

Abstract. This paper aims to analyse the cognitive perception of the spy swap (July 8–11, 2010) in the British and American media by reconstructing metaphorical frames and examining their implications. For that purpose, more than thirty British and American press sources were collected and analysed in the theoretical framework of cognitive linguistics (i.e., the Pragglejaz Group's MIP (Metaphor Identification Procedure)). A cognitive linguistic approach has largely found its niche in critical metaphor analysis and now can be identified in the works of Lakoff, Fauconnier, Charteris-Black, Chilton, Mussolf, Koller, Goatly etc. The Pragglejaz Group's MIP was employed as a research tool to identify metaphorical expressions in the selected texts. The main principle of the procedure is to identify the contextual and basic meanings of the selected expressions and decide whether these two meanings contrast but can be understood in comparison with each other. If yes, the expression is marked as metaphorical. The research findings reveal that the reconstructed frames of the BUSINESS, RELATIONSHIP and MORALITY metaphors in the collected sample evoke the media perception of rational diplomacy in the US-Russia relations. This gives evidence to the fact that despite deeply entrenched cognitive model of pragmatism on the part of Russia and the US (*world Superpowers*), Western media perceives rational politics as more acceptable thus morally right.