

Lenguaje económico de la prensa: fraseología y metáforas

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Abstract

The aim of this paper is to present the language of economics as it is used in the Spanish newspapers. After a general description of this type of text, the attention will be focused on phraseology and metaphores. Among the different kinds of phraseological expressions, we will see that collocations and a specific class of idioms (called locuciones in Spanish) have the highest number of units that are specific for the economic language. As for metaphores, we will see how they are based on cognitive patterns and which ones are the most important. Both phraseology and metaphores facilitate communication, have a ludic purpose and make the message more acceptable to the reader, contributing to the construction of a consensus.

Keywords: economic language; dissemination; phraseology; metaphor; consensus.