech in which a word or phrase is applied to an object, person, or action that it does not literally denote” (APA, 2023). A metaphor is the mapping of concrete and tangible concepts onto abstract and intangible concepts, enabling the expression and comprehension of abstract ideas with the help of concrete ideas (Zhu et al., 2023) based on the similarities between the two domains (Holyoak & Stamenković, 2018). Meanwhile, Kövecses (2010) defines conceptual metaphor as a systematic set of correspondences, or mapping, between two conceptual domains, the source and the target. The central claim of the Theory of Conceptual Metaphor is that people conceptualize abstract domains (target) metaphorically in terms of more concrete or well-understood domains (source) (Lakoff & Johnson, 2003; Kövecses, 2010). The source and target are aligned so that constituent elements of the source correspond to constituent elements of the target (Nguyen & Nguyen, 2024). Linguistic synesthesia exhibits several mapping relations that adhere to distinct mapping principles and are anticipated by ontological knowledge. Establishing image schemata through mapping from the source domain to the target domain makes it easier to understand and interpret the source domain (Pham & Nguyen, 2024). One target domain is characterized by several source domains. Additionally, a single conceptual domain can serve as the source of numerous metaphors that are expressed in various linguistic structures inside a language (Ahrens, 2010; Khatin-Zadeh et al., 2023).

The source and target domains possess various dimensions of experience, including purpose, manner, cause, function, control, shape, size, and others, which Kövecses (2010) refers to as “aspects of domains”. Given the properties that participate in a metaphorical mapping, we can map as much knowledge from the source onto the target that aligns with the image-schematic attributes of the target. For example, in the metaphor ARGUMENT IS WAR, we describe an argument by means of “war” as realized by the expressions like “Your claims are *indefensible*”. “If you use that *strategy*, he'll *wipe* you out”. “He *shot down* all of my arguments”. “He *attacked* every weak point in my argument” (Lakoff & Johnson, 2003, p. 5), etc. The assumption is that we conceptualize, talk, and act in arguments as though they were wars because the attack, defense, counterattack, and other elements of the conceptual framework of a battle heavily influence the concept of an argument (Lakoff & Johnson, 2003). The linguistic expressions like *strategy*, *indefensible*, *attacked*, *shot down*, etc. in the above-mentioned examples illustrate how terms literally denote physical combat can be utilized to describe verbal combat. The mapping between the source and target domain occurs not only at the linguistic level but also at the cognitive level, influencing our comprehension of the universe and the surrounding phenomena (Ptiček & Dobša, 2023).

Every metaphor is a product of the creative cognitive process that is directly influenced by language and depends on how the reality is conceptualized in culture (Khachmafova et al., 2021). Metaphors arise from clear, intuitive, concrete experiences, and they endow abstract concepts with intelligible connotations (Xie, 2023). To put the same thing differently, metaphor comprehension is based on extensions of the same processes that underlie thinking and language comprehension in general (Holyoak & Stamenković, 2018). In fact, metaphors play a crucial part in our cognitive process, conceptual system, and behavioral patterns. A metaphor's foundation lies in the parallels that already exist between entities. In addition, it generates new alignments by a gestalt of perceptions and meanings. Much of our experience is metaphorical in nature; we use metaphors to define reality, and we act upon metaphors (Xie, 2023).

B. *Conceptual Metaphor in Terminology*

New metaphors emerge daily, and language is a dynamic organism that undergoes ongoing evolution (Ptiček & Dobša, 2023). Metaphors serve the purpose of enhancing the clarity and memorability of a message, exerting influence on others, shaping the perception of the world in specific ways, and perhaps manipulating listeners (Gkalitsiou & Kotsopoulos, 2023). Therefore, metaphorization is considered to be a valuable tool for generating new vocabulary due to its ability to convey a large amount of information in a concise way (Mio, 2009).

In specialized terminology, there are situations where new concepts cannot be adequately described using existing vocabulary. Metaphors, in such instances, help to convey new ideas. For example, BCG's Growth-Share Matrix utilizes animal-based words such as “cow” and “dog” to describe a four-square matrix representing a company's distinct categories of products and services. Metaphorical terms nominate specific concepts based on particular associations such as function, form or other correspondences (Celiešienė & Juzelėnienė, 2019; Zibin et al., 2024). Metaphorization helps to convey new concepts within a specific domain of expertise by utilizing existing linguistic resources (Gorokhova & Kubyshko, 2020). Therefore, the contemporary perspective on term designation regards metaphors as a cognitive tool that enhances our comprehension of abstract concepts by providing more explicit language (Khachmafova et al., 2021).

III. RESEARCH METHODS

A. *Research Design*

This study utilizes the Theory of Conceptual Metaphor introduced by Lakoff and Johnson (2003) to examine the conceptual metaphor BUSINESS IS A JOURNEY in nominating business terminology. The qualitative content analysis approach is applied in the study to analyze the mappings between “journey” attributes (source domain) and business concepts (target domain). The decision to allocate a metaphorical term to a particular source domain is determined by the basic definition of term elements found in dictionaries and a lexical database (Krennmayr, 2013; Kövecses et al., 2024). Therefore, we utilize the *lexical approach* proposed by Kövecses et al. (2024) to analyze the collected data. The lexical approach focuses on conventionalized expressions associated with the concept under analysis, encompassing synonyms, related words and phrases which are commonly found in dictionaries or collections of words and phrases. Additionally, the framework of the Conceptual Mapping Model suggested by Ahrens (2010) implies that mapping principles can be identified by analyzing the frequency of mapping patterns between the source and target domains that occur for a specific conceptual metaphor. According to Kövecses et al. (2024), the measurement of metaphorical salience might be based on the following criteria: 1) the quantity of mappings, or correspondences, in a conceptual metaphor; 2) the frequency of occurrence of linguistic expressions that belong to a conceptual metaphor; and 3) the token frequency of linguistic expressions that belong to a conceptual metaphor. Consequently, by utilizing the aggregate values, we are able to establish a hierarchy of metaphorical significance. In categorization, journey attributes which are closely and loosely related to the business domain are categorized according to certain metaphorical mappings or entailments.

In brief, descriptive analysis, categorization and statistics are employed in order to achieve the objectives of the present study. The following steps are involved in the process of analyzing the compiled corpus:

- (i) Identify metaphors in business terms in English;
- (ii) Categorize metaphorical terms into groups according to attributes mapped from the journey domain onto business domain;
- (iii) Clarify metaphorical salience.

B. Research Corpus

This research employs the purposeful sampling technique with the corpus mainly compiled from business dictionaries, namely “Oxford Advanced Learner’s Dictionary of Current English” (Hornby, 2015), “Cambridge Business English Dictionary” (Combley, 2011), and “A Dictionary of Business and Management” (Law, 2009). Furthermore, additional data were collected from business textbooks in English (Kim & Mauborgne, 2005; David, 2014; Porter, 1998; among others). Utilizing the Metaphor Identification Procedure proposed by Pragglejaz (2007), the study collected 179 metaphorical business terms which are projected from the source domain of “journey”. The contextual meaning employed in the study is the “minimal context”, which derives from business terms themselves. It is important to note that no previous research has been done from this specific standpoint on the chosen corpus.

C. Metaphor Identification Procedure

Recently, various procedures for metaphor identification have been developed, such as MIP - the Metaphor Identification Procedure proposed by Pragglejaz (2007), VISMIP - the extended version of MIP for Image suggested by Šorn and Steen (2018), DMIP - a method for identifying potentially deliberate metaphor by Reijnierse et al. (2018), MIPVU - the Metaphor Identification Procedure Vrije Universiteit proposed by Steen et al. (2010), and MSDIP - the Method for Coding Source Domains in Metaphor Analysis introduced by Reijnierse and Burgers (2023). The present study's identification technique is based on MIP (Pragglejaz, 2007) to ensure the consistency and comprehensiveness of the research.

The adaptive metaphor identification procedure is as follows:

- (1) looking up words and phrases in books and dictionaries and identifying terms that could be nominated as metaphors;
- (2) identifying metaphorical elements terms, determine if they fit in the journey source domain and business target domain;
- (3) naming metaphorical terms - those that consist of one or more metaphorical elements.

The study adheres to cognitive linguistics norms by using small capitals for the statement of conceptual metaphors, and italics for metaphorical terms. A large number of metaphorical terms in business consist of one metaphorical element like “driving”, “follower”, and “niche” in *market driving*, *price follower*, *niche retailing*, ... whereas there exist a lower number of business terms such as *exit barrier*, *entry barrier* in which all term elements are metaphorical.

IV. RESULTS AND DISCUSSION

Through our analysis of metaphorical words and phrases in the corpus, we discover that business is conceptualized in terms of a journey, in which certain attributes of a journey are activated and projected to those of business activities. The constituent mappings of the metaphor BUSINESS IS A JOURNEY can be visualized through the mappings between the source domain and target domain as presented in Table 1.

TABLE 1
MAPPINGS OF THE METAPHOR BUSINESS IS A JOURNEY

Source domain's attributes (Journey)	Correlates to	Target domain's attributes (Business)	Number of terms	Frequency (%)
Travelers	→	Companies	36	20.11
Vehicles	→	Business tools	57	31.84
Roadmap and distance covered	→	Business growth	74	41.34
Obstacles encountered	→	Business challenges	12	6.7
Total			179	100

As can be seen from Table 1, numerous attributes from the journey source domain are mapped onto characteristics of business. This mapping schema is derived from our empirical knowledge in the real world. Overall, "roadmap and distance covered" is the most salient attribute to be mapped onto business growth, with 74 metaphorical terms nominated according to this mapping, accounting for 41.34%. In contrast, the "business challenges" attribute which is projected from "obstacles encountered" in the journey is the least significant in metaphorizing business terms, with only 12 terms created from this mapping schema, making up only 6.7%. "Vehicles" feature takes the second place while "travelers" attribute fills the third slot in creating business vocabulary, which nominate 57 and 36 metaphorical terms respectively. We will now have a closer look at each particular sub-metaphor.

A. Metaphor COMPANIES ARE TRAVELERS

Research results indicate that companies are metaphorically viewed as participants in the journey. The abstract concept of different types of companies participating in the market can be comprehended with the help of words and phrases literally used to denote concrete ideas of travelers like "newcomer", "partner", "pioneer", "entrant". This mapping can be illustrated through such metaphorical terms as *newcomer*, *business partner*, *pioneer firm*, *late entrant*, etc. *Pioneer firms* look for untapped marketplace with new opportunities for improving on current industry offerings. Organizations that are at the forefront of the market or are the first to introduce new products are commonly referred to as *market leaders* who guide the industry (lead the journey) and have *first mover advantages*. Consequently, it is not surprising that *pioneer firms* tend to become the *market leaders*. On the other hand, organizations that imitate and *follow* the market are often associated with being left behind, referred to as *market followers* who employ a *follower strategy*. As being illustrated in these examples, words and phrases basically characterizing travelers or participants in a journey such as *lead*, *leading*, *leader*, *mover*, *follower*, etc. are employed to describe companies participating in the business market, for instance, *follow-the-leader pricing strategy*, *first mover disadvantage*, *second-mover advantage*, *price leadership*, *price leader*, *price follower*, *product leadership*, *leading brand*, *brand leader*, *market pioneer*, *industry newcomer*, *industry leader*, *loss leader pricing*, etc.

The following examples reflect that companies are conventionally viewed as travelers:

- (1) Being a *slow mover* (also called *fast follower* or *late mover*) can be effective when a firm can easily copy or imitate the *lead firm's* products or services (David, 2014, p.152).
- (2) New *entrants* to an industry bring new capacity, the desire to gain market share, and often substantial resources (Porter, 1998, p. 7).
- (3) *Price leadership* occurs when a *leading firm* in a given industry is able to exert enough influence in the sector that it can effectively determine the price of goods or services for the entire market. This type of firm is sometimes referred to as the *price leader* (Tardi, 2024).

As presented in these examples, *new entrants*, *slow mover*, *fast follower*, *late mover*, *lead firm*, *price leadership*, *leading firm*, *price leader* are metaphorical terms describing companies which are conventionally viewed as travelers in a journey.

B. Metaphor BUSINESS TOOLS ARE VEHICLES

When companies enter the market, they need to select the most optimal business tools to fulfill their company goals, similar to vehicles that travelers need to reach their destination. Therefore, the attribute of business tools is projected from "vehicle" features, which effectively facilitates organizations in attaining their business objectives. Words originally used to characterize actions to do with vehicles or vehicle movement like *driving*, *driven*, *standstill*, *move*, *access*, *return*, etc. are metaphorically utilized to describe business tools that companies employ in their business operations, resulting in such metaphorical terms as *market access*, *return on investment (ROI)*, *strategic move*, *market-leading move*, *market-driven organization*, *competition-driven pricing*, *market driving*, etc. In addition, the projection of terms related to the vehicle's motion properties in the source domain (slow, fast, backward, cross, ...) onto the corresponding attribute in the target domain facilitates the comprehension of ideas linked to business operations. As a result, common business activities of enterprises are often described using vocabulary units such as *backwardation*, *backflip takeover*, *backward integration*, *market-oriented*, *fast-moving consumer goods*, *cross-sell*, *cross-licensing agreement*, *backward integration strategy*, *slow-growing market*, etc. Furthermore, the firm needs to have a *market orientation* and have astute decision-making skills like to that of a discerning traveler. Opting for the right direction when entering *intersections* and *turnarounds* helps companies to improve their competitiveness and gain more market share.

The mapping of vehicle features onto business tools is illustrated in the following examples:

- (4) Other types of *cooperative* arrangements include research and development *partnerships*, *cross-distribution* agreements, *cross-licensing* agreements, *cross-manufacturing* agreements, and joint bidding consortia (David, 2014, p. 149).
- (5) *Product-driven strategies* build unique products and then look for gaps in the market that their product can fill. In contrast, *market-driven strategies* use research to identify gaps in the market and develop products to fill those gaps. A *market-driven organization* uses market knowledge and customer research to guide its overarching corporate strategy (Pragmaticinstitute.com).

As can be overserved from example (4), collaborative companies are metaphorically described as “*partnerships*” in a journey. The term element “cross” in *cross-distribution*, *cross-licensing*, and *cross-manufacturing* indicates way companies cooperate with each other through different channels of agreement. While metaphorical terms *product-driven strategies*, *market-driven strategies*, *market-driven organization* in example (5) imply that companies can “drive” a market or “drive” products so as to achieve their business goals, similar to the way travelers drive their vehicles to reach their destination.

C. Metaphor BUSINESS GROWTH IS THE ROADMAP AND DISTANCE COVERED

Another typical attribute that makes up the metaphor BUSINESS IS A JOURNEY is the “roadmap and distance covered” in the journey with a significant number of metaphorical terms created from this mapping. The large number of metaphorical terms in the collected corpus denoting business growth demonstrates that the growth in business can be understood as the roadmap and distance that travelers have covered. Business can be likened to a genuine journey, starting from the departure stage and culminating at the finish line, where the objective is either accomplished or not, and the destination is either reached or not. The destination of the journey is projected onto business objectives, for instance, increasing market share, increasing profits, and becoming the *market leader*. The travelers need to decide on their “path”, “orientation”, “journey”, “journey map” so as to reach their destination. Similarly, in order to achieve business objectives, companies need to identify their *market orientation*, decide on a *product roadmap*, *business roadmap*, understand the *customer journey*, and simultaneously develop a *customer journey map*. Otherwise, their business may loss, which is similar to an unsuccessful trip.

In addition, the organization's market position is determined by the perception of the participants' position in the journey, as indicated by metaphorical terms such as *strategic position*, *competitive brand positioning*, *corporate positioning*, etc. The majority of companies carry out strategic management process in which they manage to implement the best business strategies to maintain their *position* and viability within their industry. However, in many cases, if a firm is experiencing a period of poor performance, they change their strategies to make *business turnarounds*. As we can see from these metaphorical terms, words literally used to talk about a journey like *position*, *turnaround*, etc. are utilized in describing business growth, which can help to enrich business vocabulary and make business concepts become more concrete and easier to understand.

Here are some examples of the mapping of “roadmap and distance covered” onto “business growth” characteristics:

- (6) *First mover* advantages refer to the benefits a firm may achieve by *entering a new market* or developing a new product or service prior to rival firms (David, 2014, p. 152).
- (7) In the business of *corporate positioning*, the perception of *leadership* is something you can cash at the bank (Ries & Trout, 2001).

In these instances, business terms *first mover*, *entering a new market*, *corporate positioning*, and *leadership* are designated from metaphorizing words and phrases literally denoting a journey, reflecting that business is similar to a journey.

D. Metaphor BUSINESS CHALLENGES ARE OBSTACLES ENCOUNTERED

According to commonly held opinions, a road is not consistently level and direct towards the destination, but rather contains numerous tangible barriers and obstacles that can impede progress or slow down the journey. Similarly, in the realm of business, organizations frequently face challenges and hurdles that resemble impediments along their business path. Basically, the word “barrier” refers to an object like a fence that prevents people from moving forward from one place to another (Hornby, 2015, p. 108). In business, this word is utilized in enriching business vocabulary, resulting in new metaphorical terms such as *entry barrier*, *barrier to exit*, *switching barrier*, *trade barrier*, *market challenger*, etc. to illustrate the challenges and barriers associated with business activities. These metaphorical terms aid in comprehending the difficulties and obstacles encountered in the voyage, as well as the challenges in business operations.

Let us now see some representative examples for the perceived structural similarities between the concept of obstacles in a journey and business challenges:

- (8) The factors that lead to a low-cost position usually also provide substantial *entry barriers* in terms of scale economies or cost advantages (David, 2014, p. 15).
- (9) A blue ocean strategy brings with it considerable *barriers to imitation* (Kim & Mauborgne, 2005, p. 185).
- (10) A company can avoid confronting competitors with high *exit barriers* and can thus sidestep involvement in bitter price cutting, or it can lower its own *exit barriers* (Porter, 1998, p. 22).

As can be seen from the above examples, different types of *barriers* like *entry barriers*, *barriers to imitation*, *exit barriers* collectively illustrate the complexity, difficulty, and numerous obstacles in business activities in which business

managers - as drivers - play an important role throughout the journey. It is evident that travelers can fall behind their companions for many reasons, as they have failed to overcome obstacles along the journey. Similarly, enterprises must devise strategies to surmount challenges in the realm of their business journey.

As illustrated by the examples and mappings above, the extensive knowledge we have about a journey helps us to utilize the mapping from this source domain to understand the abstract concept of business. Table 2 serves to demonstrate the frequency of the metaphorical terms belonging to the conceptual model BUSINESS IS A JOURNEY.

TABLE 2
METAPHORICAL ELEMENTS ACTIVATED IN THE CONCEPTUAL MODEL BUSINESS IS A JOURNEY

Source domain	Metaphorical element	Number of terms	Metaphorical element	Number of terms	Target domain
Travelers	entrant	4	leader	12	Companies
	mover	5	leadership	7	
	newcomer	1	pioneer	3	
	follower	4			
	Total	36			
Vehicles	move	3	driving	1	Business tools
	movement	1	driven	7	
	fast-moving	1	back	7	
	return	4	standstill	1	
	forward	4	follow	2	
	backward	3	access	1	
	backwardation	1	cross	10	
	leading	4	approach	3	
	fast	1	pioneering	1	
	slow	2			
Total	57				
Roadmap and distance covered	end	5	position	8	Business growth
	startup	2	positioning	16	
	orientation	5	repositioning	1	
	oriented	10	penetration	8	
	roadmap	3	compass	1	
	turnaround	2	delivery	1	
	narrow	2	entry	4	
	niche	4	exit	2	
Total	74				
Obstacles encountered	barrier	10	challenger	2	Business challenges
	Total	12			
Total			179		

As can be seen in Table 2, we may utilize our extensive understanding of a journey to develop business terminology. The data presented in Table 2 demonstrate numerous lexical units that describe various aspects of a journey, including people participating in the journey, the vehicles and their movements, the roadmap and distance covered in the journey, and obstacles encountered along the way. In reality, many people have a rather vague understanding of business activities, which might be considered an abstract notion. Thus, by envisioning business activities as a journey, readers and listeners can readily imagine a protracted, challenging, and laborious path in the business operations of enterprises.

From this discussion, it is clear that the abstract business terms are understood by words and phrases denoting the concrete journey domain because there were preexisting similarities between the elements in the two domains, which is derived from people's experience in the physical world. Devoid of these metaphors, individuals find it challenging to engage in logical thinking regarding business features. At the linguistic level, when words representing concepts from one domain are used in another domain, they become polysemous and establish a consistent meaning in the business target domain. Certain lexical concepts are well-established within the specific field of business, while other lexical items may lose their initial meanings in the general journey after they have developed a solid meaning inside the business context. These terms have become specialized jargon in the business field, and their meanings cannot be deduced by referring back to their original journey contexts. A deep understanding of "journey" knowledge is necessary to comprehend them.

V. CONCLUSION

Utilizing the Theory of Conceptual Metaphor (Lakoff & Johnson, 2003), and the Metaphor Identification Procedure proposed by Pragglejaz group (2007) to analyze the compiled corpus, the present study examines the cognitive mechanism of metaphorization in business terminology mapped from the journey source domain. The study has clarified the metaphor BUSINESS IS A JOURNEY with sub-metaphors grouped into categories: travelers, vehicles, roadmap and distance covered, and obstacles encountered, the attributes of which fall into categories distinguished by Lakoff and Johnson (2003) and Kövecses (2010). These attributes are mapped onto the target domain of business, helping to nominate terms describing companies, business tools, business growth, and business challenges respectively. The results of the study also

show that the “roadmap and distance covered” attribute in a journey is the most salient which is transferred to the business target domain to describe business growth while “obstacles encountered along the journey” is the least prominent in nominating business terms.

A closer look at mapping schemes in the metaphor BUSINESS IS A JOURNEY and the large number of metaphorical terms created from metaphorizing words and phrases projected from the source domain of “journey” implies that the notion of a journey is such a good and natural source domain for the abstract concepts of business activities. We can more clearly visualize the nature of business activities thanks to the application of the “journey” source domain to the business domain, which helps to enrich business vocabulary. Accordingly, these results solidify previous findings by Alekseeva et al. (2020) and Makhmaraimova (2020) that conceptual metaphors serve as a useful means for creating new terms and expanding specialized vocabulary. It is expected that the findings of the study will help businesspeople, researchers, learners, and teachers gain useful insight into the metaphorical nomination of business terminology.

The current study has certain limitations that may open up new avenues for investigation in the future. In fact, “sport”, “competition” or other source domains can help to designate business terms which is not described in the present study. Therefore, it is hoped that future scholars would examine the mappings projected from these domains in nominating business terminology.

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