

## **Métaphores ou ressources symboliques dans le discours politique. Symbolique des sigles électoraux et des événements locaux**

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**Abstract:** *This article analyzes the way in which the electoral campaign for the European Elections of May 2019 is constructed as a privileged sequence of political reality through online mediated political discourse (text and image), and through the metaphors and symbolic resources used by the political actors: words, quotes, photographs, posters, music, entertainment, color symbolism, etc. At the same time, political communication of symbolic type includes myths or archetypes, rituals, beliefs, values or beliefs, supplemented by ideological, moral or tactical arguments. Political iconicity is manifested through the construction and reconstruction of the self-image, associated with cultural events, ceremonies, social and sporting actions, which take the role of a symbolic bridge for the political candidate. The case study includes the analysis of the symbolism of the electoral logos of ten Romanian political parties which took part in the European Parliament elections of May 2019. We have also analysed the media coverage of local events as a scene of the symbolic resources used in the local electoral campaign in Constanța during the months of March, April and May 2019.*

**Keywords:** *political discourse, on-line media, metaphor, symbolic resources, symbolic power, political iconicity*