Abstract

The objective of this paper is to analyze the political metaphor in Venezuelan journalistic discourse. For this purpose, as ample of the press releases regarding political events that happened in Venezuela during the year 2002 and the first three months of 2003, was selected. The theoretical foundations of the analysis are developed within the frame work of the cognitive linguistic focus, with special emphasis on the works of Lakoff and Johnson (1980, 1999, 2001), Cuenca and Hilferty (1999), and Santos and Espinosa(1996). The most out standing results were: a) The establishment of twelve conceptual metaphors. b) The identification of origin goal domains in four conceptual metaphors. c) The establishment of ontologic and epistemic correspondence in the metaphors analyzed. It was concluded that the analysis of the metaphoric processes in journalistic discourse permits the observation of how the transmitters perceive and conceptualize the political events that are covered by the printed press.

Keywords

Venezuelan press, political metaphor, cognitive linguistics, origin, goal domains.