Can the NATION-AS-FAMILY conceptual frame entail non-heteronormative mappings?

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The NATION-AS-FAMILY metaphor can reinforce heteronormative conceptualisations of political relations and state politics (Baker 2008). However, it can also be a site of competing discourses and renegotiation of conceptual frames.

Informed by critical approaches to discourse analysis (e.g. Wodak and Meyer 2009) and metaphor (e.g. Charteris-Black 2004), the present case study of the British media coverage of the Cameron-Clegg Rose Garden conference is aimed at investigating whether the NATION-AS-FAMILY conceptual frame (Kövecses 2002: 22) can entail non-heteronormative mappings.

The metaphorical representations of the current political leadership in the UK within the key British media outlets, such as the Guardian, Mail Online, the Telegraph, will be scrutinised in order to map the structuring of the LOVE-MARRIAGE-FAMILY conceptual source domain within the British public discourse. The study will follow a corpus-based method of conceptual metaphor analysis (as proposed by Musolff 2004) in order to identify both the most common conceptual elements as well as the possible restrictions, partiality or even incompatibility of mappings and metaphorical scenarios within the studied frame.

As such, the findings of the study should allow to uncover the gendered ideology regulating the LOVE-MARRIAGE-FAMILY conceptual domain in the analysed texts.

References:


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