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PERCEPTIONS OF METAPHORS ACROSS CULTURES

Abstract

The paper focuses on conceptual metaphors in contemporary managerial discourse from a cross-cultural perspective. It is based on the assumption that metaphors may provide valuable insights into how economic processes and participants involved in them are conceptualised and at the same time reflect aspects of cultures from which they emerge. The paper discusses the importance and role of various metaphors in managerial discourse and looks at two countries, Slovenia and Turkey, from the perspective of cultural differences by applying the Hofstede model of cultural dimensions. The second part reports the results of a survey carried out among Slovene and Turkish students of management and business studies and aimed at establishing and comparing the most salient metaphorical conceptualisations of the concepts COMPANY, MANAGER and EMPLOYEES in the two cultures. The findings suggest that there are considerable differences in the way Slovene and Turkish students view the concepts in question, pointing to important cultural implications.

Key words

conceptual metaphors, managerial discourse, cognitive linguistics, cultural dimensions model.

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