A Critical - Cognitive Analysis of Unity Metaphors in Persian Editorials

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cognitive approach, Cognitive linguistics, Conceptual blending theory, Metaphor, CDA, Political discourse, Persian -cognitive approach to investigate metaphorical usages of unity concept in Persian conservative editorials, quantitatively and qualitatively. In this regard, the research focuses on finding out if unity is realized metaphorically in Iranian newspapers, if there are metaphors used conventionally for unity concept in Iranian editorials and if there is any relationship between metaphorical unity and ideology. Forty Persian editorials written about unity were selected from seven Iranian conservative newspapers. The metaphorical usages for the concept of unity were identified using Metaphor Identification Procedure (MIP). The results show that in the majority of selected texts there are metaphorical expressions used for unity concept. The metaphorical expressions derived from the corpus are classified based on their meaning categories. Using the conceptual blending theory (BT) for qualitative analysis of the study, the seven most frequent categories are projected into conceptual blending networks. The emergent structures of these networks in blending space form the abstract discourse to do critical discourse analysis. The intersection of the same elements across seven emergent structures shows the entrenchment of six mental concepts for the unity in Iranian conservative discourse although these mental concepts may be expressed in different forms. Using the mathematical set theory, it is shown that this conventionality is somehow relative. This fact besides the critical analysis of the
study reflects that there is a significant relationship between the specific ideology and usage of specific metaphors in discourse. Keywords: Critical