

Abstract

The M.A. thesis *Metaphors of Nature in the Czech Weekly 'Reflex'* explores the question of how the changing human-nature relationship is reflected in this journal's writing on nature over the period of the last twenty years. The rationale for the choice of the *Reflex* weekly magazine is that it is not focused on nature or nature-related themes, and thus what we find in it can help us understand how the relationship between humans and nature has changed not only in the journal, but also in society. The principal assumption underlying the present effort is that the many and variegated existing forms of the relationship between humanity and nature transform themselves into various metaphors. By uncovering and analyzing these metaphors we are able to better understand this relationship itself. The theoretical section of this thesis discusses various ways of understanding the metaphor in general, including the conceptual metaphor approach developed by George Lakoff and Mark Johnson which is applied to the textual material in the subsequent empirical section. The theoretical chapters also present a number of metaphors of nature that have previously been analyzed in the literature, and their implications for the human-nature relationship are indicated. The empirical section contains an analysis of the articles from the *Reflex* weekly from two distant time periods, 1990-1991, and 2008-2010. Only such articles were selected for the analysis that have nature or environment as their theme and these were searched for the metaphors of nature in accordance with Lakoff and Johnson's theory. The comparison of the metaphors found in either of the two periods showed that in 1990-1991 nature was mostly perceived through the prism of those metaphors that testified to a greater concern for nature and its condition on the part of the man (nature is a friend, nature is a patient, nature is a secret, nature is wealth etc.), whereas in the 2008-2010 period, the foreground belonged to the man's concern for himself, with nature cast in the role of an enemy or relegated to the status of an indifferent object.

Keywords:

Nature, environment, metaphor, weekly magazine 'Reflex', human-nature relationship, society