
METAPHORS IN MEDIA LANGUAGE OF TERRORISM:
HEZBOLLAH IMAGE IN BULGARIAN EVERYDAY NEWSPAPERS
(STUDY OF NEWSPAPERS “24 CHASA”, “TRUD” AND “DNEVNIK”)

Tolya Stoitsova

Abstract. *Not so many people realize that everyday newspapers use very often metaphor language. We use figurative language for explaining events and processes which have unclear nature. In this way we try to “zoom” unclear and unknown to something that we know and understand.*

It is interesting that mass media – and especially the press, in the strive to reach maximum number of readers, also use metaphors.

The article is devoted to the figurative language used in mass media to reflect terrorism, namely depicting activity of Lebanon Shiite Group Hezbollah. This is not a random choice. On the one hand, in 2012 in Sarafovo Airport, Burgas was in our country realized a terror act and 6 people died. It turns out that the act of terror was done by the military wing of Hezbollah. On the other hand, Hezbollah – as a political and military organization, support Bashar al Assad undemocratic regime in Syria. At the same time Syrian refugees, who literally flooded our country, became not just a political consequence from Syria civil war, but also created serious social problems in Bulgaria. We do not want to neglect the tragedy of Syrian families, typically having many children who became unwanted guests not only in our county, but in others as well.

In this article we study for half a year the use of metaphor language in three popular national everyday newspapers – “24 Chasa”, “Trud” and “Dnevnik” that reflected Hezbollah terror activity.

Keywords: metaphors; media language of terrorism; Lebanese Shiite group “Hezbollah”; national Bulgarian everyday newspapers

Проф. Толя Стойцова, доктор на психологическите науки