Subject matter: Conceptual Metaphor in English Political Pre-Election Discourse

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ABSTRACT

Political discourse always attracts great attention of different linguists. The study of political discourse, like that of other areas of discourse analysis, covers a broad range of subject matter, and draws on a wide range of analytic methods. One of the most familiar types of political discourse involves the speech and debate and election campaigns.

The present paper is devoted to the conceptual metaphors in political discourse. Its aim is to define and analyze the peculiarities and principals of conceptual metaphors in American election texts.

In the first part of this research theoretical foundations for the present investigation of political and election discourse are given. Some functions and characteristic features of political discourse are carefully analyzed.

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The second part shows examples of conceptual metaphors in election texts of different presidential candidates. It touches some functions of metaphors in political discourse and researchers note its special role in an election discourse. Using metaphors in their election campaigns politicians can describe political, financial and economic systems of the country.

The conclusion contains the basic results of the investigation performed.

The present research is important because it can help to analyze the way metaphors influence the recipient.