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## Konceptualizacija pregovora Srbije i Kosova (2013) na primerima iz dnevnog lista *Politika*

U ovom radu se popisuju svi metaforički scenariji kojima se u novinskom diskursu *Politike*, od 1. 4. 2013 do 30. 4. 2013, prikazuju pregovori Srbije i Kosova. Teorijski okvir za analizu predstavlja konceptualna analiza. Iz građe su ekscerpirane reči ili sintagme preko kojih se može uočiti postojanje konceptualne metafore. Primeri su potom grupisani u scenarija na osnovu sličnosti izvornih domena. Svaki domen je prokomentarisani i istaknuti su mogući razlozi i ciljevi upotrebe. Uočeno je 6 domena: trgovina, izgradnja, fizički rad, rat, put i pozorišna predstava. Scenariji se mogu podeliti na osnovu toga da li su učesnici suprotstavljeni jedni drugima (trgovina, rat), da li učesnici saraduju (izgradnja, put) ili ne postoji ni saradnja, ni suprotstavljanje (pozorišna predstava i fizički rad). Proučavanjem konceptualnih metafora u novinskom diskursu može se doprineti boljem razumevanju stavova i činova učesnika u pregovorima, kao i slike koja se o njima pokušava stvoriti u javnosti.

## Conceptualization of Negotiations between Serbia and Kosovo (2013) on the Examples from the *Politika* Newspaper

This paper presents all the metaphorical scenarios concerning the dialogue between Serbia and Kosovo in the *Politika* newspaper from April 1st to April 30th, 2013. The theoretical framework for the analysis is the conceptual metaphor. Words and phrases from which conceptual metaphors could be derived were extracted from the corpus. The examples were then classified into scenarios based on the similarity of their target domains. Each domain was commented upon, and potential reasons for their use were given. Six domains were established: trade, construction, physical labor, war, road, and theatrical performance. The scenarios can be divided based on whether the participants are opposed to each other (trade, war), or they are cooperative (construction, road), or if there is neither cooperation nor opposition (theatrical performance and physical labor). Through the studying of conceptual metaphors in newspaper discourse a better understanding of the attitudes and acts of the participants in the negotiations can be achieved, as well as an understanding of the way they would like to represent themselves in the eyes of the public.

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