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to study the points of similarities and dissimilarities between them.

2- Another study can be made on structural metaphors in other texts, as social, scientific, literary...etc.

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to reach a settlement. This policy opposes the republicans who raised a controversial slogan exemplified by the metaphor: (the State as a strong person), a metaphor that gave a justification to trespass all the means of communications and gave the excuse to wage a war against Iraq. (المطيري 2006) .

4. CONCLUSION

The research has arrived at the following conclusions:

- 1- The metaphor, including the structural metaphor, is fundamental in our daily life, we use physical concepts to understand and express abstract concepts.
- 2- In political texts, metaphors are used to control the emotions of the people, because they create vivid images that increase the effect on the public opinion and persuade them to buy whatever it is that they are selling.
- 3- The structural metaphor, state as a person, is used twice, once by the re-

publicans during the gulf wars (1991, 2003) who adopted the concept of " the state is a strong person ". According to this view, the strong state has the right to control the world and wage wars against the countries that threat its interests.

The second use of this metaphor is by the democrats, represented mainly by the president Obama who sees the state as a dialogist that argues and talks with other nations to achieve settlement and solve problems such as that in Iraq and Middle East. He is convinced that the war does nothing but destruction and threatening U.S. Security and interests all over the world.

5. SUGGESTIONS FOR FURTHER RESEARCH

In the light of this research, the researcher suggests the following:

- 1- A study is needed to make a comparison between two political texts: a text by the Republicans and Democrats in the course of the gulf wars,





ly; they must solve their problems, because the U.S. army is not going to stay in Iraq forever.

"By redeploying from Iraq to Afghanistan, we will answer NATO's call for more troops and provide a much-needed boost to this critical fight against terrorism."

In this context, the NATO is also considered as a person who demands more troops from Iraq to vanquish terrorism in Afghanistan.

Similarly, we read:

"...we have to realize that the entire Middle East has an enormous stake in the outcome of Iraq, and we must engage neighboring countries in finding a solution."

"This includes opening a dialogue with both Syria and Iran..."

In the same way, the structural metaphor:

The state, or the institution, is applicable to the Middle East which is waiting for the results of the new strategies implemented in Iraq.

But gaining the outcome of the efforts of such strategies needs the help of the neighboring countries, such as Syria and Iran, by opening a dialogue with them, as people talk and argue with each other to find adequate solutions. And since the state lives within a world community, the dialogues and arguments should take place with the world nations, not only with the neighboring countries, which should cooperate to reach appropriate settlements, defeat terrorism, and stop the stretching of the mass destruction weapons.

In this context, Obama says:

"... the prevention of these terrorist organizations from obtaining weapons of mass destruction ... will require the cooperation of many nations."

In fact, these metaphors determine the new policy of the United States adopted by the president Barak Obama who sees the countries and nations as people, actually as dialogists and debating people, who talk and argue

lazy. (Lakoff, 1991).

Let's consider the following texts:

"... A report by our own intelligence agencies has concluded that al Qaeda is successfully using the war in Iraq to recruit a new generation of terrorist for its war on America".

The structural metaphor in this text identifies al Qaeda and America as two enemies. For America, al Qaeda is the heart of terrorism that generates and trains terrorists to attack the (world order) founder, America.

"... I am hopeful that the Iraq study group emerges next month with a series of proposals around which we can begin to build a bipartisan consensus. I am committed to working with this White House and any of my colleagues in the months to come to craft such a consensus."

"The institution as a person" is the structural metaphor in this text. The Iraq study Group, the new emergent (the child) is in need of the help of the White House, the wise adult, to facili-

tate a general agreement between the Iraqi parties.

"our troops can help suppress the violence, but they cannot solve its root causes. And all the troops in the world won't be able to force Shia, Sunni, and Kurd to sit down at a table, resolve their differences, and forge a lasting peace."

The Shia, Sunni, and Kurd are viewed as persons who should sit together and talk to solve their problems, because only in talking problems can be solved not by fighting.

In this respect, we read also:

"For only through this phased redeployment can we send a clear message to the Iraqi factions that the U.S. is not going to hold together this country indefinitely..."

We see the Iraqi factions and U.S. are arguing people; the U.S. sends a message telling the Iraqi factions about its decision in reducing the military troops and that the Iraqi factions should understand this message clear-





and war against Iraq,

2- Reducing the U.S military forces in

Iraq,

3- Agreement between Iraqi factions,
and

4- Stopping the stretching of terrorism,

In this research I have extracted some texts from this long previously mentioned speech to analyze the structural metaphors in them hoping to give a deep understanding of how the political systems work through metaphors.

3. ANALYZING STRUCTURAL METAPHORS

"It was true for those who built democracy's arsenal to vanquish Fascism, and who then built a series of alliances and a world order that would ultimately defeat communism".

In this text, we can find a structural metaphor:

(series of alliances) and (world order) as buildings.

In structural metaphor, as we noticed,

we use something concrete that we experience directly, so we use this physical concept (building) to structure an abstract concept, in this case (alliances and world order).

Making big coalitions to establish a world order needs a great effort as that needed in building any construction.

Such image gives a clear idea about the big (labor), including the costs and labor force, exerted by the world nations to make a strong national system that is capable of spreading democracy all over the world and defeat ill systems, as communism, or (the former regime in Iraq).

"A State as a person" is the major structural metaphor used in this speech:

a state is conceptualized as a person engaging in social relations within a world community.

It lives in a neighborhood and has neighbors, friends and enemies; they can be useful or aggressive, responsible or irresponsible, industrious or



Rhetorical devices, especially metaphors, are very important in persuading the public in political speeches. It is one of the persuasive linguistic techniques in the language of politics at word and phrase levels, such as "Axis of evil", "Beacons of excellence", and "Cascade of change" (Woods, 2006: 48)

The great effect of metaphors in politics is deeply explained by Lakoff in his book (Metaphors can kill), where he says that the American government didn't enter the war against Iraq by using weapons only, it used (a huge metaphorical arsenal).

The political speeches in this war used the features of the fabulous tale (the hero and the evil, the victim and the savior, defeat and victory ...) where Saddam Hussein was considered as the evil, Kuwait as the victim, and America as the savior.

Another metaphor largely used in the gulf war: ((the state as a person)) which regarded Iraq as "Saddam Hus-

sein", the evil, who should be defeated. (شريف، 2006)

Thus, Lakoff considers metaphors as means to make changes in the map of the world; they create a positive psychological state for the American army to accept the war and invasion (Ibid). This was the Republicans' view and strategy presented by George W. Bush.

On the other hand, the new policy of the new American president Barak Obama concentrates on eliminating the causes of the problems in the area which results in reducing the atrocity of Bush's administration.

In his speech "way Forward in Iraq" - Chicago council on Global Affairs- in November 20, 2006, the American president Obama tries to convince the public of the failure of Bush's decision to attack Iraq, and hence, the failure of his war. The structural metaphors used in this speech illuminate Obama's objectives, which are:

- The opposition to Bush's strategy





animals fight they behave in certain ways as: challenging to frighten the enemy and take its place, defending its own territory, attacking, escaping, and surrendering.

The human fight includes all this, but, as "rational animals", we get what we want by arguing not by using real physical clashes, though sometimes we do.

We continuously argue to achieve our goals using verbal struggles in the same way of physical fights.

When a man quarrels with his wife, for instance, both of them try to reach their goals by forcing the other to adopt his/her opinion to solve a certain problem. Both of them believe that there is something to win or to lose, and there is an 'area' to be attacked or defended.

When arguing, we attack, defend, surrender, escape by using all the possible verbal expressions: challenge, cursing, obsession, haggling, compliment... etc.

Consider the following:

- 1- Because I'm stronger than you. (Challenge)
2. If you won't do this, I will... (threatening)
3. Because I'm the boss, (obsession)
4. Because you're stupid, (cursing)
5. Because you're usually behaving badly, (underestimation)
6. I have the right to do that just like you, (Challenging the obsession)
7. Because I love you, (evading)

The previous examples show the commonest arguments that we use in our culture, but since they're interwoven in our life, we could hardly notice them. () (المطيري، 2006)

2.2 Structural metaphors in political text

Actually, politicians often use metaphors in their speeches to conceptualize their slogans and forms of arguments. They use metaphors to make a message more vivid and to increase its retention.



This view can be explained simply and briefly as follows:

CONCEPTUAL DOMAIN (A) IS CONCEPTUAL DOMAIN (B), which is called a conceptual metaphor. A conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another.

A conceptual domain is any coherent organization of experience. Thus, for example, when we talk and think about life we do so in terms of journeys, arguments in terms of war, love also in terms of journeys, theories in terms of buildings, ideas in terms of food, social organizations in terms of plants, and so many others (Ibid: 4). Accordingly, metaphors are tools to conceptualize one's mental domain in terms of another.

This theory, the Conceptual Theory of Metaphor, was first established by Lakoff and Johnson (1980) who claimed that our conceptual system, by which we think and act, depends largely on

metaphors and that it plays a central role in our everyday life. According to this theory, metaphors enable us to conceptualize life experience, emotions, qualities, problems, and thought itself (Lakoff and Johnson, 1980: 3).

Their first example of structural metaphor "Argument Is War" allows establishing a concept of mental argument by using something that we can understand in an easy way, which is the physical struggle (war).

The scientists observed that the animals fight to get their preys, properties, power ... etc., because other animals want to get the same things and try to prevent other animals from getting them. The same thing is applicable to human beings, but because we are "rational animals", our fights and struggles, including war are institutional in various ways. However, this institutional behavior, in deep, is similar to that of animals which is stable and doesn't change.

The scientists observed that when the





dence of how metaphors are widely used in our life even unconsciously.

It is one of three overlapping categories of conceptual metaphors identified by George Lakoff and Mark Johnson in their book (Metaphors We Live By) (1980). The other categories are: orientational metaphors and ontological metaphors (Nordquist, 2017). According to Lakoff and Johnson, the structural metaphor is a metaphorical system in which one complex concept (typically abstract) is presented in terms of some other concept (usually more concrete) (Ibid).

They observed that metaphor is interwoven in everyday life, not only in language but in thought and action. Every day, we encounter many abstract or complex concepts, like time, states, love, war, changes... etc. which are mentally represented, understood and constituted by metaphor. It is basically a kind of mental mapping and neural condition from which certain patterns of conventional and novel

metaphorical language arise influences the way people think, reason, and imagine in everyday life (Tendahl, 2009: 114)

Let us consider the following metaphors:

- 1- Argument is war: I defended my arguments.
- 2- Love is a journey: we'll just have to go our separate ways.
- 3- Theories are buildings: We have to construct a new theory.
- 4- Ideas are Food: I can't digest all these facts.
- 5- Social organizations are plants: The Company is growing fast.
- 6- Life is a journey: He had a head starts in life.

These examples show us the reality that such metaphors as those are used naturally and effortlessly by the speakers for their normal, everyday purpose when they talk about such concepts as arguments, love, social organizations, life... etc. (Kovecses, 2002 : 30).

1.4 Value of the Research

The research has a two-fold value: theoretical and practical.

On the theoretical part, it presents a detailed survey of the conceptual metaphor and the structural metaphor which it is one of its types.

On the practical side, the research illuminates the great effect of such metaphors on orienting the emotions and opinions of the audience. Hence the research is thought to be valuable to the teachers of English linguistics, textbook writers, analysts, and translators.

2. STRUCTURAL METAPHOR

2. 1 What is a metaphor?

In its general sense, metaphor is one type of figurative language that uses words and expressions with a meaning that is different from the literal interpretation. It uses figures of speech such as simile, personification, Paradox, synecdoche... etc. to convey not the literal meaning of sentence uttered

but, rather, some different meaning, one that is related in some conventional way to the literal meaning. (Fraser, 1993: 331).

In metaphor, there is a hidden simile, i.e., there is an implicit comparison where we omit the words "as" and "like" and set two unlike things; that actually have something in common, side by side to see the likeness between them (Fraser, 1993 : 334).

Unlike the old traditional view of metaphor which regarded it as merely a decorative additive to language, the modern theories see metaphor a central part to thought and hence to language. (Nordquist, 2017).

It gives the hearer (reader) the impression of the liveliness and the new idea it contains. It is not a matter of shifting and displacement of words only, rather, it is a mingle of thoughts and transaction between contexts. (Richards, 1936: 94-5).

Structural metaphor, in this sense, is a type of metaphor that gives an evi-



1. INTRODUCTION

1.1 The problem

The structural metaphor is a metaphorical system where one concept (usually abstract) is understood in terms of another concept (usually physical).

According to Lakoff and Johnson, the conceptual metaphor theory (which the structural metaphor is one type) rejects the idea that metaphor is a decorative device or peripheral to language and thought, rather, it is central to thought and thus to language.

An important part of our experience, behavior and interaction is metaphorical in the nature. Therefore, metaphors are used naturally by the speakers when they talk about such concepts as arguments, social organizations, love, life...etc.

Consequently, these metaphors are used largely in the political speeches, because they interact with all the experiences that are related to the person.

1.2 Aims of the Research

1. The research aims at analyzing the structural metaphors in a political text in the light of Lakoff and Johnson's theory of conceptual metaphors identified in their book (Metaphors We live By) (1980)
2. Showing the deep impact of such metaphors on audience to accept or reject certain policies.

1.3 The procedure of the Research

The research is divided into two parts, the first part is the theoretical background, while the second part is the practical one: the analysis of the text. Some texts have been extracted from the speech of the American president Barak Obama "Way Forward in Iraq" Chicago council on Global Affairs- in November 20/2006" to analyze some of the structural metaphors used by the president to through light on his opinion towards wars against Iraq and gives an idea of how the political systems work through metaphors.



Analyzing Structural Metaphors in Political texts

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Abstract

This research tackles the analysis of structural metaphors, particularly in political texts. It aims at:

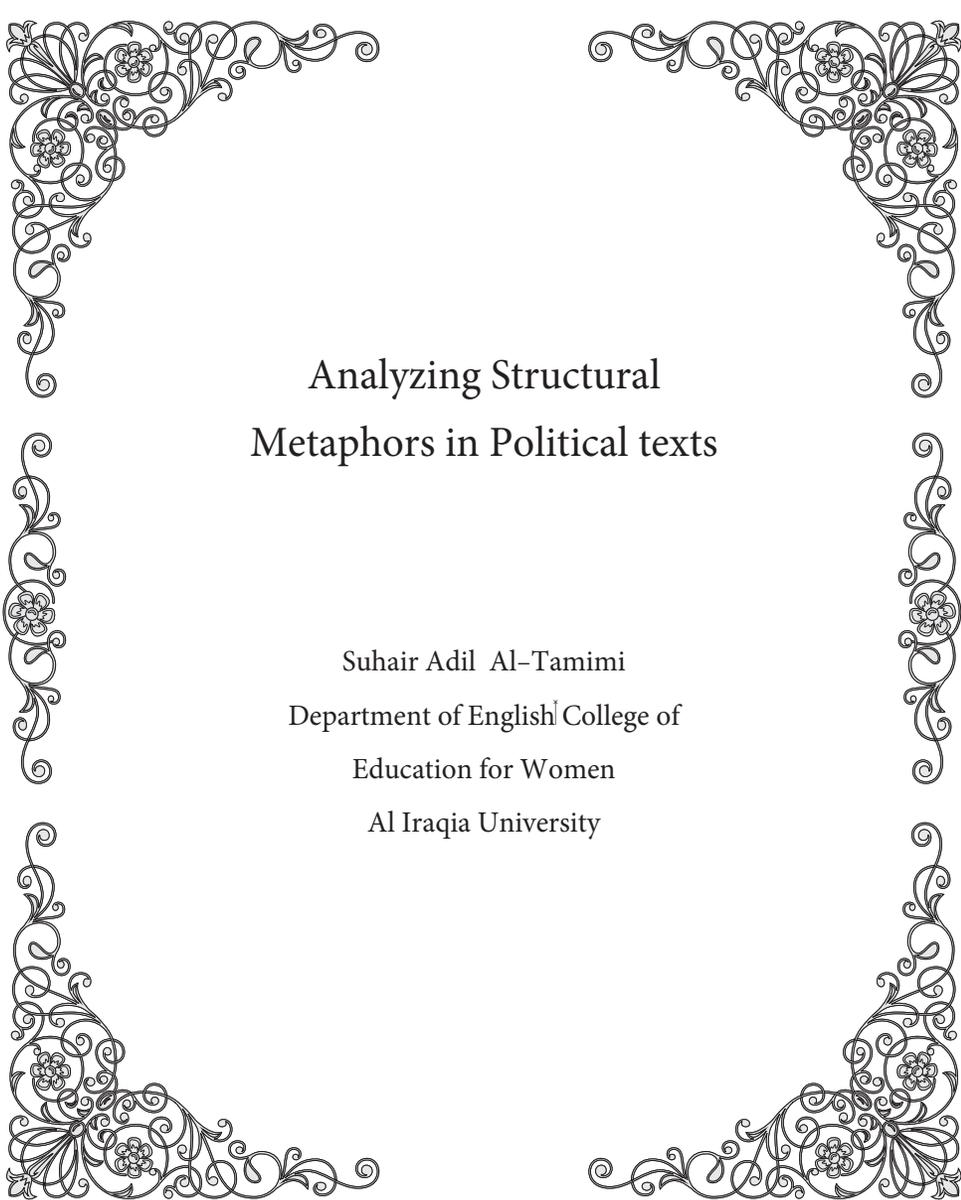
- 1- Shedding light on the concept of the structural metaphor, especially the state as a person metaphor in political texts.
- 2- Illuminating the effect of these metaphors on the audience to accept or reject certain opinions or strategies.

The research has come out with a result that the structural metaphor, a "state as a person" are used by politicians to increase the effect on the public opinion and persuade them to accept or reject whatever they want.

This has been illustrated twice during the gulf wars. The first use of this kind of metaphors was by the Republicans who saw the state as a "Strong Person", which consequently led to spark bloody wars in Iraq in 1991 and 2003; while the second use was by the Democrats who see the state as a dialogist who talks to resolve problems, instead of fighting.

On the basis of these findings, a number of recommendations and suggestions are made.



A decorative border consisting of four ornate, symmetrical floral corner pieces. Each corner piece features intricate scrollwork, leaves, and small flowers, arranged in a square pattern around the central text.

Analyzing Structural Metaphors in Political texts

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