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Nota di contenuto	Introduction: Constructing and communicating crisis discourse from cognitive, discursive and sociocultural perspectives / Mimi Huang -- Part I. Investigating the language of financial and organisational crisis: 1. Crisis Marketing through conceptual ontology in metaphor in financial reporting: "Decision", "change" ... and Right to Information? / Michael O'Mara-Shimek -- 2. From economic crisis to austerity policies through conceptual metaphor: A corpus-based comparison of metaphors of crisis and austerity in the Portuguese press / Augusto Soares da Silva -- 3. Responding to organisational misbehaviour: The influence of public frames in social media / Lise-Lotte Holmgreen -- Part II. Understanding discourses of political conflicts: 4. Turning the heart into a neighbour (Re)framing Kosovo in Serbian political discourse / Katarina Rasulic -- 5. "Today, the long Arab winter has begun to thaw": A corpus-assisted discourse study of conceptual metaphors in political speeches about the Arab revolutions / Stefanie Ullmann -- 6. Metaphors for protest: The persuasive power of cross-domain mappings on demonstration posters again Stuttgart / Gerrit Kotzur --

Part III. Studying personal crisis in psychotherapy and narrative: 7 The 'transformative' power of metaphor: Assessing its unexplored potential at the crossroads between static and dynamic instances / Federica Ferrari -- 8. Co-constructing 'crisis' with metaphor: A quantitative approach to metaphor use in psychotherapy talk / Dennis Tay -- 9. Narrative modulation in the storytelling of breast cancer survivors' transitional experiences / Mimi Huang -- 10. Framing the onset of Obsessive-Compulsive Disorder (OCD): Women's experiences of changes in the body / Olivia Knapton.

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Sommario/riassunto

"In times of crisis, how do people conceptualise and communicate their experiences through different forms and channels? How can original research in cognitive linguistics, discourse analysis and crisis studies advance our understanding of the ways in which we interact with and communicate about crisis events? In answering these questions, this volume examines the unique functions, features and applications of the metaphors and frames that emerge from and give shape to crisis-related discourses. The chapters in this volume present original concepts, approaches, authentic data and findings of crisis discourses in a wide range of organisational, political and personal contexts that affect a diverse body of language users and communities. This book will appeal to a broad readership in linguistics, sociological studies, cognitive sciences, crisis studies as well as language and communication researchers and practitioners"--

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