

## **How to exploit a research corpus for ESP classes: metaphor in tourism discourse**

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Scientific research is often accused of being too theoretical, of being conducted from the ivory tower, and even researchers sometimes wonder if their work is really useful to anyone. This paper looks into how a set of comparable corpora used for metaphor research at a cognitive level could actually be exploited to create ESP (English for Specific Purposes) material. In previous studies, the 20,000 word corpora composed of promotional texts extracted from official regional tourism websites in English and Spanish had been searched for both novel and conventionalised metaphor. The literal translatability of the metaphors had been established with the help of dictionaries and Internet searches, showing which metaphors might cause problems in cross-linguistic communication if translated literally. The Wordsmith tool was used to create frequency lists of the most common metaphorically used words in the corpora. These two criteria helped identify those metaphors that are most interesting for ESP classes. Suitable classroom techniques to introduce and practise these metaphors might be cross-linguistic comparison, group discussions, labelling and grouping phrases or bits of text, mind maps, gap-filling exercises and multiple matching.

### **References**

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