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**ON THE TERMINOLOGICAL STATUS OF  
INCREASE / DECREASE BUSINESS METAPHORS**

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*Abstract*

The present study aims to debate on the lexical and semantic behavior that certain metaphors related to market trends present in contexts. We refer to Spanish expressions such as *inflarse*, *desinflarse*, *remontar*, *desplomarse*, *recuperarse*, etc. used in Spanish texts with various degrees of specialization, referring mainly to the dynamics of economic indicators. The recurrent use of such expressions in similar contexts with specific reference to economic phenomena sets the basis for their inclusion into economics terminological data bases. Our article aims to propose arguments for and against the idea that certain Spanish business metaphors cross the border from words to terms. Secondly, as a result of the research, we put forward a set of criteria that should be taken into account when establishing whether neological and, particularly, metaphorical creations can be considered terms.

*Keywords:* term, word, metaphor, context of occurrence, business language

## 1. Introduction

Terminology has recently drawn the attention of many linguists. The study of various scientific terminologies has known an increasing development in the last few decades. Business language in particular proves to be a very productive research subject both from the linguistic perspective and from the teaching methodology one. This is a constant trend in many languages as our modern society is constantly pervaded by economic phenomena. Our analysis focuses on the dynamics of general lexis towards economic terminology as common words prove to be a continuous resource for terminologies.

Concretely, we have selected the lexical paradigm of increase – decrease verbs and nouns of metaphorical origins frequently used in Spanish business language. We aim to analyze their dynamics from the status of words used in general language to that of terms employed in specialized business communication. We choose to refer to them only in relation to their metaphorical<sup>1</sup> meaning, namely the one referring to increase - decrease business trends of economic indicators. The lexical units are listed in Appendix 1 together with documented contexts of occurrence.

According to terminologists, lexical items should fulfill several conditions in order to be considered terms (Spillner 1994, Cabré 2000, Depecker 2002, Bidu Vranceanu 2007). One of the most important characteristic of terms is their circumscription to a specific well delimited domain. The inclusion of terms into defined conceptual hierarchies belonging to determinate domains of activity is revealed through texts with a medium and high degree of specialization. Scientific research journals, institutional reports and official documents, university courses, formal and informal mailing between experts, on the one hand, are

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<sup>1</sup> All throughout the present analysis we choose to refer to metaphor not as a simply stylistic device but as a cognitive resource which people currently use to understand nonlinguistic reality. According to the cognitive approach, metaphor is a means of understanding one conceptual domain, usually of abstract nature, by means of another conceptual domain with roots in our everyday concrete experience. The former is generally named *target domain* while the latter, *source domain*. Accordingly, metaphor is defined as a “source to target mapping” (Lakoff 1987: 276). In the case of the lexical paradigm that concerns our research, the target domain is economy, while the source domains are related to oriented movement, living organisms, force interaction, etc.

channels of distribution of scientific lexis with a high degree of specialization. On the other hand, media articles and news reports are examples of texts specialized to a less extent as they are destined to a much larger circulation and popularization of the scientific content. Meyer and Mackintosh (2000: 199) argue that the distinction between word and term can be made only on the basis of the type of discourse in which it occurs. Concretely, in case the lexical item is used in a specialized or terminological context it should be considered a term, whereas its occurrence in a general language context indicates that it is used as a word. However, Bidu Vrănceanu (2007: 39) contradicts this approach pointing out that the extension of terms to less specialized discourse genres is motivated by the enlargement of our modern society's interest in specific knowledge areas.

Furthermore, apart from the employment of terms in the specialized communication of specific domains of activity, their presence in the dictionaries of the respective fields of knowledge is another source of confirmation of their terminological status. With respect to this issue, two situations are to be considered. Firstly, terms can be found in general language dictionaries diastatically marked according to the domain. Secondly, they are included into specific domain nomenclatures (dictionaries, glossaries, phrasebooks, etc.) where they are provided a precise, detailed definition. The explanations usually include other terms and make use of specialized concepts.

The next set of criteria involved in term recognition is of semantic nature. In order to be considered terminological units, words should have an accurate, unambiguous, monoreferential meaning, belonging to a conceptual hierarchy of a given domain of activity (Depecker 2002: 103, Cabré 2000: 34). Actually, the condition regarding the conceptual and referential unity of a term is seen by certain terminologists as having leading importance (Bidu Vrănceanu 2007: 33). For example, the Spanish term *beneficios* ('earnings') has a very strict definition within the boundaries of the economic domain, as the difference between the income obtained over a certain period, generally a year, and the costs or expenses necessary for obtaining the respective income ([www.economia48.com](http://www.economia48.com)). General language dictionaries define it as 'ganancia económica que se obtiene de un negocio, inversión u otra actividad mercantil' (DRAE) or 'dinero u otra cosa que se gana con algo' (DUE). Moreover, in more general contexts the lexical item is used with extended meaning: *Algunos beneficios derivados de este estatus, como los referidos a descuentos en*

*las matrículas de universidad, no se aplicarán hasta el año próximo*<sup>2</sup>. In this context it behaves more like a word as it has the general meaning of 'benefit, advantage'.

One other important characteristic of terms is their denotative function, a direct consequence of their monosemantic status. The highly specialized lexical units are used to refer to a specific object via a defined concept, having an accurate definition against a certain domain (Spillner 1994: 56, Cabré 2000: 35). Expressive uses of language implying speakers' subjectivity are not considered compatible with the terminological status. Denotation is a form of semantic stability and conceptual independency, as the term has also been assigned a decontextualized character (Cabré 2000: 34). Moreover, polysemy between the boundaries of one specific domain is considered a trait specific to words and not to terms (Cabré 2000: 35).

Above we have described the ideal conditions a lexical unit should fulfill at the same time in a certain linguistic context in order to be considered term. Whether it trespasses one or several of them contributes to determining its degree of specialization. Throughout our analysis we shall apply the described characteristics of terms as criteria of determining the terminological status of the selected lexical units.

## **2. Discussion of the results of the analysis**

Firstly, we shall start our approach by thoroughly defining the limits of the specialized domain the selected lexis is mainly used in. Although the economic field of knowledge and activity has multiple subordinate domains such as finance, stock exchange, commerce and industry, marketing, etc., the use of increase / decrease terms cannot be assigned to only one such subdomain. Concretely, verbs such as *subir* ('go up'), *recuperarse* ('recover'), *desinflarse* ('deflate'), etc. modify nouns expressing financial, trade indicators, stock exchange indices, etc., actualizing a similar meaning in each context, namely increase or

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<sup>2</sup> <http://corpus.rae.es/cgi-bin/crpsrvEx.dll?visualizar?tipo1=5&tipo2=0&iniItem=2&ordenar1=0&ordenar2=0&FID=270914\016\C000O27092014161011227.1012.1008&desc={B}+{I}+beneficios{I},+en+{I}Peri%F3dicos+{I},+en+{I}Ciencias+sociales+{I},+en+{I}ESPA%D1A+{I}{B}{BR}&tamVen=1&marcas=0#acierto2>

decrease in amount or value. The contexts below present the use of the verb *recuperarse* modifying several nouns coming from a wide range of economic subdomains, specified between brackets.

*El mercado nacional se recupera* (Macroeconomics)

*Las exportaciones se recuperan* (Commerce)

*La zona euro se recupera* (Finance)

*El IBEX 35 se recupera* (Stock Exchange)

The rest of the verbs present the same type of collocation regime. Therefore, our analysis will focus on the status of the selected phrases from the perspective of the economic domain. The possible extensions or “deviations” of use from economic texts are to be taken into account and discussed.

Secondly, the analysis approaches the linguistic context, as a manner of opening the way to the meaning n related criteria. Since each and every term is a word, but not all words are terms, we deem appropriate to explain from the beginning why the selected paradigm is likely to be considered a terminological one. The first and foremost argument does not concern meaning, as quantification is not specific only to economic phenomena, but the recurrent use of the words in business language. The contexts quoted in Appendix 1 point out the use of the verbs in argument structures usually including an external argument expressing an economic indicator such as *precios* (‘prices’), *ingresos* (‘income’), *la moneda única* ( the unique currency), names of companies standing for their share values (*Gas Natural*, *GAM*), etc. Other arguments of such nature can occur in direct object position (*El Tesoro dispara los intereses*). Nouns expressing increase or decrease are post modified by prepositional phrases including names of economic indicators (*desplome en el margen de intereses*, *la caída de la demanda agregada*). While certain economic measures can be quite accessible to the common public, some of them being used on a large scale even in general language (prices, names of currencies), others are more specialized. The latter may result quite opaque to unaware readers, their occurrence being more restricted to specialized uses. We consider this being the case of *el IPC interanual* (‘yearly Consumer Price Index’), *demanda agregada* (‘aggregate demand’), *margen de intereses* (‘interest

rate'), *tasa* ('rate'). Moreover, many of the verbs and nouns in question are modified by numeric or percentage quantifiers (*un desplome del 34 %*), specific to technical domains which qualify the amount of the increase / decrease. However, in certain situations figures may become difficult to understand by non experts especially with regard to a secondary evaluation of the variation extent. We refer mainly to the assessment of the increase or fall on a quantitative scale related to a "normal", desired or expected level of the variation. For example, a rise expressed by the verb *escalar* is considered as higher than expected in the case of the respective economic indicator. We shall come back to the evaluative function of metaphors in the section related to the semantic criterion. For the moment, it is worth mentioning that understanding the level of increase / decrease is a complex issue, an integrated result of numbers, lexical resources such as metaphors and reader's background specific knowledge. In this way the increase / decrease lexical items function as vehicles of specialized content involving economic hierarchies of concepts.

As follows, the analysis focuses on the semantic aspects, as meaning is a defining criterion in establishing the lexical degree of specialization. As it was mentioned earlier in the introduction, terms possess a monoconceptual semantic structure, which is a defining characteristic of their status. This means that between the boundaries of one and the same domain, in our case, the economic one, each and every significant listed in the left column of Appendix 1 should match only one concept. Polysemy cases are generally unaccepted or considered very rare. The meaning of the lexical items in focus includes reference to the type of variation: either increase (*escalar, escalada, remontar, estar por las nubes, dispararse, recuperarse, recuperacion, inflarse*) or decrease (*desplomarse, desplome, hundirse, hundimiento, caer, caida, estar por los suelos, adelgazar, adelgazamiento, desinflarse*); as well as to the extent of the respective process. In addition to these two constant semantic components, certain items also refer to the speed of the change (*dispararse, caer, recuperarse, remontar*); to previous situations on the market (*remontar, recuperarse, desinflarse*); to causes and objectives (*adelgazar*); to values on the "good" – "bad" scale assigned to the respective trend (*recuperarse, remontar*); to the foundations of the increase (*inflarse*); to temporal phases of the process (*estar por las nubes, estar por el suelo*). Actually, it is a common feature of metaphors to own complex semantic configurations especially on account of their twofold nature. Concretely, in all these cases

the source domain concrete concepts are used to express the economic phenomena and their characteristics. However, the relevant issue for our analysis is whether the target domain meaning is constant in all the contexts of occurrence of each lexical item and that it is the only meaning which is actualized in business language. In order to solve this matter we choose to appeal to the conclusions of one of our research study (Pecican 2013) carried out on the very same lexical range proving that in all the linguistic contexts belonging to the corpus of the study, the respective words actualize the same meaning. Nevertheless, the research was done only on the business sections of general and business newspapers. These conclusions should be completed by concordance studies on a specialized corpus made up of technical texts and discourse genres. However, it is not probable for a word to have a constant meaning in a certain economic discourse genre, indeed, a less specialized one, and actualize different or variable meanings in other economic text types. Therefore, we opt to consider the meanings of the lexical items in question as recurrent and constant<sup>3</sup>.

Furthermore, with regard to meaning, certain aspects are worth commenting upon. Concretely, we have briefly mentioned that both quantitative variation and quantification are not economic specific meanings but pervade a wide range of specialized domains as well as general life experience. Quantifiers are lexical items belonging to general language from where they are borrowed by specialized languages with the aim of expressing increase or decrease in amount and the extent of the change. This is a serious reason why general dictionaries avoid specifying the use restriction of the metaphors in focus to the economic domain. On the contrary, in the case of *dispararse* DRAE mentions the following use:

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3 On the other hand, since the original meaning of the metaphors in focus is also used in general language, they involve a certain risk of polysemy in business language. The example of the news report title *El suelo está por los suelos* is clarifying from this point of view. The word *suelo* ('land') is used with the original meaning as syntactic subject, elliptically standing for the land value at the moment. The meaning of *suelo* occurring in the prepositional phrase with the syntactic function of locative complement is figurative, related to a great quantitative decrease. However, such situations are not very frequent as the two domains are very different from one another, the source one referring to concrete everyday life phenomena such as movement, the interaction of forces, health and illness, while the target one includes only market related phenomena, usually of abstract nature.

‘dicho de una cosa: crecer, incrementarse inmoderadamente’ and as contexts of use the dictionary indicates *dispararse los precios, la violencia*. Therefore, the verb also modifies general language arguments such as *violencia*. Even the lexical item *precios* is very common to general language as everybody in our modern society frequently gets into contact with the respective concept. A search for the key word *dispara* generates concordances as the following<sup>4</sup>:

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El valor de ese mismo kilogramo **se dispara**, una vez llega a las calles de nuestro país  
Estás en: ASTURIAS El absentismo **se dispara** por el estrés El absentismo laboral es una  
incluso después de que salga el sol. **Se dispara** la demanda de espacio de ocio, de  
velocidad  
En la plaza Castilla, el alquiler **se dispara** hasta más de 20.000. Hace dos años había  
INTERNET El correo basura **se dispara** en España, pese a leyes y filtros 'anti-spam'  
Mientras que el gasto en medicamentos **se dispara** cada año (el 9,89% el año pasado), el  
futuro o sus efectos pasan, la temperatura del cuerpo **se dispara** y puede acabar incluso en  
muerte.

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The results indicate that the core meaning of increase is enriched with technical or general details as a result of the argument modified by *disparar* in each context. For example, the arguments with the semantic role of Patient range from business specific ones such as *la demanda, el gasto*, to general language phrases: *el absentismo, la temperatura del cuerpo*. Furthermore, the phrase *el correo basura* comes from informatics.

Nevertheless, in the case of other lexical units, the additional semantic elements to the core meaning of increase / decrease restrict the respective concept to the economic

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4 Only the contexts in which *dispara* is used with the meaning of *rises* were selected. The source of the concordances is the Spanish Royal Academy corpus (<http://corpus.rae.es/cgi-bin/crpsrvEx.dll?visualizar?tipo1=4&tipo2=0&iniItem=0&ordenar1=0&ordenar2=0&FID=131014\019\C000O13102014192110548.1028.1024&desc={B}{I}+dispara{I},+en+{I}Peri%F3dicos+{I}+,+en+{I}ESPA%D1A+{I}{B}{BR}&marcas=0>).



domain. It is the case of *inflarse*, *desinflarse*, *adelgazar*, *adelgazamiento*. According to the contexts in Appendix 1, the former two refer to an increase in great amount not supported by the market laws. In the case of *inflarse* the context indicates that the reached value was not real. Therefore, apart from exaggerated the increase is also seen as artificial. *Desinflarse* refers to the decrease from an exaggerated, artificial level reached previously. As for the latter two, according to the quoted contexts *adelgazar* y *adelgazamiento* characterize the falling trend as a measure taken by companies or public administration in order to avoid crisis or bankruptcy.

An equally important aspect related to meaning concerns the evaluative function of the metaphors in focus. Indeed, as we have already stated, their core meaning includes a scalar component referring to the dimension of the increase / decrease. In some cases the increase of the economic indicator is characterized as great, higher than expected or higher than “normal” (*escalar*, *escalada*, *estar por las nubes*, *dispararse*, *inflarse*, *desinflarse*)<sup>5</sup> whereas in other cases it is evaluated as lower than the “normal”, expected or desired level of rise in each indicator’s case (*remontar*, *recuperarse*, *recuperacion*). Falling trend is usually assessed as surpassing the “normal” level. A highly relevant issue in analyzing the evaluative function of metaphors is defining the concept of “normal level”. Radden and Dirven (2007: 130) call it an “implicit norm” depending on the frame (Fillmore 1985) of each argument. According to their theory, quantifying means comparing to a norm and consequently situating along a scale. In most cases the reference level is not expressed in the context but the use of the metaphor is the result of the previous cognitive operation of comparing. For example, the decrease words *desplomarse* and *desplome* are made explicit by the percentage quantifiers: 34% in the case of the indicator *margen de intereses* in context (6); 4% with respect to shares value (7); by 19, 7% about the land value in (11); and by the phrase *a la mitad* (‘to half of its value’) with reference to income (*ingresos*) in context number (5). Establishing the implicit norm compared to which the increase or the decrease is evaluated as too high or too low is based on domain specific knowledge about the frame of each and every indicator such as the definition of the respective concept, the

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5 These considerations belong to previous research on the metaphors in question such as Pecican (2013).

hierarchy of concepts to which it belongs, historical data, concrete situational background data, etc. Occasionally, parts of this information are mentioned in contexts. A frequent example is that of data on the economic indicator's previous evolution as in context (3), *tras diez meses en m'ísimos respect al dolar*. Although evaluation takes as starting point objective information, its results are of subjective nature especially due to the evaluator's experience, to his/her level of expertise in the field, to the way in which s/he perceives the data or the facts, etc. Therefore, on the one hand, metaphor can act as a vehicle for the specialized content in the sense that it conveys the interpretation of domain specific phenomena. On the other hand, the respective interpretation is subjective to a certain degree being the result of complex cognitive processes involving a specific person's expertise, his/her data integration and analysis.

Of all the metaphors in focus two phrases can be considered as belonging to the connotative end of a scale ranging from denotation to connotation. It is the case of *estar por los suelos* and *estar por las nubes* which qualify the fall and rise, respectively, as extremely superior to the implicit norm. Both of them rely on hyperbole picturing the variation as maximum and devastating in the former's case or inaccessible in the latter's. The main objective is to create a strong impact on the reader, draw his/her attention, etc. Towards the denotative end of the same scale we choose to situate metaphorical realizations such as *inflarse*, *desinflarse*, *adelgazar*, *adelgazamiento*. In their case, the domain specific semantic elements are more evident, in this way hiding and neutralizing the connotative potential. For example, the use of *adelgazamiento* in (16) highlights such semantic aspects as the difficult situation the company is going through, the need to drastically reduce debt, the objective of the measure, namely, to overcome the crisis.

### **3. Concluding remarks**

The arguments above have taken the form of a debate highlighting some of the reasons why increase / decrease metaphors should or should not be considered business terms. Unfortunately, due to space restrictions, there are certain aspects that still need to be covered. They mainly refer to the use of the analyzed lexical paradigm in other business discourse genres. The table below summarizes the pros and cons of considering the lexical

range in question a terminological one. At the same time, they can be used as criteria of analyzing the degree of specialization of lexis in further research of the same type.

The conclusions included in the table show that a full terminological status cannot be assigned to the lexical units in question. The analysis points out that the increase / decrease meaning is also present in general language contexts, while many of the words involve speaker's subjectivity in evaluating the extent of the variation. On the other hand, several arguments point towards a higher degree of specialization of the respective lexical items as compared to general language words. Namely, the repeated use in business language, meaning constancy in the technical contexts, as well as the evaluative function acting as a vehicle of the specialized content

<b>term</b>	<b>word</b>
- recurrent use in business language	- use with the same meaning in the general language or other specialized domains
- linguistic context: economic indicators, quantifiers as arguments	- linguistic context: general language arguments
- monoconceptual nature in the economic domain	
- the evaluative function as vehicle of specialized knowledge	- the evaluative function involving evaluator's subjectivity
- domain specific additional meaning ( <i>inflarse, desinflarse, adelgazar, adelgazamiento</i> )	- hyperbolic connotations ( <i>estar por los suelos, estar por las nubes</i> )

are arguments in favor of including such lexical units into economics terminological nomenclatures. The analysis also reveals that it is somewhat risky to talk about the whole range of words as a group and not treat them separately. For example due to hyperbolic connotations actualized in use, certain phrases can never be considered terms, while others tend to be used with a more denotative function, due to domain specific semantic elements.

All in all, the study opens the way to further research as well as to applications in terminology and lexicography.

## Appendix 1

<i>escalar</i> (‘to scale / climb’)	(1) De esta forma, el IPC interanual rompió en junio con la tendencia alcista de los últimos tres meses y bajó hasta el 1,5% tras <b>haber escalado</b> al 1,8% en el mes de mayo. ELM, 13/07/2010
<i>escalada</i> (‘climbing / escalation’)	(2) El sector ganadero está viviendo una situación crítica por la <b>escalada</b> de precios de los piensos, que se han incrementado un 30% en el último trimestre. ELPS, 28/01/2011
<i>remontar</i> (‘to go upstream’)	(3) Tras 10 meses en mínimos respecto al dólar, la moneda única <b>remonta</b> impulsada por el acuerdo de los líderes europeos para rescatar a Grecia. ELM, 26/03/2010
<i>estar por las nubes</i> (‘to be up in the clouds’)	(4) La vivienda en Nueva York es cada vez más inaccesible: los precios <b>están por las nubes</b> . El aumento imparable del precio de la vivienda (...) ha supuesto que adquirir una vivienda en Nueva York es casi una utopía. www.20minutos.es, 24/03/2014
<i>desplomarse</i> (‘to collapse / fall down’)	(5) En dos años, los ingresos por este concepto <b>se han desplomado</b> casi a la mitad (de 4,7 millones a 2,5). ELPS, 10/03/2011
<i>desplome</i> (‘collapse’)	(6) Banco Financiero y de Ahorros (BFA) ha estrenado 2011 con una fuerte caída de las principales líneas de la cuenta de resultados. La sociedad donde han trasladado todos sus activos Caja Madrid, Bancaja y otras cinco cajas locales registró hasta marzo un <b>desplome</b> del 34% en el margen de intereses. CD, 11/05/2011
<i>hundir(se)</i> (‘to sink / submerge’)	(7) Gas Natural <b>se hunde</b> en Bolsa por la salida de GDF Suez. Las acciones de Gas Natural se han desplomado un 4% en su vuelta al parque madrileño después de que fueran suspendidas de negociación por parte de la CNMV a primera hora de la mañana. ELM, 10/09/2010
<i>hundimiento</i> (‘sinking’)	(8) En 2010, los permisos de obra concedidos para la edificación de viviendas se redujeron un 17,3%, un porcentaje muy por debajo del registrado en 2009 con respecto a 2008, cuando <b>el hundimiento</b> fue del 58,1%. ELM, 28/02/2011
<i>caer</i> (‘to fall’)	(9) Los sectores industriales que más influyeron en la bajada de la tasa anual fueron la energía (+29,1%), los bienes de consumo no duradero (+5,1%) y los bienes intermedios (+10,5%), cuyas tasas <b>cayeron</b> más de dos puntos, seis y cuatro décimas, respectivamente. ELM, 03/09/2010
<i>caída</i> (‘fall’)	(10) A este respecto, el informe explica estas diferencias por la diferente incidencia de <b>la caída</b> de la demanda agregada, sumada a las tensiones en sectores como el inmobiliario y el financiero, y las diferencias en el uso de políticas activas de empleo. ELM, 03/09/2010

<i>estar por los suelos</i> (‘to be all over the ground’)	(11)El suelo, <b>por los suelos</b> . El valor del los solares se desploma un 19,7% desde junio a septiembre. ELM, 17/12/2010
<i>disparar(se)</i> (‘to shoot’)	(12)El Tesoro <b>dispara</b> los intereses para colocar 4.658 millones en letras. El Tesoro Público español ha colocado algo más de 4.658 millones en Letras a 12 y 18 meses, cumpliendo el objetivo de colocar entre 4.500 y 5.500 millones de euros. ABC 18/04/2011
<i>recuperarse</i> (to recover)	(13)Los precios han bajado ya el 30% desde 2007, pero las compras tocaron fondo en abril de 2009 y luego se volvieron a <b>recuperar</b> . Hemos empezado 2011 con apatía porque los compradores anticiparon sus decisiones por el fin de las desgravaciones fiscales, pero vamos a ir recuperando pronto los volúmenes de ventas", asegura Joan Ollé, presidente del Colegio de Agentes de la Propiedad Inmobiliaria. ELPS, 28 02 2011
<i>recuperación</i> (‘recovery’)	(14)El Producto Interior Bruto subió entre enero y marzo un 0,1% en su primer registro positivo tras siete trimestres consecutivos a la baja gracias a <b>la recuperación</b> del consumo y la inversión pública. ELPS, 04/06/2010
<i>adelgazar</i> (‘to lose weight’)	(15)La Administración catalana también <b>adelgaza</b> . La Generalitat ha prescindido de una media de 5,5 trabajadores al día desde el pasado mes de enero, o 166 al mes, o un total de 1.332 personas entre enero y agosto, cuando la nómina pública pasó de 166.639 a 165.307 empleados. ELPS, 03/10/2011
<i>adelgazamiento</i> (‘weight loss’)	(16)OHL está ejecutando todo un plan de <b>adelgazamiento</b> de deuda corporativa para ajustarse a los requisitos de las agencias de calificación y recuperar el grado de inversión. ELPS, 26/10/2011
<i>inflarse</i> (‘to inflate’)	(17)En los años de la burbuja, las valoraciones de las viviendas <b>se inflaron</b> bajo presión de la banca. Aún hoy se desconoce el valor real de muchos inmuebles. ELPS, 22/02/2011
<i>desinflarse</i> (‘to deflate’)	(18)GAM <b>se desinfla</b> y encabezó ayer las pérdidas bursátiles. Se acabó la buena racha que la compañía de alquiler de maquinaria GAM mantuvo la última sesión bursátil de 2011 y la primera de 2012 cuando se revalorizó en esas dos jornadas un 120%. CD, 04/01/2012

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