



Disease, war and disaster as metaphors of the economic crisis. The analysis on the base of articles from Rzeczpospolita.

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The presentation shows an analysis of the economic crisis' metaphors which appeared in articles from different sections of Rzeczpospolita in November and December 2008. It has been conducted in the spirit of the Critical Discourse Analysis, and the Conceptual Metaphor Theory by Lakoff and Johnson has been adopted. The data analysis is of qualitative character. According to the concept of Lakoff and Johnson, the metaphors have been grouped into three main domains: *disease*, *war* and *disaster*, within which the analysis has been conducted. By means of those rhetoric figures, the image of the crisis was created. This aspect is of interest of the CDA as metaphors may be a powerful tool in the media discourse. The analysis is an attempt to explain the use of the metaphors in the articles and to point at the role which they can play in influencing opinions, attitudes and actions towards the economic situation. The conclusions suggest that the articles' authors were not consequent in the use of the metaphors which seem to function more as a slogan than a rhetoric figure which structures the text. This finding encourages a critical analysis of the discourse media.

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