

Metaphors in Egyptian News Headlines in Relation to the Egyptian Political Situation 2012-2013

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Abstract : This paper examines the use of metaphors in Arabic political news discourse, focusing particularly on the headlines of the news articles relating to the Egyptian political situation in the period from June 2012 to October 2013. Metaphors are skillfully manipulated in the headlines to influence the public stance towards several events and entities including Egypt, Muslim Brotherhood (MB), Morsi, the June 30th uprising, Al-Sisi and the Armed Forces. The findings reveal that Arabic political news discourse shares basic features with its English counterpart, namely the use of metaphors as persuasive strategies and the presence of certain target domains. Insights gained from this study feed back into the conceptual metaphor theory by providing further evidence to the universality of metaphors.

Keywords : conceptual metaphor theory, political discourse, news discourse, Egyptian political situation

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