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IVANA ZOVKO-BOŠNJAK

University of Mostar, Faculty of Humanities and Social Sciences

CONTENT OF CONCEPTUAL METAPHORS IN POLITICAL DISCOURSE

Abstract

The paper analyzes the content of conceptual metaphors in political discourse in Bosnia and Herzegovina and on the basis of the content index of analyzed metaphors it tries to determine if metaphors, used by Bosnian-Herzegovinian politicians, show stronger emotional outbursts. Through analysis the author will also compare the content of conceptual metaphors taken from the corpus in Bosnian-Herzegovinian languages to the content of metaphors from the English corpus. Thematically, the research corpus is related to the events from the year 2014 known under the name *Bosnian Spring*.

Keywords: political discourse; conceptual metaphor; *Bosnian Spring*; content of conceptual metaphors