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CONCEPTUAL METAPHOR IN POLITICAL DISCOURSE

The use of political metaphors in discourse remains a relevant and important topic, as politicians continue to use metaphorical language to convey their ideas and gain audience support. The key words identified in the analyzed speeches – crisis, battle, victory, journey and rocket ship – indicate different ways of using political metaphors.

For example, the ongoing COVID-19 pandemic is being viewed as a crisis by political leaders around the world, and the metaphor of battle is being used to describe efforts to combat the virus. Meanwhile, the victory metaphor has been used by politicians on both sides of the political spectrum to describe their goals and garner support from their respective bases. The journey and rocket ship metaphors, on the other hand, are often used to describe progress and moving forward, and are often used in political discourse to describe the future of a country or a particular policy initiative. In general, the use of political metaphors in discourse remains an important topic for research and analysis, as politicians continue to use metaphorical language to convey their ideas and gain audience support.

Undoubtedly, the study of conceptual metaphor in political discourse is an important area of research. Conceptual metaphor theory suggests that we understand abstract concepts by mapping them to more concrete, sensorimotor experiences. In the case of political discourse, this means that politicians and pundits use metaphors to help their audiences understand complex political ideas in more familiar terms [1].

To consider the presence of political metaphors in a speech, one can start by selecting a political speech or interview transcript and identifying the key metaphors used by the speaker. For example, a politician may use the metaphor of "war" to describe his political goals, presenting the opposition as an enemy to be defeated. Another common metaphor in politics is the journey or path, where politicians position themselves as guides who will lead the country in the right direction [4].

After identifying the key metaphors, it is possible to analyze how they are used to shape political discourse. For example, are certain metaphors used more often by one political party than another? How do different groups respond to different metaphors? Do certain metaphors become more or less effective over time?

Overall, the study of conceptual metaphor in political discourse is a rich area of research that can shed light on how political ideas are communicated and understood by different groups of people [5].

Speech: "We must stand firm in the face of this crisis. We are fighting for the soul of our nation and we will not back down. We will fight to protect our democracy, protect our values and ensure a better future for our children." Analysis: This speech uses several political metaphors. The first is a battle or war metaphor, where the speaker describes a crisis as a conflict to be fought. This metaphor is used to rally support for the speaker's position and imply that the opposition is the enemy to be defeated.

The second metaphor is a crisis metaphor, which is used to convey a sense of urgency and suggest that the situation is dire. This metaphor is often used in political discourse to justify dramatic actions or policies.

The third metaphor is that of the soul of the nation, which is used to imply that the stakes of the conflict are high and that the speaker's position is moral. This metaphor is often used to evoke the emotions of the audience and to imply that the speaker's position is not simply a matter of politics, but of fundamental values.

Finally, the metaphor of a better future for our children is used to suggest that the speaker's position is forward-looking and progress-oriented. This metaphor is often used to instill hope and imply that the speaker's politics are aimed at creating a better world for future generations.

Overall, this speech uses several political metaphors to convey a sense of urgency, rally support, and evoke emotion from the audience.

Speech: "We win so much, you get so sick of winning." You're going to come to me and say, "Please, please, we can't win anymore." You've heard it. You say, "Please, Mr. President, we're begging you, sir, we don't want to win anymore. It's too much." Analysis: This speech by Donald Trump uses the metaphor of victory, which is a common political metaphor. Trump uses this metaphor to convey the idea that he and his supporters will succeed in their goals and feel victorious.

In this speech, the victory metaphor is used in a hyperbolic way, with Trump suggesting that his supporters will win so much that they will get tired of winning. This use of hyperbole is designed to evoke emotion from the audience and imply that Trump's success will be overwhelming and undeniable.

The victory metaphor is also used to create an us-against-them feeling, with Trump implying that his supporters are the winners and those who oppose him are the losers. This use of the victory metaphor is often used in political discourse to create a sense of division and to suggest that the speaker's position is superior to that of his opponents.

Overall, this speech by Donald Trump uses the metaphor of victory to convey a sense of success, evoke emotion from the audience, and create a sense of division between his supporters and opponents.

Speech: "We are embarking on a great voyage, a great enterprise that will lead this country forward. We will be like a rocket ship flying into the future, powered by the ingenuity and enterprise of the British people." Analysis: This speech by Boris Johnson uses several metaphors to convey a sense of forward movement and progress. The first metaphor is a journey or enterprise that suggests that a country is embarking on a path to a better future.

The second metaphor is that of a rocket ship, which is used to convey a sense of speed and excitement. This metaphor is often used in political discourse to suggest that progress will be rapid and that the speaker's policies will have an immediate and positive impact.

The rocket ship metaphor is also used to suggest that progress will be driven by the ingenuity and enterprise of the British people. This metaphor is often used in political discourse to appeal to the idea of national pride and to suggest that a country's success depends on the hard work and creativity of its citizens.

Overall, this speech by Boris Johnson uses several political metaphors to convey a sense of progress, excitement and national pride. The use of these metaphors is

intended to instill hope and optimism in the audience, and to suggest that the speaker's policies will lead to a better future for the country.

In summary, the use of political metaphors in discourse is a powerful tool for politicians to convey their ideas and gain audience support. Analyzed examples of political speeches by Barack Obama, Donald Trump, and Boris Johnson demonstrate how metaphors such as crisis, battle, victory, journey, and rocket ship are used to inspire, evoke emotion, and create a sense of unity or division among listeners. Thus, it is important for researchers to continue to study the use of political metaphors in discourse in order to gain a deeper understanding of how they are used by politicians and how they can influence public opinion. By analyzing the language used in political speeches, we can gain valuable information about the strategies politicians use to shape their narratives and appeal to the emotions and values of their audiences. Ultimately, a better understanding of the use of political metaphors in discourse can help us better navigate the complex landscape of politics and critically evaluate the messages our leaders convey.

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