

BOOK REVIEW

GUNTA ROZIŅA (2013). *BANKING AND FINANCE DISCOURSE: TOWARDS METAPHOR IN USE.*

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During the last decades, banking and finance discourse has become increasingly vital, especially, in the light of the financial downturn and its subsequent recovery in the world. This institutional discourse abounds in lexical metaphor, and understanding such a discourse for a layperson is not always easy, for instance, if it deals with such seemingly harmless rhetoric as bulls and bears in the bond market. The power of the insiders' use of language is also evident in the selection of the grammatical metaphor, which has a pivotal role in achieving certain persuasive effects.

Despite the topicality of the matter, publications on this type of applied discourse analysis are scarce; moreover, the role of the grammatical metaphor in the annual report genre does not seem to be studied, which certainly is the novelty of this monograph. Hence, *Banking and Finance Discourse: Towards Metaphor in Use* by Gunta Roziņa is an extremely valuable addition to applied discourse studies.

The monograph is structured in three chapters.

Chapter I *Functional Approach to Language Study* reviews selected linguistic theories on the functional language use; in particular, it considers the theoretical contributions by the Prague School and the London School. The chapter looks at language use in social context, the notions of discourse and institutional discourse. Having defined the banking and finance discourse as a sub-type of institutional discourse, it outlines the key characteristics of its written discourse.

Chapter II *Banking and Finance Discourse: Genre Approach* comprises the principal part of the book. It defines English for Banking and Finance and distinguishes the language functions it performs. The chapter examines the changing nature of banking and finance discourse and characterizes selected aspects of its application in the professional setting. It explores the annual report genre, which is used in inter-bank information circulation as the prevalent written document produced to store and disseminate financial data in order to inform the target readership about the monetary or financial situation of the country. Providing examples from the genre, the chapter examines thematic development principles, text structure organizational principles, and information sequencing principles in the banking and finance discourse.

This chapter also explores the role and essence of the conceptual and grammatical metaphor in the banking and finance discourse. Illustrated with compelling authentic examples, the chapter demonstrates that the metaphor use in the relevant discourse is the principal cognitive tool of thought employed for the purpose of the linguistic manifestation of meaning in a situational context. The functions, role and types of metaphor in the discourse are analysed from the perspectives of the theories of conceptual and grammatical metaphors.

Chapter III *Metaphor in Press Discourse* demonstrates that language is inseparable from the social context of its use and considers selected instances of metaphor application in press discourse on monetary and financial matters, which targets not only professionals, but also general public. The analysis of metaphor as a principal cognitive tool of organizing the language user's experiential knowledge presents a fascinating study of the way in which language, cognition and communication work.

In summary, this is an enthralling monograph in which many applied linguists, undergraduate and postgraduate students majoring in applied linguistics as well as specialists working in the area of banking and finance will find a lot of useful information about the banking and finance discourse. Finally, the monograph is very readable in a highly accessible style.