Publications
Veronika Koller

<u>NB</u>: An asterisk (*) indicates a refereed publication.

Books

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

Journal articles

Koller, V.	2008a*	"'More than just a colour': Pink as a gender and sexuality marker in visual communication". *Visual Communication*, 7(4): 433-61.
Koller, V.	2008b*	"'The world in one city': Semiotic and cognitive aspects of city branding". In: B. Mitsikopoulou (ed.): Branding Political Entities in a Globalised World. Special issue of *Journal of Language and Politics*, 7(3): 431-50.
Koller, V./ Davidson, P.	2008*	"Social exclusion as conceptual and grammatical metaphor: A cross-genre study of British policy-making". *Discourse & Society*, 19(3): 307-31.
Koller, V./ Hardie, A./ Rayson, P./ Semino, E.	2008	"Using a semantic annotation tool for the analysis of metaphor in discourse". *Metaphorik.de*, 15: 141-60. http://www.metaphorik.de/15/koller.pdf.
Koller, V.	2007*	"'The world's local bank': Glocalisation as a strategy in corporate branding discourse". *Social Semiotics*, 17(1): 111-30.
Koller, V.	2005a*	"Critical discourse analysis and social cognition: Evidence from business media discourse". *Discourse & Society*, 16(2): 199-224.
Koller, V.	2005b*	"Designing cognition: Visual metaphor as a design feature in business magazines". *Information Design Journal and Document Design*, 13(2): 136-50.
Koller, V.	2004*	"Businesswomen and war metaphors: 'Possessive, jealous and pugnacious'?". *Journal of Sociolinguistics*, 8(1): 3-22.
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Book chapters

Koller, V.	2009a	"Analyser une identité collective en discours: Acteurs sociaux et contexts". In: A. Petitclerc and P. Schepens (eds) *Critical Discourse Analysis I: Les notions de contexte et d'acteurs sociaux* (Semen 27). Besançon Cedex: Presses universitaires de Franche-Comté, 69-95.
Koller, V.	2009b*	"Brand images: Multimodal metaphor in corporate branding messages". In C. Forceville and E. Urios-Aparisi (eds) *Multimodal Metaphor*. Berlin: de Gruyter, 45-71.
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Koller, V.	2009d*	"Corporate self-presentation and self-centredness: A case for cognitive critical discourse analysis". In: H. Pishwa (ed.) *Language and Social Cognition: Expression of the Social Mind*. Berlin: de Gruyter, 267-87.
Koller, V./ Semino, E.	2009e*	"Metaphor, politics and gender: A case study from Germany". In: K. Ahrens (ed.) *Politics, Gender and Conceptual Metaphors*. Basingstoke: Palgrave, 9-35.
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Koller, V.	2009g	"Missions and empires: Religious and political metaphors in corporate discourse". In: A. Musolff and J. Zinken (eds) *Metaphor and Discourse*. Basingstoke: Palgrave, 116-34.
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, 103-25.
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, 211-26.
Koller, V.	2008c*	"Corporate brands as socio-cognitive representations". In: G. Kristiansen and R. Dirven

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Koller, V.	2008d	"Identity, image, impression: Corporate self-presentation and public reactions". In: R. Wodak and V. Koller (eds) *Handbook of Communication in the Public Sphere*. Handbook of Applied Linguistics vol. 4. Berlin: de Gruyter, 155-80.
Koller, V.	2007a*	"Die diskursanalytische Methode". In: R. Buber and H.H. Holzmüller (eds) *Qualitative Marktforschung: Theorien, Methoden, Analysen*. Wiesbaden: Gabler, 349-58. [2nd edition 2009]
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Koller, V.	2009	Review of *Wie kritisch ist die Kritische Diskursanalyse? Ansätze zu einer Wende kritischer Wissenschaft. [How critical is Critical Discourse Analysis? Approaches to a turn in critical research]*, by S. Jäger (ed.). Münster: UNRAST-Verlag, 2008. *Critical Discourse Studies*, 6(4): 323-5.
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Semino, E./ Hardie, A./ Koller, V./ Rayson, P.	2009*	"A computer-assisted approach to the analysis of metaphor variation across genres". In: J. Barnden, M. Lee, J. Littlemore, R. Moon, G. Philip and A. Wallington (eds) *Corpus-Based Approaches to Figurative Language: a Corpus Linguistics 2009 Colloquium*. Birmingham: University of Birmingham School of Computer Science, 145-53. http://www.cs.bham.ac.uk/~amw/pdfVersions/SeminoEtAl.pdf.
Hardie, A./ Koller, V./ Rayson, P./ Semino, E.	2007*	"Exploiting a semantic annotation tool for metaphor analysis". In: M. Davies, P. Rayson, S. Hunston and P. Danielsson (eds) *Proceedings of the Corpus Linguistics 2007 Conference*. http://corpus.bham.ac.uk/corplingproceedings07/paper/49_Paper.pdf.
Whiting, S./	2007*	"Dialogues in solitude: The discursive structures and social functions of male toilet graffiti". Lancaster

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