Record Nr. UNINA9910813970803321 Autore Hsieh Shelley Ching-yu Titolo Gold and jade filled halls [[electronic resource]]: a cognitive linguistic study of financial and economic expressions in Chinese and German // by Shelley Ching-yu Hsieh; with the collaboration of May Hsin-Mei Huang ... [et al.] Leiden, : Brill, 2013 Pubbl/distr/stampa **ISBN** 1-299-18473-1 90-04-24434-4 Descrizione fisica 1 online resource (249 p.) Collana Monies, markets, and finance in East Asia, 1600-1900, , 2210-2876 : : v. 3 Altri autori (Persone) HuangMay Hsin-Mei 401/.47 Disciplina Soggetti Intercultural communication - China Intercultural communication - Germany Cross-cultural orientation - China Cross-cultural orientation - Germany **Economics** Economics - Chinese Economics - German Finance Finance - Chinese Finance - German Comparative linguistics - East Asia Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record.

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Sommario/riassunto

In Gold and Jade Filled Halls: A Cognitive Linguistic Study of Financial and Economic Expressions in Chinese and German Shelley Ching-yu Hsieh offers an account of how we use financial linguistic expressions every day. They include various linguistic vehicles and cultural models that are related to the real world, such as gold, the stock market, animals, and plants. The cross-linguistic research benefits the understanding of the cultural value and model of cognition embedded

in languages. It also provides useful strategies for learning language and possible social factors that influence human behaviors.