

Editor's Foreword

Language functions not only as a medium of communication but also as an instrument for shaping thought, persuasion, and social identity. The studies included in this volume explore these functions across political, linguistic, and translational contexts, highlighting the interplay between metaphor, discourse, and cultural norms. All this is well-discussed in the articles published in the *Online Journal of Humanities* (2018).

Sopio Totibadze investigates the use of metaphor in the speeches of four British Prime Ministers, focusing on gendered patterns of expression. Based on the qualitative content analysis within the conceptual metaphor framework of Lakoff and Johnson (1980), the study identifies recurring metaphorical domains—war, health, building, and journey—that are traditionally associated with masculine speech. The findings suggest that female politicians may adopt such metaphors in response to the expectations of a male-dominated political culture.

Farzin Ghobadighadikolaei examines metaphor as a mechanism of semantic change, comparing English and Persian verbs of common Indo-European origin. Through corpus-based analysis and categorisation according to image-schemas (Johnson, 1987; Lakoff & Turner, 1989), this study demonstrates that conceptual structures such as path, containment, and attraction underpin metaphorical extensions in both languages, while also highlighting variations arising from historical and social contexts.

Maka Mchedlishvili focuses on translating English neologisms related to computing, the Internet, and virtual reality into Georgian. Employing a mixed qualitative–quantitative methodology, the study identifies prevalent strategies, such as loan translation and transliteration. It reveals phonetic variation, user preferences, and the emergence of a specialised digital jargon in Georgian.

Mariam Keburia applies Critical Discourse Analysis to the State of the Union Addresses delivered by President Barack Obama (2009–2012), examining practical reasoning and argumentation. The study illustrates how claims, goals, and means are aligned with shared social values, demonstrating the persuasive and ethical functions of language in institutional political discourse. Together, these contributions illuminate how language mediates thought, culture, and power, showing that metaphor, translation, and discourse are not merely tools of expression but active mechanisms for negotiating meaning, identity, and social interaction across diverse linguistic and cultural contexts.

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