Metaphoric Construction: A Critical Analysis of Identity and Ideology in Pakistani Political Discourse

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ABSTRACT
The current study falls in the area of Critical Discourse Analysis. It has been further classified in Metaphors Analysis of Political Discourse. The main objectives of the study are to identify metaphoric construction in Pakistani Political Discourse and to explore the ideology, identity, power and hegemony employed by the Politicians through metaphors construction in the speeches. The study addresses the leading research question: How politicians employ the ideology, identity, power and hegemony through metaphors construction in their speeches? The research is qualitative in nature because it involves the corpora of political speeches as research instruments to collect the data. Corpus driven methodology has been used for critical discourse analysis of metaphoric construction. The sample has been selected from the electronic media. Thirty speeches of selected Pakistani political party leaders were selected as sample of the study. Purposive sampling technique was used to draw the sample. The sample was further classified as Pakistan Tehrik e Insaf, Pakistan Muslim League and Pakistan People’s Party. Critical Metaphor Analysis (CMA), Fairclough Nine Properties Model and Gee’s Seven Building Tasks Model were used to analyze the text. The analysis reflected that all the party representatives presented their ideology and identity in their speeches by constructing metaphors based on different domains, culture and social practices and all the representatives of the political parties constructed metaphors with the aggressive tone and intention to exercise power and hegemony on the opponent party. The study can be useful for Political influence and propaganda through metaphors.

Keywords: Critical Discourse, Critical Metaphor Analysis, Metaphoric Construction, Political Discourse Analysis

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Introduction

Language is a broad phenomenon and the use of language is even wider. As an open system, language of human being is infinite and controls the capability of creativeness and productivity. This characteristic of human language is bestowed upon human being only for constructing newness, and makes them
inventive for their psychological and routine life endeavors. It can be shaped/reshaped and decorated according to the requirements and necessities time to time.

The word “discourse” refers to anything written or spoken under the normal usage of language. Surface meanings are always different from the real meanings and the aim of discourse is to bring forth how speech patterns are working in a particular framework and how are they being utilized in the society. “This is the area of discourse analysis where the description of the process can be created, related or realized and organized the meaning” (Booth, 1979).

Use of metaphor has been well documented as a persuasion form throughout the history. Sumerian Epic of the Gilgamesh, to the Greek plays, from Sophocles & Euripides. Aristotle recognized the very important role of the metaphor, played in quality of the speech. Metaphor is found a very unique home of a literary device in its initial days before being familiar for its convincing ability within the argumentation. For example, in classical theories of language, metaphor was seen or observed a matter of a language rather than a thought.

The word “metaphor” was used as a poetic or a novel linguistic expression. In that expression, one or more than one word is used for a concept outside to express the same concept and its conventional meanings. Turner and Lakoff’s book (1989), “Death is the mother of beauty”, its title generated from the Stevens’ great line, expressed in detail the lines being used as the system of every day of ordinary mappings.

Searle (1995) says that to understand the metaphors, there are two main different ways, first of all a metaphor can be considered as a rhetorical device or tool purely to serve with a little purpose but to have a good effect on speech and to make its sound nice. Second, one can see related to cognitive tool, use this tool for experiencing and better understanding of the speaker or the listener.

It was Johnson & Lakoff (1980) who took the understanding of metaphors an additional step to distinguish the intangible framing and impact of metaphors on the routine lives of the people. In the essay entitled “The Contemporary Theory of Metaphor” Lakoff (1992) accepted Reddy’s control on his effort and recapitulate his involvement under as: Reddy showed, very significant case, for a single that the locus of the metaphor is thought rather than language.

Metaphor has always remained a phenomenon and aroused the interest of people and also according to their profession, including philosophers, poets, linguists, teachers, politicians and many other people who are not connected with
rhetoric professionally. This is the reality that the study of metaphor has become a major area of research that is found literary critic.

The cognitive point of view on metaphors, recommended the metaphor theory that means public can be conceptualized a specific concept in the term of others. Hence, people are being enabled to understand the abstract concept easily and clearly. Moreover, people can understand by knowing the words that might have different concrete referents.

Research Problem

The study has been designed to identify the construction of metaphors in Pakistani political speeches that may carry certain meanings and represent political ideology and identity. It has also pointed towards some other aspects which are ambiguous for the common people. Hobbes (1909) opines that metaphors are very ambiguous and ridiculous words and also are wandering among the argument, infinite illogicality, and contempt or sedition. Moreover, this area is not more focused by the researchers previously in Pakistani context; therefore, the researcher tried to explain the ambiguous meanings in metaphors of Pakistani politicians in their political speeches and filled the gap by conducting the current study.

Research Questions

The study has addressed the following research questions:

1. What are the metaphoric constructions used by Pakistani politicians in their speeches?
2. Do Pakistani politicians represent their ideology and identity in their political speeches through metaphors?
3. Do politicians hegemonize public or other political parties by constructing metaphors in their speeches?
4. Do politicians construct metaphors based on culture and social practices?
5. How are metaphors used as linguistic tools to manipulate language for pragmatic effect?

Significance of the Study

The present research may create an awareness of these metaphors by making their CDA that the people may understand their real meaning. This study will also help the readers to understand the ideas and power hidden in the speeches of Pakistani politicians. The study may also be beneficial for the prospective researcher in CDA especially in the field of political discourse. The study may fill the gap in the research field in Pakistani context.

Politics in Pakistan is complicated, abstract and very far from the daily experience of common people.
Therefore, by the use of metaphors, politicians can easily make those concepts more and more concrete for a layman or public so that they may understand it easily. Moreover, Katz explains that metaphors present solutions to different political problems and events. They propose a course of action. Politicians hope that their metaphors have persuaded the public to go behind the instruction recommended by the metaphors (Katz, 1996: 131). Therefore, it will be of great significance to investigate the use of metaphors that are employed in the political speeches and to show how these metaphors are revealed.

**Literature Review**

**The Concept of Metaphor**

Contemporary metaphors theories shed the lights on essential part of cognitive linguistics. It is analyzing, detecting and decoding the secrets which are the crucial elements of the rhetorical device. Likewise, the uses of metaphor are not a decorative device. It is a product of human minds; that is remarkably concerned with culture and people’s conceptual system. Similarly metaphors exist in each corner of human life. Metaphors are observed from legislation, education, law, business, and economics to politics. Two scholars, Lakoff and Johnson proposed the “Theoretical framework” on conceptual metaphors. In this work, the researchers focused on cognitive linguistics.

Best logical relations in target domain and source domain are simply shown through mapping mechanism. Usually, metaphors are very much regarded as rhetoric device of any language. In other sense, metaphors are confined also to the literature. In ordinary conceptual system of human minds, in which we think and act is basically metaphorical sense in nature. The cores of metaphors are experiencing one kind of anything in term of any another (Lakoff. & Johnson, 1980)

Hence, metaphors are not the reflection point of reality which is as a substitute filtered through metaphors. Goatly (1997) says that metaphors are not a simple reflection of the pre-existing objectives veracity but a building of realities through the categorization involving selection of the features as critical and noncritical.

**Functions of Metaphor**

One of the definitions of metaphor is as power of transfer. It is used by semanticists, discourse analysts and linguists to achieve various functions. Lakoff & Johnson (1980) narrated the facts that metaphors are the matter of experiences of routine life, rather than the matter of the human language. More, they argued that metaphors pervade the way of the conceiving world and are also reflected in the language, thought, and action. It has also influence on how the man thinks and acts. They also stress on
the facts that metaphors are "present in routine life. They regard metaphors to understanding the world as an approach. Metaphors are the tool that is used by the speaker automatically and subconsciously. Further, they stressed the fact of conceptual experience that should be comprehended and grasped through other conceptual experiences.

- Metaphor is a source of transferring individual’s experience of the worlds and can affect the use of language, thought and actions.
- Metaphors help to understand that what non-physical is figured by contrast with what is physical figured.
- Metaphors are used as the device to persuade one’s arguments.
- Metaphor can investigate within the domains of pragmatic, rather than semantic field to interpret. It is about what is said but focused on what is intended.
- Metaphors help in articulating individual’s point of view. It affects the experience of world and how we transfer it to others.
- Metaphors are used classically, a mean of rhetorical or of embellishment.

**Metaphor and Discourse**

Hanks (1996) said that metaphor has very deep relations with discourse. Actually discourse is an explanation of a piece of any text or even the single word. The analysis of the metaphors is impractical without discourse field. Discourse is language in action and it investigates the required concentration in language and action.

Gee (2011) says that if anyone talks about discourse analysis, he considers how language (both spoken and written), enacts the social and the cultural perspectives and its identities. People think that discourse plays only the function of communication, how to communicate the thoughts of individuals to others in the society. In reality, it has the power to convince others and even to persuade other individuals towards doing something.

**Metaphor and Critical Discourse**

Critical Discourse is not influenced by any particular methodology but it has utilized on a large number of different tools from diversified theories and the method. Black (2004) applied cognitive (conceptual) theory in CDA to owing its utility for CDA and relabeled it as “Critical Metaphor Theory”.

Through a cognitive methodology, it can be hoped that CDA can progress further as the academic discipline and the instrument to highlight the social manipulation performed through the discourse and can become more affective. Possibly, the most significant contribution can be its incorporation with cognitive science to CDA. It is worth exploring, most of the recent findings on cognitive modeling and
processing. In cognition process between the conceptual representation and discourse, and also between conceptual representation and other cognitive domains for example it demonstrates that assumptions provoked by the discourse form of the meaning, conceptual representation that is constructed from the discourse.

Metaphors and Political Discourse

Dijk (2004), states that political discourse is not only in the terms of discourse structures. It is also in the terms of political contexts. This is critical to relate such kind of use to such categories that who is speaking, where, when and with/to whom, to explicit characteristics of the political situation.

Dijk (2004), ideologies are in fact explicitly articulated and formulated in the discourse. In addition, political ideology is not only concerned in production or in understanding of the political discourses but are (re) shaped by them. Therefore, the feature of power or language relationships cannot be ignored.

Fairclough (2010) emphasizes that the power is exercised and enacted in the discourse. It is very much difficult to visualize politics without persuasion. By its nature, politics wants choice to formulate, option to be weighed and decision to be made. The field of discourse analysis focuses on interpretation and explanation of political talks for example, discourse related to the politics at the local national or international level (Dijk, 2001).

Approaches

Following approaches were used in the critical discourse analysis (CDA) and critical metaphor analysis (CMA). Multimodal approach includes the followings:

Critical Metaphor Analysis (CMA). Jonathan (2004), states that Critical Metaphor Analysis (CMA) is an approach that reveals the covert intention of language users. CMA provides the help for the qualitative analysis with the quantitative data on metaphors frequency. It provides the robust account of discourse roles of metaphors. Particularly, it describes actually the persuasive functions of metaphors by seeing how evaluation is being conveyed the systematic association of the words. Therefore, it integrates quantitative and qualitative methods for analysis that reveals the subliminal role and covert of metaphor.

Identification. Identification of metaphors is one of the major issues for corpus examinations of the metaphors. The reliable identification of the metaphors is the first place. It is argued that words can be a metaphor if the context makes it and if the speaker intends in such way.
Interpretation. Interpretation involves establishing the relationships between metaphor and cognitive/pragmatic factor that determined them. It involves the identification of the conceptual metaphors and conceptual keys where feasible.

Explanation. Metaphors explanation involves identifying a social agency which involved in their production. It has also a social role in the persuasion. Formation of the conceptual keys and conceptual metaphors and the illustration of typical evaluations of the metaphors can assist to explain why metaphors can be persuasive.

Nine Properties Model. Fairclough's nine analytical properties are especially concerned with the relational and identity functions of language, which together make up the interpersonal metafunctions.

1. Interactional Control. It is concerned with structure of text, turn-taking, topic selection and it changing. It also focuses how agenda and interactions are controlled. Its analysis can be an oral speech genre that reveals utterances.

2. Modality. Modality is related to grammar. This property refers the strength which a particular statement or proposition is endorsed. Modality can be expressed through the practice of modal auxiliaries verbs. For example, may and should. It can be shown in the absence of modal auxiliaries and modal adverbs like clearly and possibly.

3. Politeness. Force is connected with speech acts whether these are declarations, promises, threats, and requests and so on. These both terms come from linguistics branch known as pragmatics that has a wide significance in the connection of a language to the context. Politeness is in fact built about the ideas that participant in an interaction tending to control in such a way that ensures no party loses face. CDA adds to the idea that particular politeness principles implicitly demonstrate particular power and relations.

4. Ethos. It expresses social identity through verbal and nonverbal discourse. Fairclough gives example of a medical surgeon who maintains decorum of surgery 'homely' by rearranging interiors. Five of his nine analytical properties express the ideational metafunctions of language.

5. Connectives. It relates to the cohesion. Fairclough points out that text differs according to the arrangement of clauses and cohesion. These are different culturally or ideological significance. Halliday (1994) differentiates three main types of relation between clauses: elaboration, extension and advancement.

6. Argumentation. It refers to the focus of the speaker which he wants to say. Argumentation deals with the major discussion of the speaker.
7. Transitivity and theme. Both are related to grammar. Transitivity is the ideational expression of the clause and is concerned with the categories and structure coded in clauses.

8. Choice of Vocabulary. It related meaning. Fairclough says that a word has multiple meanings. This multiplicity of meanings refers to as a word's meaning potential. Also relates to vocabulary, different ways a meaning can be 'worded' in different frames. One can be 'asylum seeker' another is 'queue jumper'; one can be 'terrorist' another is 'freedom-fighter'. As far as CDA is concerned, particular wordings establishes discursive relationships between texts. The more a wording has a range of text, the more it has contexts.

9. Metaphor. It describes 'figures of speech' as simile, personification and metonymy. Fairclough express, 'Metaphors structure our thinking and actions, and our systems of knowledge and belief, in a convincing and fundamental way.

Seven Building Blocks Model. Selected building tasks by James Paul Gee were applied to analyze metaphoric construction in the selected political speeches of the Pakistani politicians.

1. Significance. How and what different things mean, we use language to make things significant. For example, Govt. is incapable of protecting the people, when Pakistan started military operation in its tribal area extremism has grown in Pakistan.

2. Activities. Some activity or set of activities is a component of a specific social activity in which participants engage. For example, when you talk about war on terror, are you talking about war on terror, there has been a vague by Pakistani or by US govt. in conjunction with Pakistani govt.?

3. Identities. Any situation involves identities as a component, the identities that the people involved in the situation are enacting. More turmoil in Pakistan, even in the Govt. of Pakistan appears a collapse.

4. Relationship. Any situation involves relationships as a component, the relationship that the people involved enact and contract with each other. Relationship among Pakistan, Afghanistan, and United states: if the United States wants to have discussion, negotiation with Taliban, General Petray says himself that is the right way.

5. Politics. The distribution of social goods: any situation, involves social goods and views. They have been counterproductive what should be done true operation, should be part of political settlements.

6. Connections. In any situation things are connected or disconnected
relevant to or irrelevant to each other, in certain ways. For example, relevant suggestions, what would be successful strategy you look like? It should be talking to all the stakeholders. There should be immediate fire. You can’t have dialogue at the same time with military. What would be appropriate policy from your point of view?

7. **Sign Systems.** Different sign systems (varieties of languages according to situation) as political discourse, political signs are used appropriately. Highest profile politician, extremist, militants, negotiation table Religious signs: this is war against Islam, Muslim countries, Afghanistan; sectarian militant radicalized the Muslim people. Army signs: the extremist forces within Pakistan, Ariel bombardment, fighting terrorist, military operations, bomb blasts and assassination.

**Metaphor in Pakistani Political Context**

Mediatization of the political talks including the political speeches has led to calculate and analyse political talks on regular basis. The political speech analysis of Quaid-e-Azam, Nawaz Sharif, Benazir Bhutto, Tahir-ul-Qadri has been done by the analysts and researchers (Nasir, 2013; Naz, Alvi & Baseer, 2012; Mehd, 2012 etc.).

Additionally, the study conducted by Baseer and Naz, Alvi, (2012) explored the art of linguistic revolve in political speech of Benazir Bhutto, former PM of Pakistan. Analysis of her speeches found on the Hallidian systemic functional linguistics. It is by using the transitivity model. The results vigorously declared that language users use the language either to the social context or the language choices that can vary as their functions varies. It holds different opinions and criticizes the unnecessary use of rhetoric by the politicians of Pakistan and pointed that Pakistani political discourse is filled with words, words, words – the timelessly told tales of the shaheeds and sacrifices. (Naz, Alvi & Baseer, 2012, p.137).

Previously, a little effort has been done on Pakistani political speeches in the field of discourse. There is no major work fond on metaphoric construction and ideology and identity of politicians in Pakistani political discourse. Therefore, the current study bridges the gap of the previous studies and it may be a unique work in Pakistani Political Discourse and can be very helpful for prospective discourse researcher.

**Research Methodology**

The methodology of metaphor analysis typically proceeds by collecting examples of linguistic metaphors used to talk about the topic, generalizing them to the conceptual metaphors they exemplify, and using the results to suggest understandings or thought patterns which construct or constrain people’s beliefs and actions.
Nature of Research

Political discourse is mostly analyzed under the unique umbrella term of critical discourse analysis. Corpus driven methodology has been used for critical analysis of metaphoric construction in Pakistani political discourse. Qualitative research design has been applied for the current study because this approach gives an ample insight to comprehend any phenomenon of interest about which little is known.

Theoretical Framework

Following approaches have been used as theoretical framework:

1. CMA Model
2. Fairclough Nine Properties Model

- **Connective and Argumentation**
  Connect the phrases and show the major topic of discussion

- **Choice of Vocabulary and theme**
  Selection of words and main ideas
  Genres

- **Transitivity**
  Transition of and themes

The words show the hidden meaning
Beyond the reality

3. Gee Seven Building Tasks Model

- **Identities**
  Show the identity of metaphors with target domain

- **Politics**
  Control the situation source domain

- **Relationships**
  Relate the target domain with

- **Connections**
  Show the connection in metaphors and literal meanings.
Multi Approach

Approaches

- Critical Metaphor Analysis
- Fairelough Nine Properties Modal
- Gee’s Building Blocks

Identification

Connective and argumentation

Interpretation

Transitivity and theme

Explanation

Choice of Vocabulary

Metaphors

Identity

Relationship

Politics

Connections
Integration of CDA Approaches

The integrative CDA approaches have been used to analyze the data. These approaches firmly integrate one another. The properties of CMA model, seven building blocks model and nine properties model support to do critical discourse analysis of the speech qualitatively.

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<th>Critical Metaphor Analysis</th>
<th>Seven Building Blocks Model</th>
<th>Nine Properties Model</th>
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Target Population

Political speeches of Politicians from Pakistan Tehreek e Insaf (PTI), Pakistan Muslim League (N), Pakistan People’s Party (PPP), were selected as target population of the study.

Sample Size

Since the researcher cannot analyze all the speeches therefore, the researcher selected 30 speeches as sample of the study from the accessible population. They were further classified as Pakistan Muslim League (N) \( (n = 10) \), Tehreek e Insaf \( (n = 10 \) speeches), Pakistan People’s Party \( (n = 10) \).

Sampling Technique

Since the research is Qualitative in nature therefore, the researcher has used purposive sampling techniques. 30 speeches (10 speeches from each party) of Pakistani political leaders were purposely selected for the research that has large number of metaphors. Speeches were selected which has minimum 5 metaphors. Party representatives were considered, keeping in view the significant position of politician, either within the party or in the National Assembly. The researcher applied non-probability or purposive sampling in the selection of relevant texts in the areas indicated. Purposefully select participants or sites (or documents or visual material) that will best help the researcher understand the problem and the research question,(Creswell,2014). The standard used in choosing participants and sites is whether they are “information rich” (Patton, 1990, p. 169).

Research Instrument

The researcher used corpora of electronic speeches as research instruments to collect the data. The researcher collected 2 years speeches, July 2015 to June 2017 and identified the metaphorical construction from the selected speeches.

Procedure

The researcher personally downloaded the speeches, identified the metaphors and summarized the major themes of the selected political parties from the electronic media. Speeches having maximum metaphors were purposely selected. Only the lines having metaphors from the speech were transcribed in Roman Urdu then translated in English since all the speeches were in Urdu language. The critical discourse analysis of the metaphors was conducted by using multimodal approach. Application of the multimodal approach was discussed with the supervisor and CDA experts of Riphah International University.

Data Analysis
A qualitative content analysis approach was used to meet the objectives and answer the research questions of the study. “A research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005, p.1278 as cited in Zang & Barbara, 2009) This approach was used for the subjective interpretation of the contextual text data using the systematic process of coding, and identifying themes and patterns. The total corpus size was 30 speeches and it spanned over 2 years. The speeches analysis presented according to the source domains of the conceptual metaphors by using Multimodal of CDA.

After collecting the data from electronic media, which was based on 30 speeches, 10 speeches from each party representative, the researcher applied multimodal approach to show the metaphoric construction, ideology and identity of politicians. Different ideologies and identities of selected parties’ representatives have been shown through different approaches qualitatively.

**Findings**

The findings from the metaphor analysis of the political speeches advocate that metaphors are unique in evaluative strengths underlying political attitudes, which do not occur for literally equivalent. Moreover, these priming effects hold across the issues, which suggest that the automaticity affect may be broad-ranging and are quite interesting, particularly considering the metaphors in political speeches.

This study finds that metaphors used by the politician successfully update their political attitudes. In the democratic corpus, democratic speakers apply metaphors more frequently that constitutes the conceptual metaphor. The researcher tried to explain the metaphors from source domain to target domain in political discourse. As Kvassees (2002) narrated that the recipient of the mapping is called the “target domain”. Mapping is the process where practice from the “source domain” is mapped to the “target domain” to make the reasonable abstract target domain to be more concrete. It was found out that Pakistani politicians used antagonistic expressions in source domain. Major political party’s representatives used all metaphors domains to express their ideology and showed the identity of their parties. The researcher tried to meet the objectives of the research by using multimodal approach. It was found that all discussions fulfilled the objectives by applying multimodal approach.

**Metaphoric Construction in Pakistani Political Discourse.** It was found that Pakistani politicians construct metaphors in political speeches persistently. It was observed that politicians constructed metaphors mostly from political domain
and human body domain to show their power in the public. For example, PTI leader said that Nawaz Sharif! “You are Meer Jaffar and Meer Sadiq for this country”. Allah has bestowed my public with the awareness of “Go Nawaz go”. He constructed metaphors from different domains. Similarly, PMLN representative constructed metaphors in his speech as, “I am not the lion but you are the real lions or he said, you are my armed force.” He constructed metaphors to show the loyalty with the public.

Furthermore, PPP leaders constructed metaphors in political speech as, “Nawaz Sharif! You have become political pundit or we will not spare this Mughal Emperor”. It is found that all selected political parties leaders constructed metaphors in their political speeches.

Expressing Ideology & Identity through Metaphors. It was found that politicians of Pakistan presented their ideology and identity in their political speeches through metaphors. They presented their manifestos of the party through metaphor construction and presented their ideology in the public. Dijk (1995) stated that Ideologies are the basic framework of any social cognition or shared by the members of those social groups. It constituted by the relevant selections of socio-cultural ethics and controlled by the ideological schema which represents the self-explanation of that specific group. For example, Sheikh Rasheed said that “Nawaz Sharif is fond of playing with under nineteen”. He constructs metaphor from the sports domain because he was in political gathering of PTI. He constructed metaphors from the sports domain as Imran Khan’s back ground is related to sports (cricket). So the speaker presented his ideology by using register from sports domains. Likewise, Imran Khan presented his ideology as, Muslim League representatives with Punjab umpires. He also used his identity from sports domains by using “umpire”. Same as, the researcher found that PMLN representatives presented their ideology and showed the identity as, “I am not the lion but you are the real lions or you have to bow down the lion”. The speaker presented his ideology and identity by using the word “lion”. Lion is the identity of PMLN party.

The study conducted by Baseer and Naz, Alvi, (2012) explored the art of linguistic revolve in political speech of Benazir Bhutto, former PM of Pakistan. How BB presented her ideology and identity in her political speeches.

It was found that PPP leaders also constructed metaphors to present ideology and identity of the party as, “People who martyrdom us, we tell them that we are not scared of them. Moreover, Zulifqar Ali Bhutto suffered a lot, but he never wrote the book of his sufferings”. In this way, the researcher found that the political speaker showed his ideology and identity of his party by using words,
“martyrdom”, “Zulifqar Ali Bhutto” or “book of sufferings”. So, the researcher found that the politicians presented their ideology and identity in metaphoric construction. Charteris-Black (2004) explained that politicians construct the metaphors to produce their identities. He accomplished that many different metaphors can identify in political corpus but cultural difference influenced the choice of metaphors employed by political speakers.

**Power and Hegemony through Metaphoric Construction.** The researcher of this article found that politicians constructed the metaphors to show the power of their party in the public. Further, it was found that the political leaders hegemonized other party leaders through metaphors construction. It is emphasizes that the power is exercised and enacted in the discourse (Fairclough-2000). It is very much difficult to visualize politics without persuasion. The speaker constructed metaphors from different domains and presented in political speeches. For example, PTI leader, Imran Khan showed his power as, “I will congregate the sea of human on Friday”. Moreover, he constructed metaphors as, “we have organized a jalsa in the “kingdom of Firrown” (Khan, 2016). The speaker showed his power that he would put together the sea of human and he conducted the political gathering in the kingdom of Firown. He also hegemonized the opposition party leader by showing his power. PMLN party leaders constructed the metaphors. For example, Nawaz Sharif said that “we don’t frighten of the jackal’s bullying by the grace of GOD” (Sharif, 2017). Moreover, “we will clean sweep all the parties in next elections”. (Sharif, 2016). The speaker showed his power and hegemony by constructing metaphors “jackal’s bullying” and “clean sweep of all parties” to the opposition leaders.

Furthermore, it was also found that PPP leaders constructed metaphors in the political speeches. For example, the speaker said that “listen kingdom of Raiwind! It is the voice of Lahore that when Bhutto will come in competition then there will be “Dame Dam Mast Calendar”. The speaker constructed metaphors to show his power and hegemony like “kingdom of Raiwind” and “Dam Dam Mast Qalandar” in aggressive way. Moreover, the speaker constructed more metaphors like, “Shehbaz Sharif goodbye to your royal practices” (Zardari, 2016). The speaker showed his power and said to opposition leader forcefully “goodbye to his royal practices”. Beard (2000) narrated that by having this knowledge of how to use the metaphorical expressions and language in a powerful way, any politician could either keep or gain power. The researcher found that political party leaders constructed metaphors in their political speeches to show their power and hegemony to opposition party representatives.
Metaphor as Linguistics Tool Manipulated for Pragmatic Reasons.

The researcher found that political leaders constructed metaphors as linguistic tool and manipulated pragmatically. The speaker used the metaphors pragmatically like, PTI political leader said that “this is city of eagles but vultures and donkeys are ruling over it”. “Nawaz Sharif! You are Meer Jaffar and Meer Sadiq for this country” (Rasheed, 2017). The speaker manipulated language that donkeys are ruling over the eagle’s city and criticized the Government representatives who were from the opposition party. He said that Nawaz Sharif is Meer Jaffar and Meer Sadiq for this country. The speaker manipulated the language and criticized that Nawaz Sharif is rebel and not sincere with the country. Searle (1979) presents the view that metaphors have the pragmatic functions as it also deals with the intended meaning by the speaker, not in the semantic references of the utterance that is mentioned by the presenter. He further argues that all metaphors have functions that cannot be derived by the principle of semantic interpretation. Pragmatics can be provided with the metaphorical interpretation.

PMLN speakers used metaphors and manipulated it for pragmatic grounds like, “don’t block my statement with container”. Another example, “the public of KPK got rid of playing with the bat, they like to ride the lion” (Muqam, 2016). The researcher found that political leaders manipulated language pragmatically by constructing different metaphors like get rid of playing with bat showed that public didn’t want to see the leaders of PTI. Moreover, they like to ride the lion manipulated that people wanted the PMLN leaders. Similarly, the speaker constructed metaphors of block the statement with container. It showed the language manipulation by example block with container as both metaphors presented the opposition party PTI in his speech. PTI blocked the roads in political rally with container so the speaker pragmatically constructed the metaphors to show the intensity of his ideas.

Political leaders from PPP also found in language manipulation by constructing metaphors. For example, “we beat drums that IMF has approved nine hundred million dollars”. Here the speaker didn’t beat the drum but he criticized the opposition leaders who were happy on the approval of loan from IMF. Moreover, “wake up Punjab wake up! Pakistan is burning”. It is found that language manipulation showed pragmatic values and increased the intensity by metaphor construction. Punjab was not sleeping but the speaker manipulated the language and targeted the public of Punjab. Similarly, the speaker used pragmatically Pakistan is burning and used it as linguistic tool. So, the researcher found that political party leaders constructed metaphors as linguistic tool and manipulated it pragmatically. The researcher connected the pragmatic meanings and literal
meanings to show that speaker manipulated the language by constructing metaphors.

Metaphoric Construction Based on Cultural, Social Practices. The researcher found that metaphoric construction by Pakistani politicians based on cultural and social practices. PTI leaders constructed metaphors as, Nawaz Shareef, friend of Moodi. Show baz Sharif or Drama Sharif. The speaker constructed metaphors to show the social and cultural practices like “friend of Moodi”. The speaker attacked on the actions of opposition leader by saying drama Sharif and presented a social practice. Similarly, PTI speakers constructed metaphors based on the practices of the society and culture as, the New Pakistan will be made and this parliament is my political Ka’aba, Shall I like to lock it by myself? This shows that political representative manipulate the minds of the listeners by using social values like political Ka’aba or new Pakistan. The speaker constructed metaphors to accomplish the needs of his message conveyed through metaphoric construction.

The speakers in their political speeches constructed metaphors from social practices and cultural values like they called the bus service as “Jangla Bus” and Nawaz Sharif doesn’t answer the silly question of this child. Jangla bus was connected with the railing on the road sides which presented its social identity and practice that speaker used for metro bus service. Similarly, PPP speakers constructed metaphors to present the social and cultural practices like trees wearing magic hat, pet patwaris, land mafia, belly filled with LPG or mother of democracy. So, the crux of the discussion is that the researcher successfully achieved the objectives of the study by applying multimodal approach and found that Pakistani politicians constructed metaphors frequently in their speeches.

Conclusions

It is concluded that all political leaders of the major selected political parties constructed metaphors to show the power and hegemony. It is noteworthy that no political leader constructed the metaphors out of mind or above the level of audience’s understanding and social practices and cultures. The utterances hint at the conceptual metaphors however, more linguistic examples would be needed to support this claim. Interestingly, democratic speakers applied metaphors to conceptualized citizens and used metaphors as containers. Political speakers used metaphors by using the opposition leader’s name like “Shareefstan” or “Showbaz Sharif” for Nawaz Sharif and Shehbaz Sharif. The speaker used the linguistic tool to construct metaphors skillfully.

These concepts provided well as source domains when conceptualizing other phenomena that are frightening and
uncontrollable. In both languages (Urdu and English), however, there are often alternative ways of conceptualization that can mirror the opinions and aims of the individual. If one does not believe that a certain phenomenon is frightening, one can find other source domain that help paint a different, perhaps more positive, picture of the phenomena in question. Thus, one can use conceptual metaphors as a rhetorical device, something which this study has also taken as reason to transfer metaphor source domains, when possible. It is not possible to draw any general conclusion based on a small-scale study of the sample size of selected party leaders. As the data consisted of a total 30 speeches from 3 major political parties of Pakistan and established metaphors that used two domains, source domain and target domain that can be regarded a high number in a specific material. Although all the speeches were in Urdu language so the selected metaphors lines were translated into English language after Roman Urdu. Although the weight of metaphors in Urdu language was more than English language, yet the researcher has tried to express the ideas and thoughts of the speaker in the analysis.

Recommendations

There may be many aspects of the use of metaphors in political speeches which are yet to be addressed. Some ideas are given bellow for the prospective researchers in the field of CDA especially political discourse.

- A comparative study of metaphors among political party representative may be conducted.
- A comparative study of the use of metaphors in parliamentary speeches and election campaign speeches in public.
- Political influence and propaganda through metaphors.
- Data may be increased on a large scale, as the researcher only selected thirty speeches of three major parties.

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