Abstract

The aim of this thesis is to provide a detailed examination of George Lakoff's theory of moral politics, focusing on its theoretical foundations and practical implications. The thesis explores the inspirations behind the development of this theory, including the influence of cognitive linguistics, particularly Noam Chomsky's theory of universal grammar, and the philosophy of John Rawls, especially his theory of justice. Significant attention is given to the role of metaphor, which, within the framework of cognitive linguistics, serves as a crucial tool for analyzing and reinterpreting public discourse. The thesis also describes two models of upbringing—*the strict father model and the nurturing parent model*—that Lakoff considers fundamental in shaping political and moral beliefs. Additionally, the study examines the phenomena of framing and reframing, highlighting their impact on shaping public discourse and decision-making processes. Overall, the thesis presents Lakoff's theory not only as a set of theoretical frameworks but also as a practical tool for analyzing and understanding contemporary political phenomena, offering deeper insights into the mechanisms that govern politics and society.