

# Table of contents

Notes on Contributors vii

Introduction: Constructing and communicating crisis discourse from  
cognitive, discursive and sociocultural perspectives 1

*Mimi Huang*

## Part I. Investigating the language of financial and organisational crisis

### CHAPTER 1

Crisis Marketing through conceptual ontology in metaphor in financial  
reporting: "Decision", "change" ... and Right to Information? 23

*Michael O'Mara-Shimek*

### CHAPTER 2

From economic crisis to austerity policies through conceptual metaphor:  
A corpus-based comparison of metaphors of crisis and austerity in the  
Portuguese press 51

*Augusto Soares da Silva*

### CHAPTER 3

Responding to organisational misbehaviour: The influence of public  
frames in social media 87

*Lise-Lotte Holmgreen*

## Part II. Understanding discourses of political conflicts

### CHAPTER 4

Turning the heart into a neighbour: (Re)framing Kosovo in Serbian  
political discourse 111

*Katarina Rasulić*

CHAPTER 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	137
<i>Stefanie Ullmann</i>	
CHAPTER 6	
Metaphors for protest: The persuasive power of cross-domain mappings on demonstration posters against Stuttgart 21	169
<i>Gerrit Kotzur</i>	
 <b>Part III. Studying personal crisis in psychotherapy and narrative</b>	
CHAPTER 7	
The ‘transformative’ power of metaphor: Assessing its unexplored potential at the crossroads between static and dynamic instances	199
<i>Federica Ferrari</i>	
CHAPTER 8	
Co-constructing ‘crisis’ with metaphor: A quantitative approach to metaphor use in psychotherapy talk	231
<i>Dennis Tay</i>	
CHAPTER 9	
Narrative modulation in the storytelling of breast cancer survivors’ transitional experiences	255
<i>Mimi Huang</i>	
CHAPTER 10	
Framing the onset of obsessive-compulsive disorder (OCD): Women’s experiences of changes in the body	281
<i>Olivia Knapton</i>	
Index	305