

## **Metaphor in Political Discourse: Case Study of English and German Conceptual Metaphors in the 2019 European Parliament Elections**

During the last decades, cognitive linguistics has provided extensive research on metaphor in political rhetoric. As elaborated by Lakoff and Johnson (1980), conceptual metaphor is omnipresent in the way we think, perceive the world and relations around us, and consequently make decisions. Based on the research by Fairclough (1995), Musolff (2004) and Wodak (2011), politicians employ multiple strategies to persuade the electorate and achieve ideological goals. One of the strategies is the use of figurative language (metaphor, metonymy) in creating their speeches. The significance of figurative language in shaping public opinion is especially evident in discussions about topics of social importance (Grady 2017). An important feature of figurative language is its power to unconsciously arouse emotional reactions, which facilitates the manipulation of the voters (Charteris-Black 2011). Similarly, in her research on German and Croatian idioms, Pavić Pintarić (2015) confirmed that figurative language (especially modified idioms) is an instrument for expressing emotions, but also for intensifying, weakening and amplifying meaning. As a result of investigating American political discourse, Omazić (2015) presented a model of phraseological and figurative profiling of political speeches with a special emphasis on creative neologisms. According to Zinken (2007), there are discourse metaphors that are not novel but also not conventionalised.

Against such a background, the aim of this case study is to analyse the use of conventional, modified, and novel figurative language in online articles published on British and German news portals during the 2019 European Parliament Elections. The corpus for this research is a small portion of the larger corpus collected for the thesis on the use of figurative language in political discourse. The research is based on the postulates of Conceptual Metaphor Theory (Lakoff and Johnson 1980) and Conceptual Integration Theory or Blending Theory (Fauconnier and Turner 2002). The analysis of this paper focuses on the investigation of similarities and differences between English and German conceptual metaphors as well as their culture-based specificities.

**Key words:** figurative language, conceptual metaphor, political discourse, conventional vs. novel

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