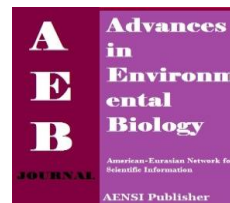




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Metaphor and its Persuasive Effects on Political Speech: A Discursive Study

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ABSTRACT

This study investigated the ways in which two successful political leaders, Gandhi and Luther King, persuaded their followers to the best and the most important movement in their time. The language of politics is a complex issue which includes many strategies of language use to influence the receiver toward a desired attitude or thought. The uses of language tools or strategies differ based on the speakers' aim. In this study the researcher tried to only consider metaphor as a creative tool of language. The two texts, "Quit India" by Gandhi and "I have a dream" by Luther king, were analyzed by the metaphor frame work which was prepared by Lakoff and Johnson (1980). Based on Lakoff and Johnson, the metaphors can be categorized in to three categories: structural, orientational and ontological. This study showed how metaphorical sentences can be used in decoding facts in these two leaders' speeches. In conclusion, the researcher showed that the structural metaphors are the more frequently used but the influence of the orientational and ontological metaphors is stronger, because these metaphors are novel and new. It seems that the contribution of metaphorical sentences to EFL is related to text appreciation, text critics, as well as enhancement of language competence in political and other ESP fields.

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INTRODUCTION

People communicate with each other in order to convey their meaning, to learn and teach, to sell their products, to convince a group of people to follow them or their ideas. All of them should use a special way of talking to reach their desires, therefore; the speakers have to know for each of their goals how to speak and use different figures of speech. Each of figures of speech may have special effect on better conveying discourse and persuasion of followers.

Metaphor has arrested much attention of scholars for many years, and traditionally it is regarded as a figure of speech. Thinking about style and form of language, and its changes, metaphors necessarily come into view. Based on Littlemore and Low [7] in 1980 Lakoff and Johnson challenged this entrenched view of metaphor by developing a new theory that has become known as the cognitive view of metaphor. According to this perspective metaphor is defined as a cognitive mechanism. Lakoff and Johnson claim that whether consciously or not, people think in metaphors.

As Lakoff and Johnson mention in their work [6], metaphor is a basic way of human thinking. It is pervasive throughout everyday language structuring on how we talk and how we think and act. The human speech contains different literal features in order to convey the best meaning.

Burke [1] offers a deeper description of metaphor. He suggests that metaphor is rarely, if ever, simply a convenient means of expression. Rather, "It is exactly through metaphor that our views, or analogical extensions, are made—a world without metaphor would be a world without purpose".

Vertessen and Landtsheer [10], "according to Woodman metaphor is the literal language of the soul. This connection between thought and language suggests that metaphors play an important role in framing the outside world." The influential writing of Lakoff and Johnson (1980) should be mentioned. In their cognitive theory metaphor they demonstrate with an endless list of examples that thinking itself is metaphorical.

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Lakoff & Johnson [5] define metaphors as “understanding and experiencing one kind of thing in terms of another” (p. 5). They also explain that “every experience takes place within a vast background of cultural presuppositions” (p. 57).

Based on Schmitt the understanding of understanding requires a slowing down of pace and a certain distance to the subject. This justifies research methods that serve this purpose. Following practical rules prior to interpretation can prevent reaching hasty and, with the benefit of additional knowledge of other metaphorical concepts, obsolete conclusions. Methodical rules therefore impede an incomplete understanding of the links in the symbolically structured world and facilitate unintended learning processes. They reduce the risk of incorrect interpretations, but do not eliminate that risk.

The importance of teaching and learning of metaphor:

One effective way of trying to understand the culture of international students is to look at the metaphors and expressions that they use regarding learning and teaching. While they can often seem unusual when first meet, in many cases these expressions and metaphors offer a direct insight into the thought processes of people from cultures other than our own.

Littlemore, J. [8] says, many of the metaphors will sound very simple and sometimes familiar in classroom with International students; however, it is important to think about their true meaning and importance. Such metaphors, which form an important part of the language and way of thinking for people in a shared cultural environment, will clearly have a significant influence on their attitudes to learning and teaching.

Another part of using and in other word importance of teaching and learning of metaphor can be in communication between groups out of the classroom environment. The use of metaphor helps the people to understand each other better but only people who have the same culture or background can understand the meaning of those metaphors in speech. Therefore teaching and learning of metaphors can be important in different situations; i.e. understanding of other people in different fields.

Yu Ren Dong states, some searches on L1 acquisition and learning have revealed that children learn metaphorical language through immersion in early-childhood language and literacy experiences.

By adolescence, native English-speaking students have acquired the basic and appropriate cultural customs that form the basis of conventional metaphors and are able to use prior knowledge to comprehend and create imaginative or poetic metaphors. However, increased language and cognitive abilities do not necessarily guarantee metaphoric language acquisition in L1, let alone in L2.

Metaphor and politics:

Norman & Draper [12], metaphors play an important role in enabling people to make sense of and learn how to use software applications. The use of metaphor as a part of figurative speech aims to help the listener to visualize what is meant by a phrase or expression. The use of metaphor has come in to the politicians' speech since the audiences of them became more than some special groups; i.e. when the media has been started to convey the politicians' speech in public the way of talking of the politicians changed. They have started to use those metaphors that people use in their everyday speeches in order to make their speeches more concrete and vivid for all the people. Leaders of different groups use language to persuade people that their thoughts, aims and ideas are equitable and to make their point clear and bright to the people. The speaker needs to use various language tools in order to make the message persuasive and comprehensible to the listener. These leaders seek to comply with the emotions, desires, and needs of the audience. The use of metaphor is one of the most important tools for persuasion and an instrument in rhetorical language. Based on Scott Mio [11], metaphor and other forms of figurative or symbolic language has been thought to be operative persuasive methods for many years. A lot of political theorists have inscribed the asset of metaphors as operative persuasive devices or have demonized metaphors as devious tools of politicians. Such linguistic strategies are important- even necessary- tools of political discourse because political events are abstract and too numerous for public expenditure. Metaphors let the common public to seize the meaning of political events and feel a part of the process. They are also useful due to their ability to resonate with latent symbolic representations residing at the unconscious level. Finally, metaphors appropriate into the prevailing notions of information-processing models of public understanding of politics.

Petersson [3] wrote a book on ‘Power of metaphors’ arguing convincingly not only the spread of metaphors in politics, but also the power games stemming from use of metaphors. According to the very opening line of the book, ‘language is the tool of politics’. Petersson wanted to show not only to what extent political language is metaphorical, but also that ‘the tools of political analysis’ are metaphorical.

Most research on political language and political communication has been conducted to reveal the essence of the messages politicians want to convey. Political scientists and scholars in communication have attempted to unravel politician's words in order to determine what these politicians are really saying by way of policy or various types of content analysis. How we say things and how we verbally express our thoughts both affect which meaning the words acquire, independent of their mere content significance.

De Landtsheer and De Vrij [10] states, politicians use different language styles when the situation they face differs. Being emotive and persuasive is not a condition that has to be fulfilled to the same degree at all times. Political crisis for example demand more persuasive language. Besides situational differences, style of language differences exists between individual politicians or between political factions.

Metaphors in political discourse are tools for making abstract political issues accessible to the listener and they are frequently used to emphasize or soften certain issues, metaphors can be used to convey the problem as well as implying the solution in the same metaphor, and the truth may easily be altered since metaphors are received, understood and categorized differently by different people and therefore open for interpretation [6]. Lakoff asserts that people are not interested in whether a statement is true but to which extent it is believable or if it is deliberately deceiving and misleading. A lie which is perceived as not causing any greater harm could be justified as serving a good cause and is therefore acceptable.

Dieter Vertessen and Christ'l De Landtsheer [10], an important advantage of metaphor use is that it enables politicians to make close contact to the audience. This way, speaker and public are drawn closer to one and another, constituting a community. Politicians do so in order to facilitate their persuasive efforts. The language use is "impressive", when it is mainly audience-oriented, or aimed at making contact with the public.

Method:

The theoretical part has been based on Lakoff and Johnson to metaphor analysis [6]. In this thesis the emphasis was on the analysis of written text. The data for analysis consisted of the speeches of two political leaders, Martin Luther King and Mahatma Gandhi. The first part of the analysis dealt with application of the Metaphor analysis framework by Lakoff and Johnson in order to find the level and the amount of the metaphorical language in political speeches.

Based on Jakubowsky [4] Metaphor and understanding: the work of Lakoff and Johnson and natural language processing), Lakoff and Johnson term structural metaphors, where one concept is "metaphorically structured in terms of another". Lakoff and Johnson expand their theory to include other types of metaphors, namely orientational and ontological metaphors. Orientational metaphors, instead of structuring one concept in terms of another, structure a "whole system of concepts with respect to one another". In addition, ontological metaphors also structure how we think about and understand certain concepts. In an ontological metaphor, we refer to a concept in terms of a physical object or substance.

The present study is a descriptive study to uncover the persuasive effect of metaphor in Martin Luther King and Mahatma Gandhi's speeches. Mohandas Karamchand Gandhi commonly known as Mahatma Gandhi was the preeminent leader of Indian nationalism in British-ruled India. Gandhi led India to independence and inspired movements for non-violence, civil rights and freedom across the world. He used and developed new techniques of non-violent civil defiance.

Martin Luther King, Jr. was an American clergyman, activist, and leader in the African-American Civil Rights Movement. He is best known for his character in the advancement of civil rights using nonviolent civil disobedience. Martin Luther King, Jr., was the freshest man to have received the Nobel Peace Prize. The researcher worked on two texts, "I have a dream" and "Quit the India", and studied the text sentence by sentence. The aim was to find the usage of metaphor and its persuasive effects on audiences.

For data collection the corpus of the study was studied carefully, metaphors and messages were identified. The researcher conducted three levels of Lakoff and Johnson's model to see whenever there was any metaphorical language and its persuasive effects.

Data Analysis:

The analysis of the texts based on Lakoff and Johnson classification:

Structural Metaphor:

Lakoff and Johnson [6] mention, in the metaphor ideas are objects and words are containers and the entire communication process is seen as sending the ideas in the words to the addressee who can get the ideas out of the words.

The metaphor "time is money" structures our everyday dealings with time as illustrated by the sentences, "How do you *spend* your time these days?" and "I *lost* a lot of time when I got sick."

Oriental Metaphor:

Form entire systems of concepts with respect to each other

An example is the "happy is up" and "sad is down" metaphors, showed by some of the following sentences: That *boosted* my spirits. I'm feeling *up*.

Entity and Substance Metaphor:

Those metaphors are connected with our experiences with physical objects, including our bodies.

For example, “the mind is an entity” is a common ontological metaphor, further elaborated in the “mind is a machine” and the “mind is a brittle object” metaphors:

My mind is just not operating today.

The analysis of “Quit India” and “I have a dream”:

Table 1 Shows the frequency of the structural, Orientational and Entity and substance Metaphors in “Quit India” and some examples from the text.

- You have only placed all your powers in my hands.
- He would not be able to enjoy for long the fruits of such coercion.

The name of the Category	Frequency	Total Number	Percentage
Structural	205	420	48.80%
Orientational	143	420	34.04%
Entity and Substance	72	420	17.14%

Table 2 Shows the frequency of the structural, Orientational and Entity and substance Metaphors in “I have a dream” and some examples from the text.

- This momentous decree is a great beacon light of hope
- One hundred years later the Negro lives on a lonely island of poverty

The name of the Category	Frequency	Total Number	Percentage
Structural	39	79	49.36%
Orientational	27	79	34.17%
Entity and Substance	13	79	16.45%

The findings showed the structural metaphors are more frequent one. As Lakoff and Johnson (1980) mentioned this category is not very noticeable because of everyday usage of them, instead of structural metaphors the Orientational and Ontological are more effective even they are fewer than structural but they are more impressive. The orientational and ontological metaphors are considered as the novel metaphors that are not dead, because of that they are more attractive than the structural or dead metaphors.

In “I have a dream” speech again the findings and results of the “Quit India” can be reported. Again the structural metaphors are the most used one but the orientational metaphors and ontological metaphors are the most effective metaphors in the speech.

The analysis of the texts based on the Positive and Negative Metaphors in “Quit India” and “I have a dream”:

The frequency of the use of positive and negative metaphors in Gandhi’s speech, Quit India, are represented in table 3, some examples are presented.

- ‘Do or Die’.
- We shall either free India or...

	Frequency	Total Number	Percentage
Positive	184	420	43.80%
Negative	48	420	11.42%

The frequency of the use of positive and negative metaphors in Lutherking’s speech, I have a dream, are represented in table 4 with some examples.

- America has given the Negro people a *bad check*, a check which has come back marked ‘*in sufficient funds*’.
- *I have a dream* that my four little children will one day have in a nation where they will not be judged by the color of their skin but by the content of their character.

	Frequency	Total Number	Percentage
Positive	46	79	58.22%
Negative	10	79	12.65%

These two leaders used the positive and negative sentences. The findings can show us that these leaders are optimistic leaders who are hopeful to the future and by this hope they are trying to motivate their audiences toward the best movement.

These leaders only used the negative sentences to show the dreadful conditions of their audiences and make them aware of the needs of movements. If they were pessimistic ones they could not motivate their audiences toward the motions and they never reached their goals.

The Nonviolent sentences in these two political speeches in “Quit India” and “I have a dream”:

The frequency of the nonviolent sentences in Gandhi’s speech are shown in table 5

- I attach the same importance to nonviolence that I did then.
- Ours is not a drive for power, but purely a non-violent fight for Indian’s independence.

	Frequency	Total Number	Percentage
Non-violent sentences	32	420	7.61%

The frequency of the nonviolent sentences in King's speech are shown in table 6

- We must not allow our creative protests to degenerate into physical violence.
- Again and again we must rise to the majestic heights of meeting physical force with soul force.

	Frequency	Total Number	Percentage
Non-violent sentences	5	79	6.32%

One of the most significant characteristic of the Gandhi and King's speeches is the importance of the non-violent movement. Both of them were peaceful leaders who did not believe to fight with gun and death. They invited the people to friendly relation in whom all people are cheerful and peaceful next to each other.

The findings represent the non-violent sentences in "Quit India" and "I have a dream". Luther King had received the Nobel Peace Prize at the age of thirty five which can shed a light on this claim.

The sentences originated from religion and equality of all human in "Quit India" and in "I have a dream":

The frequency of Gandhi's religious sentences are presented in table 7

- God has vouchsafed to me a priceless gift in the weapon of Ahimsa.
- God dislike pride and keeps away from it.

	Frequency	Total Number	Percentage
Religious sentences	88	420	20.95%

The frequency of Gandhi's religious sentences are presented in table 8

- Now is the time to make justice a reality for all of God's children.
- "We hold these truths to be self-evident, that all men are created equal."

	Frequency	Total Number	Percentage
Religious sentences	22	79	27.8%

The frequency of the usage of religious sentences in "Quit India" as well as in "I have a dream" are shown the beliefs of the leaders to God. They are God worshiper with different religious who are trying to make connection between all people around the world with different beliefs and religious that all of us are God children who can be like as brother and sisters.

Both of these leaders believed that all people need the freedom and justice and it is not related or restricted to a special group or religion. They believed to the equality of humanity and the judgment based on the character and moral fiber.

The discussion of the results:

Gandhi and Luther king were aware of the language, language tools, and rhetoric. They used different styles of language that the researcher only considered one feature of language which is Metaphor. The two important pioneers in metaphorical studies are Lakoff and Johnson who wrote a book about metaphor, *Metaphor we live by* (1980), in which they defined metaphor and made a framework for it. The researcher used the methodology and framework of these pioneers.

In this study the researcher considered two texts, "Quit India" and "I have a dream", which are from two important political leaders, Gandhi and Luther king, who were successful in their speeches to how gain the attention of their audiences.

These two leaders used the metaphorical sentences in their speeches. One of the important features of metaphor is the persuasiveness effect of it on the audiences. They used the metaphors at different levels and forms. They had structural metaphors which are usual and common in the speeches based on Lakoff and Johnson [6], they said when a concept metaphorically structured in terms of another concept while it is sending the same idea in another term. Gandhi's and Luther King's speeches contained orientational and ontological metaphors that are more effective than structural ones because they are not dead as structural. The orientational and ontological metaphors are innovative and new metaphors which can be more influential. In orientational metaphor whole system of a concept structures with respect to another while in ontological metaphors we refer to a concept in terms of a physical object or substance.

Conclusion:

One of the features of language is metaphor and one of the features of metaphor is the persuasiveness impacts of it. The metaphoric languages are usable in convincing and persuading others in which the speakers use the words or phrases in other forms to convey their meaning. When the speeches are near to the culture and custom of the people they have special feeling about the presented meaning of those metaphorical sentences.

Gandhi had his speech in Indian language and Luther King had in English and both of these leaders used the native language of them and their audiences. Their speeches had a great effect not only on their audiences but also on all people around the world. Gandhi and Luther king used positive and negative sentences in metaphorical forms which are not straight sentences and in this way these sentences are better for conveying messages. The usages of the negative sentences were because of the desire of the speakers to awake their audiences about the bad and horrific situation where their people were in it. They applied these negative sentences in metaphorical form to better comprehending of the condition, because metaphorical words show the other examples which are near to people state and these metaphors are more sense able for a group of people with the same background.

These leaders had a lot of experiences in the field of peaceful activities and tried to invite all people to brotherhood situation. They tried to make this movement a nonviolent one that at least led it to a democratic revolution. They wanted freedom and democracy for their followers and even all humanity. These leaders made clear for humanity that all people are equal and have the same right.

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