

**METAPHORS AT WORK IN MEDIA DISCOURSE: A CASE OF AUGUST 2014
ISLAMABAD SIT-INS**

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ABSTRACT

This study aims to investigate how metaphors have functioned in the discourse of mainstream Pakistani English Newspapers in their coverage of August 2014 anti-government *Sit-ins*. These Sit-ins were planned by two major opposition parties Pakistan Tehreek-e-Insaf and Pakistan Awami Tehreek. It has analyzed that how metaphors, working as linguistic choices, played their role to represent the major stakeholders- The Government, PTI (Pakistan Tehreek-e-Insaf), and PAT (Pakistan Awami Tehreek) in a desired certain way during this event of grave political importance. It anchors around the basic assertion of Critical Linguistics which suggests that ideological processes in discourse depend upon linguistic choices. (Fowler, Hodge, Kress, & Trew, 1979). This study will apply Cognitive Metaphor Theory of George Lakoff and M Johnson (1980) which frees metaphor from the domain of literature and studies its role in other discourses at textual level. Later named as Critical Metaphor Theory this theory has been applied by many Critical Discourse Analysts as it shares the basic belief of CDA that discourse is a social phenomenon, metaphors may construct social realities for us, and powerful may require their metaphors. This study, therefore, falls in the domain of CDA.

Keywords: Metaphors, Discourse, CDA, Critical Metaphor Theory.