

PUBLICATIONS VERONIKA KOLLER

NB: An asterisk (*) indicates a refereed publication.

Books

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| Wodak, R./
Koller, V.
(eds) | 2008 | <i>Communication in the Public Sphere</i> . Handbook of Applied Linguistics vol. 4. Berlin and New York: Mouton de Gruyter. |
| Koller, V. | 2008* | <i>Lesbian Discourses: Images of a Community</i> . New York and London: Routledge. |
| Koller, V. | 2004* | <i>Metaphor and Gender in Business Media Discourse: a Critical Cognitive Study</i> . Basingstoke and New York: Palgrave Macmillan.
[paperback edition 2008] |

Journal articles

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| Koller, V./
Davidson, P. | 2008* | "Social exclusion as conceptual and grammatical metaphor: a cross-genre study of British policy-making". <i>Discourse & Society</i> , 19(3): 307-331. |
| Koller, V./
Hardie, A./
Rayson, P./
Semino, E. | 2008 | "Using a semantic annotation tool for the analysis of metaphor in discourse". <i>Metaphorik.de</i> , 15: 141-160. http://www.metaphorik.de/15/koller.pdf . |
| Koller, V. | 2008a* | "More than just a colour': pink as a gender and sexuality marker in visual communication". <i>Visual Communication</i> , 7(4): 433-461. |
| Koller, V. | 2008b* | "The world in one city': semiotic and cognitive aspects of city branding". In: B. Mitsikopoulou (ed.): <i>Branding Political Entities in a Globalised World</i> . Special issue of <i>Journal of Language and Politics</i> , 7(3): 431-450. |
| Koller, V. | 2007* | "The world's local bank': Glocalisation as a strategy in corporate branding discourse". <i>Social Semiotics</i> , 17(1): 111-130. |
| Koller, V. | 2005a* | "Critical discourse analysis and social cognition: Evidence from business media discourse". <i>Discourse & Society</i> , 16(2): 199-224. |
| Koller, V. | 2005b* | "Designing cognition: Visual metaphor as a design feature in business magazines". <i>Information Design Journal and Document Design</i> , 13(2): 136-150. |
| Koller, V. | 2004* | "Businesswomen and war metaphors: 'Possessive, jealous and pugnacious?'". <i>Journal of Sociolinguistics</i> , 8(1): 3-22. |
| Koller, V. | 2003 | "Metaphor clusters, metaphor chains: Analyzing the multifunctionality of metaphor in text". <i>Metaphorik.de</i> , 5: 115-134. http://www.metaphorik.de/05/koller.pdf . |
| Koller, V. | 2002* | "A Shotgun Wedding': Co-occurrence of war and marriage metaphors in mergers and acquisitions |

discourse". *Metaphor and Symbol*, 17(3): 179-203.
 [reprinted in: Patrick Hanks and Rachel Giora (eds) (2009) *Metaphor and Figurative Language: Critical Concepts in Linguistics*. London: Routledge.]

Book chapters

- Koller, V. 2009a "Analyser une identité collective en discours: acteurs sociaux et contextes". In: A. Petitclerc and P. Schepens (eds) *Critical Discourse Analysis I: Les notions de contexte et d'acteurs sociaux* (Semen 27). Besançon Cedex: Preses universitaires de Franche-Comté, 69-95.
- Koller, V. 2009b "Missions and empires: religious and political metaphors in corporate discourse". In: A. Musolff and J. Zinken (eds) *Metaphor and Discourse*. Basingstoke: Palgrave, 116-134.
- Koller, V. 2008a "Brothers in arms: contradictory metaphors in contemporary marketing discourse". In: M.S. Zanotto, L. Cameron and M.C. Cavalcanti (eds) *Confronting Metaphor in Use*. Amsterdam: Benjamins, 103-125.
- Koller, V. 2008b "CEOs and working gals: the textual representation and cognitive conceptualisation of businesswomen in different discourse communities". In: K. Harrington, L. Litosseliti, H. Sauntson and J. Sunderland (eds) *Gender and Language Research Methodologies*. Basingstoke: Palgrave, 211-226.
- Koller, V. 2008c "Corporate brands as socio-cognitive representations". In: G. Kristiansen and R. Dirven (eds) *Cognitive Sociolinguistics: Language Variation, Cultural Models, Social Systems*. Berlin: de Gruyter, 389-418.
- Koller, V. 2008d "Identity, image, impression: corporate self-presentation and public reactions". In: R. Wodak and V. Koller (eds) *Communication in the Public Sphere. Handbook of Applied Linguistics* vol. 4. Berlin and New York: Mouton de Gruyter, 155-180.
- Koller, V. 2007a "Die diskursanalytische Methode". In: Buber, Renate and Hartmut H. Holzmüller (eds) *Qualitative Marktforschung: Theorien, Methoden, Analysen*. Wiesbaden: Gabler, 349-358.
 [2nd edition 2009]
- Koller, V. 2007b "From bridegroom of the soul to brand-as-friend: Metaphorical relationship in religious and marketing discourses". In: Jule, Allyson (ed.) *Language and Religious Identity: Women in Discourse*. Basingstoke and New York: Palgrave Macmillan, 104-135.
- Koller, V. 2006* "Of critical importance: Using corpora to study metaphor in business media discourse". In: Stefanowitsch, Anatol and Stefan Th. Griess (eds) *Corpus-Based Approaches to Metaphor and Metonymy* (Trends in Linguistics. Studies and Monographs 172). Berlin and New York: de Gruyter, 229-257.
 [paperback edition 2007]

- Koller, V./ Mautner, G. 2004* "Computer applications in Critical Discourse Analysis". In: Coffin, Caroline, Hewings, Ann and Kieran O'Halloran (eds) *Applying English Grammar: Functional and Corpus Approaches*. London: Hodder and Stoughton, 216-228.
- Koller, V. 2002 "Von wackeren Kriegerinnen und *fearsome fighters*: Kriegsmetaphern in der Beschreibung von Managerinnen und Unternehmerinnen in deutsch- und englischsprachigen Wirtschaftspublikationen". In: Faschingbauer, Tamara (ed.), *Neuere Ergebnisse der empirischen Genderforschung* (Germanistische Linguistik 167-168). Hildesheim: Georg Olms, 207-242.

Book reviews

- Koller, V. 2008a Review of *The Toothpaste of Immortality: Self-Construction in the Consumer Age*, by E. Hankiss. Baltimore: The John Hopkins University Press, 2006. *Discourse Studies*, 9(6): 846-848.
- Koller, V. 2008b Review of *Washing the Brain: Metaphor and Hidden Ideology* (Discourse Approaches to Politics, Society and Culture 23), by A. Goatly. Amsterdam: Benjamins, 2007. *Journal of Language and Politics*, 7(2): 348-351.
- Koller, V. 2006 Review of *Metaphor and Iconicity: a Cognitive Approach to Analysing Texts*, by Masako K. Hiraga. New York: Palgrave Macmillan, 2005. *Cognitive Linguistics*, 17(4): 574-580.
- Koller, V. 2005a Review of *Blooming English: Observations on the Roots, Cultivation and Hybrids of the English Language*, by Kate Burridge. Cambridge: Cambridge University Press, 2004. *Language Policy*, 4(3): 344-347.
- Koller, V. 2005b Review of *Narrative Intelligence*, by Michael Mateas and Phoebe Sengers, eds. Amsterdam: Benjamins, 2003. *Studies in Language*, 29(1): 227-234.
- Koller, V. 2001 Review of *Global Feminist Politics: Identities in a Changing World*, by Suki Ali, Kelly Coate and Wangui wa Goro, eds. London: Routledge, 2000. *Discourse & Society*, 12(5): 684-685.

Other

- Whiting, S./ Koller, V. 2007* "Dialogues in solitude: the discursive structures and social functions of male toilet graffiti." Lancaster University Centre for the Study of Language in Social Life working paper no. 126. <http://www.ling.lancs.ac.uk/groups/clsl/docs/clsl126.pdf>.
- Hardie, A./ Koller, V./ Rayson, P./ 2007* "Exploiting a semantic annotation tool for metaphor analysis". In: Davies, Matthew, Rayson, Paul, Hunston, Susan and Pernilla Danielsson (eds) *Proceedings of the*

- Semino, E. *Corpus Linguistics 2007 Conference.*
http://corpus.bham.ac.uk/corplingproceedings07/paper/49_Paper.pdf.
- Koller, V. 2003 *Metaphor Clusters in Business Media Discourse: a Social Cognition Approach.* PhD thesis, University of Vienna. http://www.wu-wien.ac.at/inst/english/koller_diss.pdf.