

This master thesis deals with the metaphor in the Czech and French media that write about football. It analyses the text corpus which is a compilation of articles and reportages taken from Czech and French newspapers and the internet. Based on the comparison of the parallel samples drawn from the excerpted material, the question of translating the figurative sense is put in the light of the cognitive linguistics which considers the metaphor as a tool for conceptualizing the world.

The first part is devoted to the explanation of a theoretical background and thus it integrates the discussed issue in a broader context. The principle of the journalistic functional style with its features and its typical phraseology, including figurative expressions, is presented. Subsequently, the metaphor is treated in the diachronic perspective and then the problem of the metaphor is outlined in the framework of translation studies.

In the second part of the work, the main areas from which the football metaphors draw are defined. The analysis of the excerpted material focuses on the comparison of the cases of figurative sense traced in the texts. The data examples are discussed while emphasizing the linguistic-translation aspect.

The conclusion summarizes the findings that arise from the analysis and it considers the phenomenon examined as a general problem of translation.