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*THEATRICAL METAPHOR IN BULGARIAN PRESS*

*The article presents a study over the use of theatrical metaphor in the contemporary Bulgarian press. In this case the metaphor “theatre” is considered as a cognitive tool in the sense of J. Lakoff`s and M. Johnson`s formulation. They examine the possibility of projecting knowledge from one domain to another, by means of which on the basis of something familiar (embodied in the metaphor) we reach knowledge of something else (object towards which the metaphor is applied on) in the process of social construction of reality.*