The study of the formation and interaction of the metaphors in power and counter- power discourses in Iran's press according to Hart and lukes (2007) and Charteris-Black (2004)

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Nowadays different discourses compete to have the most influence on the people's minds to change into the power discourse. The present article shows how power and counter- power metaphors are made and used. To this end, in a corpus type of study, 600 articles of two parties - conservatives (Osool- garayan) and reformists (Eslah –talaban) - during their counter- power and power period were chosen. The metaphors were extracted and analyzed using a critical- cognitive approach in a descriptive – analytic method, according to Chartris – Black 2004 and Hart and Lukes (2007). The results show that the hegemonic discourse uses media to manipulate the personal and social sources of knowledge as well as choosing metaphors and forming the mental concepts and giving the related information. In this way they reform the cognition and experiential latitudes. They reconstruct new metaphors using ideology, culture and history to legitimate the counter- power discourse and delegitimize the power discourse in order to convince. Media repeat the desired metaphors and construct people's concepts and finally beliefs. If a discourse has legitimacy, the counter- power discourse uses its words and metaphors. According to the findings of the research the metaphorical schemas of some concepts such as government, election, power etc. are used completely different in these two discourses and delegitimize each other.

Keywords: Metaphor, Power discourse, Counter- power discourse, Media, Legitimacy

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