

Metaphorical Language Use in a Sample of Modern Political Discourse on Iran-West Relations

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Abstract

The present study was carried out with the purpose of examining the role of metaphorical language in the critical discourse analysis (CDA) of political texts based on a modern framework postulated by Kövecses (2015). The corpus of the study consisted of thirty-thousand words chosen as a textual sample to see which source conceptual domains are used and what generic/discursive attributes emerge upon the analysis. It was prepared through systematic random sampling from different editorial articles in Western political magazines on the relations between Iran and the West in the time span of 2010-2019. Then, Critical Metaphor Analysis was used to explain the trend and patterns in the political articles, mostly lending support to previous research by authority figures in critical and political metaphor analysis that metaphors are used in shaping political thinking, in aiding political persuasion, and in steering cognitive scenarios and models towards the shaping of interpretations of the nations as person or body metaphors. Finally, the study lent ample support to this latter view in its textual findings of the conceptual metaphors used. The findings of the study provide foreign language education in general and the EFL classrooms in particular, with some implications for further research.

Keywords: Conceptual metaphor, source domains, political articles, Critical Metaphor Analysis

Introduction

In discourse studies, political discourse is a major area of study. Different facets of policy language have been researched; namely, war and military discourse, media and politics, categorization, evasion, power and ideology, political discourse and metaphor and political discourse in general (Ciaglia, 2013). Such studies suggest the political discourse's multidimensionality and the social goals to which political actors placed their terms.

In recent political history, there can frequently be seen inherent ups and downs and fluctuations to the already tense relations between nations which take new shapes every day, particularly in relation to the strategic decisions that have to be made by one government vis-à-vis another. This tenseness and variable relation is reflected linguistically and discursively in established news outlets like western established political magazines. Such inter-nation relations are revealed in very tell-tale and enlightening ways that allow for numerous ways in which to analyze the discourse of such ideologies (Musolff, 2004). What is also made possible is exploring how discourse is manipulated and structured by the writers towards the accomplishment of political, media, discursive, social and strategic goals more in tune with the profit and gain of

some ideological systems and the detriment of others (Musolff, 2006). This lends itself to adopting a ‘Critical Discourse Analytic’ thinking with one of its prominent discursive and linguistic tools that realizes important discourse-semantic forces in such texts, i.e. metaphor. Since the publication of Lakoff and Johnson’s *Metaphors We Live By* (1980), metaphors in general and conceptual metaphors in particular have been one of the main topics in cognitive linguistics. Conceptual metaphor is a systematic set of correspondences, or mappings, between two domains of experience (see Kövecses 2017). They have been studied from various perspectives that include philosophical, cross-linguistic, grammatical, corpus, cognitive, and psycholinguistic approaches (e.g. Lakoff & Johnson, 1980; Mahon, 1999; Kövecses, Palmer & Dirven, 2003; Stanojević, 2013). It is worth noting that an analysis of conceptual metaphors contributes to the understanding of the culture itself (Lakoff, 1987).

Charteris-Black (2014), refers to metaphor as a means of persuasion in political discourse. Several scholars (Kövecses, 2005; Lakoff & Johnson, 2004; Thompson, 1996) have referred to the important role of metaphors in political discourse. According to Thompson (1996), “politics without metaphors is like fish without water” (p. 185). In fact, metaphors are persuasive, ideological and manipulative tools deployed by politicians to inject a certain understanding into the reader’s cognitive ideology, making him share it through the use of metaphors and other critical-linguistic devices. Furthermore, so far, a bulk of studies have set out to analyze metaphors in political texts (Bednarek, 2005, 2006a; Beer & Landtsheer, 2004; Cammaerts, 2012; Charteris-Black, 2006; Farahani & Adeli Jam, 2019; Hart, 2010, among many others). However, analyzing political texts in the field of critical metaphor analysis using a modern framework, that is, Kövecses’s model (2015), is an under-researched area. Although there are many different models and frameworks of applying critical discourse analysis mitigated with political texts analysis to the texts, Kövecses’s (2015) framework seems to be a more comprehensive and precise conceptual framework, because it brings forth the issue of the influence of context on how metaphors are created, perceived and used. Thus, it can be an accurate tool for analyzing the conceptual metaphors concerning the interrelatedness between language and culture.

Given the significance of metaphors in political discourse analysis and the fact that there has been limited interest in attempting to bring together critical discourse analysis and conceptual metaphor analysis in the interpretation of political texts, the present study was aimed to focus on the metaphors used on Iran-West relations.

Literature Review

Traditionally, metaphor was treated as a linguistic phenomenon, studied within rhetoric, philosophy, and literature studies. In current approaches to metaphor, however, “metaphors have been studied in other fields, such as in cognitive linguistics, psycholinguistics, and social sciences” (Hellsten, 2002, p. 13). In their seminal and influential book, *Metaphors We Live By*, Lakoff and Johnson (1980) talk enlighteningly about the actual function and nature of metaphors: Metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. We have found, on the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature (p. 3).

One of the language-related strategies employed by many political writers towards the delivery of those functions is metaphors. Referring to the considerable political effects of metaphors, some scholars have argued that metaphors are important in the language of foreign policy (Shimko, 2004, on US Desert Storm discourse, as cited in Musolff & Zinken, 2009).

Metaphors are powerful persuasive instruments which, as Hobbes described in his treatise *Leviathan*, can lead ‘the human mind into intellectual and political confusion’ (Hobbes, 1996, p. 36, as cited in Musolff, 2004, p. 1):

[. . .] The Light of humane minds is Perspicuous Words, but by exact definitions first snuffed, and purged from ambiguity; [. . .] And on the contrary, Metaphors, and senseless and ambiguous words, are like *ignes fatui*; and reasoning upon them, is wandering amongst innumerable absurdities; and their end, contention, and sedition, or contempt.

In traditional linguistics, metaphor is regarded as a figure of speech, while in Cognitive Linguistics (CL), it is “a cognitive phenomenon in which people understand abstract target domains in terms of concrete source domains” (Lakoff & Johnson, 1980, p. 8). Metaphor is also culturally dependent, in regard to its cognitive origin (Kövecses, 2005). Charteris-Black (2004) claimed that metaphor is fundamental to CDA as it concerns with creating a consistent view of reality, but was widely ignored in the CDA mainstream. Today, in linguistic circles and in the big area of metaphors, the proponents of cognitive linguistics have focused on political discourse in terms of critical metaphor analysis (CMA). In fact, the methodological potential of CMA “to restore the hidden ideology of metaphors in political discourse” is one of the reasons why CMA has received a lot of attention (Arcimavičienė, 2014, p. 76).

Critical Metaphor Analysis, derived from critical discourse analysis (CDA), is a model proposed by Charteris-Black (2004) that develops a perception of the role of a metaphor in political communication that supports the idea that metaphors appeal to the creation of a leadership style by attracting followers to engage in a specific representation or construction of social reality. He argues that successful and charismatic leaders create metaphors onto which followers project their own meanings and in doing so find a degree of socio-psychological and emotional gratification. This is an epistemological model Charteris-Black drew upon extensively in his studies (Charteris-Black, 2004, 2005, 2007).

The other framework and model, besides Charteris-Black’s model in metaphor analysis, is Kövecses’s newly postulated model (2015). Kövecses’s exhaustive study of metaphorical creativity, which he conducted in a number of his works, proves to be very useful for understanding the emergence of creative metaphors in political discourse. Thus, Kövecses (2005, pp. 259-267) deals with the issue of creativity within the realms of Conceptual metaphor theory and introduces the term “figurative creativity”, which captures three basic cognitive operations: metaphor, metonymy and blending. He (2010b, p. 664) defines metaphorical creativity “as the production and use of conceptual metaphors and/or their linguistic manifestations that are novel or unconventional, explaining that novelty and unconventionality are graded concepts”. The author (2005, 2010a, 2015) identifies three types of metaphorical creativity: creativity based on the source domain, creativity based on the target domain and context-induced creativity. He was among the first scholars who offered a quite extensive study of the issue of context-induced creativity but other scholars have dealt with this issue as well (for instance, Musolff, 2016). Kövecses (2015, p. 99) emphasizes that:

The context is in fact a major source of motivation for the use of novel and unconventional metaphors and identifies five contextual factors that commonly produce unconventional and novel metaphors: 1) the immediate physical setting, 2) what we know about the major entities participating in the discourse, 3) the immediate cultural context, 4) the immediate social setting and 5) the immediate linguistic context.

Furthermore, based on the major areas of human interaction with the world, Kövecses (2017) distinguishes four kinds of contexts: “the situational context, the conceptual-cognitive context, the discourse context and the bodily context” (Kövecses, 2017, pp. 312-316). It is

important to note that these contextual factors do not work independently in real discourse; several of them are found to function in combination and thus influence the use of metaphors in particular discourse situations.

Nartey (2018) in a study critically explored how an independence leader used metaphor to develop a discourse of rebellion towards colonialism and imperialism. The researcher analyzed a series of speeches delivered by Kwame Nkrumah, Pan-African and Ghana's pioneering and independence leader, applying an integration of models that are critical metaphor analysis and membership categorization analysis. This study gave insight towards the use of language in the context of rebellion and activism, thus illustrating that using metaphor by political actors supports deceptive and/or ideological purposes (instead of having a literary/stylistic effect) and showing that metaphor is important to the persuasive power of a leader.

More recently, Aljukić (2019) in a study examined the rise of metaphorical imagination from the creative development of a single walking travel metaphor used in British political discourse to conceptualize the Brexit. Three incidents of creative metaphors have been studied at the level of conceptual realms and metaphor situations, using the cognitive linguistic theory of conceptual metaphor, and metaphorical stories triggered by such metaphors which seem to be important for the full understanding of creative metaphors. Particular attention has been given to contextual factors that inspire the advent of the walking travel metaphor imaginative instances, and the rhetorical intensity with which they influenced political reality.

In the context of Iran, Farahani and Adeli Jam (2019) carried out a study with the purpose of examining the role of metaphorical language in the critical discourse analysis (CDA) of political texts based on the CDA framework and attitudinal model of appraisal theory. Here is an excerpt of their study:

According to CDA, the categories of deception, power relations, manipulation, authority, legitimation, and ideology were considered in the analysis of the texts and, concerning attitudinal resources, judgment, appreciation, and affect were gauged. The corpus of this study consisted of different editorial articles in Western political magazines on the relations between the I.R. of Iran and the West in the time span of 2010-2017. The results of both content analysis and chi-square test tended to approve the significant use of metaphors in the texts with regard to both discursive and attitudinal resources. Regarding the former, deception, power relations, manipulation, and authority gained the highest frequency while with respect to the latter, judgment and appreciation were implemented more frequently (p. 17).

Based on this brief review of the literature and to the best of the researchers' knowledge, there has been no study so far to critically investigate conceptual metaphors in modern political discourse on Iran-West relations. Therefore, our knowledge of these concepts is premature and so, to gain more information about the above-mentioned key concepts, the present study attempted to explore conceptual metaphors utilized in a sample of modern political discourse on Iran-West relations through Kövecses's framework (2015). Thus, the following research question was addressed:

Q. What is the role of conceptual metaphors in structuring political media discourse based on CDA framework?

Method

Design

This study adopted a critical discourse analysis of the language used in the magazines written by journalists ideologically opposed to Iran. In fact, the analysis of the selected political magazines provided the researchers with sufficient data to examine the role of socio-political

beliefs and ideologies in arriving at comprehension of some of the significant political conflicts creating opposing political views, beliefs, and cultural values. The sampling used was purposive sampling, also known as judgmental or subjective sampling which is a kind of non-probability sampling technique.

Corpus

The corpus of this study included different articles in western established political magazines, that is, Time, The New York Times, Newsweek, Orient net, Washington Post, Daily Mail, Huffington Post, and BBC which usually include articles about the relations between Iran and the West. For the purposes of the study, the articles published in the time span of 2010-2019 were analyzed regarding metaphorical language use. The reason for the selection of articles from the aforementioned magazines was that they are regarded as the leading magazines in the West in terms of circulation, and the basic rationale for the mentioned time span was that within this period there were crucial discursive events such as nuclear negotiations--which was a hot topic in the Iranian as well as international media—which could be exploited for evaluating and collecting data. Actually, this particular period of time would render a dynamic picture of how the Iran-West relations were discursively developed in the texts.

Procedures

In order to gauge the role of conceptual metaphors in structuring media discourse, the framework postulated by Kövecses (2015) was used. The rationale for using this model was to furnish the conceptual metaphors with the political meaning and message that they are delivering. The framework situated within an understanding of linguistic, pragmatic and cognitive approaches. In general, this framework focuses on the intention of the speaker/writer with regard to the creation and promotion of metaphorical representations. Based on this model, analysis of conceptual metaphors contributes to the understanding of the culture itself (Kövecses 2015), hence the gist of metaphor analysis embedded in culture and pragmatics. Kövecses's framework (2015) is a multi-dimensional model to metaphor analysis that aims to reveal the covert ideological intentions of language users with taking a deep look at various aspects such as context and pragmatics. For purposes of the current study, there was a necessity to narrow down the model and just to focus on one aspect as follows:

The point of departure for finding the instances of metaphor in the political corpus of the study was through the 'conceptual mapping' theory of metaphor (also known as Cognitive Theory of Metaphor or Domain Mapping) within which a wording is an instance of metaphor when there is a 'source domain' from which the 'target domain' borrows, to say something more strongly and effectively than normal non-metaphorical wording would. In other words, in a conceptual metaphor, certain elements and the relations in a domain are mapped onto another domain. The domain, from which they are mapped is called the "source domain" and the domain onto which they are mapped is called the "target domain". Thus, the analysis proceeded to specify the source domain and target domain of each conceptual metaphor and classify the results in a number of tables containing the five categories of analysis proposed in the mentioned theory, that is, 'Linguistic Metaphorical Expression', 'Meaning in Context', 'Target domain', 'Source Domain', and 'Conceptual Metaphor'.

It is to be added here that conceptual metaphors of the corpus were identified and highlighted by three different people, that is, the researcher, the supervisor, and a university of Tabriz highly capable team, well-trained in conceptual metaphors, based on the framework under study. This ensured a high amount of reliability. Although the inter-rater reliability according to

Cohen's Kappa inter-rater reliability index was reported ($\kappa = .91$), actually the re-analysis and re-identification by the second and third analysts added a lot of conceptual metaphors that might have otherwise escaped notice or been felt too conventional.

Results and Discussion

In the following tables, the results of the analysis of CMs in the 8 political articles comprising 30,000-word corpus are presented. For reasons of space, only a selection of all the CMs analysed in each article are brought out.

Article 1: *The U.S. and Iran are heading toward crisis: Washington Post, July 19, 2017*

Table 1. *A Sample of the CMs used in the Washington Post's Article 'the U.S. and Iran are heading toward crisis'*

The Linguistic Metaphorical Expression	Meaning in Context	Target Domain	Source Domain	Conceptual Metaphor
The US and Iran <u>are heading toward</u> crisis	Crisis will soon happen to the US and Iran	An imminent negative eventuality	Journey	INTERNATIONAL RELATIONS ARE A JOURNEY
<u>Collision course</u>	Crisis will soon happen to two bodies in interaction	An imminent negative eventuality resembling a collision	Rapid and reckless Movement or speed	IMMINENT CONFLICT IS COLLISION
<u>Iran's compliance with the deal</u>	Iran as a human being agreeing with the deal	Consenting of a country with something	OM: The human being	COUNTRIES ARE HUMAN BEINGS
Trump assented to <u>the move</u>	Trump agreed to this action	An action or decision	Physical movement	ACTIONS ARE PHYSICAL STEPS OR MOVEMENT
<u>Malign activities</u>	Bad, wicked and harmful activities	Bad and chronically harmful behaviour	Diseases and bad medical conditions	PERSISTENTLY HARMFUL AND BAD BEHAVIOR IS A SERIOUS DISEASE
Trump reportedly <u>fumed</u> at	Trump expressed great anger at	Extreme anger	Fire	ANGER IS FIRE
Allies see the deal as an effective <u>curb</u> on Iran's ambitions	The deal is a restriction or limitation.	restriction	Physical barrier	A LIMITATING CONTROL IS PHYSICAL BARRIER

<u>Tehran's putative nuclear ambitions</u>	Tehran is a human being with a strong desire to attain nuclear power	Strong desire, enthusiasm	OM: The human being	(Metonymy) THE CAPITALS OF STATES ARE THE POLITICIANS OF THAT STATE STATES ARE HUMAN BEINGS
<u>Iran's other troublesome behaviors</u>	Iran as a human being has annoying manners	Irritating actions and manners	OM: The human being	STATES ARE HUMAN BEINGS
<u>withdrawing from the deal</u>	Moving back or away from the deal	Deciding to stop being committed to or following something	War	DEALS AND OFFICIAL AGREEMENTS ARE WARS

Article 2: *How Trump can confront Iran without blowing up the nuclear deal:*
Washington Post, August 6, 2017

Table 2. A Sample of the CMs used in 'How Trump can confront Iran without blowing up the nuclear deal'

The Linguistic Metaphorical Expression	Meaning in Context	Target Domain	Source Domain	Conceptual Metaphor
<u>How Trump can confront Iran</u>	Deal with Iran as if the country Iran is a person	Dealing with and confronting a country in a serious and deterring way	OM: (Iran as) Human being	STATES ARE HUMAN BEINGS
<u>without blowing up the nuclear deal</u>	Completely destroying the nuclear deal	Events and actions: Destroying	Forces: Blowing something up (is completely destroying it)	COMPLETE DESTRUCTION IS EXPLOSION
<u>Iran is complying with the nuclear deal</u>	The Iranian Politicians are behaving true to the nuclear agreement	Politics And: Events and actions	Games and Sport And: Business	COUNTRIES ARE HUMAN BEINGS
<u>when that question comes before him</u>	When he has to answer the question and cannot evade	Events and actions: Having but to answer a	Forces: And: (OM): Human	QUESTIONS ARE HUMAN BEINGS

	answering	question	being Movement and direction	
<u>blowing up the deal and the U.S.-Iran relationship</u>	Completely destroying the U.S.-Iran relationship	Events and actions: Destroying completely And: Human relationships	Forces: Blowing something up (is completely destroying it)	COMPLETE DESTRUCTION IS EXPLOSION And: STATES ARE HUMAN BEINGS
<u>Iran's violations</u>	The politicians and decision makers in Iran fail to act on parts of the deal	Politics Events and actions (action of violating something, some law)	OM: The human being	STATES ARE HUMAN BEINGS
<u>provoking the deal's collapse</u>	Doing something that would destroy the deal by making the decision makers act angrily	Events and actions (provocative behaviour; tearing down a building)	OM: the human being And: Buildings	A POLITICAL DEAL IS A HUMAN BEING (that can be provoked) And: A POLITICAL DEAL IS A BUILDING (that can collapse)
<u>the international effort to confront Iran's regional expansion, support for terrorism and other mischief</u>	Politicians in all countries are trying to	Politics Events and actions	OM: the human being	STATES ARE HUMAN BEINGS
the international effort <u>to confront</u> Iran's regional expansion, support for terrorism and other mischief.	Politicians in all countries are trying to	Politics Events and actions (behaviour and action: confronting someone, dealing with them seriously)	OM: the human being	STATES ARE HUMAN BEINGS
the international effort to confront <u>Iran's regional expansion, support for terrorism and other mischief.</u>	Iranian politicians' support for terrorism and other nefarious things they do	Politics Events and actions (Behaviour: rogue behaviour)	OM: the human being	STATES ARE HUMAN BEINGS And: ROGUE STATES ARE (NAUGHTY) CHILDREN

Article 3: *There Is No Peace in the Middle East without Iran: Huffington Post, May 31, 2017***Table 3.** *A Sample of the CMs used in 'There Is No Peace in the Middle East without Iran'*

The Linguistic Metaphorical Expression	Meaning in Context	Target Domain	Source Domain	Conceptual Metaphor
<u>open up Iran</u> further to the rest of the world	Make the country have free and unproblematic relationships with all the world	Events and actions Making free and unproblematic relationships between countries possible	Doors / gates And: OM: human being (walking through an open door)	OPEN DOORS ARE FREEDOM And: COUNTRIES ARE HUMAN BEINGS
<u>Accusing Iran of</u> factually incorrect actions	Accusing the Iranian decision makers and politicians of.....	Morality	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>Blaming Iran for</u> the Saudi attack on Yemen	Blaming the Iranian decision makers and politicians for.....	Morality	OM: the human being	COUNTRIES ARE HUMAN BEINGS
Iran is essential to the peace process and <u>cannot be ignored.</u>	The importance of Iranian decision makers and politicians cannot...	(mental) Events and actions: Ignoring	OM: the human being	COUNTRIES ARE HUMAN BEINGS (that can be ignored)
Iran stands on its two feet	The country Iran is independent	Events and actions Human relationships	The human body (Human feet) OM: the human being	(STANDING ON) TWO FEET IS INDEPENDENCE And: COUNTRIES ARE HUMAN BEINGS
<u>Iran would not have collapsed within six months</u>	The country Iran would not have been destroyed....	Events and actions: Destruction	Buildings	COUNTRIES ARE BUILDINGS
<u>Strangling Iran economically</u> for a decennia	Putting extreme pressure on the economy of Iran to the point	Economy	Forces (stranglin) Health and illness	COUNTRIES ARE HUMAN BEINGS (who can be strangled)

	of failing		OM: the human being	
The implementation of the agreement is happening, <u>without the United States</u>	Without the approval of the decision makers and politicians of the US	Politics	OM: human beings	COUNTRIES ARE HUMAN BEINGS
blaming Iran is dangerous	Blaming the Iranian decision makers and politicians	Morality	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>Iran deserves to be respected</u> for what it is	Respecting the Iranian people, decision makers and politicians for.....	Morality	OM: the human being	COUNTRIES ARE HUMAN BEINGS

Article 4: A look at Iran's presidential candidates: Daily Mail, May 19, 2017

Table 4. A Sample of the CMs Used in 'A look at Iran's presidential candidates'

The Linguistic Metaphorical Expression	Meaning in Context	Target Domain	Source Domain	Conceptual Metaphor
The contest	The elections	Politics (elections) Political events	Sports contests (Games and Sport)	ELECTIONS AND OTHER POLITICAL RIVALRIES ARE SPORTS CONTESTS
<u>pave the way for the country's nuclear deal</u> with world powers.	Made possible the nuclear deal	Politics Actions (facilitating something)	Roads (buildings and construction)	POLITICAL PROBLEMS ARE UNPAVED ROADS
President Hassan Rouhani is <u>widely seen as the front-runner</u>	Seen as a candidate with the best chance	Politics Political candidate with the highest chance	Running contest (games and sport)	POLITICAL CAMPAIGNS ARE RUNNING CONTESTS Or: ELECTORAL CANDIDATES ARE RUNNERS

Two other candidates <u>also are running</u>are taking part in the elections	Politics Political candidates participating in elections	Running contest (games and sport)	POLITICAL CAMPAIGNS ARE RUNNING CONTESTS Or: ELECTORAL CANDIDATES ARE RUNNERS
in exchange for relief <u>from crippling international sanctions</u>	International sanctions that cause Iranians a lot of day-to-day life problems	Life and death (illness) Being crippled by something	OM: human beings	COUNTRIES ARE HUMAN BEINGS (that can be crippled) Or: INTERNATIONAL FINANCIAL SANCTIONS CAN BE INJURY OR ILLNESS
<u>Iran has doubled its oil exports</u>	Iranian decision makers and politicians.....	Politics Actions	OM: human beings	COUNTRIES ARE HUMAN BEINGS
<u>Iran has inked multi-billion-dollar aircraft deals</u> with Boeing and Airbus	Iranian decision makers and politicians.....	Politics Actions	OM: human beings	COUNTRIES ARE HUMAN BEINGS
He has vowed to <u>combat poverty and corruption.</u>	He has vowed to reduce the bad effects and harm coming from poverty and corruption	Economy Society / nation Politics	War (combat) OM: human beings (human enemies)	SOCIAL PROBLEMS (i.e. POVERTY/CORRUPTION) ARE ENEMIES
<u>his candidacy also has revived</u> the controversy	his candidacy also has caused the long-forgotten controversy to become a talking point again	Communication Events (bringing alive an issue long forgotten)	OM: Human beings (that are unconscious)	CONTROVERSIES ARE HUMAN BEINGS (who are ill or unconscious)
<u>one of the darkest moments</u> of Iran's post-revolution history	One of the most saddening moments	Emotion	Light and darkness	DARK IS SAD

Article 5: How Iran fell out with the West: BBC News, July 17, 2015**Table 5.** *A Sample of the CMs Used in ‘How Iran fell out with the West’*

The Linguistic Metaphorical Expression	Meaning in Context	Target Domain	Source Domain	Conceptual Metaphor
Saddam Hussein in <u>neighbouring</u> Iraq	In the country Iraq that shares a border with Iran	Society / Nation	Person / Family (neighbour)	COUNTRIES SHARING A BORDER ARE NEIGHBOURS
Saddam Hussein was <u>quietly</u> and methodically preparing to invade Iran.	Without allowing the media and intelligence services to know	Politics (information for media and intelligence services) Actions	Properties of objects and forces in movement : sound	AWARENESS / KNOWLEDGE IS LOUD
the Americans had given up any hope of <u>reversing the revolution</u>	Of making the revolution null and go back to the previous regime	Politics (a revolution)	Vehicle (gears)	A POLITICAL UPHEAVAL IS (A GEAR ON) A VEHICLE
the <u>main</u> US <u>preoccupation</u> at the time	The main preoccupation of American decision makers and politicians	Emotion	OM: human beings	COUNTRIES ARE HUMAN BEINGS
<u>plunge the two countries into an obsessive crisis</u> in relations	cause the two countries to experience a crisis they cannot save themselves from	Events and actions (being suddenly faced with a crisis)	Forces (plunging ; of swimming human beings)	COUNTRIES ARE (SWIMMING) HUMAN BEINGS
crisis in relations from which <u>they have yet to emerge</u>	They have yet to save themselves from	Events and actions (saving oneself from crisis)	Forces (emerging from beneath the water)	COUNTRIES ARE (SWIMMING) HUMAN BEINGS
<u>a coup engineered by the CIA</u> and the British	A coup that was designed and planned by....	Politics (Planning a coup)	Machines and tools (engineering)	POLITICS IS A MACHINE/TOOL

as the Islamist trend <u>strengthened its grip.</u>	Became stronger and more popular	Religion Religious trend	OM: human beings (the fist)	RELIGIOUS TRENDS ARE HUMAN BEINGS
the hard-liners in Tehran <u>had to be on board</u>	Had to be informed and made to feel as if they are on the team as well and engaged in all actions and decisions	Relationships Communication Politics	Ship	A POLITICAL TEAM IS A SHIP
The US was <u>selling arms to Iran, via Israel of all people</u>	The decision makers and politicians in the US were selling arms to those in Iran, via those in Israel of all people	Politics Communication	OM: human beings	COUNTRIES ARE HUMAN BEINGS

Article 6: *Five of Mahmoud Ahmadinejad's Weirdest Conspiracy Theories*: Newsweek, April 12, 2017

Table 6. A Sample of the CMs Used in 'Five of Mahmoud Ahmadinejad's Weirdest Conspiracy Theories'

The Linguistic Metaphorical Expression	Contextual Meaning	Target Domain	Source Domain	Conceptual Metaphor
Ahmadinejad had previously said <u>he would not stand</u>	He would not participate in the elections	Politics (The elections)	The human body	POLITICS IS THE HUMAN BODY (RUNNING FOR THE ELECTIONS IS STANDING)
He had discouraged Ahmadinejad <u>from running.</u> taking part in the elections	Politics Political candidates participating in elections	Running contest (games and sport)	POLITICAL CAMPAIGNS ARE RUNNING CONTESTS Or: ELECTORAL CANDIDATES ARE RUNNERS

a landmark 2015 nuclear agreement that <u>lifted crippling economic sanctions</u>	Lifted International sanctions that cause people a lot of day-to-day life problems	Life and death (illness) Being crippled by something	OM: human beings	COUNTRIES ARE HUMAN BEINGS (that can be crippled) Or: INTERNATIONAL FINANCIAL SANCTIONS CAN BE INJURY OR ILLNESS
have not <u>yet rallied around</u> one candidate against Rouhani	Have not yet gathered around one	Politics Society / nation (joining and gathering around one electoral candidate as support)	War (rallying around one commander and army)	POLITICS IS WAR
As many as eight <u>candidates could stand</u>	Could participate in the elections	Politics (The elections)	The human body	POLITICS IS THE HUMAN BODY (RUNNING FOR THE ELECTIONS IS STANDING)
moves to disqualify some <u>from running</u> taking part in the elections	Politics Political candidates participating in elections	Running contest (games and sport)	POLITICAL CAMPAIGNS ARE RUNNING CONTESTS Or: ELECTORAL CANDIDATES ARE RUNNERS
one of his former deputies who has <u>also thrown his name into the ring.</u>	Decided to participate in the elections	Politics Elections	Sports contests (boxing)	POLITICS IS SPORTS CONTEST
His two terms as president <u>were peppered with</u> outlandish statements	Were filled with	Emotion Communication (speech one tries to make more exciting by filling it with a quality)	Cooking and food	POLITICS IS COOKING (POLITICAL ACTION/DECISION IS FOOD)
As he <u>rides back into the political fire</u> in Tehran	As he confidently comes back into the center of political controversy	Politics (political controversy and opposition)	Fire Horse riding	POLITICS IS FIRE POLITICIANS ARE WARRIORS ON HORSEBACK

	and heat			
threatening to shape the election's outcome	To make the elections turn out the way he wants	Politics Actions	Forces: Mechanical, Shaping by hand	POLITICS IS AN OBJECT

Article 7: Turmoil in the Middle East Is Setting Up Some Strange Bedfellows: Newsweek, August 5, 2014

Table 7. A Sample of the CMs Used in 'Turmoil in the Middle East Is Setting Up Some Strange Bedfellows'

The Linguistic Metaphorical Expression	Contextual Meaning	Target Domain	Source Domain	Conceptual Metaphor
Turmoil in the Middle East Is Setting Up Some Strange Bedfellows	Is making unlikely alliances be established between states otherwise hostile to each other	Politics Relationships	Human relationships (love)	POLITICAL ALLIANCES ARE ROMANTIC RELATIONSHIPS
the romance between Iran and Hamas is at full bloom again	The very friendly relations between Iran and Hamas ...	Politics Relationships	Human relationships (love) OM: Human beings	POLITICAL ALLIANCES ARE ROMANTIC RELATIONSHIPS (allied) COUNTRIES ARE HUMAN BEINGS (in a romantic relationship)
the romance between Iran and Hamas is at full bloom again	the politicians and decision makers in Iran and those in Hamas ...	Politics	OM: the human being	(allied) COUNTRIES / POLITICAL PARTIES ARE HUMAN BEINGS (in a relationship)
put the Hamas alliance with Iran to the test	the politicians and decision makers in Iran and those in Hamas ...	Politics	OM: the human being	COUNTRIES / POLITICAL PARTIES ARE HUMAN BEINGS
President Bashar Assad was slaughtering the	Was killing the rebels in large numbers and	Life and death Actions (killing in large	Animals (slaughtering)	HUMAN BEINGS ARE ANIMALS

rebels	like animals	numbers like animals)		
Assad's top backer, <u>Iran</u> , was Hamas's most-prized ally	the politicians and decision makers in Iran and those in Hamas ...	Politics	OM: the human being	COUNTRIES / POLITICAL PARTIES ARE HUMAN BEINGS
a period of <u>major friction</u> with Iran	Major disagreement and frequent hostility	Relationships (Major disagreement and frequent hostility)	Basic entities: Surfaces: Properties of surfaces	A (GOOD) RELATIONSHIP IS A (SMOOTH) ROAD/SURFACE
above all losing its <u>major backer</u> , <u>Egypt</u>	the politicians and decision makers in Egypt	Politics	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>It</u> has called on the world's Muslims to send weapons to Gaza	the politicians and decision makers in Iran have called on.....	Politics	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>their marriage of convenience</u> is alive and well.	The relationship between Iran and Hamas is based on the expedients of both sides	Politics Relationships	Human relationships (love)	POLITICAL ALLIANCES ARE ROMANTIC RELATIONSHIPS

Article 8: *Why the Iran-Russia Relationship Is So Uneasy*: Newsweek, October 21, 2016

Table 8. A Sample of the CMs Used in '*Why the Iran-Russia Relationship Is So Uneasy*'

The Linguistic Metaphorical Expression	Contextual Meaning	Target Domain	Source Domain	Conceptual Metaphor
Why <u>the Iran-Russia Relationship</u> Is So Uneasy	the alliance and relationship between politicians and decision makers in Iran and Russia	Politics Relationships	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>Russia</u> froze the S-	The politicians	Politics	OM: the	COUNTRIES ARE

300 missile deal	and decision makers in Russia	Actions	human being	HUMAN BEINGS
<u>Russia</u> has allied itself with the Iran-led Shia axis in the Middle East	The politicians and decision makers in Russia	Politics Relationships	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>Russia</u> has returned to the Middle East as a major and active player	The politicians and decision makers in Russia	Politics Relationships	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>Russia</u> has returned to the Middle East as a major and active player	The decision makers and politicians in Russia..... as major and active players	Politics (human/community roles)	Sports OM: human beings	COUNTRIES ARE HUMAN BEINGS (AND PLAYERS IN A SPORTS CONTEST)
<u>Russia</u> seeks to take advantage of the new post-Arab Spring situation	The politicians and decision makers in Russia seek to...	Politics Thought intention =	OM: the human being	COUNTRIES ARE HUMAN BEINGS
<u>Russia's</u> intervention in Eastern Ukraine	The politicians and decision makers in Russia	Politics Action: (intervention of a person)	OM: the human being	COUNTRIES ARE HUMAN BEINGS
trade opportunities for <u>the struggling Russian economy</u>	The Russian economy that is not in a good condition now	Economy	OM: the human being	(MALFUNCTIONING) ECONOMIES ARE (STRUGGLING) HUMAN BEINGS
<u>Russia, Syria, Iraq and Iran</u> formed an anti-ISIS coalition	The politicians and decision makers in Russia, Syria...	Politics Actions	OM: the human being	COUNTRIES ARE HUMAN BEINGS
an anti-ISIS <u>coalition</u> , one that in fact <u>opposed</u> all Sunni Islamists	The politicians and decision makers from various states creating a coalition	Politics	OM: the human being	POLITICAL ALLIANCES ARE HUMAN BEINGS

In the 30,000-word political corpus analysed, more than half of the CMs were ontological metaphors and a metonymic or a metaphorical use of HUMAN BEINGS as their conceptual SD in their cognitive model. Furthermore, in many of such CMs, we have a version of STATES (COUNTRIES) ARE HUMAN BEINGS metaphor. But also we have other interesting recourses made to this SD, like in DEALS/AGREEMENTS ARE HUMAN BEINGS metaphor (e.g. in

articles 1, 2, and 4), with the issue of political and nuclear ‘deals’ a major theme running through the texts, lending support to Kovecses’s (2015) Pressure of Coherence (to approach talking about ‘deals’ from many angles as demanded by contextual forces). Following the theory, we see ‘deals’ talked about metaphorically using the SD of SHIPS, BUILDING, and other SDs too, with some instances of POLITICAL DEALS ARE SHIPS metaphor, of POLITICAL DEALS ARE BUILDINGS, and of POLITICAL DEALS ARE OBJECTS IN A SCRAP YARD metaphor (Table 2), all lending support to the theory of Pressure of Coherence by Kovecses, casting political deals in many different guises, to trigger different cognitive interpretations in the reader.

Even when there are fewer CMs used in some articles, as in the case of Table 4, there are some creative and interesting ones, such as the CONTROVERSIES ARE HUMAN BEINGS and SOCIAL PROBLEMS (i.e. POVERTY / CORRUPTION) ARE ENEMIES metaphors and some instances using sports/running contests as SD, as in the POLITICAL CAMPAIGNS ARE RUNNING CONTESTS, ELECTORAL CANDIDATES ARE RUNNERS. Even so, the familiar COUNTRIES ARE HUMAN BEINGS metaphor crops up among this few, and some interesting ones use a CONTROVERSIES ARE HUMAN BEINGS metaphor. Considering ENEMIES ultimately as a version of the human beings SD, we come out with the picture given above.

This shows that even when writers use a variety of other SDs and TDs, political writing still seems to necessitate such an ideological patterning of nation states as discussed above, since they need to extend such an undifferentiated and collective agentive role to countries /states when they talk about them, with SOCIAL PROBLEMS portrayed as ENEMIES and CONTROVERSIES metaphorically re-mapped as HUMAN BEINGS who are ill or unconscious and need ‘reviving’.

In relation to the SD of human beings, the CM analysed in number 10 of Table 5 is very interesting. It is a version of COUNTRIES ARE HUMAN BEINGS metaphor again, but the linguistic metaphorical expression evidencing it, *The US was selling arms to Iran, via Israel of all people*, uses the CM in a complex mega-metaphorical way, relying on the linguistic metaphor part of the CM in a conscious way by emphasizing the last part *Israel of all people*. Thus, we have three instances of one CM in one clause, using the three countries *the US, Iran, and Israel*, all as if they are human agents in a marked way, as if forcefully demanding such cognitive integration for the reader.

Such extensive recourse to OMs by different political articles writers seems to establish that writers-in-hire of political articles constantly fall back on human beings as SD not just to talk about COUNTRIES/STATES but also about entities as diverse as DEALS, CONTROVERSIES, SOCIAL PROBLEMS, RELIGION and RELIGIOUS DIFFERENCES, etc. One could argue that this wide range of TDs shows that human beings offer the best SD to the writers, in lieu of some reasons and forces in discourse.

One minor comment the data lead us to make is that skilled writers of political articles, seem to make use of a more diverse range of SDs, and resulting CMs, in their writings. What is interesting in this case is the limited use such writers sometimes make of HUMAN BEINGS as SD and the more frequent use they make of inanimate entities instead.

In table 7 above, there are many prominent aspects to the text and the CMs analysed in the table that, according to a CMA outlook, are consciously used by the writer to certain political and critical ends. One interesting fact is that the writer’s very first CM in the text and the very last one with which he closes his writing are one and the same POLITICAL ALLIANCES ARE ROMANTIC RELATIONSHIPS metaphor. Between these two, many other CMs are sandwiched, especially different versions of the given and familiar CMs such as COUNTRIES ARE HUMAN BEINGS metaphor.

In table 8, majority of the CMs analysed in the article, use OMs and a metonymic or a metaphorical use of HUMAN BEINGS in their cognitive model. This is a very important finding in relation to political texts that deal with the international relations between controversially opposed world powers. Generally, there are very insightful works on extending CM research to areas of Applied Linguistics (Cameron, 2003; Farahani & Adeli Jam, 2019; Low, 1988). One major attempt in this regard is Cameron's *Metaphor in Educational Discourse* (Cameron, 2003) in which she offers an applied linguistics approach to metaphor in discourse. Similarly, as a crucial and central issue in this respect, she talks about how to research metaphor in classroom discourse and the linguistic form of metaphor in classroom discourse. She also talks about deliberate and conventionalized metaphor in classroom discourse and integrating metaphor itself in classroom activity. What we agree about is her belief 'that before approaching metaphor in classroom discourse and integrating it in classroom activity, one (the educator/ESL teacher) needs to be trained and well-informed on researching metaphor interpretation and metaphors in text'.

Conclusions

As discussed above, the writers portray and manipulate a certain picture of politics through discourse by using the existing cognitive models of their readership to certain media and political ends in line with the maintenance of power relations and potential lengthening of the political/economic status quo and journalistic safeguards. Our comments are also reflected in the literature in different guises and voices, for example by Koller (2004), Kovecses (2009), Lakoff (1996), Musolff (2004, 2006, 2010, 2012), Cammaerts (2012), Eubanks (2000), and very forcefully by Goatly (2007), among others. To bring our CMA comments to a close, political articles have immediate social, ideological, political, and economic functions to discharge when faced with their readership. Thus, language and discourse need to be manipulated and used par excellence, without fault, so that certain ideological, political and economic powers are maintained.

As for pedagogical implications, providing EFL learners with insights from Cognitive Linguistics is crucial for both researchers and language teachers in the EFL classroom. In fact, through conceptual metaphor analysis as has been done with the current corpus, we can argue, like many previous researchers, that conceptual metaphors play insightful roles in classroom critical/discursive meaning-making practices and processes and, therefore, would merit consideration in the EFL contexts. To be more specific, the current study has some implications for the practice of critical metaphor analysis in EFL classrooms. One implication is to develop the practical and facilitated analysis in our tables above in order to offer foreign language education and educators a facilitated glimpse into how to quickly acquaint themselves with both the theory and practice of CMs, and then probably use a version of these tables in their own teaching, especially for teaching upper-intermediate and advanced writing and reading. Another implication is for teacher educators--they can help student teachers get a more comprehensive understanding of discourse, particularly political discourse, by attending to both metaphors and the specific genres such as political texts. The understanding of different features in metaphors can foster a better understanding the wider social, ideological and power issues in political texts. In general, critically studying metaphors in various genres can lead to the advancement of language consciousness and provide language learners with more control over their own language production as well as a better understanding of how metaphors are manifested in others' the language use.

Like any other qualitative discourse analytic study, this study might suffer from a number of limitations. First of all, it might be argued that the metaphors identified and analyzed in a specific sub-genre, such as the one this study restricts itself to, can very well be in use in other semantic and contextual chains in other genres and discourses (Musolff & Zinken, 2009). This limitation, expectedly, was the result of time, personal and scope constraints that robbed the researchers of going beyond the one sub-genre they focused on to forge linkages between the metaphors they brought out and those in other compared genres. Another obvious limitation is the limited corpus size and number of articles subjected to analysis. Needless to add, these limitations urge the conduction of further research with a more refined design and a complementary perspective to provide more insight on the field.

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