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### **Metaphors of conflict in press reports of elections: abstract**

Metaphors of conflict are so ingrained in the language we use to discuss political elections that it is difficult not to use them: we fight election campaigns, we suffer heavy losses, we emerge victorious.

Why is this the case? Is this typical of other languages?

This paper will present a case study (all in English!) of English and French press reports on the elections in Pakistan earlier this year. It will discuss the reasons for using metaphors of conflict to describe peacetime situations, from a number of perspectives:

- ◆ Conceptual metaphor theory
- ◆ Pragmatic aspects
- ◆ Newsworthiness

A cross-linguistic perspective will look at similarities and dissimilarities between metaphors in the two languages.

The paper will conclude by asking whether the same metaphors are used in conflict situations. If not, why not?

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