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 

Tahereh Khadem1*, Farzan Sojoudi2, Ferdows Aghagolzadeh3

1. Ph.D. Candidate in Linguistics, Science and Research Branch, Islamic Azad University, Tehran, Iran. 
2. Associate Professor of Semiotics and Linguistics, Tehran University of Arts, Tehran, Iran. 
3. Professor of Linguistics, Tarbiat Modares University, Tehran, Iran.

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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 Charteris-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 legitimize 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, 
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*Corresponding Author: E-mail: taherekhadem@gmail.com