

Abstract

This thesis is based on analysis of metaphors, that were used by Czech political elite to construct meaning of Covid-19 pandemic and its implications for Czech society. Pandemic is firstly described as political problem and selected literature is used to describe pandemic discourse. Next, notion of social constructivism and conceptual theory of metaphors are introduced. Political rhetoric is conceived as conflictual and in common relation with public debate. Based on critical metaphorical analysis, this thesis revealed conflict between value of safety and freedom that was reflected in metaphors of war and oppression. This contest of metaphors can be used to interpret and explain some of the phenomena Czech society witnessed during Covid-19 pandemic. This thesis shows that metaphors are valuable instrument for analysis of problems, that defy the possibility of being observed by instruments of everyday knowledge. This is why metaphor analysis can be deemed as useful tool for research of upcoming crises, which might emit similar level of abstraction, as Covid-19 pandemic.