

Cognitive Models of Future in Political Texts

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Abstract : The present paper briefly recalls theoretical preconditions for investigating cognitive-discursive models of future in political discourse. The author reviews theories and methods used for strengthening a future focus in this discourse working out two main tools - a model of future and a metaphorical scenario. The paper examines the implications of metaphorical analogies for modeling future in mass media. It argues that metaphor is not merely a rhetorical ornament in the political discourse of media regulation but a conceptual model that legislates and regulates our understanding of future.

Keywords : cognitive approach, future research, political discourse, model, scenario, metaphor

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