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DIPLOMOVÁ PRÁCE

The TIME IS MONEY Metaphor in English and Czech

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Prohlašuji, že jsem tuto diplomovou práci vypracovala samostatně, s využitím pouze citovaných zdrojů.

V Olomouci dne 03.04.2024

.....

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Annotation

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Anotace práce:	Tato diplomová práce zkoumá metafory, s důrazem zejména na metafory typu "Čas jsou peníze", v rámci lingvistiky a kulturních studií. Zahrnuje teoretické základy, komparativní analýzy anglického a českého jazyka a specifické zkoumání použití a dopadů této metafory v obou jazykových a kulturních kontextech. Studie končí shrnutím všech zjištění a vyjmenováním přínosů pro obor, omezení a návrhů na budoucí výzkum.
Klíčová slova:	Metafory, Čas jsou peníze, Komparativní analýza, Teorie konceptuální metafory, Mezikulturní perspektivy, Jazykové varianty, Kulturní kontexty, Pragmatické funkce.
Anotace práce v angličtině:	This diploma thesis investigates metaphors, particularly focusing on the "Time is Money " metaphor, within linguistic and cultural studies. It incorporates theoretical foundations, comparative analyses of English and Czech languages, and a specific examination of the metaphor's usage and implications in both linguistic and cultural contexts. The study concludes with a summary of findings, contributions to the field, limitations, and suggestions for future research.
Klíčová slova v angličtině:	Metaphors, Time is Money, Comparative Analysis, Conceptual Metaphor Theory, Cross-cultural Perspectives, Linguistic Variances, Cultural Contexts, Pragmatic Functions.
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Introduction

In our modern, interconnected world, time rises above mere measurement; it serves as a cultural cornerstone deeply ingrained in our societal norms, cultural beliefs, and everyday language. The metaphor “Time is Money”, symbolizing the fusion of productivity and labor, plays a crucial role in shaping our perception and communication of these fundamental concepts.

This thesis embarks on a comprehensive exploration of the “Time is Money” metaphor, exploring its profound influence across abstract and concrete realms while investigating its conventional and cognitive implications. Central to this investigation is the Conceptual Metaphor Theory, illuminating how metaphors silently shape our language and culture. The study particularly focuses on investigating the intricate cognitive dynamics of the “Time is Money” metaphor, supplemented by an analysis of formulaic language guided by the insights of Alison Wray.

Embedded within this exploration is the primary aim: to conduct an in-depth investigation into how the “Time is Money” metaphor, along with its associated linguistic expressions, idiomatic phrases, and cultural connotations, operates linguistically, culturally, and conceptually in both English and Czech. As a Czech citizen with deeply rooted Czech cultural values, I have experienced firsthand the challenges of balancing work and family life in the fast-paced environment of the United States. My experiences living and working in the U.S prompted my interest in exploring the intricate relationship between time and money, particularly within the contexts of language and culture.

This exploration aims to unveil the nuanced intricacies, implications, and significance within these linguistic and cultural contexts, seeking to untangle the interwoven relationship between time and money and reshape societal perceptions of labor efficiency and temporal concepts.

The inquiry unfolds through a series of interconnected questions aimed at solving various aspects of the “Time is Money” metaphor in both English and Czech:

1. How can the interconnectedness of language, culture, and metaphors be understood in relation to the implications of the "Time is Money" metaphor across different cultural landscapes?

2. What are the principles and implications of the Conceptual Metaphor Theory concerning the "Time is Money" metaphor?

3. How do metaphors intersect with abstract and concrete realms in language and culture?

4. How does formulaic language contribute to understanding metaphors, especially the "Time is Money" metaphor?

5. How do linguistic expressions influence societal perceptions of time, labor efficiency, and temporal concepts in English and Czech?

6. What are the structural and contextual differences between English and Czech concerning the "Time is Money" metaphor?

7. How do cultural nuances and linguistic diversities influence the understanding of the "Time is Money" metaphor in English and Czech?

1 Theoretical Framework

1.1 Conventional perspective and poetic metaphors

Metaphor, as a figure of speech, holds significant linguistic power and has historically been employed as a rhetorical device within poetic contexts. Initially, it was used as a simple rhetorical device in poetic contexts, to draw superficial parallels between disparate domains.

One of its earliest and most influential views comes from the works of Aristotle (384 BC), who regarded metaphor primarily as an ornamental tool. He perceived metaphors as enhancing language's vividness and beauty rather than as cognitive phenomena or fundamental aspects of language.

Subsequent scholars like Cicero (106 BC) emphasized metaphor's expression of emotional intensity and its role in artistic expression, while Quintilian (1st century) viewed metaphor as a means to enhance persuasive discourse. Reimer (2010, p. 245) highlighted that poetic metaphor finds its basis in similarity, "affirming a resemblance between two entities".

He stressed that the language used in poetic metaphors is highly imaginative and figurative, clearly distinguishing between literal and figurative meanings.

For instance: Time is a priceless jewel, while money is a fleeting breeze."

This metaphor contrasts the literal meanings of "time" and "money" with their figurative representations. "Time is a priceless jewel" assigns value and rarity to time, emphasizing its significance.

Meanwhile, "Money is a fleeting breeze" associates money with instability, contrasting it with the enduring value attributed to time. This suggests that money, unlike time, is temporary and momentary, coming and going swiftly, just like a wind passing by.

While metaphor relies on shared characteristics between entities, Aitchison (1991, p. 165) suggests that excessive similarity between the entities should be avoided for interpretability. However, for the statement to be easily interpretable, a degree of shared characteristics aids comprehension (Aitchison, 1991, p. 166).

For example: "Time is a river, while money is a mountain".

By choosing such distinct objects, this metaphor accentuates the contrasting nature of time and money. This ensures that it effectively communicates their different characteristics and avoids confusion by preventing the individual matters from being too similar.

It compares time to a river, emphasizing its fast and continuous flow, which presents the idea that time is constantly moving forward without the possibility of being stopped or

controlled. On the other hand, money is associated with a solid mountain, which signifies stability and accumulation, symbolizing the idea of wealth or financial security.

Poetic metaphors resist systematic categorization due to their distinctive and sporadic nature, evading classification into broader categories. Their characteristic randomness and ambiguity set them apart significantly from conceptual metaphors.

These historical perspectives laid the foundation for the evolution of metaphor theory. They were challenged and expanded upon by scholars recognizing the cognitive and conceptual dimensions of metaphor. This led to a perspective that highlights the interconnectedness of our bodies, cognition, and meaning-making processes, offering a nuanced understanding of this fundamental aspect of human thought and language.

1.2 The Cognitive and Conceptual Aspects of Metaphor

Scholars, such as Lakoff and Johnson (1980), have accentuated the cognitive and conceptual dimensions inherent in metaphor. They claim that these perspectives emphasize the nature of metaphor and clarify how it is deeply embedded in our thinking, reflecting mental mappings and provide insight into how we make sense of the world around us. Metaphors are not arbitrary, they are grounded in our experiences, cultural backgrounds, social contexts, and cognitive processes. Cruse (2000, p. 19) highlights that these factors contribute to shaping our metaphorical understanding. Both, Cruse (2000) and Lakoff and Johnson (2003) assert that metaphorical mappings occur between distinct conceptual domains, it is a process of transferring meaning from one domain (source) to another domain (target). This process anchors complex concepts in more familiar and tangible domains, aiding our comprehension.

In the metaphorical expression "Time is money", a conceptual mapping arises between the concrete realm of money and the abstract realm of time. It involves transferring characteristics from the familiar territory of money to the more intangible realm of time. Money naturally embodies notions of value, scarcity, and economic exchange. When applied to time, the metaphor emphasizes their parallelism, highlighting inherent value of time and the need for its smart management. Just as one carefully allocates monetary resources, the metaphor suggests that time should also be regarded as a precious commodity. This metaphor underscores the importance of time management and efficiency, prompting reflection on time allocation and encouraging prioritization of tasks that yield meaningful returns.

Recognizing time as a valuable resource akin to money encourages individuals to cultivate habits of productivity, organization, and foresight to maximize temporal investments and

achieve fulfillment. The value and significance of time become comprehensible through our familiar associations with money, facilitating a metaphorical mapping that enriches our understanding. Reflecting on the metaphor “Time is money”, we focus on a profound connection between these seemingly contrasting concepts, rooted in shared attributes such as value, scarcity, and the demand for sensible management.

By applying these shared characteristics of money to time, the metaphor clarifies status of time as a finite resource requiring careful allocation and use. Just as we diligently manage finances for security and prosperity, we should also manage time for personal and professional fulfillment. Moreover, this metaphorical mapping serves as a cognitive bridge, enabling a clearer understanding of time by anchoring it to the tangible realm of money. Through this association, time gains tangibility, facilitating conceptualization and prioritization in daily life. Ultimately, the metaphor "Time is money " offers a lens through which to perceive time's value and significance, urging a reevaluation of our relationship with time and instilling a sense of urgency and purpose in its usage.

As Cruse (2000) emphasizes, metaphors extend beyond individual words or phrases, manifesting at various language levels, including sentence-level and discourse-level metaphors. This discourse-level perspective involves selecting metaphors tailored for specific communicative purposes while considering how the communication context influences their usage. Kövecses (2002, pp. 239-245) underscores the variability of metaphors within language communities, emphasizing that not all metaphors are universally available to all speakers. He points out the innovation of new conceptual metaphors referred to as 'within-culture' variations in metaphors (Kövecses, 2005, pp. 88-101).

Gibbs (2005, p. 101) posits that our thinking through metaphors is deeply rooted in our bodily experiences and sensorimotor systems. He argues that abstract concepts are primarily understood through metaphor and that metaphor plays a pivotal role in understanding and producing language. The conceptual domain blending often involves various sensorimotor experiences. According to Lakoff and Johnson (2003), Gibbs (2006), and Grady (1997), these shared human experiences form the basis for universal metaphors. However, not every conceptual metaphor solely relies on these experiential correlations. Many metaphors draw motivations from “perceived structural similarity” or objective and preexisting resemblances, indicating that these motivations complement each other rather than being mutually exclusive.

In diverse cultures, unique concepts can serve as either source or target domains in metaphors. Nevertheless, the systematic identification of linguistic metaphors in natural

discourse is closely tied to individual-level goals. An example would be analyzing the metaphor "**Time is a Valuable Resource**" according to Gibbs (2005). This metaphor draws upon our embodied experience of valuing and managing tangible resources, such as money or physical assets.

Conceptual Mapping: Time is conceptualized as having value and importance, like other tangible resources such as money. Just as one manages valuable resources carefully, time should be treated with equal consideration.

Limited Availability: Like physical resources, time is finite, emphasizing the need for its prudent use.

Sensorimotor Correlations: This metaphor triggers sensory and motor associations related to managing physical resources, potentially enhancing comprehension and engagement with the metaphor.

Language Comprehension and Production: By linking time-related concepts to familiar experiences of managing resources, this metaphorical mapping aids in conveying complex ideas about time in a more accessible manner.

This exploration underscores how metaphors, deeply interlinked with our cognition and experiences, facilitate our understanding of abstract concepts by relating them to more tangible domains.

1.2.1 Semantic theories alongside Construal approach

Semantic theories, as discussed by Yule (1996, p. 4), involve examining how language structures relate to real-world entities and how words connect to objects or concepts, aligning with the idea that people's construal of words and concepts involve flexible interpretations rather than rigid boundaries.

Aitchison (1991, p. 163) asserts that these theories propose the indefinite and nuanced nature of word meanings, corresponding somewhat to the construal approach, particularly in their emphasis on the subjective and context-dependent nature of meaning and interpretation, despite originating from distinct academic disciplines—semantic theories primarily within linguistics and philosophy of language, and the construal approach within psychology.

Croft and Cruse (2004, pp. 91-92) further explore the nature of categorization, emphasizing how our minds naturally form categories based on similarities or shared characteristics among things. However, these categories often have fuzzy boundaries, meaning the lines between them are not clear-cut. As a result, different individuals may not perceive

these boundaries in the same way. Additionally, even the same person might change their perception of where the boundary lies depending on the context or situation. Despite this fuzziness, Croft and Cruse (2004) point out that within these blurry boundaries, there is still some clarity, and a specific point exists where something belongs to one category rather than another.

Lakoff and Johnson (1980) further emphasize that categories are fuzzy and graded, meaning they might be perceived differently by various individuals. Ambiguity arises from how individual words are understood, rather than their interpretations based on a specific context. However, the portrayal of category boundaries in response to these words may vary depending on the context, claim Croft and Cruse (2004, p. 95). With these perspectives integrated it becomes evident that semantic theories and the construal approach both emphasize the subjective and context-dependent nature of meaning and interpretation. This recognition of the variability and flexibility in language and thought underscores the complex interplay between language, cognition, and perception, assert Croft and Cruse (2004, p. 92).

When communicating about the world, both Czech and English native speakers employ numerous metaphors in connection with time and money, and these figurative expressions vary significantly across these languages. The examples of metaphors used by both Czech and English native speakers are included to illustrate how language and cultural context influence the perception and interpretation of linguistic expressions, aligning with the broader idea of the construal approach and the flexibility of language and thought. They highlight how nuanced variations in metaphors convey different aspects of the same underlying idea within the Czech language and its cultural context, maintaining the metaphorical essence and underlying concepts across linguistic boundaries. For example:

1. "**Time flies**" translates as: "**Čas letí**" (Time is flying), expressing the idea of time passing quickly, often reflecting on the rapid growth of children.

"**Time flies**" also translates as: "**Čas běží**" (Time is running), conveying the sense of time moving quickly, particularly in situations with limited time or urgency, such as during exams.

2. "**Time marches on**" signifies a steady progression of time, translates as: "**Čas nezastavíš**" - (You can't stop time), emphasizing unstoppable nature of time.

3. "**Saving for a rainy day**" prepares for financial challenges that may arise in the future, translates as: "**Spořit na horší časy**" (Saving for worse times) conveying the same idea of preparing for unforeseen circumstances, with a direct reference to preparing for challenging times in addition.

4. **"Time is of the essence"** stresses acting without delay due to limited time, translates as: **"Času není nazbyt "** (Time should not be wasted), similarly highlighting the critical nature of time in certain situations.

5. **"A stitch in time saves nine "** deals with an issue early saves time, effort, and resources, translates as: **"Co můžeš udělat hned, neodkládej na zítřek "** (Do not put off for tomorrow what you can do right away), conveying the concept of timely intervention and prevention, using completely different words and imagery.

6. **"Time stands still"** is used when a moment seems endless, often in situations of intense concentration or emotional significance, translates as: **"Čas se zastavil "** (Time has stopped), similarly suggesting a temporary suspension of time.

7. **"To be penny wise, pound foolish"** translates as: **"Šetří každý halíř, ale zbytečně rozhazuje koruny "** (Saves every penny, but wastefully spends crowns). Both examples highlight being frugal in one aspect, while neglecting more significant financial matters, however the Czech version uses specific currency denominations to illustrate the paradox.

8. **"Make every minute count"** prompts to utilize time wisely and efficiently and translates as: **"Využij každou minutu "** (Use every minute.), which means the same.

1.2.2 Conceptual Metaphor Theory (CMT)

This section introduces the Conceptual Metaphor Theory (CMT), examining the cognitive and linguistic processes involved in metaphorical mappings. It contributes to a broader understanding of the interplay between language, thought, and societal values, revealing that metaphors stem from our experiences and interactions with the physical world.

Analyzing the metaphor "Time is Money" and its implications on language and culture yields valuable insights into cognitive perceptions of time and productivity within society. The link between time and money underlines the metaphor's significance, emphasizing time's economic connotations. Human inclination toward wealth accumulation mirrors our drive to optimize time through productive activities. Similarly, spending money aligns with activities consuming our time.

Within the CMT framework lies the groundwork for analyzing the linguistic expression "Time is Money ". This analysis encompasses formulaic language and idiomatic expressions related to time, encapsulating the value, urgency, and limitations of this scarce resource. For example:

1. **"Don't waste a second "** urges optimal use of every moment.

2. **"Running out of time"** indicates a limited timeframe for completion.
3. **"Time waits for no one"** emphasizes relentless progression of time.
4. **"Killing time"** depicts unproductive activities.
5. **"Making up for lost time"** attempts to catch up on postponed tasks.

These metaphors illustrate the cognitive link between the abstract concept of time and the concrete domain of money, showcasing how language aids in conceptualizing time in economic terms:

6. **"Put your time to good use "** prompts wise time investment, similar to money.
7. **"Time is a precious commodity "** equates time to a valuable resource.
8. **"Time is a currency "** treats time as a budgeted currency.
9. **"Save time for later"** underscores the importance of time planning.
10. **"Waste not, want not – even with time "** advocates avoiding time wastage.

Such expressions shape a future-oriented time perspective, influencing individual and societal approaches to planning, decision-making, and efficiency in time utilization. They not only convey the urgency of time but also reflect associated cultural values. This metaphor extends beyond language, significantly impacting societal expectations and work ethics. It influences activity prioritization, fostering an ethos that values effective time use as a limited, measurable resource akin to handling money. This mindset extends beyond individual attitudes, shaping economic systems where time's value often correlates with monetary worth. This correlation is evident in various aspects such as hourly wage determinations and the treatment of time as a tradable commodity in capitalist societies.

1.2.3 Significance of Metaphor in Language and Culture

Metaphors wield immense influence within language and daily interactions, extending beyond literal meanings to profoundly impact communication and perception. They construct cognitive patterns, enabling us to grasp abstract concepts through familiar perspectives.

Gibbs (1994) explores their role in shaping communication and thought processes, revealing cultural implications embedded within various contexts. Metaphors serve as bridges across cultural diversity, rising above linguistic boundaries to facilitate cross-cultural communication.

Kövecses (2005, p. 48) further emphasizes the role of metaphors as reflections of cultural and societal values, shaping culturally specific understandings of the world. For instance, cultures valuing individual achievement might interpret the metaphor differently from those

prioritizing social interactions. Additionally, Kövecses (2005, p. 32) suggests that the construction of universal metaphors varies across languages, highlighting the idea of experiential focus, where communities highlight different aspects of their physical experiences related to metaphorical domains.

Analyzing Kövecses's perspective through the metaphor “Wasting time is throwing money down the drain” reveals intricate associations. In this metaphor, the Source Domain involves money and waste, where money signifies resources and investment, while waste implies loss and disregard for valuable resources. In the Target Domain of Time, time, an abstract concept, is rendered more tangible through the metaphor's use of money and waste. The Conceptual mapping and Correspondence between value and loss are evident as time assumes the value attributed to money and wasting time equates to losing something valuable, mirroring the financial loss from throwing money down the drain. Similarly, Efficiency and Usefulness are emphasized, as both money and time should be used productively. Wasting either is viewed as unproductive, leading to Regret and Frustration, similar to the negative emotions accompanying financial loss and missed opportunities.

1.3 Formulaic Language with Wray's Contribution and its Role in Communication

Within the dynamic framework of language evolution lies a captivating aspect: formulaic language, comprising fixed multi-word sequences known as “language chunks”. These expressions including proverbs, collocations, cliché, and metaphors, rise above literal interpretations, as interpreted by Wray (2002, p. 57).

Their collective meaning extends beyond individual components, diving into deeper, figurative layers. Understanding formulaic language requires moving beyond literal interpretations, as these expressions carry abstract meanings best grasped when considering the entirety of the phrase. They introduce complexity into language use, demanding familiarity for conveying complex ideas or emotions efficiently, and they summarize the essence of specific situations or concepts with precision, facilitating smoother conversations and reflecting intricate cultural thought patterns.

Wray’s exploration further illuminates these prefabricated phrases, unraveling their hidden connotations and enriching our understanding of how linguistic expressions mirror cultural values and beliefs. Her methodology expands formulaic language beyond mere grammatical constructs, emphasizing its role in echoing collective consciousness and bridging

communicative gaps between cultures. Additionally, Wray (2002, p. 25) unveils the intricate relationship between formulaic language and pragmatic appropriateness, showcasing linguistic patterns seamlessly aligned with social norms, courtesy standards, and speech acts. These expressions are intricately woven into social conventions, assuming shared knowledge between the sender and recipient.

However, comprehension challenges may arise when recipients lack familiarity with such expressions, as noted in Wray's research (2002, pp. 191-192), along with other experts such as House (1996) and Mieder (2004). Everyday expressions like "**Lost in the sands of time**", "**In the nick of time**", or "**Time is ticking away**", are commonly used by native speakers. Mieder (2004) similarly asserts that incorporating proverbs into English language instruction is essential for enhancing learners' capacity to communicate proficiently. Sinclair (1991, p. 100) proposes the "idiom principle" over the "open principle" in language processing, suggesting that language users possess numerous partially pre-constructed phrases that function as single units, regardless of the potential for segmentation, marking milestones in formulaic language research.

These perspectives, initially put forth by Pawley and Syder (1983), gained recognition and further exploration by subsequent researchers like Sinclair (1991) and Wray (1999, 2002). Despite their prevalence, learners often struggle to integrate these expressions, emphasizing the need for an "awareness of useful formulaic sequences".

Expanding on the exploration of linguistic phenomena, Yule (1996, p. 4) highlights the benefits of studying language through pragmatics, particularly in understanding the nuanced aspects of communication. However, a major drawback lies in the challenge of consistently and objectively analyzing these complex human concepts.

Educating learners about these expressions enhances their communicative skills, enabling them to navigate authentic language usage and effectively communicate intricate concepts in precise and familiar ways, aligning with Pawley and Syder's (1983) suggestions. Pawley and Syder (1983, p.193) propose that native speakers tend not to exhaust the creative potential of syntactic rules to maintain a natural command of the language. Additionally, Wray (2002) advocates for holistic processing, favoring it over analytical approaches due to its efficiency. Wray's methodological approach lays the foundation for the subsequent exploration of linguistic constructs related to time and money in English and Czech languages, offering a platform for cross-cultural analysis and unraveling the cognitive, cultural, and communicative dimensions intertwined within.

2 Comparative Analysis of English and Czech Languages

By examining the language structures and cultural contexts of both English and Czech, we can gain insight into how these languages shape and are shaped by the societies that employ them. Languages are typically classified into families based on their historical development, linguistic features, and shared ancestry. English, as a Germanic language, and Czech, a Slavic language, exhibit typological differences in various aspects such as word order, inflectional morphology, and grammatical features.

Numerous distinctions make each language unique, contributing to nuances and variations in metaphorical expressions and the language usage. These linguistic aspects, including grammar, syntax, vocabulary along with cultural differences stemming from historical influences and societal values, lay the groundwork for analyzing the "Time is Money" metaphor within each linguistic community. Understanding these differences can have implications for communication, translation, and language learning, as they shape how speakers of each language perceive and express concepts related to time, money, and efficiency.

2.1 Language Structure in English

In addition to the preference for direct communication, English language structure also prioritizes briefness and efficiency in conveying messages. This is evident in idiomatic expressions such as "**Keep it short and sweet**", which summarizes complex ideas in a nutshell. Phrases like "**Cut to the chase**" and "**Get straight to the point**" highlight the importance of being concise and avoiding unnecessary details. Similarly, expressions such as "**Call a spade a spade**" stress honesty and straightforwardness in communication, avoiding ambiguity or beating around the bush. Moreover, phrases like "**Get down to business**" or "**Get down to brass tacks**" underscore the need for a focused and efficient approach, encouraging individuals to prioritize tasks and objectives without delay or distraction. Overall, these linguistic features reflect a tendency towards clarity, efficiency, and directness in English communication.

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English primarily employs Subject-Verb-Object (SVO) fixed word order, along with prepositions, and auxiliary verbs, to convey grammatical relationships. Phrasal verbs, extensively used in English, contribute to this structure by allowing the expression of complex actions and relationships in condensed forms. For instance, **"Clock in/out"** highlights punctuality and adherence to schedules, while **"Cash out"** emphasizes the practical aspect of realizing gains or liquidating resources. These phrasal verbs, inherited from English's Germanic origins, play a significant role in expressing actions, decisions, and relationships related to time and money management. Moreover, the use of a single, neutral pronoun "you" promotes an egalitarian communication approach, addressing audiences regardless of familiarity or formality. This is visible in advice that addresses anyone generically, such as "When you spend time wisely, you save money". Similarly, the phrase **"Time is something you can never get back"** inclusively addresses a general audience as well. Natural gender distinctions in English allow for neutral discussions of professions and roles, further contributing to an inclusive linguistic environment. Phrases like **"Equal pay for equal work"** underscore this notion, while idioms such as **"He who pays the piper calls the tune"** highlight the authority associated with providing financial resources, regardless of gender.

2.2 Cultural Contexts in English

The English language is deeply linked to its historical and socio-cultural contexts, shaping attitudes toward key aspects of life such as time, money, and work. Influences like the Industrial Revolution and Puritanism have left permanent marks, as seen in idiomatic expressions like "Time is Money", which underscore the cultural values of efficiency and productivity. This emphasis on diligence and sacrifice, often associated with asceticism, has elevated the importance of material possessions. Weber (2001, p.125) asserts that the pursuit of spiritual growth unintentionally led to an increased obsession with material wealth.

Scholars such as Weber (2001) and Hatch (2008) highlight the evolution of ascetic Protestantism, tracing its journey from medieval origins to its focus on practicality and profitability in modern culture. Traits associated with Puritanism, such as hard work, individualism, and a pursuit of wealth, remain central themes in discussions about its influence.

Puritans are depicted as bold and determined figures who emerged within English-speaking societies, characterized by their tireless dedication and simple lifestyles. Their passionate proclamation of beliefs, marked by remarkable energy and self-sacrifice, as noted by Hatch (2008, p. 13), further exemplifies the enduring impact of Puritan values on American culture.

Puritan values of individual salvation, and self-reliance set the stage for American ideals such as autonomy and perseverance, mirrored in expressions like "**Balancing act**" and "**Walking a tightrope**", which depict adaptability and resourcefulness, without leaning heavily on external or collective support. The Protestant work ethic's emphasis on perseverance and meticulousness further fueled the ethos of hard work and self-discipline, as stated in "**Work hard and trust in God's plan**". Weber (2001, p. 105) asserts that " 'He who will not work shall not eat' holds unconditionally for everyone and unwillingness to work is symptomatic of the lack of grace". This sentiment resonates in expressions like "**Sow the seeds of hard work and reap the fruits of your success**", "**Reap the rewards of your time and effort**" and "**God helps those who help themselves**", emphasizing the correlation between effort and reward.

Paradoxically, the pursuit of spiritual improvement through asceticism led to an increased emphasis on material wealth, as individuals felt a heightened responsibility for their possessions, contributing to a climate instrumental in economic growth, claims Weber (2001, p.128).

Expressions like "**Burning the candle at both ends**" illustrate the relentless work ethic common in societies influenced by asceticism and capitalism, emphasizing individual autonomy and efficiency in time management, as seen in "**Make every minute count**". Similarly, "**Working around the clock**" depicts the constant need to stay agile and responsive to changes and opportunities in the market, often at the expense of personal well-being, leading to potential physical or mental exhaustion due to overworking.

Idiomatic expressions such as "**March to the beat of your own drum**" and "**Set your own pace**" underscore the importance of individuality and personal achievement, stressing effective time management and productivity. In the fast-paced business realm, proactivity and prompt decision-making are crucial for success, as seen in phrases like "**Seize the moment**" and "**Early bird catches the worm**", with the advantage over hesitation portrayed in "**Strike while the iron is hot**". Prompt acting equals a better chance of achieving financial success, as illustrated in: "**A day late and a dollar short**".

Puritan values enthusiastically praise frugality, with material success viewed as a sign of God's favor. The avoidance of wastefulness has contributed to a culture of saving and

investment, evident in expressions like **"Save for a rainy day"** and **"Waste not, want not"**, promoting prudent financial habits. **"A penny saved is a penny earned"**, shows the importance of avoiding unnecessary expenses, while **"Watch the pennies and the dollars will take care of themselves"** underscores the significance of being mindful of minor spending.

English's status as the global lingua franca is reflected in expressions efficiently conveying commercial and economic concepts, such as **"To be in the black"**, signifying financial profitability and **"Time is of the essence"**, emphasizing the importance of time management in international business transactions. In business negotiations, clarity is paramount, as seen in expressions like **"Get down to brass tacks"**.

Overall, English-speaking societies prioritize future-oriented perspectives, stressing the importance of planning for success. Expressions like **"Don't waste time; invest it wisely"** suggest that time should be treated as a valuable resource, invested to yield future benefits, and **"Time spent planning is time well spent"** underscores the importance of forward-thinking strategizing.

2.3 Language Structure in Czech

The Czech language exhibits recognizable features, characterized by its use of indirect communication strategies to navigate potentially controversial situations. These linguistic attributes are closely aligned with cultural norms of politeness and respect, emphasizing consideration for others' feelings and preferences in interpersonal interactions. Ambiguous language serves to navigate hierarchical structures within Czech society, allowing individuals to express deference or convey disagreement without challenging hierarchical relationships directly.

There is a tendency within Czech culture to avoid direct responsibility or blame, preferring instead to employ indefinite language to sidestep issues. This reflects the inclination to avoid direct accusations or confrontations and address sensitive topics with tact and consideration for others.

The following expressions exemplify the indirect communication style common in Czech discourse: **"Myslím si, že bychom mohli zvážit..."** (I think we could consider...) suggests an indirect course of action, leaving room for collective decision-making. **"V případě, že by Vám to nevadilo, mohl byste...?"** (If it didn't bother you, could you...?), seeks assistance politely, considering the comfort of other people. **"Jsem si jistý/á, že nebudete mít problém, ale..."** (I'm sure you won't have a problem, but...) softens a request to avoid imposing on others. **"Není**

to zcela nezbytné, ale pokud by to bylo možné..." (It's not entirely necessary, but if it were possible...) delicately suggests a course of action while emphasizing flexibility. "**Moc bych si cenil/a, kdybyste mohl/a...**" (I would greatly appreciate it if you could...) shows gratitude while making a request.

In addition to these cultural norms, the Czech language features highly inflected nouns, adjectives, pronouns, and verbs, indicating grammatical relationships with precise agreement in terms of genders, numbers, and cases. This inflection feature allows for greater flexibility and nuanced expressions in sentence structure. Moreover, Czech distinguishes between perfective and imperfective aspects, crucial for conveying temporal and aspectual nuances in actions. Expressions such as "**Dát/Dávat si na čas**" (Take/taking your time with it) highlight the importance of caution and indecision, reflecting the intricate temporal considerations embedded within the language. Verbs in Czech are conjugated according to tense, mood, aspect, person, and number, as demonstrated in phrases like "**Čím dřív začneš/začnete, tím dřív budeš/budete mít hotovo**" (The sooner you start, the sooner you'll be done). These examples not only showcase how Czech linguistic structure intricately weaves temporal elements into everyday expressions but also shed light on the cultural attitudes toward time and its management. Furthermore, Czech employs formal and informal forms of address (vy/tu), mirroring social hierarchies and levels of familiarity. For instance, "**Vaše/tvé rady jsou vždy vítány**" (Your advice is always welcome) demonstrates openness to input and shows respect through the choice of address. Meanwhile, "**Myslím, že tvoje/vaše práce stojí za to**" (I think your work is worth it) conveys recognition for one's effort and adjusts the address based on the level of formality.

This comprehensive analysis showcases how the structure of the Czech language aligns with cultural norms and values, influencing communication patterns and the dynamics of interpersonal relationships, including attitudes toward time and its management.

2.4 Cultural Contexts in Czech

The historical context of Czechoslovakia, marked by periods of political and cultural transformation as well as economic transitions, has played a significant role in shaping metaphorical expressions that reflect the unique societal experiences of the region. Consequently, these expressions have influenced communication styles and linguistic expressions within Czech society. The impact of socialism, characterized by a strong emphasis on political control and censorship, is evident in the cultural attitude captured in the expression

"Držet hubu a krok" (Keep your mouth shut and pace). It underscores the importance of maintaining a low profile, avoiding direct confrontation reflecting the need for discretion in navigating social interactions. Socialist societies promote the importance of working together for the common good, as excessive attention to personal interests may be viewed as contrary to the collective spirit. Therefore, Czech formulaic language expressions may serve as reminders to prioritize collective interests over individual ones.

Drnáková (2006) implies that in Czech culture, there's a tendency to prioritize collaboration and consensus-building within a team rather than working independently. Expressions like **"Všichni za jednoho, jeden za všechny"** (All for one, one for all) suggest a preference for collective efforts over individualistic approaches, or **"Sami můžeme udělat tak málo; společně dokážeme tolik"** (Alone we can do so little; together we can do so much), aligning with the historical emphasis on collectivism in Czech society. However, it is important to recognize that cultural values can undergo transformation over time due to a range of factors. People's opinions, attitudes, and behaviors display considerable variation and can be shaped by their experiences during historical events. Consequently, individuals' perceptions and responses to various aspects of life are strongly influenced by their personal experiences and the historical context they have lived through. Additionally, there is a strong emphasis on sharing ideas and seeking advice, as in **"Společná cesta, společný úspěch"** (Shared journey equals shared success).

As per Řeháková (2005), younger Czechs, typically up to the age of 24, express greater acceptance to change and a higher level of tolerance for diverse ideas and individuals. They also display a greater desire for travel and exploration, even in the face of risks. They approach the unknown with less fear and hesitation and eagerly welcome new experiences. Conversely, many Czechs still place a significant emphasis on risk avoidance, as in **"Rozdělené riziko je nižší"** (Divided risk is lower) and they seek stability, as portrayed in **"Společně zajistíme naši finanční budoucnost"** (Together, we secure our financial future), due to the extended transitional period they have experienced for over two decades. As a result, they long for a return to what is familiar and comfortable, often associated with the traditional Czech way of life. Stability plays a crucial role in their overall sense of well-being, and they tend to feel more at ease when situation is predictable, and risks can be delegated. This is exemplified by the saying **"Naše prosperita závisí na každém z nás"** (Our prosperity depends on each of us), which suggests that everyone plays their part in ensuring prosperity and success.

Culture, as noted by Huntington (1996), maintains a dual capacity to both divide and unite within society. It can create divisions and distinctions among various cultural groups, potentially leading to conflicts or disagreements, while also acting as a unifying force by bringing people together through shared values and traditions. As Brunet-Thornton and Bures (2012, p. 54) aptly put it "The omnipresent 'WE' so common in past generations is slowly being replaced by 'ME' ". Younger "Euro-Americanized" generation is increasingly influenced by global trends favoring individualism and personal autonomy, Czech youth benefit from their participation in the EU, Schengen Protocol, academic programs such as Erasmus, and enhanced language skills, yet the Czech Republic still exhibits a strong cultural inclination toward collectivism. Expressions like "**Víc hlav, víc ví**" (Two heads are better than one) highlight the importance of collaboration, reflecting a collective mindset reminiscent of past socialist work groups. However, this creates challenges in educating employees about the distinctions between traditional collective approaches and newer methods of working, as noted by Clark and Soulsby (1999).

The saying "**Všichni jsme na jedné lodi**" (We're all in the same boat) emphasizes the mutual interdependence and unity of individuals within the community, highlighting that the well-being of one member contributes to the well-being of all. Another related saying "**Společná radost – dvojitá radost, společné trápení – poloviční trápení**" (Shared joy is a double joy; shared sorrow is half sorrow) underscores the importance of mutual support.

Conversely, within Czech culture, there's a concept of cooperation with less favorable connotations, incorporated in the phrase "**Ruka ruku myje**" (One hand washes the other). It points to situations where one person acts without admitting guilt and the other covers for them to prevent exposure. In this context, individuals exchange favors to shield each other, even if not entirely ethical, reflecting a cultural inclination towards resourcefulness—a trait represented by the infamous "Švejk mentality". Its embodiment draws inspiration from the character Josef Švejk, a figure from "The Good Soldier Švejk" by Jaroslav Hašek. It represents humorous and adaptable approach to innovative problem-solving, deeply ingrained within the culture. Švejk's wit in navigating complex situations reflect this cultural trait of resourcefulness.

This dynamic cultural landscape, shaped by economic and social influences, is further exemplified by the transition to a market economy in later years. Expressions centering around economic stability, such as "**Sdílené výdaje přináší společné zisky**" (Shared expenses yield shared profits), emphasize the importance of risk management and diversification in achieving financial security. Similarly, the saying "**Nevsázej všechno na jednu kartu**" (Don't put all

your eggs in one basket) advises against investing all your resources or efforts in a single venture to reduce risk.

Czech culture often exhibits a more present-oriented view, with a tendency to procrastinate or delay tasks. Expression like "**Budu na to myslet, až budu mít čas**" (I'll think about it when I have time) or "**Čas je na vaší straně**" (Time is on your side) reflect a predisposition to prioritize immediate concerns over future considerations.

Czechs hold a strong emphasis on valuing relationships, cherishing the present moment, and prioritizing comfort and overall well-being, as in: "**Každý den je třeba žít tak, jako by byl tvůj poslední**" (Every day should be lived as if it were your last). Expressions like "**Náš čas je náš společný poklad**" (Our time together is a shared treasure), or "**Stojí mi to za ten čas**" (It's worth my time) signify a thoughtful consideration of action's significance before engagement.

Additional expressions also reflecting this cultural perspective are: "**Užívej dne**" / "**Carpe diem**" encourages seizing the day and making the most of the present, as "**Čas je důležitější než peníze**" (Time is worth more than money).

As noted by Kuras (1998) some Czechs currently enjoy a higher level of comfort and well-being than they have had in a long time. In essence, their desire for a comfortable and enjoyable life is presently being fulfilled, and they are experiencing greater contentment and ease than in the past, expressed in: "**Jestli máš čas, máš všechno**" (If you have time, you have everything). "**Ty nejlepší věci v životě jsou zadarmo**" (The best things in life are free) underscores the belief that true happiness can be found in simple pleasures and non-material aspects of life, valuing personal well-being. "**Štěstí si nelze koupit**" (Money can't buy happiness) -highlights the idea that contentment often arises from non-material aspects of life.

Moreover, the lyrics from the song "Neni nutno" by Uhlíř and Svěrák (1993), featured in the [Appendix A](#), humorously emphasize the prioritization of non-material elements, including emotional fulfillment, the significance of relationships, the enjoyment of life's moments, and the importance of maintaining a sense of purpose. These themes resonate with the broader cultural perspective of Czech society. The lyrics convey sentiments such as "**Nemít prachy? Nevadí! Nemít srdce? Vadí! Zažít krachy? Nevadí! Zažít nudu? Jó, to vadí, to vadí! Chceš-li, trap se, že Ti v kapse zlaté mince nechřestí, nemít žádný kamarády- tomu já říkám neštěstí!**" translated as: Not having money? No problem! Living without your heart? That is a problem! Experiencing failures? That doesn't matter! Experiencing boredom? Yeah, that

matters, that matters a lot! If you're worried that golden coins don't jingle in your pocket, not having any friends – that's what I call misfortune!

3 The TIME IS MONEY Metaphor in English

This section explores the assessment of formulaic language and expressions that embody the "TIME IS MONEY" metaphor. Within this metaphorical realm reside phrases, idioms, proverbs, and fixed expressions, forming complete units in our mental lexicon. They operate within specific contexts, leveraging figurative language to convey complex ideas briefly and evocatively.

These linguistic tools are not merely linguistic; they are windows into societal values, semantic depth, and cultural resonance deeply embedded within English-speaking cultures. The influence of the "TIME IS MONEY" metaphor extends beyond language, spreading thought patterns, behaviors, and cultural norms. It impacts how individuals prioritize daily activities and allocate their efforts, whether consciously or subconsciously.

Ten formulaic expressions are categorized into three groups: workplace efficiency, financial decisions, and time management. Each expression undergoes systematic analysis across four distinct steps:

1. Determining its prevalence in search queries on google.com
2. Unveiling its semantic nuances
3. Exploring its pragmatic implications
4. Examining its cultural significance and historical and societal origins.

This comprehensive groundwork aims to offer a deeper understanding and broader cross-cultural perspective on the multifaceted dimensions of the "TIME IS MONEY" metaphor that resonates across languages and cultures.

3.1 Frequency analysis

This section presents a frequency analysis of ten expressions categorized into different thematic areas related to the "Time is Money" metaphor. The expressions are grouped into three categories: Work and Productivity, Financial Transactions, and Time Management. Each category contains expressions commonly associated with the respective themes. The search result count, obtained from the Google search engine, is provided to indicate the frequency of occurrence and relevance of each expression in online contexts.

VARIANTS	ENGLISH EXPRESSIONS	NUMBER OF SEARCHES
#1	"Spend time where it matters most"	9,260,000,000
#2	"Running out of time"	7,280,000,000
#3	"Make every second count"	2,600,000,000

Table 1: Frequency Analysis (English) in the field of Work and Productivity

VARIANTS	ENGLISH EXPRESSIONS	NUMBER OF SEARCHES
#4	"Spending time wisely is like making money"	5,180,000,000
#5	"It is a costly use of time"	3,420,000,000
#6	"Treat your time like money"	1,700,000,000
#7	"Time is a currency of its own"	1,530,000,000

Table 2: Frequency Analysis (English) in the field of Financial Transactions

VARIANTS	ENGLISH EXPRESSIONS	NUMBER OF SEARCHES
#8	"Make time work for you"	19,010,000,000
#9	"Stealing time"	1,120,000,000
#10	"Time wasted is time lost forever"	183,000,000

Table 3: Frequency Analysis (English) in the field of Time Management

3.2 Semantic Analysis: Conceptual Mapping: Literal vs. Figurative Meaning

This section explores the metaphorical and conceptual connections within language, aiming to uncover the nuanced associations between abstract domains and the cognitive processes that underpin language usage. Exploring how complex ideas are conveyed through metaphors or analogies offers insights into the shaping of language. The focus here is on Conceptual mapping alongside Literal and Figurative meanings, providing a comprehensive analysis of expressions that interlink time and money. These expressions consistently underscore the elemental value of time as a finite and invaluable asset demanding efficient management. They establish parallels between time and financial principles such as efficiency, productivity, diligence, and discipline, treating time as if it were money, and emphasizing their potential impacts—whether positive or negative—based on their usage. This recurrent thematic connection signifies their

cultural significance, especially within English-speaking societies, where the management of time echoes the meticulous handling of financial assets.

#1 "Spend time where it matters most"

Conceptual Mapping: The expression views time as a valuable resource to be invested wisely.

Literally, it involves strategically allocating time to activities of significant importance or value.

Figuratively, it entails making deliberate choices to invest time in areas that yield the most significant impact and implies prioritization of activities.

#2 "Running out of time"

Conceptual Mapping: The expression equates time to financial concepts and stresses the importance of effective time management for favorable outcomes to avoid negative consequences.

Literally, it implies having limited time for a specific task.

Figuratively, it entails sensing urgency as time slips away.

#3 "Make every second count"

Conceptual Mapping: The expression maximizes the value derived from each moment for favorable outcomes.

Literally, it means utilizing each unit of time productively.

Figuratively, it involves seizing valuable chances and emphasizes time management, efficiency, and productivity.

#4 "Spending time wisely is like making money"

Conceptual Mapping: The expression connects wise time usage and monetary benefits.

Literally, it means that time used effectively equals earning money.

Figuratively, it links efficient time management to financial success.

#5 "It's a costly use of time"

Conceptual Mapping: The statement associates poor time management with (in)tangible costs, whether financial or opportunity related.

Literally, it suggests that applying time inefficiently has an attached expense.

Figuratively, it implies that wasted time can have indirect but significant financial repercussions.

#6 "Treat your time like money"

Conceptual Mapping: The expression establishes a similarity between managing time and managing finances.

Literally, it means that managing time corresponds with dealing with finances.

Figuratively, it links effectively utilized time to managing money or investments.

#7 "Time is a currency of its own"

Conceptual Mapping: The statement values time as an exchangeable asset.

Literally, it suggests considering time as a valuable and tradable resource.

Figuratively, valuing time inherently implies that it can be exchanged or spent like money.

#8 "Make time work for you"

Conceptual Mapping: The expression optimizes time for better, more beneficial outcomes.

Literally, it involves utilizing time efficiently for maximum productivity.

Figuratively, it entails employing smart, effective strategies to accomplish tasks with minimal effort.

#9 "Stealing time"

Conceptual Mapping: The expression refers to mismanagement of time, including time not allocated for personal activities.

Literally, it means taking time illegally.

Figuratively, it suggests wasting or misusing unauthorized time.

#10 "Time wasted is time lost forever"

Conceptual Mapping: The statement highlights the permanent loss sustained due to unproductive usage of time.

Literally, it expresses that time used ineffectively cannot be reclaimed.

Figuratively, it implies that carelessly spent time lacks the potential for productive advancement, emphasizing the irreversible nature of lost opportunities.

3.3 Pragmatic Functions

Pragmatic functions analyse the practical implications of language within specific contexts, focusing on how linguistic expressions influence actions, decisions, and social meaning. They assess the real-world impact of language use, highlighting its effects in various situations.

These selected expressions not only establish a link between time and money but also convey nuanced meanings that significantly shape individuals' perceptions and approaches toward time-related decisions and stress management. They cultivate essential traits like focus, determination, and commitment, promoting personal growth through effective time management. Additionally, they may serve as cautionary guides, alerting individuals to the risks of burnout resulting from excessive workloads and underscoring the consequences of poor time management. In essence, these expressions underscore the multifaceted nature of value of time. They encapsulate concepts of urgency, investment, productivity, proactive measures against procrastination, and ethical considerations. Furthermore, they clarify the psychological and long-term implications associated with the optimal time use.

#1 "Spend time where it matters most"

- A) It prioritizes tasks or activities that hold significant importance, parallel with investing resources where they yield the most value.
- B) It encourages effective resource allocation, just as investing in high-yield financial opportunities, for optimal returns.
- C) It prompts to focus on activities that align with personal or professional goals, like allocating resources towards high-priority investments

#2 "Running out of time"

- A) It emphasizes the necessity of efficient time management to avoid unfavorable outcomes, like managing financial resources.
- B) It instills a sense of urgency, prompting swift decision-making, equal to a time-sensitive decisions or market trends.
- C) It evokes stress or pressure to complete tasks promptly, similar to the urgency felt in financial matters during market fluctuations.

#3 "Make every second count"

- A) It highlights the importance of effective time use and productivity, like capitalizing on opportunities for financial gain.

- B) It promotes a mindset of productivity and optimization, same as maximizing returns on invested capital.

#4 "Spending time wisely is like making money"

- A) It links efficient time management to financial success, emphasizing the value of utilizing time effectively.
- B) It inspires a cultural shift toward viewing time as an asset, similar to considering time as a revenue-generating resource.

#5 "It is a costly use of time"

- A) It highlights the long-term implications of inefficient time usage, like a significant financial investment resulting in lasting consequences.
- B) It underscores awareness about the opportunity cost of misused time, same as the potential losses from financial investments.

#6 "Treat your time like money"

- A) It emphasizes the need to manage time as sensibly as one manages money or investments.
- B) It advocates for careful planning and allocation of time, analogous with strategic financial planning for investments.

#7 "Time is a currency of its own"

- A) It reinforces the concept of time's value in social or professional interactions, comparable to transactions made with financial currency in various social or professional settings.
- B) It reflects the universal value of time across cultures and societies, comparable with the acceptance of various currencies in global financial markets.
- C) It stresses the importance of time in interpersonal exchanges or negotiations, akin to financial transactions or negotiations.

#8 "Make time work for you"

- A) It uses time efficiently to achieve maximum productivity, just as employing strategies for financial gain.
- B) It promotes a proactive approach to using time for personal benefit, like proactive investment strategies.

- C) It encourages individuals to view time as a tool for personal growth or advancement, similar to utilizing financial resources for self-improvement.

#9 "Stealing time"

- A) It highlights the wrongful or unauthorized use of time, analogous with theft or mismanagement of financial resources.
- B) It underscores the ethical implications of misusing time, equating the moral concerns associated with misusing financial resources.
- C) It features the impact of time theft on personal productivity or efficiency, akin to the consequences of mismanaging financial resources.

#10 "Time wasted is time lost forever"

- A) It stresses the irreversible nature of unproductive time, like irretrievable financial losses

3.4 Cultural and Societal Context

This section explores idiomatic expressions related to time management, examining their cultural significance and historical relevance. These expressions offer insights into how English-speaking culture perceives and value time, clarifying societal attitudes towards productivity and resource management.

A) Cultural Significance

The expressions related to time and productivity collectively interpret the intricate relationship between cultural values and the importance attributed to time management. They serve as reflections of societal attitudes toward time, emphasizing its value and the correlation between efficient time usage and personal success.

B) Historical and Societal Relevance

Embedded within these phrases are echoes of history, resonating with periods of societal transformation, economic shifts, and evolving perceptions of time as an asset. Shaped by changing societal norms, technological advancements, and economic paradigms, these expressions hold historical and societal relevance, notably within contemporary, time-focused, and individualistic capitalist societies.

#1 "Spend time where it matters most"

A) Cultural Significance: This phrase signifies a cultural ethos valuing purposeful actions and mindful resource allocation. It reflects a societal inclination toward prioritizing meaningful activities, underscoring the importance of personal growth, relationships, or impactful efforts over trivial tasks. It promotes values of productivity and efficient use of time, aligning time's high value with that of money. It underscores the importance of balancing productivity with personal well-being in the pursuit of meaningful objectives.

B) Historical and Societal Relevance: As agrarian lifestyles gave way to industrial ones, this phrase still holds significance in our modern world, particularly in the context of the contemporary need for work-life balance. In today's digital era, marked by intensified time awareness due to technological advancements, this expression addresses the challenges posed by the information age. It encourages individuals to prioritize important tasks among numerous distractions, emphasizing the intentional investment of time and effort as crucial for personal and professional success.

#2 "Running out of time"

A) Cultural Significance: This phrase mirrors a culture highly valuing efficiency and promptness, inducing a sense of urgency when faced with time limitations. It underlines societal norms emphasizing meeting expectations and completing tasks within set deadlines. The idiom embodies values of personal responsibility, commitment to goals, and the necessity of effective time management in a fast-paced environment.

B) Historical and Societal Relevance: Originating from the era of the Industrial Revolution, this phrase emerged during a time marked by regimented time structures for optimized productivity in manufacturing. It likely gained prominence as societies shifted toward faster-paced, time-oriented cultures, where meeting deadlines became an ingrained norm. This phrase symbolizes the work ethics and productivity standards shaped by the need to maximize output and respect strict timelines.

#3 "Make every second count"

A) Cultural Significance: This phrase promotes a mindset valuing mindfulness, productivity, and seizing opportunities. It signifies a cultural inclination toward efficiency and productivity, advocating for optimization of time through purposeful actions and decisions. It highlights the harmful impact of time wastage and encourages individuals to work smarter, stay

attentive to deadlines, manage multiple responsibilities with skill and precision, and uphold strict discipline for successful operations and optimal results.

B) Historical and Societal Relevance: Emerging during rapid industrialization and technological advancements, this phrase echoes the need for adaptability to changing circumstances during accelerating pace of life. It echoes time's value in achieving personal and professional success. In the digital age with instant access to information and seamless communication, meticulous time planning and swift decision-making have become critical. The phrase reflects the contemporary necessity for individuals to maximize every moment in an environment of constant connectivity and information overload.

#4 "Spending time wisely is like making money"

A) Cultural Significance: This phrase reflects a culture that highly values efficiency in time management, equating it with achieving financial success. It indicates a societal mindset appreciating the correlation between effective time utilization and tangible gains, emphasizing the importance of treating time as an asset that can yield significant returns.

B) Historical and Societal Relevance: During the modern economic transformation period, the concept of time became more monetized, aligning with society's inclination to quantify time's value similarly to monetary worth. This phenomenon mirrors the rise of capitalism and the valuation of time in economic terms. In today's technologically advanced, fast-paced society, individuals juggle multiple responsibilities within tight schedules, needing meticulous time planning, punctuality, and a strong work ethic in time-sensitive tasks. This expression underscores the criticality of time management in achieving both personal and professional success in contemporary society.

#5 "It is a costly use of time"

A) Cultural Significance: This phrase underscores a culture deeply concerned with the consequences of inefficient time management, linking wasted time to significant losses. It reflects a societal ethos that highly values efficiency and common sense in time utilization, acknowledging the potential aftermath of unproductive use.

B) Historical and Societal Relevance: Emphasizing the need for sensible resource management, this expression resonates with times when optimizing resources, including time, became imperative, possibly due to some kind of insufficiency or economic downturns. Originating during the early stages of capitalism, it maintains relevance, particularly in the financial sector. In our contemporary world of 24/7 global financial transactions, it underscores

the vital importance of making prompt, time-sensitive financial decisions. Time is closely linked to financial outcomes, particularly evident in high-stakes financial markets and investments where delays can result in substantial financial consequences. This phrase serves as a pitiful reminder of the impact of time in financial decision-making.

#6 "Treat your time like money"

A) Cultural Significance: This phrase mirrors a culture placing great emphasis on the meticulous and strategic management of time, similar to the careful handling of financial assets. It underscores a societal inclination towards a good judgement and conscious decision-making in the allocation of time resources. Just as financial assets are carefully managed and invested to yield returns, this expression urges individuals to treat their time as a valuable commodity that demands careful attention and smart investment.

B) Historical and Societal Relevance: Economic fluctuations or financial crises are common occurrences, resonating deeply with societies that prioritize resource optimization and financial stability. During economic downturns or times of financial unrest, wise management of financial assets becomes essential for survival and prosperity. By extending this principle to the realm of time management, the phrase underlines the significance of considering time as a finite and valuable resource deserving the same level of attention and clever management as financial assets. This mindset promotes the idea that time invested wisely can yield significant personal and professional returns, comparable to financial investments.

#7 "Time is a currency of its own"

A) Cultural Significance: This expression underscores a deep-seated cultural value attributed to time as a priceless and exchangeable resource, emphasizing its fundamental worth. It signifies a societal inclination to view time not merely as a passage but as a finite and tradable asset. This outlook places immense importance on the value of time and its potential as a resource that can be exchanged, invested, or spent judiciously, similar to any currency.

B) Historical and Societal Relevance: Surfacing from cultures that viewed time through the lens of valuable goods or commodities, this phrase evolution can be traced back to periods in history when trade, commerce, and the quantification of goods flourished. It reflects the industrial and trade-oriented societies that understood time's quantifiable nature. This expression aligns with cultures that have historically emphasized the finite and measurable aspects of time, mirroring the commodification of time in societies driven by trade, commerce, and economic exchange.

#8 "Make time work for you"

A) Cultural Significance: This phrase strongly advocates for the strategic and efficient use of time to maximize productivity, echoing a deeply ingrained cultural spirit that highly values strategic planning and efficiency. It signifies a societal push towards proactive, purposeful, and thoughtful time manipulation, emphasizing the proactive nature of making use of time to accomplish tasks effectively. The cultural significance lies in promoting a mindset that encourages individuals to view time as a resource to be optimized for overall success and achievement.

B) Historical and Societal Relevance: The concept can be traced back to periods characterized by increased industrialization and a growing emphasis on efficiency and productivity. It aligns with historical eras where efficiency became a prime factor due to the demands of rapid trade growth. This notion reflects a cultural shift towards leveraging time as a tool for personal and professional advancement, mirroring societies adapting to the changing landscape of work and productivity demands. It signifies a transition toward recognizing the instrumental role of time in achieving personal and professional goals during the evolving dynamics of work and productivity.

#9 "Stealing time"

A) Cultural Significance: This phrase embodies a cultural preoccupation with unauthorized or mismanaged time usage, reflecting a societal spirit that highly values integrity and discipline in time administration. It discourages procrastination, idleness, or any misuse of time without proper authorization. It underscores a culture that promotes accountability in utilizing time, emphasizing the need for individuals to responsibly allocate their time resources towards productive labor.

B) Historical and Societal Relevance: Finding its roots likely in historical periods characterized by more regimented labor practices or when societies began conceptualizing time as a solidified resource, its relevance is aligned with eras that experienced stricter work regulations or more defined work hours. The phrase resonates with societal perceptions of time theft or unauthorized leisure, reflecting the value placed on maintaining a disciplined approach towards time conduct. This concept speaks to the social norms that emerged during these periods, emphasizing the importance of respecting structured schedules, and adhering to allocated time strictly for designated tasks and responsibilities.

#10 "Time wasted is time lost forever"

A) Cultural Significance: This expression highlights a cultural concern regarding the irreplaceable nature of wasted time, placing significant emphasis on the value essential in every moment. It reflects a societal ethos that deeply values efficiency, productivity, and regrets unproductive use of time. The phrase signifies a cultural inclination towards maximizing every moment, urging individuals to embrace a proactive mindset towards time management, and highlights the significance of not wasting valuable opportunities presented by time.

B) Historical and Societal Relevance: Societal transformations and shifts in socio-political landscapes have occurred, leading to the evolution of time into a more treasured commodity due to transformative changes. The implications of this phrase extend beyond individual efficiency; it resonates within sectors like business and diplomacy, emphasizing the criticality of time-sensitive decision-making. This becomes particularly applicable in places where missed opportunities result in substantial financial losses or other adverse consequences. Its relevance rises above personal productivity, resonating strongly across various spheres where the strategic use of time is crucial for success and growth.

4 The TIME IS MONEY Metaphor in Czech

Chapter 4 embarks on a detailed examination of the "TIME IS MONEY" metaphor within Czech culture, drawing parallels and distinctions from the previously analysed English expressions in Chapter 3, which centred on English-speaking, individualist societies.

Building upon the foundation established in Chapter 3, this chapter introduces 10 Czech counterparts, aiming to solve the mental and societal implications associated with the formulaic language linked to the "TIME IS MONEY" metaphor in Czech language and culture. It emphasizes the complex interplay between time and money within the context of Czech cultural context.

These 10 Czech equivalents of English formulaic expressions are categorized into three groups: workplace efficiency, financial decisions, and time management. Each expression undergoes a systematic analysis, following a structured four-step approach, to uncover the profound impact on the perception, valuation, and structuring of time in Czech society.

4.1 Frequency Analysis

The initial step involves conducting a systematic analysis of Czech idiomatic expressions associated with the "TIME IS MONEY" metaphor. This analysis aims to assess the frequency and prevalence of Czech equivalents linked to this metaphor, thereby shedding light on their popularity and usage in online searches on Google. By providing the approximate number of search results for these expressions, the analysis offers valuable insights into their online presence. These expressions are categorized into themes such as workforce productivity, financial decisions, and time organization, aligning with the thematic areas explored in Chapter 3.

VARIANTS	CZECH EQUIVALENTS	ENGLISH EXPRESSIONS	NUMBER OF SEARCHES
#1a	"Věnujte čas tomu, co je nejdůležitější"	"Spend time where it matters most"	631,000
#1b	"Věnuj čas tomu, co je nejdůležitější"		28,900
#2a	"Dochází nám čas"	"Running out of time"	9,390,000
#2b	"Dochází mi čas"		8,290,000
#3a	"Využijte každý okamžik "	"Make every second count"	1,790,000
	"Využij každý okamžik"		60,000
#3b	"Užívejte si každý okamžik"	"Make every second count"	279,000
	"Užívej si každý okamžik"		68,500

Table 4: Frequency Analysis (Czech) in the Field of Work and Productivity

VARIANTS	CZECH EQUIVALENTS	ENGLISH EXPRESSIONS	NUMBER OF SEARCHES
#4	"Rozumné využívání času se rovná získávání peněz"	"Spending time wisely is like making money"	53,800
#5	"Je to drahé využití času"	"It is a costly use of time"	4,270,000
#6	"Chovejte se ke svému času jako k penězům"	"Treat your time like money"	8,080
#6 (HOWEVER)	" Čas je víc než peníze "	"Time is more than money"	7,590,000
#6 (HOWEVER)	" Čas je důležitější než peníze"	"Time is more important than money"	351,000
#7	"Čas je svou vlastní měnou"	"Time is a currency of its own"	208,000

Table 5: Frequency Analysis (Czech) in the Field of Financial Transactions

NOTE: In the domain of financial transactions, the Czech equivalent of "**Treat your time like money**" encapsulated by the phrase "**Chovejte se ke svému času jako k penězům**" collected a mere approximate 8,080 results in the Google search. In contrast, analogous expressions such as "**Čas je víc než peníze**" ("**Time is more than money**") or "**Čas je důležitější než peníze**" ("**Time is more important than money**") commanded significantly higher attention, boasting search result counts of 7,590,000 and 351,000, respectively. This marked disproportion underscores the differential frequency with which these expressions were inquired in the Czech online domain, hinting at nuanced cultural preferences and resonances with alternatives emphasizing the intrinsic value of time over monetary concerns.

VARIANTS	CZECH EQUIVALENTS	ENGLISH EXPRESSIONS	NUMBER OF SEARCHES
#8a	"Využívejte čas ve svůj prospěch"	"Make time work for you"	28,200
#8b	"Využívej čas ve svůj prospěch"		18,900
#9a	"Krademe si čas"	"Stealing time"	373,000
	"Kradu si čas"		313,000
#9b	"Okrádání se o čas"		79,300
#10	"Ztracený čas je ztracen navždy"	"Time wasted is time lost forever"	40 600

Table 6: Frequency Analysis (Czech) in the Field of Time management

4.2 Semantic Analysis: Conceptual Mapping: Literal vs. Figurative Meaning

In this phase the semantic intricacies embedded within each Czech expression are explored, illuminating the nuanced meanings and connotations that enrich the metaphorical language.

Understanding the interplay between the literal and figurative interpretations of these expressions is crucial for understanding their conceptual landscape. These expressions collectively underscore the essential value of time as a limited resource, recognizing its fleeting nature. They advocate for its purposeful and strategic use, whether for critical tasks or seizing every available opportunity. Moreover, they collectively stress the correlation between wise time management and favorable outcomes, similar to the positive impact of sensible financial management.

#1 "Věnujte čas tomu, co je nejdůležitější" / "Věnuj čas tomu, co je nejdůležitější" ("Spend time where it matters most")

Conceptual Mapping: It considers time as a precious asset to be used strategically.

Literally, it directs attention to spending time on what is most important, denoting a purposeful time administration towards the most crucial matters.

Figuratively, it signifies the importance of prioritization, suggesting that one should only focus on the most significant tasks or priorities.

#2 "Dochází nám čas" / "Dochází mi čas" ("Running out of time")

Conceptual Mapping: It highlights the critical role of efficient time management in achieving positive results and preventing adverse outcomes.

Literally, this expression acknowledges the scarcity of time either individually ("mi" - my) or collectively ("nám" - our), signifying the personal or shared experience of diminishing time.

Figuratively, it expresses the urgency of a situation as time is slipping away, implying a sense of nearing a deadline or missing an opportunity.

#3a "Využijte každý okamžik" / "Využij každý okamžik" ("Make every second count")

Conceptual Mapping: It optimizes the benefits gained from every instant for favorable results.

Literally, it prompts to make the most of each moment or opportunity, stressing the importance of maximizing the value derived from each instance.

Figuratively, it emphasizes the significance of seizing opportunities or making the most out of productive moments.

#3b "Užívejte si každý okamžik" / "Užívej si každý okamžik" ("Make every second count")

Conceptual Mapping: it highlights the importance of treasuring the moments in life.

Literally, it indicates the act of taking pleasure in every individual moment.

Figuratively, it implies savoring or cherishing moments in life, stressing the significance of finding joy or contentment in various situations (rather than just focusing on productivity at work).

#4 "Rozumné využívání času se rovná získávání peněz" ("Spending time wisely is like making money")

Conceptual Mapping: It links prudent time management with financial advantages.

Literally, it equates sensible time usage with consistent monetary gain, stressing the value derived from smart time usage.

Figuratively, it points out the correlation between effective time usage and achieving exclusively positive outcomes, similar to earning money.

#5 "Je to drahé využití času" ("It is a costly use of time")

Conceptual Mapping: It links ineffective time management to both tangible and intangible costs.

Literally, it associates the expensive use of time with negative outcomes or losses due to ineffective time management.

Figuratively, it implies that inefficient time usage incurs a cost, not just in terms of money but also in opportunities lost.

#6 "Chovejte se ke svému času jako k penězům" ("Treat your time like money")

Conceptual Mapping: It compares management of time and the management of finances.

Literally, it encourages behaving towards your time with the same care and consideration as to money.

Figuratively, it draws a parallel between managing time and managing finances, indicating the need for careful handling and management of time resources.

#7 "Čas je svou vlastní měnou" ("Time is a currency of its own")

Conceptual Mapping: It treats time as an asset, traded or used for various purposes.

Literally: It entails that time itself holds principal value.

Figuratively, it suggests the inherent worth of time, capable of being exchanged or spent just as money.

#8 "Využívejte čas ve svůj prospěch" / "Využij čas ve svůj prospěch" ("Make time work for you")

Conceptual Mapping: It maximizes time to achieve improved results.

Literally, it uses time to one's advantage.

Figuratively, it prompts to optimize or leverage time for your personal benefit or gain, signifying a proactive approach towards time management.

#9a "Krademe si čas" / "Kradu si čas" ("Stealing time")

Conceptual Mapping: It appropriates time for personal activities during work hours, indicating time abuse.

Literally, it indicates taking time unlawfully for myself/us, signifying a personal appropriation of time for non-work-related activities during productive hours.

Figuratively, it denotes the misuse of work time for personal endeavors, suggesting that exploiting time in this manner is similar to taking something valuable.

#9b "Okrádání se o čas" ("Stealing time")

Conceptual Mapping: It points to misusing time, doing unnecessary things, lacking the lost time in the future.

Literally, it refers to procrastination, resulting in unproductive time usage.

Figuratively, it implies the delay or avoidance of meaningful tasks, equating this behavior to stealing time from productive activities.

#10 "Ztracený čas je ztracen navždy" ("Time wasted is time lost forever")

Conceptual Mapping: It stresses the enduring consequences of wasting time on unproductive activities.

Literally, it entails that lost time is vanished forever, portraying unproductive time as irretrievable.

Figuratively, it emphasizes the irrevocable nature of unproductive time and the importance of handling time effectively.

4.3 Pragmatic Functions

Following semantic analysis, this section explores the pragmatic implications of each expression, examining their usage and interpretation in various contexts, thereby their practical relevance in daily life and in specific professional and personal scenarios.

#1 "Věnujte čas tomu, co je nejdůležitější" / "Věnuj čas tomu, co je nejdůležitější"

- A) It promotes investing time in irreplaceable and significant aspects of life.
- B) It advocates for maintaining a work-life balance and prioritizing intangible yet valuable moments.
- C) It advises to prioritize personal fulfillment, joy, and meaningful relationships.

#2 "Dochází nám čas" / "Dochází mi čas"

- A) It emphasizes the scarcity of time, urging efficient time management to avoid depletion.
- B) It nudges individuals to prioritize tasks effectively, given the limited time available.
- C) It encourages reassessment of priorities and seizing present opportunities without regret.

#3a "Využijte každý okamžik" / "Využij každý okamžik"

- A) It highlights the significance of efficient time usage and mindfulness.
- B) It encourages to make the most of present moments without fixation on the past or future.
- C) It emphasizes to cherish personal moments and promoting mental well-being.

#3b "Užívejte si každý okamžik" / "Užívej si každý okamžik"

- A) It prompts to cherish personal moments, to appreciate moments that bring personal fulfillment or joy, focusing on the emotional and personal aspects of time rather than solely on productivity.

- B) It motivates to embrace leisure or downtime, promoting mental health and stress reduction by enjoying moments of relaxation.

#4 "Rozumné využívání času se rovná získávání peněz"

- A) It establishes a parallel between wise time usage and positive outcomes, similar to earning money through smart investments.
- B) It encourages viewing effective time management as an investment in personal growth.

#5 "Je to drahé využití času"

- A) It highlights the outcome of mismanaging time, linking it to financial expenses sustained due to poor decision-making.
- B) It stresses the need for critical decision-making in time allocation, the potential opportunity costs associated with inefficient time use.

#6 "Chovejte se ke svému času jako k penězům"

- A) It emphasizes the necessity of prudence in time management, similar to the responsible management of financial assets.
- B) It advocates for disciplined and strategic time management, a conscious effort to avoid wastage and maximize productivity.

HOWEVER: "Čas je víc než peníze" / "Čas je důležitější než peníze"

- A) It advocates for the prioritization of time over material wealth, suggesting that time holds more significance and value in life than monetary possessions.
- B) It encourages individuals to invest their time in meaningful experiences, personal growth, and relationships instead of focusing on financial pursuits.
- C) It emphasizes the irreplaceable nature of time, suggesting that time spent wisely contributes more to personal fulfillment and happiness than monetary gains alone.

#7 "Čas je svou vlastní měnou"

- A) It stresses the inherent worth of time, highlighting the balanced time utilization in various life domains.
- B) It encourages a perspective that values time diversification, with a potential for exchange or use like money.

#8 "Využívejte čas ve svůj prospěch" / "Využij čas ve svůj prospěch"

- A) It suggests efficient time usage for personal or professional growth, equal to employing strategies for financial gain.
- B) It promotes a proactive mindset towards time management, self-improvement, and personal development.

#9a "Krademe si čas" / "Kradu si čas"

- A) It points to the misuse of work hours for personal tasks, stressing commitment.

#9b "Okrádání se o čas"

- A) It refers to inefficiency and procrastination or delaying essential tasks, discouraging meaningless distractions.

#10 "Ztracený čas je ztracen navždy"

- A) It emphasizes the irreversible nature of wasted time, similar to the loss of opportunities with no chance of recovery.
- B) It urges individuals to make conscious efforts to avoid unproductive activities.

4.4 Cultural and Societal Context: Cultural Significance and Historical and Societal Relevance

In this final step, a thorough examination of the cultural significance and historical origins of each expression is conducted, exploring the socio-cultural context from which they emerged and evolved. This exploration aims to clarify their broader implications for Czech society.

Expressions in Czech maintain enduring relevance due to their deep roots in the cultural and societal traditions of the Czech people. They serve as reflections of values and customs that have been ingrained in Czech society for generations. The following descriptions aim to capture how these expressions are deeply embedded in cultural perceptions, reflecting historical contexts and societal attitudes towards time and its management.

#1 "Věnujte čas tomu, co je nejdůležitější" / "Věnuj čas tomu, co je nejdůležitější"

Cultural Significance – this expression advocates for dedicating time to what holds utmost significance, emphasizing the importance of investing time in meaningful objectives rather than trivial tasks or material gain. It reflects a cultural emphasis on shared experiences and a measured, deliberate approach to life, rooted in the preservation of core values such as

community, solidarity, and cooperation. This cultural mindset suggests a communal focus on shared priorities and goals, promoting stronger social bonds and a sense of security within the community. Additionally, it showcases the resilience and adaptability of Czech culture in overcoming historical challenges, where the values associated with the Czech mindset have played an important role in collective endeavors.

Historical and Societal Relevance – this phrase has historical significance, originating from a time when societal shifts emphasized the importance of personal well-being alongside productivity demands. Historical events, notably the Czechoslovak Declaration of Independence in 1918 and the Velvet Revolution of 1989, underscored the potency of unity and community-based efforts in achieving common goals. These events highlighted the significance of collective action, cooperation, and mutual support in the pursuit of independence, self-determination, and democratic values, reflected in the Czech phrase "**Dělat věci po svém**" (Do things in one's own way). The establishment of Czechoslovakia further emphasized the importance of shared efforts and collaboration in shaping Czech culture. These historical experiences continue to influence Czech society, reinforcing the value of unity and collective action in addressing societal challenges and achieving common objectives.

#2 "Dochází nám čas" / "Dochází mi čas"

Cultural Significance – in an era dominated by digital technologies and artificial intelligence, which objectively accelerate numerous activities, there's a tendency to overlook the longstanding presence of social acceleration since the beginning of modern times. One currently must deal with an unprecedented array of time pressures, resulting in chronic time scarcity, burnout syndrome, and escalating levels of stress, anxiety, and depression. The perception that life is rapidly passing by, even accelerating, is widespread across professions and generations. This phenomenon represents social acceleration, a multifaceted process defining the 21st-century modern era. Despite the exponential increase in activities, experiences, tasks, and knowledge, our available time for processing remains constant. An hour cannot be “stretched” in any way. Therefore, this expression reflects a cultural awareness of the fleeting nature of time, urging individuals to manage time efficiently based on their priorities due to its limited availability.

Historical and Societal Relevance – this phrase resonates deeply within a culture navigating rapid changes in our modern, interconnected world, characterized by constant technological advancements that heighten our awareness of time. It aligns with contemporary lifestyles where time is viewed as a precious commodity, with individuals often feeling rushed

and in need of more time for every endeavor. Historically, this phrase reflects a profound awareness of the value of time within Czech society, shaped by centuries of societal evolution and cultural development. As Czech society has progressed and adapted to various challenges and advancements, the importance of time management and efficiency has remained a consistent theme. Throughout Czech history, periods of rapid change and societal transformation have frequently coincided with an increased awareness of time and its limitations. This phrase serves as a sad reminder of the persistent relevance of time management in navigating the complexities of modern life.

#3a "Vyžijte každý okamžik" / "Využij každý okamžik"

Cultural Significance – this expression reflects a cultural emphasis on seizing opportunities and being mindful of time, advocating for productivity and purposeful actions. It underscores the importance of using time effectively for personal growth and meaningful efforts. In Czech culture, there is a recognition of the value of each moment and a desire to make the most out of every opportunity, reflecting a proactive approach to life.

Historical and Societal Relevance – this phrase emerges from periods of rapid societal changes and technological advancements, echoing the contemporary need for mindfulness in time utilization. In the modern, fast-paced, information-driven world, individuals face numerous distractions and competing demands for their time. As such, there is a growing awareness of the importance of being intentional with how time is spent. This phrase resonates with the societal need to prioritize tasks, make informed decisions, and seize opportunities amidst the complexities of modern life. It reflects a historical and societal context where individuals must navigate an ever-increasing amount of information and stimuli, highlighting the importance of being mindful and purposeful in using time effectively.

#3b "Užívejte si každý okamžik" / "Užij si každý okamžik"

Cultural Significance – this expression resonates deeply with the Czech cultural inclination towards cherishing personal moments and finding joy in the present. It reflects a collective response to historical periods of political and social upheaval, where individuals sought comfort and stability in interpersonal connections and shared experiences. During times of uncertainty personal relationships and moments of joy served as anchors during turmoil, fostering a sense of community and resilience. The emphasis on enjoying each moment underscores a cultural spirit that prioritizes human connection and emotional fulfillment over material pursuits, contributing to a deeper appreciation for the richness of life's experiences.

Historical and Societal Relevance – the historical disruptions in Czech history have undoubtedly shaped cultural responses and attitudes towards seizing the moment and finding joy in personal connections. The formation of Czechoslovakia in 1918 marked a significant moment of national identity and solidarity, where individuals sought meaning in shared experiences and relationships. Similarly, the liberation of Czech lands in 1945 during World War II and the subsequent Communist Era were periods of intense social change, where personal connections became even more vital among political uncertainty and repression. The Velvet Revolution of 1989 and the subsequent split into the Czech Republic and Slovakia in 1993 further underscored the importance of personal relationships and moments of joy in navigating periods of transition and change. In each of these historical contexts, the cultural emphasis on embracing the present moment remained a constant, reflecting a deep-seated resilience and adaptability within Czech society.

#4 "Rozumné využívání času se rovná získávání peněz"

Cultural Significance – this expression summarizes a deeply ingrained cultural belief in the correlation between efficient time management and financial prosperity. It reflects a societal emphasis on productivity and resource optimization as essential components of personal success and fulfillment. Within Czech culture, there exists a longstanding and ever-growing tradition of valuing hard work and diligence, with the belief that wise time investment leads to material rewards. This cultural mindset underscores the importance of discipline and foresight in time management practices, shaping individual behaviors and attitudes towards productivity and achievement, especially in today's interconnected and competitive world.

Historical and Societal Relevance – originating from a period marked by rapid economic changes and technological advancements, this phrase mirrors the societal transition towards a more industrialized and interconnected world. As international companies began to shape the job market, efficient time management became increasingly synonymous with economic success and upward mobility. The phrase reflects the inclination of the modern era, where individuals were encouraged to maximize their productivity and optimize their time to capitalize on emerging global opportunities. Moreover, as Czech society continues to adapt to the demands of a globalized economy, the importance of strategic time use remains relevant. In an era characterized by rapid innovation and digital disruption, the ability to manage one's time effectively is seen as an important skill for navigating the complexities of the modern world and achieving personal and professional goals.

#5 "Je to drahé využití času"

Cultural Significance – this expression serves as a pitiful reminder within Czech culture of the consequences of using time inefficiently. It not only highlights the materials costs but also underscores the intangible opportunity costs associated with mismanaging time. The phrase reflects a deeply ingrained cultural emphasis on making the most out of every moment and being mindful of how time is spent to avoid regrets and missed opportunities, especially in terms of meaningful interactions with loved ones. In Czech society, there is a constant struggle between the demands of work and professional development and the desire for quality time with family. By emphasizing the “costliness” of inefficient time usage, this expression reflects a broader cultural awareness of the value placed on time as a precious resource. It reinforces the idea that time, once lost, cannot be reclaimed, emphasizing the importance of efficiency, productivity, and being present in significant life moments.

Historical and Societal Relevance – the roots of this phrase can be traced back to a society that has long placed a high value on optimal resource usage. Throughout Czech history, particularly during periods of economic transformation and societal development, there has been an emphasis on efficiency and maximizing output. It has only intensified in modern times, as globalization and technological advancements have accelerated the pace of life. In today’s fast-paced world, where time is often equated with money, the concept of “expensive time usage” resonates strongly. Individuals and organizations alike recognize the need to streamline processes, eliminate time wastage, and prioritize tasks effectively to remain competitive and achieve success. Thus, this phrase aligns with the contemporary need for efficiency and productivity in both personal and professional contexts, reflecting broader societal values and norms.

#6 "Chovejte se ke svému času jako k penězům"

Cultural Significance – this phrase underscores the cultural emphasis on smart time management, equating it to the careful handling of financial assets in a world marked by global job markets and interconnected opportunities. It reflects a broader societal belief in the natural connection between time and money, suggesting that both should be valued and managed with equal care and consideration. The frequency of expression usage in a language often reflects societal beliefs and values, offering insight into frequent cultural inclinations. In the case of this expression, its frequency of use provides further insight into cultural attitudes toward time and its significance relative to money. While expressions like "Čas je víc než peníze" (Time is more than money) and "Čas je důležitější než peníze" (Time is more important than money)

are significantly more common, the existence of "**Chovejte se ke svému času jako k penězům**" (Treat your time like money) indicates a cultural acknowledgment of the importance of time management in achieving personal fulfillment and success. These commonly used phrases highlight the deep-rooted value placed on time, extending beyond its monetary equivalence to involve personal experiences, relationships, and personal development. This cultural perspective underscores the significance of balancing productivity with meaningful life experiences, contributing to a more holistic approach to success and fulfillment.

Historical and Societal Relevance – originating from periods of unenviable economic changes and increased focus on productivity, this phrase aligns with contemporary values emphasizing responsible resource management, including time. This phrase reflects the broader historical context of evolving economic systems and societal norms, where efficient time management became essential for personal and collective success. In the modern era, the significance of responsible time management remains relevant. The phrase serves as a reminder of the enduring importance of treating time as an asset and managing it wisely.

#7 "**Čas je svou vlastní měnou**"

Cultural Significance – this expression emphasizes the natural value of time, portraying it as a precious resource, just as any currency. It reflects a deep-seated cultural belief that time holds significant worth and should be managed with care and consideration. This perspective underscores the importance of making conscious choices about how time is spent, recognizing its irreplaceable nature and the opportunities it presents for personal growth, achievement, and meaningful experiences. Within Czech culture, this belief in the value of time spreads through various aspects of life, shaping attitudes and behaviors towards productivity, free time, and overall well-being.

Historical and Societal Relevance – this phrase resonates with a contemporary perception of time's worth amidst the fast-paced dynamics of modern society. In this era individuals are often confronted with competing demands on their time. This phrase highlights the need to prioritize tasks, commitments, and experiences sensibly. Moreover, in the context of urbanization and the digital revolution, the perception of time's worth has evolved, reminding us of the enduring importance of striking a balance between productivity and personal well-being in navigating the complexities of contemporary life.

#8 "Využívejte čas ve svůj prospěch" / "Využívej čas ve svůj prospěch"

Cultural Significance – this statement promotes the notion of using of time for personal benefit and advancement, reflecting a cultural emphasis on self-improvement and productivity. It underscores the importance of making deliberate choices about how time is spent to achieve individual goals and objectives. Moreover, it suggests a broader societal value placed on leveraging time for collective progress and communal well-being. The idea of using time effectively for the common good aligns with Czech cultural norms that prioritize teamwork, cooperation, and community engagement. By emphasizing the efficient allocation of time for both personal and communal advancement, this expression reinforces the cultural emphasis on productivity, collaboration, and holistic development.

Historical and Societal Relevance – originating from a historical context that emphasized personal development and self-reliance, this phrase remains relevant in contemporary society, where individuals are increasingly focused on optimizing their time for success. The phrase resonates with contemporary values of self-improvement, efficiency, and productivity, reflecting a broader cultural emphasis on individual empowerment and success. Moreover, in a society where collective progress is intertwined with individual advancement, the efficient use of time for personal benefit contributes to the overall prosperity and well-being of the community. Thus, this expression continues to hold relevance as a guiding principle for navigating the complexities of modern life and achieving both personal and collective goals.

#9a "Krademe si čas" / "Kradu si čas"

Cultural Significance – This expression contains a cultural concern for time mismanagement, where individuals engage in personal tasks during work hours to save time for their personal lives. It reflects a value placed on efficient time utilization and the importance of balancing work and personal commitments within Czech culture. There is a nuanced understanding that optimizing time during work hours allows for a better allocation of personal time, emphasizing the significance of family and personal life.

Historical and Societal Relevance – these phrases resonate with a contemporary issue of time mismanagement and the struggle to maintain productivity among many distractions. In a rapidly evolving work environment, the digital age has brought about numerous distractions that challenge productivity. These expressions align with the modern dilemma of balancing work responsibilities and personal life in a world where boundaries between work and personal time are increasingly blurred. The historical transition towards a more digital and

interconnected world has influenced how individuals manage their time and juggle multiple responsibilities.

#9b "Okrádání se o čas"

Cultural Significance – this expression highlights a different aspect of time mismanagement. It comprises of instances where one fails to accomplish assigned work or spend quality time with loved ones due to procrastination or engaging in trivial activities like browsing social media. It underscores the cultural emphasis on the value of time and the detrimental impact of wasting it on unproductive or insignificant pursuits. It signifies the awareness of the consequences of procrastination and the need for a disciplined approach to time utilization.

Historical and Societal Relevance – reflecting a contemporary challenge of time mismanagement and procrastination, this expression aligns with the difficulties of modern era. The increased availability of distractions and the influence of digital technologies often lead to procrastination, obscuring both work productivity and personal relationships. In a society striving for efficiency, these expressions highlight the struggle to maintain focus and the impact of distractions on the effective utilization of time.

#10 "Ztracený čas je ztracen navždy"

Cultural Significance – this expression contains a deeply ingrained cultural belief within Czech society, emphasizing the ingrained value of time and the profound impact of its misuse or loss. It reflects a collective consciousness that appreciates the significance of each moment, echoing the sentiment of valuing opportunities amidst the fast-paced lifestyle so common in contemporary Czech society. This mindset underscores the cultural importance placed on optimal time use, highlighting a society that cherishes every moment and acknowledges the consequences of time mismanagement. Rooted in Czech culture is a recognition for unity, solidarity, and resilience, values deeply ingrained through historical experiences. The phrase emphasizes the need to make the most of every fleeting moment.

Historical and Societal Relevance – the historical events embedded in the Czech psyche, such as The Prague Spring of 1968 and the Munich Agreement of 1938, hold significant cultural implications that continue to influence attitudes reflected in expressions related to decision-making in challenging circumstances. These important moments have sculpted the distinctive character of Czech culture, fostering a deep appreciation for independence and democracy. They serve as reminders of seizing opportunities and making the most of every moment,

especially in times of distress. The collective consciousness cultivated through historical experiences reinforces the cultural value placed on time and underscores the significance of not wasting it. As such, this phrase resonates with Czech society, reflecting a cultural ethos that values each moment and emphasizes the importance of mindful time management and seizing opportunities for personal and collective growth.

5 Comparative Analysis

Chapter 5 extends the exploration through a comparative study, emphasizing distinctions and parallels between selected English expressions and their counterparts in the Czech language. This analysis considers diverse cultural perspectives, highlighting the substantial influence of culture on linguistic expressions and cognitive processes. The aim is to offer a comprehensive understanding of how the "TIME IS MONEY" metaphor shapes language use and societal perceptions in both linguistic and cultural contexts. Analysing these expressions in the context of the metaphor serves several important purposes within the framework:

- A) **Unveiling Linguistic Nuances:** Formulaic expressions often summarize deeply ingrained cultural and linguistic nuances, uncovering subtle variations, linguistic structures, and idiomatic usage specific to this metaphor, revealing how the metaphor is embedded in everyday language use.
- B) **Understanding Cultural Perspectives:** They reflect the shared values, beliefs, and attitudes of a community. Their investigation provides insights into how different cultures conceptualize and articulate the relationship between time and money.
- C) **Examining Pragmatic Functions:** They are not only about linguistic form but also about pragmatic functions. They are tools for communication, and their usage extends beyond literal meanings. Their analysis clarifies how people pragmatically use the metaphor in various contexts, influencing social interactions and conveying cultural norms.
- D) **Integrating the Construal Approach:** Language shapes mental representations and examining formulaic expressions aligns with this approach by exploring how linguistic patterns contribute to the construal of time and its association with money. This integration adds depth to the understanding of how metaphors are mentally constructed and culturally mediated.
- E) **Enhancing Cross-Cultural Comparisons:** Formulaic expressions provide a rich source for cross-cultural comparisons. By analyzing them in both English and Czech, it highlights similarities, differences, and unique cultural manifestations of this metaphor. This comparative analysis contributes to the broader theme of cross-cultural perspectives and enables to explore their multifaceted nature, exploring their historical roots and assessing their contemporary relevance.

5.1 Linguistic Variances in English and Czech Time-related Expressions

Overall similarities - Both English and Czech idiomatic expressions underscore the importance of managing time efficiently and using resources wisely, employing metaphors to convey productivity and effectiveness in daily life. This reflects a shared cultural understanding of time as a valuable resource.

Overall differences - However, despite this shared emphasis, English and Czech exhibit distinct linguistic nuances due to their unique structural aspects and cultural influences. While both languages use metaphors to convey these concepts, their linguistic structures and syntactic patterns differ significantly, leading to varied interpretations of time-related expressions. English tends to employ direct and concise language, whereas Czech adopts a more indirect and nuanced approach. Cultural and historical influences further shape these expressions differently, resulting in unique idiomatic language use reflecting the values and norms of each society. These linguistic variations contribute to the richness and diversity of idiomatic language use in both English and Czech, highlighting the intricate relationship between language, culture, and perception of time.

English - English expressions often employ phrasal verbs and clear sentence structures, such as the idiom like "Time is money", directly associate of time with monetary value. The use of a single, neutral pronoun "you" in idioms such as "Treat your time like money" or "Make time work for you", promotes an inclusive and egalitarian communication style. English idiomatic expressions often focus on strictly efficient use of time, reflecting a direct, straightforward approach to conveying its value.

Czech - In contrast, Czech communication strategies tend to be more indirect and diplomatic, reflecting cultural norms that emphasize avoiding blame. For instance: "**Okrádání se o čas**" suggests procrastination indirectly, while "**Ztracený čas je ztracen navždy**" generally underscores the irretrievable nature of wasted time. "**Je to drahé využití času**" indirectly suggests the high value or cost associated with utilizing time inefficiently, avoiding direct confrontation while emphasizing the negative consequence. "**Čas je víc než peníze**" generally implies that time holds more value or importance than money, conveying a nuanced perspective without direct confrontation.

The usage of formal and informal forms of address (vy/ty) mirrors social hierarchies and levels of familiarity, influencing communication nuances in idiomatic expressions:

"Využijte každý okamžik" / "Využij každý okamžik", "Chovejte se ke svému času jako k penězům" / "Chovej se ke svému času jako k penězům", "Využívejte čas ve svůj prospěch" / "Využívej čas ve svůj prospěch".

Additionally, Czech's highly inflected linguistic structure allows for nuanced expressions in sentence construction, ensuring grammatical accuracy. Perfective and imperfective aspects play a significant role in conveying temporal nuances, with phrases like **"Využijte každý okamžik"** suggesting definitive use of every moment, and **"Užívejte si každý okamžik"** implying ongoing enjoyment of each moment.

5.2 Construal Approach Integration

This section involves the incorporation of the construal approach to survey expressions that summarize nuanced subjective interpretations of linguistic and cultural perspectives, embedded in these time-related phrases in both English and Czech languages. It focuses on understanding how these phrases embody the mental construal or interpretation of time usage, highlighting subtle variations in perspective and emphasis. The primary goal is to provide a comprehensive analysis of how language and culture influence the cognitive representations and interpretations associated with these expressions, thereby revealing the cognitive and psychological factors contributing to the observed differences and similarities.

#1 "Spend time where it matters most" vs. "Věnujte čas tomu, co je nejdůležitější" / "Věnuj čas tomu, co je nejdůležitější"

Both English and Czech expressions advocate the thoughtful allocating time to crucial tasks or priorities, emphasizing the importance of time management, however, the nuances between the English and Czech expressions are notable.

The English phrase directly compares managing time effectively with making money, suggesting a clear parallel between the two. In contrast, the Czech phrase emphasizes an efficient and rational approach to time usage, prioritizing essential tasks without an explicit monetary analogy.

This comparison underscores the distinct linguistic and cultural nuances between the two languages in conveying the importance of dedicating time to significant endeavors.

#2. "Running out of time" vs. "Dochází nám čas" / "Dochází mi čas"

Both phrases sum up subjective experiences of time depleting or coming to an end, conveying a sense of urgency or limited time available. However, their nuances differ: "running

out” suggests a faster depletion, suggesting an imminent or urgent situation, while Czech phrase indicates a gradual or ongoing process of time passing, emphasizing a continuous depletion rather than an immediate urgency.

#3a "Make every second count" vs. "Využijte každý okamžik" / "Využij každý okamžik"

Both expressions emphasize optimizing time utilization, encouraging individuals to make the most of each moment. However, the nuances between the English and Czech expressions become apparent. The English phrase highlights efficiency, conveying a sense of maximizing productivity, making each second contribute to a meaningful outcome. In contrast Czech phrases tend to stress more engaged personal or collective use of every moment. Rather than solely focusing on efficiency, they suggest a more active engagement or usage of moments, emphasizing the importance of experience and utilization beyond mere productivity.

#3b "Making every second count" vs. "Užívejte si každý okamžik" / "Užívej si každý okamžik"

The comparison reveals nuanced differences in the approach to utilizing time. While the English expression urges individuals to make the most out of every second in a productive or meaningful manner, the Czech phrase suggests a broader perspective, it implies a sense of actively experiencing or living through each moment, rather than solely focusing on maximizing productivity. This nuanced difference reflects distinct cultural perspectives on time utilization and the varied importance placed on productivity versus experiential engagement.

#4 "Spending time wisely is like making money" vs. "Rozumné využívání času se rovná získávání peněz"

The English expression and its Czech counterpart present nuanced perspectives on time utilization. This suggests a clear parallel between efficiently managing one's time and financial success, directly linking wise time usage to financial gain, emphasizing a pragmatic and results-oriented approach. On the other hand, the Czech expression focuses on sensible and rational time usage without a direct monetary analogy, suggests a more implicit and contextual understanding of the benefits of rational time usage. While it hints at efficiency, it does not explicitly parallel time management with obtaining monetary value.

#5 "It is a costly use of time" vs. "Je to drahé využití času"

Both expressions imply negative consequences of inefficient time use, highlighting a shared perspective on the drawbacks of mismanaging time. However, the emphasis between

the two languages become evident. The English analogy is more direct, explicitly referring to a “costly use”, denoting expense or price associated with inefficient time usage. This association suggests a clear understanding of the negative impact on resources or outcomes when time is used inefficiently. On the other hand, the Czech expression implies an expensive or valuable aspect of misusing time. While also conveying negative consequences, the Czech phrase reflects nuanced perspectives on the worth or value of time. It suggests that inefficient time utilization comes at a significant cost, not only in terms of resources but also in terms of the inherent value of time itself.

#6 "Treat your time like money" vs. "Chovejte se ke svému času jako k penězům"

Both the English phrase and its Czech counterpart make a direct comparison between time and money, emphasizing the importance of responsible time management while drawing a parallel to financial management.

HOWEVER: "Čas je víc než peníze" ("Time is more than money") / "Čas je důležitější než peníze" ("Time is more important than money"). The analogy here suggests that time holds a value beyond its monetary equivalent, highlighting a broader perspective on the significance of time in life in these more commonly used Czech phrases. They refrain from making a direct comparison between time and financial value- time is portrayed as having intrinsic worth and importance, emphasizing its value independent of financial considerations, whereas English uses an analogy to convey a similar, yet distinct message.

#7 "Time is a currency of its own" vs. "Čas je svou vlastní měnou"

Both phrases attribute the inherent value of time, highlighting its unique and valuable nature. However, nuances arise in how each language conveys this idea: The English phrase explicitly compares time to currency, highlighting its exchange value. This comparison suggests that, like currency, time can be traded or spent, underlining a pragmatic understanding of time's worth. Nevertheless, the Czech expression figuratively portrays time as being intrinsically valuable, without explicitly likening it to a specific currency. Instead of focusing on the exchangeability of time, the Czech phrase emphasizes a different facet of time's worth, offering nuanced perspectives on time's essence.

#8 "Make time work for you" vs. "Vyživejte čas ve svůj prospěch" / "Vyživej čas ve svůj prospěch"

English emphasizes personal benefit, suggesting that individuals can strategically leverage time to their advantage or personal gain. This concept is often tied to work-related productivity,

implying the optimization of time for professional success. Czech covers a broader spectrum of activities aimed at personal well-being and enrichment. The Czech perspective acknowledges that making time work for you extends beyond bare work-related tasks or immediate personal gains. It emphasizes optimizing time to fulfil personal needs and engage in activities that enrich one's life, including leisure, rest, exercise, family time, or self-care, such as leisure, rest, exercise, family time, or self-care. The Czech expression suggests a holistic approach to time usage, acknowledging that personal benefit extends beyond immediate gains or work-related tasks. This cultural nuance reflects a broader understanding of the role of time in contributing to a fulfilling life that encompasses various aspects beyond the immediate demands of work.

#9a "Stealing time" vs. "Krademe si čas" / "Kradu si čas"

The English phrase typically implies taking time away from work or designated activities for personal matters or leisure without permission or in inappropriate contexts, such as arriving late or extending lunch breaks, potentially affecting productivity or commitments. Conversely, the Czech expression often indicates efficiently managing personal tasks during work hours to free up more time later, promoting a balanced approach to work and personal life. These expressions emphasize optimizing time utilization and promoting a healthy work-life balance. This stands in contrast to the negative associations of taking time without permission or neglecting responsibilities, which are linked to “stealing time” in English.

#9b "Stealing time" vs. "Okrádání se o čas"

Both expressions relate to inefficient use of time, yet in slightly different contexts.

The English expression involves using time inappropriately for personal matters, affecting work commitments, potentially impacting productivity, or commitments. Conversely, the Czech expression refers to procrastination or wasting time during work hours, which consequently leads to unfinished tasks that must be completed later, possibly intruding on personal or family time. The nuanced differences highlight the cultural and contextual variations in how inefficiency and time management are perceived in the workplace, shedding light on divergent perspectives on work-life balance.

#10 "Time wasted is time lost forever" vs. "Ztracený čas je ztracen navždy"

Both statements emphasize the irretrievable nature of lost time, highlighting a shared perspective on the significance of time management. However, nuances arise in how each language conveys this idea: The English statement is more straightforward, directly asserting that time, once wasted, is lost forever. This directness reflects a clear and concise expression of

the concept, emphasizing the irreversible nature of wasted time. On the other hand, the Czech expression expresses the same idea without directly stating it. It may reflect cultural nuances in how ideas related to time management are conveyed, favoring a more implicit or nuanced communication style.

5.3 Cross-cultural Perspectives on the “Time is Money” Metaphor: Insights and Contrasts

Formulaic expressions serve as valuable linguistic artifacts that facilitate a deeper understanding of the cultural, communicative, and cognitive dimensions of the metaphor. This section examines its intricate nuances, aiming to provide a comprehensive understanding of the distinct cultural perspectives on the value of time and its intricate connection to monetary concepts in both English and Czech. By unraveling insights and highlighting contrasts, the multifaceted ways in which these two cultures view and integrate the metaphor into their respective worldviews are revealed.

Cultural Integration: Formulaic expressions are linguistic manifestations deeply embedded in cultural contexts, capturing shared values, norms, and cultural nuances within a community. Their investigation unveils the cultural intricacies, revealing how each society conceptualizes and articulates this relationship.

Communication and Pragmatics: They serve as essential tools for communication, extending beyond their literal meanings. Understanding how they are pragmatically employed in everyday talk provides insights into social interactions and cultural communication norms.

Cross-Cultural Comparisons: They provide a rich source for cross-cultural comparisons. By studying them in both English and Czech, it can identify similarities, differences, and variations in their usage.

Cultural Interpretation of Metaphor: Acting as mediators between language and culture, formulaic expressions reflect how a society transmits the metaphor across generations and interprets its significance within the cultural framework.

5.3.1 Overall English Perspectives

English-speaking countries typically demonstrate a strong inclination towards independence and personal achievements, as indicated by cultural dimensions scores ranging between 89-91 on Hofstede’s model, which can be viewed in detail in an [Appendix C](#) and [Appendix D](#). According to Hofstede & Hofstede (2005), the list of countries with individualism scores is

presented in Model 3, supplemented by a Collectivism-Individualism World Map in Model 4. Scores above 50 denote an "Individualist" orientation, while those below 50 indicate a "Collectivist" orientation.

This cultural disposition significantly influences the perception of time within English-speaking societies, emphasizing a direct correlation between time management, productivity, and financial gains. Hofstede's cultural dimensions model provides a structured analysis revealing how cultural values impact societal norms.

Building upon this cultural disposition, historical periods such as the transformative industrial revolution and the era of Puritans in the new world have deeply intertwined the lasting "Time is Money" metaphor into the English cultural consciousness.

While recognizing the multifaceted nature of cultural attitudes towards time, the "Time is Money" metaphor serves as a symbolic representation of the historical and cultural impact on how time, productivity, and economic success are interwoven in English-speaking societies. It reflects a practical and goal-oriented approach to time — a utilitarian perspective deeply ingrained in the English cultural ethos.

5.3.2 Contrasting Viewpoints in English-speaking countries

In the current era, there is an awareness of the need for striking a harmonious work-personal life balance, marking a departure from traditional norms. Despite a longstanding emphasis on productivity, there is now a growing recognition of the potential risks tied to burnout and excessive working hours— unintended byproducts of a strong work ethic and a relentless pursuit of success.

Traditionally, extended work hours were a symbol of steady commitment to one's career, with time perceived sensibly, closely linked to economic success and personal accomplishments.

However, according to Weber (2001, p. 124), Puritanism has contributed to a situation where modern people feel confined within an "Iron Cage", a rigid and bureaucratic system that suppresses the ability to enjoy life freely and spontaneously. Weber further suggests that while Puritans willingly dedicated themselves to work as part of their religious devotion, contemporary society often feels compelled to work rather than choosing to do so out of choice.

Nevertheless, a notable shift is emerging as manifested in the advocacy for additional vacation days and time off. This movement represents a departure from the conventional pragmatic approach, recognizing that time holds integral value beyond its economic

implications. It underscores a broader appreciation for personal fulfillment, overall well-being, and the non-professional dimensions of life— a testament to a more nuanced understanding of the diverse aspects of time.

While success was traditionally measured by professional achievements and extensive work hours were synonymous with a flourishing life, the sentiment expressed by former American Senator Paul Tsongas challenges this viewpoint. His eye-opening statement: "**No one on their deathbed ever said, 'I wish I'd spent more time at work' "** disrupt the historical narrative by asserting that, ultimately, individuals prioritize personal experiences and relationships over professional success.

American novelist Mark Twain contributed by saying: "**Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do**", suggesting that regrets often stem from missed opportunities rather than actions taken, while former American president JFK statement "**A rising tide lifts all boats**" highlights the collective benefits of economic prosperity.

According to the Forbes magazine (2019), social psychologist Ashley Whillans of Harvard Business School claims that the key to a fulfilling life lies not in monetary wealth, as most may think, but rather in the quality-of-life experiences. This statement is reinforced by a study by Gilovich, Kumar and Jampol (2014) from Cornell university, NY, which concludes that material possessions do not guarantee happiness. These insights signify a significant shift in the English perspective on time. It challenges the longstanding equation of efficient time management with exclusive emphasis on economic success, thereby initiating a discussion on the evolving values and preferences in modern society. American actor Jim Carrey famously proclaimed "**I think everybody should get rich and famous and do everything they ever dreamed of, so they can see that it's not the answer**".

In the current setting, values and preferences are dynamically adapting to accommodate a more modern approach — one that recognizes the need for flexibility and a comprehensive understanding of time's diverse role in people's lives. Together, these aspects outline a transformative journey in the English outlook on time, moving away from a historical fixation on productivity and economic success and instead embracing a more balanced and holistic model of time usage.

5.3.3 Overall Czech Perspectives

Czech perspectives on time present a nuanced stance, valuing efficiency while also emphasizing interpersonal consideration and harmonious social relationships. Expressions related to time management often reflect a balanced approach that combines efficiency with social etiquette, prioritizing indirect communication and promoting respectful relationships. This cultural fabric is evident in expressions that focus on consideration, flexibility, and avoiding direct imposition on others.

In the context of Hofstede's table of Individualism scores, found in the Appendix C, the Czech Republic's classification as prone to being an Individualistic society, marked by a score of 58, signifies a shift toward valuing individuality and self-care over strong communal ties. This change has been influenced by a more interconnected global world and increased opportunities especially for young people, prompting a gradual shift in societal values. Despite the inclination towards individualism, the remaining score of 42 still reflects a significant portion of the population that values communal ties and collective harmony, showcasing a nuanced blend of individualistic and collective values within Czech society.

Examining time-related expressions through the lens of Hofstede's cultural dimensions reveals that Czech cultural norms align with an emphasis on balanced efficiency and interpersonal consideration, reflecting the society's inclination towards workaholicism and individualism without disregarding social harmony. For instance, the expression: **"Vono se neříká nadarmo, že ty nejlepší věci jsou zadarmo"** (It is not said for nothing that the best things are free) taken from a song **"Zadarmo"** (Free) by a band Chinaski (2007), viewed in full in Appendix B, reflects the cultural sentiment of still prioritizing non-material aspects of life as more valuable, even with tendencies for overworking and exhaustion.

Moreover, historical events or societal practices also highlight the cultural significance of these expressions. During periods of political upheaval like the Velvet Revolution, many Czechs dedicated their time to protesting for a longed-for democracy, demonstrating the importance of societal values in allocating time over mundane activities: Expressions like: **"Věnuj čas tomu, co je nejdůležitější"** ("Spend time where it matters most") underscore the cultural emphasis on prioritizing important matters.

5.3.4 Contrasting Viewpoints in the Czech Republic

This segment presents diverse perspectives surrounding expressions in a rapidly modernizing Czech society, weaving them into the fabric of Czech culture and showcasing varied interpretations of concept of time.

In this evolving landscape, some individuals prioritize career advancement over familial values, signalling a shift in priorities influenced by globalization. This is reflected in expressions such as: **"Rozumné využívání času se rovná získávání peněz"** (**"Spending time wisely is like making money"**). However, evaluating the value of time solely based on financial gain overlooks its essential role in promoting creativity or intellectual pursuits. Czech entrepreneurs might exemplify a spirit in which efficient time management directly correlates with economic success.

Conversely, some traditionalists critique the modern obsession with instant gratification, advocating for a more measured and contemplative approach to life, as reflected in: **"Věnuj(te) čas tomu, co je nejdůležitější"** (**"Spend time where it matters most"**).

Philosophers and cultural critics engage in a debate about whether time should be commodified, risking the degrading of its essence of time and personal experiences. This contemplation finds resonance in the words of Czech poet Jan Neruda, who wisely remarked: **"Čas jsou prý peníze, ale peníze se nerovnají času. Bez peněz se dá ještě vždy mnoho udělat, bez času nic"** (They say time is money, but money is not equal to time. Without money, much can still be done; without time, nothing can). Neruda's perspective offers a bitter reflection on the dual nature of time and its relationship with worldly possessions.

Contemporary Czech writer Jiří Žáček provocatively questions the correlation between time and money with his statement **"Čas, že jsou peníze? Zkuste si uložit v bance mládí a vyzvednout si je po padesáti letech"**. (Time is money, you say! Try depositing your youth in the bank and retrieving it after fifty years.)

This contemplation on the value of time finds echoes in the widely embraced saying: **"Ztracený čas je ztracen navždy"** (**"Time wasted is time lost forever"**), which inspired the name of the legendary weekly series **"Hledání ztraceného času"** (Searching for Lost Time) on Czech TV1, exploring the depths of Czech film archives, uncovering rare recordings that capture the essence of Czechoslovakian life throughout the 20th century.

As the reflection on wasted time spreads through cultural awareness, it sparks a broader discussion on the balance between work and personal life. Advocates for work-life balance argue that strict measures against personal tasks during work hours could stifle creativity and

overall employee satisfaction. Simultaneously psychologists or sociologists support embracing leisure time without strict productivity goals as crucial for mental well-being, summarized in the sentiment of "**Krademe si čas/Kradu si čas**" ("**Stealing time**"), suggesting the importance of embracing leisure time without strict productivity goals. This perspective stands in contrast to the prevailing notion of always optimizing time usage, as seen in workplace policies or initiatives aimed at reducing distractions or time theft during work hours, reflecting the sentiment of "**Okrádání se o čas**" ("**Stealing time**").

6 Conclusion

6.1 Summary of Findings

This study has provided insights into the cross-cultural perspectives on the "Time is Money" metaphor in English and Czech cultures, contributing to the field of linguistics, cultural studies, and metaphor theory. Through an analysis of linguistic variances, cultural nuances, and formulaic expressions, we clarified diverse ways in which these societies integrate the metaphor into their respective worldviews. The nuanced comparative analysis of time-related expressions has revealed distinct differences between English-speaking countries and the Czech Republic.

Despite facing the similar of modernization, these cultures approach them from opposite ends of the spectrum. The English perspective is undergoing a transformative shift, advocating for additional vacation days, and reassessing the work-personal life balance to achieve a more balanced lifestyle. This reflects a collective commitment to recognizing the indispensable role of quality time with family and self-care to counteract burnout. In contrast, Czech society, shaped by globalization, is embracing an evolving environment where traditional values coexist with an increasing emphasis on career advancement.

In essence, both cultures are merging towards a shared understanding of work-life balance, acknowledging its paramount significance. However, they embark on this journey from distinct origins, each influenced by its unique cultural context. The convergence highlights the dynamic interplay between culture and the perception of time.

6.2 Research questions

In addressing the research questions posed at the opening of this study, the nuanced dynamics between language, culture, and metaphorical expressions concerning time and productivity is clarified. Distinct ways in which these societies integrate the metaphor into their respective worldviews are uncovered through an analysis of linguistic variances, cultural nuances, and formulaic expressions.

1. How can the interconnectedness of language, culture, and metaphors be understood in relation to the implications of the “Time is Money” metaphor across different cultural landscapes?

In both English and Czech cultures, the metaphor is deeply ingrained and reflects societal attitudes towards time, work, and productivity. However, the specific implications and

interpretations of the metaphor vary between the two cultures, influenced by their unique linguistic and cultural contexts. While English-speaking societies may associate the metaphor with a growing emphasis on work-life balance and the recognition of the value of quality time, Czech society may view it through the lens of career advancement and traditional values coexisting with globalization.

2. What are the principles and implications of the Conceptual Metaphor Theory (CMT) in relation to the “Time is Money” metaphor?

The principles and implications of the CMT provide insight into how the "Time is Money" metaphor operates in language and culture. According to CMT, metaphors are not just linguistic expressions but conceptual mappings that structure our understanding of abstract concepts like time in terms of more concrete domains like money. This theory helps clarify how the metaphor is embedded in cultural practices and shapes societal perceptions of time and productivity.

3. How do metaphors intersect with abstract and concrete realms in language and culture?

Metaphors divide both abstract and concrete realms in language and culture by providing conceptual frameworks through which individuals make sense of their experiences. The "Time is Money" metaphor, for example, bridges the abstract concept of time with the concrete concept of money, allowing individuals to understand time in terms of economic value. This intersection influences how time is perceived, valued, and managed in different cultural contexts.

4. How does formulaic language contribute to understanding metaphors, especially the "Time is Money" metaphor?

Formulaic language, including idioms and expressions like "Time is Money", plays a significant role in understanding metaphors. These linguistic expressions contain various cultural values and beliefs, offering insight into how societies conceptualize time and productivity. Analysing formulaic language helps uncover the underlying cultural meanings and implications of metaphors like “Time is Money” across different linguistic and cultural contexts.

5. How do linguistic expressions influence societal perceptions of time, labor efficiency, and temporal concepts in English and Czech?

While English-speaking societies may associate the metaphor with a growing emphasis on work-life balance and the recognition of the value of quality time, Czech society may view

it through the lens of career advancement and traditional values coexisting with globalization. These cultural nuances shape how the metaphor is understood and applied in each culture.

6. What are the structural and contextual differences between English and Czech concerning the "Time is Money" metaphor?

These differences are evident in the ways each culture integrates and interprets the metaphor. English-speaking societies are often associated with a growing emphasis on individual well-being and achieving a work-life balance, while Czech society tends to prioritize career advancement, upholding traditional values. These differences reflect broader cultural attitudes towards time, productivity, and societal norms.

7. How do cultural nuances and linguistic diversities influence the understanding of the "Time is Money" metaphor in English and Czech?

While both cultures may share some common interpretations of the metaphor, such as valuing efficiency and productivity, the specific implications and connotations of the metaphor differ based on cultural context. These nuances highlight the dynamic interplay between language, culture, and metaphorical expressions in shaping societal perceptions of time and labor efficiency.

6.3 Contribution to Linguistics and Cultural Studies

This research explores the cultural integration of formulaic expressions, emphasizing the significance of understanding and respecting cultural nuances related to time. The analysis reveals the complex interplay between language and culture, clarifying how linguistic dynamics and metaphors shape diverse linguistic and cultural aspects. Beyond academic realms, the findings provide practical implications for cross-cultural communication strategies, enabling individuals and organizations to navigate and succeed in diverse cultural contexts, whether in business negotiations, education settings, or interpersonal interactions. By shedding light on the role of formulaic expressions in cultural integration, this study enriches our theoretical understanding of linguistic and cultural studies while offering actionable strategies for real-world applications.

6.4 Limitations of the research

1. The study encountered linguistic challenges, particularly in accurately translating expressions and idioms between English and Czech. This could have potentially impacted the interpretation of the data and introduced inaccuracies into the findings.

2. The interpretation of data and analysis of cultural nuances may have been subject to biases, as researchers' personal cultural backgrounds and perspectives could have influenced conclusions in the study. Differing interpretations of cultural nuances might have led to varying conclusions regarding the implications of the "Time is Money" metaphor.

3. Restricted access to comprehensive and reliable data sources on cultural attitudes towards time and the "Time is Money" metaphor limited the depth of the findings in the study, and it may have constrained the scope of the analysis.

6.5 Suggestions for Future Research

While this study clarifies various aspects of cross-cultural perspectives on time, it also paves the way for prospective research endeavours. One potential avenue for future research involves exploring the unfolding cultural dynamics of English-speaking countries and the Czech Republic in the coming era, with a focus on achieving a harmonious coexistence of work and personal life. Furthermore, there is a need for a nuanced understanding of the contemporary relevance of the "Time is Money" metaphor and its expressions in modern contexts.

Another research opportunity entails conducting comparative studies between additional cultural contexts beyond English-speaking countries and the Czech Republic. Exploring how the "Time is Money" metaphor is understood and used in cultures with different linguistic and cultural backgrounds could provide further insights into the universality or specificity of its implications. These findings underscore the richness of cross-cultural exploration and provide a foundation for ongoing inquiry into the complex interplay between language, culture, and metaphors. They serve as steppingstones for future research endeavours, ensuring that the exploration of a multifaceted role of time in human lives remains a dynamic and ever-evolving field.

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Appendix A Song “Není nutno”

Available at: YouTube. <https://www.youtube.com/watch?v=pxZRaJFY3fE>. [cit. 2023-11-15].

Není nutno (Jaroslav Uhlíř a Zdeněk Svěrák, 1993)

Není nutno, není nutno
Aby bylo přímo veselo
Hlavně nesmí býti smutno
Natož aby se brečelo

Chceš-li, trap se, že ti v kapse
Zlaté mince nechřestí
Nemít žádné kamarády
Tomu já říkám neštěstí

Nemít prachy – nevadí
Nemít srdce – vadí
Zažít krachy – nevadí
Zažít nudu - jó to vadí, to vadí

Není nutno, není nutno
Aby bylo přímo veselo
Hlavně nesmí býti smutno
Natož aby se brečelo

Není nutno, není nutno
Aby bylo přímo veselo
Hlavně nesmí býti smutno
Natož aby se brečelo

Appendix B Song “Zadarmo”

Available at: YouTube. <https://www.youtube.com/watch?v=gCqd2WTpPEs>. [cit. 2023-02-19].

Zadarmo (Chinaski, 2007)

Vzal si dva leasingy, dvě hypotéky
Měl z toho nervy, tak začal brát léky,
Do toho nějaký avantýry, bylo to nad jeho
síly.

Čeho je moc, tak toho je příliš,
Než by se mu zkrátily žíly,
Tak na to navíc nějaký srágory,
Teď je to jedno, natáh bačkory.

Pořád makáme, na hubu padáme,
Nic z toho nemáme, nevím, co čekáme.
Bez velkých nadějí na změnu,
Jsme jenom součástí systému
A s větší nebo menší nevolí,
Jsme jenom součástí toho soukolí.

Myslím, že nám všem už z toho všeho
hrabe,
Už to nezvládáš, tak příznej to, srabe.
Tlak stoupá, přístroje se protáčí,
Všichni jsme lovci a sběrači.

Myslím, že nám všem už z toho všeho
šibe,
Mně, tobě, no a taky tady těm lidem,
Jedno co máš, nikdy to nestačí,
Všichni jsem lovci a sběrači.

Jsou věci, který miláčku,
Nenajdeš v žádným letáčku
Prostě se jednou ráno probudíš
A uvidíš věci, který nekoupíš.
Ne, nejsem tady, abych přednášel,
Já tyhle kecy vždycky nesnášel,
Vono se neříká nadarmo,
Že ty nejlepší věci jsou zadarmo.

Myslím, že nám všem už z toho všeho
hrabe,
Už to nezvládáš, tak příznej to, srabe.
Tlak stoupá, přístroje se protáčí,
Všichni jsme lovci a sběrači.

Myslím, že nám všem už z toho všeho
šibe,
Mně, tobě, no a taky tady těm lidem
A přesně tak to mám nejradši
Všichni jsme lovci a sběrači.

Myslím, že nám všem už z toho všeho
jebe,
Myslím tím tebe a myslím tím i sebe
Tak tleskáme, nikdo se nemračí
Všichni jsme lovci a sběrači.

Appendix C Model 3

Available at: <https://qph.cf2.quoracdn.net/main-qimg-8f5f3d3b41e922ab5c7b00adb03135a3>.

[cit. 2023-03-02].

Individualism Score (Based on Hofstede & Hofstede, 2005) and Economic Classification (Based on World Bank, 2007, Categories) by Country

Country	Individualism score	Economic classification	Country	Individualism score	Economic classification
United States	91	High (1)	Slovak Republic	52	Upper middle (0)
Australia	90	High (1)	Spain	51	High (1)
United Kingdom	89	High (1)	Japan	46	High (1)
Canada	80	High (1)	Russian Federation	39	Upper middle (0)
Hungary	80	Upper middle (0)	Brazil	38	Lower middle (0)
Netherlands	80	High (1)	Turkey	37	Upper middle (0)
New Zealand	79	High (1)	Uruguay	36	Upper middle (0)
Italy	76	High (1)	Greece	35	High (1)
Belgium	75	High (1)	Mexico	30	Upper middle (0)
Denmark	74	High (1)	Portugal	27	High (1)
France	71	High (1)	Hong Kong (China)	25	High (1)
Sweden	71	High (1)	Macao (China)	20	High (1)
Ireland	70	High (1)	Thailand	20	Lower middle (0)
Norway	69	High (1)	Korea	18	High (1)
Germany	67	High (1)	Indonesia	14	Lower middle (0)
Switzerland	67	High (1)	Iceland	No score	High (1)
Finland	63	High (1)	Latvia	No score	Upper middle (0)
Luxembourg	60	High (1)	Liechtenstein	No score	High (1)
Poland	60	Upper middle (0)	Serbia and Montenegro	No score	Lower middle (0)
Czech Republic	58	Upper middle (0)	Tunisia	No score	Lower middle (0)
Austria	55	High (1)			

Note. Countries with an upper or lower middle economic classification are denoted as developing (coded as 0). Countries with a high economic classification are denoted as developed (coded as 1).

Appendix D Model 4

Available at: <https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/>. [cit. 2023-03-03].

