

Metaphors used in inaugural addresses made by the US presidents \ Ấn dụ trong các bài phát biểu nhậm chức của các tổng thống Mỹ . M.A Thesis Linguistics: \ Phạm Thị Mai Oanh

1. Rationale

The use of metaphor as a part of figurative language aims to help the listeners to visualize what is meant by a phrase or expression. Politicians use language to persuade people that their thoughts, aims and ideas are equitable and to make their point clear and vivid to the people. The president's inaugural addresses are delivered to show the president's responsibility for the people's desires and demands, to gain the people's support for the new government. Therefore, presidents have to use rhetorical strategies to convince their citizens and metaphor is one of the rhetorical strategies which are found to be commonly used in inaugural addresses. Thus, I would like to conduct a study on the use of metaphor in inaugural addresses made by the US presidents to find out what types of metaphor are commonly used and how effective they are.

1. Aims of the study

This study was conducted to fulfill the following aims:

- to provide knowledge about conceptual metaphor from Lakoff and Johnson's perspective.
- to investigate the use of conceptual metaphor in inaugural addresses made by the US presidents and the implicit emotional influence of these metaphors on the audience.

These aims of the study were achieved via the following research question:

What types of conceptual metaphors are used in inaugural addresses made by the US presidents?

3. Scope of the study

Within this paper, I would like to focus my attention on theories of metaphor. Cognitive theory about metaphor developed by Lakoff and Johnson will be presented in details in terms of definition, nature, components and classification. Then four

inaugural addresses made by George H. W. Bush (1989), William Bill Clinton (1993), George W. Bush (2001) and Barak Obama (2009) are analyzed using Lakoff and Johnson's theory to find out typical conceptual metaphors in these speeches.

4. Methods of the study

A combination of both descriptive and explanatory methods was applied to carry out this study. These two methods were used to collect data different books and other sources available, describe the collected information and analyze the inaugural addresses. The study was conducted as follows:

Firstly, data was collected from different books, websites about metaphor in English.

Secondly, the collected information was synthesized and categorized.

Finally, the inaugural addresses were analyzed in terms of metaphor.

5. Design of the study

This study consists of three parts. Part A, entitled "INTRODUCTION", presents the rationale, aims, scope, methods and design of the study. Part B, entitled "DEVELOPMENT" comprises two main chapters. Chapter 1 deals with theoretical background of the study including different theories of metaphor. Chapter 2 presents the study of conceptual metaphors used in four inaugural addresses, possible emotional effect the used metaphors may have on the audience. Part C Conclusion focuses on major findings, implications and suggestions for further studies.

PART B: DEVELOPMENT

CHAPTER 1: THEORITICAL BACKGROUND

1.1. The simile theory by Aristotle

From Aristotle's point of view, metaphor is based on "seeing resemblances" in things. According to Aristotle, metaphor is defined as a "transfer of a name belonging elsewhere" (cited in Michiel Leesenberg, 2001:33). Metaphor is merely a substitute for some other expressions, which expresses the same "cognitive content" if it is literally used. "Thing" here refers not only to physical objects but also to any topic or thought. "Name" here cannot be used in the sense of proper or common names but must be understood as any sign.

Additionally, Aristotle privileges metaphor as the more generic figure of speech and states that simile is actually the longer form of metaphor. Therefore, the meaning of a metaphor is identified with that of the corresponding simile. As a result, metaphor "A is B" is understood as "A is like B".

In general, the theory of metaphor by Aristotle has both intuitive and methodological motivations. However, we cannot either describe with certainty Aristotle's theory as either semantic (i.e., involving words and their meaning) or pragmatic (i.e., involving the use of language). Significantly, his definition of metaphor does not involve 'referents' (things) or "meanings" (concepts). On his view, metaphors just involve a relocation of words, and his definition does not yet yield any precise doctrine as to how the interpretation of metaphor works.

1.2. The interaction theory by I.A Richard and Max Black

The interaction theory of metaphor is one of the earliest modern alternatives to the simile theory by Aristotle. By this theory, two authors mean that metaphor does not only express similarities but also creates similarities. Metaphor is considered existing at sentence level in this theory. More importantly, metaphor is seen as a cognitive phenomenon rather than a purely rhetorical device. This cognitive phenomenon is made by the interaction between different cognitive systems.

I.A Richards is the first person to develop the interaction model of metaphor. In his book “The philosophy of rhetoric” (1936), he indicates that metaphor is a cognitive phenomenon that works not on the level of word combination but it arises from the interactions between the conceptual structures underlying words. Metaphor is considered a cognitive phenomenon involving concepts. In this theory, metaphor is moved from word level to level of concepts.

According to Max Black, metaphor is not an isolated item but it is considered a sentence. A metaphorical sentence involves two subjects which are identified as the principal and the secondary. The primary subject is the frame which is the literal surrounding. The secondary (the metaphor) entails the focus-a system of associated commonplaces of the metaphorical word. The secondary subject (the metaphor) connects a system of associated commonplaces (or a system of associated stereotyped information) to the frame which is the primary subject.

To sum up, this theory offers three new points. Firstly, metaphor creates similarities. Secondly, metaphor is considered to possess “cognitive content” existing at sentence level. Finally, this cognitive content is produced by the “interaction” between different cognitive systems. By this theory, metaphors are proved to function as powerful cognitive tools.

1.3. The classical cognitive metaphor theory by Lakoff and Johnson

1.3.1. What is metaphor?

George Lakoff and Mark Johnson claim that metaphor is primarily an issue of conceptualization. Metaphors are defined as “mappings across conceptual domains” in which ‘the image- schemata structure of the source domain is projected onto the target domain in a way that is consistent with inherent target domain structure’ (Lakoff, 1993:245). In “Metaphors We Live By” by Lakoff and Johnson (1980) metaphor is seen as a process by which we conceive “one thing in terms of another and its primary function is understanding”. In fact, metaphor is considered the interaction between a source domain and a target domain in the conceptual process rather than the interaction between two words only.

1.3.2. The nature of conceptual metaphor

First of all, metaphors are proved to be pervasive everywhere. Lakoff realizes that metaphor does not only exist in poetry but we use them all the time and use them in a far

more encompassing manner. Metaphors are a part of everyday language, integral and important to understanding because “most of our ordinary conceptual system is metaphorical in nature” (Lakoff and Johnson, 1980:4. Obviously, metaphor is pervasive and people use metaphors without noticing it.

Secondly, metaphor is claimed to be based on embodied human experience. We make sense of less directly apprehensible experiences on the basis of more directly apprehensible experiences. From cognitive perspective, language is not structured arbitrarily. It is motivated and grounded more or less directly in experience, in our bodily physical, social, and cultural experiences. Mental and linguistic categories are abstract, disembodied. People create them on the basis of their concrete experiences and under the constraints imposed by their bodies.

1.3.3. Components of conceptual metaphor

According to Lakoff and Johnson, metaphor is seen as a cognitive mechanism whereby one conceptual domain is partially mapped onto a different conceptual domain. The second domain is partially understood in terms of the first one with the linguistic metaphor deriving from those domains.

The domain that is mapped is called the source domain/ donor domain.

The domain onto which it is mapped is target domain/ recipient domain.

1.3.4. Classification of conceptual metaphor

Lakoff and Johnson classify metaphor into three main types including ontological, orientational and structural metaphor.

1.3.4.1. Ontological metaphor

Lakoff and Johnson reasoned that ontological metaphors occurred when our experience of physical objects and substances provided a further basis for understanding. This means that we understand many abstract experiences (such as events, activities, emotions and ideas) in terms of concrete substances, objects and processes. Therefore, ontological metaphors involve ways of viewing intangible concepts as entities. Identifying these abstract and indefinable non-entities as substances or entities make it possible too “refer them, categorize them, group them, and quantify them- and by this means reason about them” (Lakoff and Johnson, 1980: 25). One thing to notice is that because most ontological metaphors are so fundamental to our thought and language, they are not often identified as metaphors anymore.

In short, ontological metaphors help us to represent an abstract thing in terms of something concrete such as an object, substance, container or person. In more details, ontological metaphor is subdivided into container metaphor, substance metaphor and entity metaphor.

1.3.4.1.1. Container metaphor

Container metaphor is an ontological metaphor in which some concept is represented as

- having something inside and outside
- being capable of hiding something else

This means that non-physical objects are transformed into physical objects with define boundaries.

1.3.4.1.2. Substance metaphor

Substance metaphor is an ontological metaphor in which an abstraction such as an event, activity, emotion or idea is represented as material substance.

1.3.4.1.3. Entity metaphor

Entity metaphor is created when an abstraction is presented as a concrete physical object.

A subtype of entity metaphor is personification in which a thing or abstraction is represented as a person. Here, human characteristics are imposed on inhuman experiences.

In short, ontological metaphor is a metaphor in which an abstraction such as an activity, an emotion, state or idea is represented as something concrete such as an object, substance, container or a person.

1.3.4.2. Orientational metaphor

Orientational metaphor is a metaphor in which concepts are spatially related to each other. Orientational metaphor organizes a whole system of concepts with respect to another. Orientational metaphor explains a concept in terms of space or “give a concept a spatial orientation” (Lakoff and Johnson, 1980: 15). Most of orientational metaphors relate to spatial orientation such as up-down, in-out, deep-shallow, on-off, central-peripheral.

Orientational metaphors are not arbitrary. They have a basis in our physical and cultural experience.

1.3.4.3. Structural metaphor

Structural metaphors concern characterizing the structure of a concept by comparing it to the structure of another concept. In other words, a structural metaphor is created when one concept is understood in terms of another structured, sharply defined concept. According to Lakoff and Johnson, structural metaphors are considered the most complex type of conceptual metaphor because they require readers and hearers to transfer one basic domain of experience to another basic domain. This process is called “a cross-domain mapping in the conceptual system”. The mapping happens between the source domain and the target domain.

It is said that this kind of metaphor is “embedded in the conceptual framework of our culture”. This means that structural metaphors are results of how we view the world around us.

In summary, Lakoff and Johnson’s contributions play an important role in the development of cognitive theory about metaphor. Their theory about conceptual metaphor has been the basis for a number of studies on metaphor. An analysis of conceptual metaphors used in inaugural addresses made by the US presidents will be clearly presented in the next chapter in the light of this theory.

CHAPTER 2: THE STUDY

2.1. Research questions

The study was conducted to answer the following question:

What types of conceptual metaphors are used in inaugural addresses made by the US presidents?

2. 2. Data collection

Data were collected from four inaugural addresses made by George H.W Bush (1989), Bill Clinton (1993), George W. Bush (2001) and Barack Obama (2009).

2.3. Analytical framework

The analytical framework used in this study is based on classical cognitive theory of metaphor by Lakoff and Johnson as follows

Kinds of metaphor		Description	Examples
1.Ontological metaphor	Con. Met	Non-physical objects are transformed into physical objects with define boundaries.	1. I've had a <i>full</i> life. 2. Life is <i>empty</i> for him.
	Sub. Met	An abstraction such as an event, activity, emotion or idea is represented as a material substance.	VITALITY IS A SUBSTANCE. 1. She's <i>overflowing</i> with vitality. 2. I don't <i>have</i> any energy <i>left</i> at the end of the day.
	Ent. Met	An abstraction is represented as a concrete physical object or a person.	1. I was <i>magnetically drawn</i> to her. (LOVE IS A PHYSICAL ELETROMAGNETIC FORCE) 2. His religion <i>tells</i> him he can't

			drink wine. (RELIGION AS A PERSON)
2.Orientational metaphor	Concepts are spatially related to each other.	HAPPY IS UP, SAD IS DOWN 1. I'm feeling <i>up</i> . 2. My spirit <i>sank</i> .	
3.Structural metaphor	One concept is understood in terms of another structured, sharply defined concept.	LIFE IS A JOURNEY I'm at a <i>crossroads</i> in my life.	

2.4. Findings

All types of conceptual metaphor including ontological metaphor, structural metaphor and orientational metaphor are used in four inaugural addresses. Ontological metaphors are used with the highest frequency. Orientational metaphors are used with the smallest number.

In terms of ontological metaphor, entity metaphors are used the most. The number of entity metaphors in Barack Obama's address is the biggest and that of the three other addresses is relatively the same. Container metaphors are rarely used with the smallest number. Substance metaphors are not favourably used by four presidents. A great number of abstract concepts are conceptualized as objects. The concepts including *time*, *will*, *ideal*, *politics*, *faith*, *interest*, *spirit*, *life*, *ambition*, *success*, *strength*, *challenge* are frequently conceptualized as objects. Furthermore, a great number of personification metaphors are also exploited in four addresses. *Nation*, *world*, *time* and *idea* concepts are personified which are used with the high frequency.

In terms of structural metaphor, George W Bush uses the biggest number of structural metaphor. The second biggest number of this kind of metaphor is found in William Bill Clinton's address. Barack Obama and George H.W Bush use the same number of structural metaphor. Of all structural metaphors, *changes as development*, *development as a struggle*, *world as community*, *unity as development* and *politics as a journey* are frequently used.

PART C: CONCLUSION

1. Implications

As discussed above, all types of conceptual metaphor can be found in four inaugural addresses with the biggest number of entity metaphor. These metaphors create certain effect on the audience. Therefore, people should employ conceptual metaphors in their written or spoken texts to convey the implicit meaning. More specifically, entity metaphor and structural metaphor should be frequently used to make abstract things easier to be understood and interpreted. On the other hand, conceptual metaphors should be paid much attention when analyzing texts to arrive at the hidden meaning of the texts.

3. Suggestions for further studies

Due to the limitation of time, this study only focuses on typical types of conceptual metaphors proposed by Lakoff and Johnson in four inaugural addresses. Thus, further studies should be made on metaphors classified in terms of similarity, time and parts of speech in four inaugural addresses.

The study is mainly concerned with types of conceptual used in four inaugural addresses. Therefore, emotional effect that these addresses create on the audience should be investigated in other studies.

Other figures of speech such as metonymy, synecdoche, and simile in these addresses should be also discussed in other studies.