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USAGE OF CONCEPTUAL METAPHORS IN THE POLITICAL DISCOURSE OF THE POST-DAYTON ERA IN BIH

Abstract

The paper aims to explore frequency of conceptual metaphors in political discourse of the post-Dayton era in Bosnia and Herzegovina, prove that politicians use metaphors to convince the target “auditorium” that their views, ideas, procedures and acts are correct and check if conceptual metaphor is really the most often and the most powerful type of metaphor used in the political discourse. In other words the paper will try to prove that metaphor is present in everyday speech and that it has a very important role in conceptualization of the world around us, while politicians use it for convincing and propaganda in political rhetorical language. The research covers period characterized by intense discussions about the so-called April package of constitutional changes – March-April 2006.

Key words: conceptual metaphor, political discourse, post-Dayton era, April package of constitutional changes