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## New publication

This book presents original research work by leading scholars in the field of metaphor studies. Its innovative focus on the intrinsically conflictual nature of the metaphor fills an important gap in the existing field of metaphor studies. The notion of conflict is envisaged both in the epistemological sense, as the metaphor is the outcome of a 'conceptual conflict', and in the 'metaphorical' sense, since the metaphor constitutes a powerful tool in conflictual discourse. The book explores the multiple forms and interactions of metaphors through case studies and corpora. In particular, it presents the role of the metaphor in political and media discourse, where it contributes to the success of the persuasive act.

**PAOLA PAISSA, MICHELANGELO CONOSCENTI, RUGGERO DRUETTA** and **MARTIN SOLLY** work at the University of Turin, where they teach and carry out research in the field of French and English language, linguistics and translation. Their publications focus in particular on the analysis of political and media discourse and the related argumentative strategies.



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