

**ABSTRACT**

This study focuses on the models and metaphors of morality in Indian political speech. The study is broken into three parts, the first of which explores the origin, history, and use of the Mother India metaphor, as well as the metaphor of the political family in political speech. The second section explores the moral models evoked by two current topics of political interest: capital punishment and caste-based reservations. This section focuses specifically on the casual speech found on social media sites and internet discussion threads. The last data section of the study presents a case study of the moral models. Discussion on the implications of these topics follows, as well as a discussion of the limitations of working with Indian politics.