An Analysis of Metaphor in Selected Political Speeches

تحليل المجاز في خطب سياسية مختارة

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Abstract

Metaphor is an instrument that is highly used in politics. It is considered as a powerful tool that politicians use a lot in their speeches either to manipulate listener's feelings, ideas, beliefs, or even controlling other's values.

The main goal of the present study is to explore how politicians tend to convey their massages and ideas through the use of different types of metaphors. The data of the study are four speeches by two American presidents, two speeches by Obama and the other two by Trump. The modal proposed is Lakeoff and Johnson (1980).

The analysis of the data under study reveals that the American president Donald Trump uses ontological metaphors when he addresses the American citizens in his speeches to affect their emotions whether it was positively or negatively, while he uses structural and orientational metaphor in his speeches when he addresses the Congress. Barak Obama, on the other hand, uses both of the ontological and structural metaphors in his speeches when he addresses the American citizens as well as the Congress, to make them understand and experience one concept in terms of another and also to affect their feelings and emotions.

الخلاصة

المجاز أداة تستخدم بكثرة في السياسة، اذ يعد المجاز في هذا المضمار أداة مؤثرة يستخدمها السياسيون في خطبهم بكثرة سواء كان ذلك لغرض التلاعب بمشاعر المستمعين او أفكارهم او معتقداتهم او حتى التحكم بالقيم التي يعتقدونها.

يهدف البحث الحالي الى دراسة الطريقة التي يوصل بها السياسيون رسائلهم وافكارهم عن طريق استعمال عدة أنواع من المجاز. والبيانات المستخدمة هي أربعة خطابات، اثنان منها ألقيت من قبل الرئيس الأمريكي باراك أوباما والباقي للرئيس الأمريكي دونالد ترامب. ولتحليل البيانات استخدمت الدراسة نظرية ليكوف وجونسن (1980).

استنتجت الدراسة الحالية ان الرئيس الأمريكي دونالد ترامب يستخدم المجاز الانطولوجي عندما يوجه خطابه للشعب الأمريكي وذلك ليؤثر في مشاعرهم سواء او بالإيجاب في حين يعمد الى استخدام المجاز البنيوي عندما يخاطب الكونغرس. بينما نجد باراك أوباما يستخدم كلا النوعين سواء في خطابه الى الشعب الأمريكي او الكونغرس وذلك ليفهموا ويختبروا كل مفهموم في ضوء المفهوم الاخر ولكي يؤثر في مشاعرهم واحاسيسهم.

0. INTRODUCTION

Metaphor simply describes something in terms of another and to compare one thing to another. It plays a significant role in our understanding and in shaping our thoughts and ideas. Moreover, metaphor tends to express and convey one's feelings, emotions and thoughts vividly. It digs deep in minds in which it is used in everyday life without even realizing that.

In politics, metaphor functions as a powerful and significant tool to express political issues, convey ideas and ideologies so that the listener/reader agree with the speaker, and to impose certain moral or ethical values on people.

The present study concerned itself with analyzing metaphor in political speeches. Thus, how politicians tend to convey their encoded massages, ideas and ideologies using the different types of metaphors. Moreover, investigates the functions of metaphorical techniques and strategies that are used by politicians to express their ideopolitical point of view.

To achieve the aims the study will Surveys the relevant literature of metaphor to come up with the appropriate model of analysis. Carrying out a comparative study to show the variation between the different strategic usages of metaphor of the presidents' speeches to draw some conclusions from the results of the study.

1. Theoretical Overview of Basic Concepts
1.1 Political Discourse

It is known that politics is concerned with power, the power to make a decision, to control and manipulate other's behavior and a way of thinking , and to control their values. Language has the power to effect the public opinion.

Rozina and Karapetjana (2009: 113) defines language " as the universal capacity of humans in all societies to communicate" while by politics he means " the art of governance"[1]. Chilton and Schaffiner (2002:5), also defined politics as "a struggle for power , between those who seek to assert and maintain their power and those who seek to resist it"[2].

Language plays an important intellectual role. According to (Obeng 1997 : 83) it is an instrument that the politicians use as a means of manipulation[3]. Fairclough states that political language is the "life blood or mother's milk of politicians because communication is the essential activity that links the various parts of society together and allows them to function as an integrated whole (2000:85)"[4]. While according to Orwell (1946: 139), "Political language is designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind"[5]. Orwell (ibid) believes that the language use is necessarily vague or meaningless because it is intended to hide the truth rather than express it.

Chilton (2008:226) defines political discourse as:

"the use of language to do the business of politics and includes persuasive rhetoric the use of applied meanings, the use of euphemisms, the exclusion of references to undesirable reality, the language to arouse political emotions and the like". And that political speech writers rely on a range of powerful techniques such as alliteration, allusion, asking questions[6].

However, in politics, metaphor functions as a powerful and significant political tool to express political issues, convey ideas and ideologies so that the listener/reader agree with the speaker, and to impose certain moral or ethical values on people. It is also used to persuade, according to Black (2004: 13), the use of metaphor in politics is "a fundamentally persuasive discourse act"[7]. Thus, one may use metaphor in persuasion by highlighting some aspects and ignoring others. "Conceptual metaphors located in media discourse are claimed to form cognitive models which organize thought and action" Chaban et al (2007:88) .[8]

Willson on the other hand, claims that politicians may manipulate metaphors to reveal absurd images which can be used to mock their political rivals. In other words,, metaphor allows politicians to present themselves in a positive light, to degrade their rivals, to justify their own actions, and to assert particular political issues, (1990:43) [9].

It can also frame issues by forming and supporting association and omitting what is not associated with the main issue. Edelman (1971:72), argues that "Once accepted, a metaphorical view becomes the organizing conception into which the public thereafter arranges items of news that fit and in the light of which it interprets the news"[10]. In this way a particular view is reinforced and repeatedly seems to be validated for those whose attitudes it expresses", (Ibid).

1.2. Metaphor

Metaphor simply describes something in terms of another or to compare one thing to another. It plays a significant role in our understanding and in shaping our thoughts and ideas. Moreover, metaphor tends to express and convey one's feelings, emotions and thoughts vividly. It digs deep in minds in which it is used in everyday life without even realizing that. Carter (2012:138) writes : "…such metaphors are often so deeply impregnated in language and culture that they are not

noticed as such.". Thus, one may say *(She has a heart of stone)* to describe someone that is cold or callous naturally, *(Apple of my eye)* to describe someone that we cherish.*(It's raining cats and dogs)* to say it's raining heavily. Or even when one says *(He has a heart of a lion)* to describe someone that is brave[11].

In literature, there have been so many different definitions, but all in one way or another focus on the job of metaphor.

According to Gibbs (1994:210), Aristotle was the first one defined metaphor as "those consist in giving the thing a name that belongs to something else; the transference being either from genus to species, or from species to genus, or from species to species , or on the ground of analogy"[12].

Leroy confirms and supports the Aristotlian idea satating that: " Metaphor has been likened to a filter, a fusion, a lens, a pretense, a screen, a tension, a displacement, a stereoscopic fiction , a contextual shift, a translation of meaning, a twinned vision, and an incongruous perspective, to mention only few of it's common metaphors" (1990:4)[13].

Richards (1993) on the other hand, argues that metaphor is not about using one thing instead of another thing which it resembles. Rather "Fundamentally it is a borrowing between and intercourse of thoughts, a transaction between context." (Cited in Winter & Reed 2015: 76)[14]

Deutch (1962: 73) defines metaphor as " Language that implies a relationship of which similarity is a significant feature between two things and so change our apprehension of either or both."[15]. Goodman (1976: 124 confirms with Deutch (Ibid) that " A metaphor is an affair between a predicate with a past and an object that yields while protesting"[16].

Goatly (1997:1) argues: " If, as I believe, metaphor and mental processes it entails, are basic to language and cognition, then a clearer understanding of it's working is relevant, not just to literature students, but to any student"[17].

Great encyclopedic dictionary "Linguistics" (1998) gives the following explanation of the term metaphor: "trails…or the mechanism of speech consisting in the use of the word, denoting a class of objects, phenomena, etc., for characterization or naming another class of objects similar to this in any respect. In a broader sense, the term "Metaphor" is applied to any kind of use of words in indirect value".

According to Lakoff and Johnson (1980:55) ,metaphor is the understanding or experiencing one thing or one concept in terms of another where there is some similarity[18]. According to them (ibid:59), there are three types of metaphors that are used to conceptualize the less clearly details in terms more clearly. These types are; orientational metaphor, ontological metaphor, and structural metaphor.

From the definitions stated above, language without metaphors cannot serve the communicative needs of its users as effectively and efficiently as a language which does have them.

2.   Model of Analysis

The present study adopts Lakoff and Johnson's (1980) theory of metaphors. They (ibid) define metaphor as the understanding or experiencing one thing or one concept in terms of another where there is some similarity. According to them (ibid:59), there are three types of metaphors that are used to conceptualize the less clearly details in terms more clearly. These types are; orientational metaphor, ontological metaphor, and structural metaphor.

Orientational metaphors "Organize a whole system of concept with respect to another" ,and it "give a concept a spatial orientation", (ibid: 14). The spatial orientation of metaphors functions like our bodies in the physical environment. They believe that the physical state of someone's stature when they are sad is down while when someone is happy his stature is upright (1980 : 15). One can see the following examples: *'Happy is up' , 'Sad is down' .*

-        I'm feeling <u>*up*</u>.
-        That <u>*boosted*</u> my spirits.
-        I'm feeling <u>*down*</u>.

-     I'm *depressed*.
-     He's really *low*.

These metaphors provide a spatial relationship between the human subject and something found in the world.

Ontological metaphors, on the other hand, are about how to view something concrete as if it was something abstract (ibid: 25). It is based on the experience with the physical objects. It is considered as one of the most essential technique that is used in understanding and comprehending our experience (Ibid : 219). Ontological metaphors are divided into three types: container metaphor, entity metaphor , and substance metaphor.

Container metaphor portrays ideas as having inside and outside, and are capable of holding something else (Ibid: 29). The co-authors (ibid), see human beings as containers with boundaries and an in-out orientation. This orientation is applied onto physical objects that can be viewed as container, and onto non-physical objects like events ,actions ,activity, and states. Consider the following examples:

-He's *out* of the race now.
-The ship is *coming into* view.
-I have him *in sight*.
-Are you *going to* the race.

Emotions and feelings can also be divided into containers :
-He's *in* love.
-We're *out of* trouble now.
-He fell *into* a depression.

Entity metaphor (Ibid: 37) is used to describe or view something as a person:
-Life has *cheated* me.
-*Cancer* finally *caught up with* him.
-This *fact argues* against the standard theories.

Substance metaphor (Ibid : 25-28) is a kind of ontological metaphor that is used to identify something abstract like experiences, emotions, ideas as physical things.
-That was a *beautiful catch*.
-We are working towards *peace*.
-There is *so much hatred* in the world.
-You've got *too much hostility* in you.
-Her ego is very *fragile*.
-His mind *snapped*.

On the contrary, the structural metaphor is used to make people understand and experience one thing in terms of another (Ibid : 5), for example :
'Argument is war', in this example, "argument" is conceptualized as if it is a war and that one of the parties in the argument needs to win it.

3. Data Collection

The data of the study are chosen randomly. They are four political speeches by two American presidents namely, Obama and Trump. These speeches are delivered on different occasions and on different topics. Obama's two speeches are; farewell speech which was delivered as a final goodbye speech to his staff and supporters. It was delivered on the 20th of January, 2017. The second one is about health care. He addressed a joint session of congress on the **9th** of September, 2009.

The other two speeches are by Trump. One is on the shooting in Parkland, Florida which was delivered on the 15th if February 2018. The last one is State Union Speech where he addressed the

congress for his first State of the Union. It was delivered on 31st of January 2018. Below is a table to summaries the date of the study:

Table (1). A summary of the data of the study

Speech No.	Title	Speaker	Year	Website
1	Farewell Speech	Obama	2017	https://www.politico.com/story/2017/01/full-text-obama-farewell-speech-transcript-233916
2.	Health Care Speech	Obama	2009	https://www.nytimes.com/2009/09/10/us/politics/10obama.text.html
3	shooting in Parkland, Florida	Trump	2018	https://www.whitehouse.gov/briefings-statements/statement-president-trump-shooting-parkland-florida/
4	State Union Speech	Trump	2018	https://www.whitehouse.gov/briefings-statements/president-donald-j-trumps-state-union-address/

These speeches are transcriptions of the published texts of the speeches, not the actual words spoken. They are taken from three different websites specialized in United States presidential speeches and public policy.

4. Data Analysis

The main purpose of the present study is to point out the use of metaphor by politicians in political speeches. It seeks to expose the different types of metaphors used and how it is a powerful tool in the world of politics, and how these two politicians try to convey their messages to the audience through utilizing metaphor.

The analysis will rest upon taking examples or extracts here and there to breakdown the whole data. The three types of metaphor will be touched upon one by one.

1. Obama's farewell speech analysis:

The following is an extract of Obama's speech that he delivered as a final goodbye speech to his staff and supporters.

(1.1) " Hello everybody. You know, **Michelle and I have really been milking this goodbye thing,** so it behooves me to be very brief."

Obama here uses an Ontological metaphor, in which an abstract is treated as if it was a thing. Moreover, the expression "Milking this goodbye" expresses this by treating "goodbye" which is an abstract as if it was concrete by "milking it". He uses this expression to say that they (he and Michelle) have been taking too long to deliver their goodbye and they have been imposing.

(1.2) "Yes, yes. I said before, and I will say again, that when **we started on this journey** we did so with an abiding faith in the American people and their ability,…"

The phrase "we started on this journey…" is a structural metaphor. Obama describes his experience and time he spent as a president of the United State as a journey. However, this journey clearly has come into its end.

(1.3) "…. **We have been the face, sometimes the voice,** out front on the TV screen, or in front of the microphone, but this has never been about us, it has always been about you…"

Obama states that he, as the president and Michelle as his wife were the face of the American citizens، sometimes they were even the voice of the American citizens. He wants to show that he and Michelle are but one with the American nation, that they (Obama and Michelle) represent the citizens. This is a structural metaphor where Obama lets the audience understand something in terms of another. Here, Obama smartly utilizes a suitable type of metaphor to make the citizens understand that he was always with them.

(1.4) **" So to all of you that have put your heart and soul**, not just into our campaigns, but into making schools better…, making sure that hard working people had **a ladder of opportunity** and could support families…"

In the above extract، "all of you that have put your heart and soul…into our campaigns… " describes how the American citizens have done their best and all what they can do to make schools better. The veterans have the care they needed, the plant is safe for kids, and that there are a lot of opportunities of work for people who support their families. This is an ontological metaphor, in which human beings are containers with boundaries and an in-out orientation.

However, in this one, "hard working people had a ladder of opportunities…" Obama uses a structural metaphor to make the listeners understand one thing in terms of another. In this case, he wanted to show that there are a lot of opportunities to work or finding jobs with different levels of importance and status out there for the hard workers.

2. Obama's Health Care Speech analysis:

The following is an extract of Obama's Health speech where he addressed a joint session of congress.
(2.1) "…We were losing an average of 700,000 jobs per month. Credit was frozen. And **our financial system was on the verge of collapse**.*"*

Obama describes the financial system of America as a concrete thing which is about to collapse, he is trying to say that the financial system of the country is about to tumble down so he uses the ontological metaphor where abstracts "financial system" are described as physical things.

(2.2) "As any American who is still looking for work or a way to pay their bills will tell you**, we are by no means out of the woods…** But thanks to the bold and decisive action we have taken since January, I can stand here with confidence and say that **we have pulled this economy back from the brink"**
The first phrase "we are by no means out of the woods", is an ontological metaphor, where events, actions, activity, or states are viewed as a container with an in-out Orientation. However, it also can be categorized as a structural metaphor, which it is used to make people understand and experience one thing in terms of another. The other phrase, " out of the woods" means out of danger, he wants to make it clear that they are not out of danger yet.

Again, in "we have pulled this economy back from the brink" Obama portrayed economy as an object that can be pulled back from the edge. This one is an ontological metaphor where abstracts are viewed as concert things.

(2.3) "… That is heart-breaking, it is wrong, and no one should be treated that way in the United States of America"

The word "heart" here is described as a breakable thing to express deep sadness, how much this matter (people losing their lives because of the issues they had that concerns their insurance) is a sorrowful thing. This is a structural metaphor in which one thing is described in terms of another to make people understand what the speaker intend to convey.

(2.4) "My health care proposal has also been attacked by some who oppose reform as a "government takeover" of the entire health care system…"

The metaphor here is an ontological one in which abstract "proposal" is identified as a physical thing that can be attacked and at the same time is breakable. Obama used this description to show his disapproval of some people who are against his proposal.

(2.5) "…I don't believe malpractice reform is a silver bullet, but I have talked to enough doctors to know that defensive medicine may be contributing to unnecessary costs…"

The metaphor here means that Obama admits that he knows the malpractice reform is not a magical or a simple solution to this complicated problem. This extract contains a structural metaphor where people experience or understand one thing in terms of another.

(2.6) "… And I will continue to **seek common ground** in the weeks ahead…"

Again, a structural metaphor used in which people understand or experience one thing in terms of another. It is used to say that Obama will look for opinions that are shared by many parties.

3. Trump's Speech on the Shooting in Parkland, Florida:

Trump uses numerous metaphors in his speech, especially ontological metaphors to illustrate that the shooting accident will be taken care of. Ontological metaphors are used to view humans, emotions, activities, and actions as containers with boundaries and an in-out orientation; to view abstracts as things; to describe things as a person.

(3.1) "My fellow Americans, today **I speak to a nation in grief**. Yesterday, **a school** filled with innocent children and caring teachers **became the scene of terrible violence, hatred, and evil "**

The phrase "I speak to a nation in grief " is a metaphor that is used to express the deep sadness the speaker feels. However, the phrase " a school…became a scene of terrible violence, hatred, and evil" is a metaphor which describes "school" which is a place that is usually filled with innocent children as a scene of movie that is filled with hatred and evil to show the others how horrible the accident was. In both phrases, Trump uses ontological metaphor to view emotions and actions as containers.

(3.2) "Our entire nation, with one heavy heart, is praying for the victims and their families. To every parent, teacher, and child who is hurting so badly, we are here for you — whatever you need, whatever we can do, to ease your pain… "

Trump here, uses the metaphor to show his readiness and willingness to help and at the same time to portray the entire nation of America as one living person whose heart is filled with grief and sadness and that he is praying for the victims and their families .This is an ontological metaphor where things are viewed as a person.

(3.3) " No child, no teacher, should ever be in danger in an American school. No parent should ever have to fear for their sons and daughters when they kiss them goodbye in the morning"

The word "in danger" is considered as a metaphor in which the emotion "danger" is viewed here as if it was a container. Again, this is an ontological metaphor where humans, emotions, actions, and activities are viewed as containers with boundaries and with in-out orientations.

(3.4) " Each person who was stolen from us yesterday **had a full life** ahead of them — a life filled with wondrous beauty and unlimited potential and promise. Each one had **dreams to pursue, love to give, and talents to share** with the world…"

"each person…had a full life…", in this phrase the metaphor is used to show that people who died in the shooting have no more chance to live their lives fully and completely. While in the phrase "dreams to pursue, love to give, and talents to share …" Trump identifies abstract things such as 'dreams, love, and talents' as if it were physical things.

(3.5) " In these moments of heartache and darkness, **we hold on to God's word** in scripture: "I have heard your prayer and seen your tears, I will heal you"

The phrase "God's word" is an abstract, here it is identified as if it was something physical that can be held. It is an expression used to make people understand that they should believe in God's word in the Bible. Trump uses this phrase which is borrowed from the Bible to touch peoples' emotions and to assure them that God is always there for his worshippers, that he hears their prayers and sees their tears, that he' there to help and heal their wounds. This is an ontological metaphor where abstracts are viewed as things.

4. Trump's State of the Union speech analysis:

The following is an extract of Trump's speech where he addressed the congress Tuesday night for his first State of the Union address.

(4.1) "…Less than 1 year has passed since I first stood at this podium, **in this majestic chamber**, to speak on behalf of the American People -- and to address their concerns, their hopes, and their dreams…"

Trump here, describes the room where he and the congress are, as a majestic room to express how grand, elegant, and luxurious it is. This is a structural metaphor where people understand one thing in terms of another .

(4.2) " Each day since, **we have gone forward with a clear vision** and a righteous mission -- to make America great again for all Americans."

Trump uses an orientational metaphor in which the physical structure of human beings expresses the development and the evolution of America to be a better country.

(4.3) "**We have shared in the heights of victory** and the pains of hardship. We endured floods and fires and storms. But through it all, we have seen the beauty of America's soul, and the steel in America's spine."

The metaphor here is also an orientational, in which the "heights of victory…" expresses that the victory in a fight is typically on top to show elevation in America's society. On the other hand, in this one " the beauty of America's soul…", Trump portrayed America as if it was a living person with a beautiful soul , this is an ontological metaphor where he viewed things as a person.

(4.4) "…Tonight, I call upon all of us to set aside our differences, **to seek out common ground, and to summon the unity we need to deliver for the people we were elected to serve".**

"to seek out common ground…" it is a structural metaphor in which it is used to make people understand one thing in terms of another. Trump here, means that all the Americans should leave their differences and to be together as a one unit "to seek out common ground".
Again, he uses a structural metaphor in " to summon the unity we need to deliver for the people …", Trump calls for everyone to summon unity because he believes that unity is the solution ˏ that it's not enough to be together only in times of tragedy, but the people should be united all the time, and this unity is the solution.

(4.5) "…That is great news for Americans' 401k, retirement, pension, and **college savings accounts have gone through the roof"**

Trump here uses an orientational metaphor. He describes the savings "gone through the roof" to say that the savings' rate was increased largely. This is an orientational metaphor in which "through the roof" means " up" and "more".

Conclusions
Metaphor is highly powerful, and significant tool for politicians to communicate their thoughts, express political issues, to persuade, to manipulate the listeners' emotions, ideas, and behavior, as well as to control their values.
It is noted throughout the analysis that Donald Trump uses numerous metaphors in his speeches however, the type of metaphor used depending on the type of the audience. Thus, when his speech is delivered to the common citizens of America he uses ontological metaphor to present actions, events, states, humans, or emotions as containers with boundaries and an in-out orientation, or to view abstracts as things, as well as to identify things as a person. On the other hand, when he addresses the congress he uses less ontological metaphors and more structural and orientational metaphors, in which the former is used to make the listener or reader experience and understand one thing in terms of another , the latter , on the other hand, is used to show a spatial relationship between the human subject and something found in the world.
However, Barak Obama when his speech is delivered to the common citizens of America he uses ontological and structural metaphors almost equally. Moreover, when he addresses the congress, he uses ontological and structural metaphors too, more than the orientational metaphor.
Trump uses ontological metaphor to give human features to a certain events or even political parties so he can influence positive or negative feelings on the listener.
Obama uses Structural metaphor to make people experience and understand one thing in terms of another. And ontological metaphor to influence the feelings of the listener, so he uses both types to make people understand something and to influence their feeling whether it was positively or negatively.

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