

Abstract

This master's thesis deals with the implications of metaphorical language, which comedy news programs used to portray Donald Trump as a candidate during the 2016 US presidential election. First, the author outlines the most important moments of Donald Trump's presidential campaign, then introduces the comedy news genre as well as three comedy news programs – *The Daily Show*, *Last Week Tonight* and *Real Time* – which are included in the analytical part of the thesis. The thesis continues with the theoretical and methodological chapters, in which conceptual metaphor analysis based on the works of Lakoff, Johnson and Yanow is presented. The metaphor analysis itself, performed on 73 comedy news episodes, reveals that mostly the same metaphors were used across all three programs and they overwhelmingly portray Donald Trump as non-human. As the election kept approaching, Donald Trump was increasingly portrayed as “a natural disaster,” “the apocalypse” or “the Devil.” The author suggests that the overall tacit objective of the metaphors used in the three comedy news programs was to dehumanize Donald Trump. Finally, the limitations of the analysis are discussed and suggestions for further research on the implications of metaphorical language are made.