

A Pragma- Discursive Study of Critical Metaphor in Biden's Addresses  
to American People

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دراسة براغما - دراسة خطابية للمجاز النقدي في خطابات بايدن إلى الشعب الأمريكي

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## المستخلص

هذه الدراسة، التي استندت على المقاربة لتحليل الخطاب النقدي، تسلط الضوء على تراكيب الاستعارة اللغوية التي استخدمها الرئيس الأمريكي جو بايدن في خطابه الموجه للشعب الأمريكي. تهدف هذه الدراسة إلى (١) اكتشاف أنواع الاستعارة التي استعملها الرئيس الأمريكي الحالي و(٢) مواطن الاقناع التي تم اثارها عن طريق الاستعارة النقدية و (٣) قوة التغيير التي تم انجازها جراء استعمال الاستعارة و(٤) تطوير نموذج جديد انتقائي، بالاستفادة من نموذج فيركلاف، (١٩٨٩)، يهدف لتشخيص تركيبية الاستعارات اللغوية النقدية. وقسمت الدراسة -تبعاً لذلك- إلى خمسة اجزاء يقدم الجزء الاول تعاريف للاستعارة اللغوية ونظره عامة فيما يهتم الجزء الثاني يهتم بانواع الاستعارة اللغوية، اما الجزء الثالث فقد كرس لدراسة النموذج الجديد للاستعارة وشرحا له في حين يمثل الجزئين الرابع والخامس الجانب العملي لهذا البحث والذي تمثل بخطاب بايدن الذي يخص الحرب في غزة واوركرانيا.

## Abstract

Tackled from a critical discourse analysis perspective, this study sheds light on the metaphorical constructions used by the American president, Joe Biden, in his speeches that are directed to all Americans. In fact, this study aims at : (1) discovering the kinds of critical metaphor used by the American president, (2) finding out the topics that spark persuasion as the product of metaphor, (3) investigating the change force that metaphors would bring about in evoking persuasion, and (4) developing an eclectic model of metaphor that metaphorical expressions can fit in from a discursive point of view, a model based largely upon Fairclough (1989)'s three-element framework.

Accordingly, this work encompasses five sections; the first section is concerned with the definition of metaphor whereas the second one

introduces the main types of metaphor analysis. The third section would be devoted to the eclectic model of analysis that the researcher has adopted in this study. The fourth section represents the practical portion of the work that draws upon Biden's address concerning the current conflicts in Gaza and Ukraine. Section five is allotted to discussions of the findings of this study. The last section shows the conclusions this study has arrived at.

### Introduction

Metaphor is an interesting topic that attracts learners and scholars to tackle it from various perspectives. Since it is a mental concept, many researchers opt to discuss it in terms of cognitive linguistics, focusing on the connection between ideas in the world and how they are associated by human beings in terms of experience to create metaphors. However, some other researchers approach metaphor pragmatically, underscoring the importance of the intended meaning of the linguistic utterances that are designated as metaphorical expressions as diametrically opposed to the literal meaning these constructions have.

The previous studies, nonetheless, are defective and the picture of metaphor so tackled is incomplete. Worded differently, there is a gap to be bridged in tackling metaphor. Accordingly, there is a pressing need to critically approach metaphor via critical discourse analysis (CDA) in conjunction with pragmatics to arrive at a grand analysis of metaphor since such a study is excessively needed to accentuate the ideological burden of metaphor which cannot be accounted for elsewhere.

**Key Words:** metaphor, persuasion, quality maxim, mapping, analogy, context, descriptive stage, interpretive stage, explanation stage.

### 1. Metaphor

Following Hornby (1974:641), metaphor is "the use of words to indicate something different from the literal meaning". By imputation, Cruse (2006:106) draws distinction between the literal meaning and the figurative meaning, the latter being a metaphorical expression by analogy, arguing that this analogy is not explicitly established. Implying transference, metaphor is a figure of speech that is quite common in our daily use of language. Introducing some sort of complexity because it requires more time and effort to process it by the reader, metaphor is a dynamic practice, motivating us to set up a new meaning from an older one. The following expression would illustrate the conflict between the literal meaning and metaphorical meaning.

Metaphorical: *The fifth day saw them at the summit.*

Literal: *They arrived at the summit on the fifth day.* (Rajimwale, 2001:230).

As a piece of figurative language, metaphor is viewed as an ornament or dress of thought, provoking abuse in language which can obfuscate the reader and corrupt his thinking. Subsequently, it turns out this assumption is untenable, simply because language's scope is not confined to immutable truths, but it is fraught with creativity and novelty, including metaphor (ibid.).

The etymological basis of metaphor dates back to the Greek origin *meta* (which means *with*) and *pherein* (with the meaning of *carry* or *bear*). It follows that the central merit of metaphor is transference, moving the audience from one field of knowledge to another after creating an emotional response in the reader, a feature that is reinforced by the definition put forward by Hornby (1974) who ascertains that metaphor is a trope with the expression described transferred to an object basically not applicable to. However, this assumption is challenged simply because it makes no reference to the cognitive, pragmatic or rhetorical structure of metaphor. (Chateris-Black, 2004:19). By and large, metaphors are available in adult discourse, journalism, poetry and everyday conversation, but it is absent in children's language. Being so, it merits discussing.

## 2. Types of Metaphor

According to Cruse (2006:181), there are three elements that constitute the structure of metaphor, viz. tenor, vehicle and ground. The latter pertains to the word that is used metaphorically, while the former alludes to the metaphorical meaning that metaphor is after. Ground, in fact, refers to analogies and resemblance included in metaphor.

For example, the metaphor *argument is war* exhibits (war) as the vehicle, and (argument) as the tenor. Metaphor in which *laughter* is the vehicle, and *the medicine of the soul* is the tenor, whereas the ground is the similarity between tenor and vehicle, such as the existence of competing parties, event and win vs. loss result and so forth (Bloor and Bloor, 2007:69-70). Generally speaking, a metaphor falls into three kinds according to its structure. They are as follows.

### 2.1 Standard Metaphor

In this type of metaphor, the comparison is direct and obvious. That is to say, the reader needs no further processing in order to decode the meaning of the metaphor he comes across since the relationship between

the tenor and vehicle is so straightforward. Being so, the audience can exert little effort to grasp the metaphorical force. *Laughter is the medicine of the soul*, for instance, represents a standard metaphor in which (laughter) is the vehicle and (the medicine of the soul) is the tenor (Rajimwale, 2001:230).

Similarly, the noun phrase *heart of gold* exemplifies a standard metaphor in which (gold) is the vehicle to which (heart), as a vehicle, is upgraded. The ground is represented by the person concerned, who is of kindness, charisma, generosity and nobility, which are desired characteristics exhibiting similarity between gold as the most valuable metal that people inspire to have, and the heart which is, so to speak, sprinkled with love, true friendship, loyalty, and brotherhood (ibid.).

## 2.2 Implied Metaphor

Alternatively known as indirect metaphor, this sort of metaphor exhibits a comparison between things that are dissimilar without identifying one of them. Worded differently, this type of metaphor usually demonstrates the suppression of the tenor. For example, the metaphorical utterance *The children squealed in excitement when school was cancelled for a snow day* lacks tenor where the vehicle is overtly expressed by (squealed) (Chateris,2004:20).

Utilized by writers, orators and authors, this sort of metaphor is extensively employed to supply vivid imagery and develop ambiguous concepts through a wonderful comparison that invites the reader or receiver for further processing in order to absorb, so to speak, the thought included (ibid.).

## 2.3 Dead Metaphor

Because of its extensive use by a language community, metaphor sometimes loses metaphoricity, and becomes conventionalized. Stated otherwise, the metaphorical meaning of an expression, due to its excessive repetition over a long period of time, loses its original and figurative content that it once upon a time has claimed. This phenomenon, which comes to be known as dead metaphor, sparks very little cognitive effort, if any, on the part of the reader to decode it (Rajimwale, 2001:230).

Here, the receiver is at ease in deciphering the meaning of dead metaphors since the metaphorical content peter out and disappears and, hence, it does not need more processing; that is to say, the dead metaphor's interpretation is literally, rather than figuratively, conducted. A case in point is the dead metaphor in the noun phrase *milk of humanism* which

underscores fraternizing of human beings and the necessity of co-operation between the poor and the rich, a cooperation that all faiths and religions have called for right from the beginning. Of course, such integration would ultimately yield fruitful results that consist in protection, safety, solid security and so forth, achievements that are likened to milk in this expression because both the so-called security outputs and milk share the notion of advantage for humans; just as milk strengthens the body, so humanity reinforces the power of all security organizations. Nevertheless, this metaphor faded away and disappeared with the passage of time and its metaphorical modes are completely fossilized. This assumption is endorsed by the claim that all dictionaries establish what was once metaphorical does (Rajimwale,2001:230).

### 3. A Model of Analysis

Regarded as an eclectic model due to the diversity of sources from which it is extracted, this model concerns the critical structure of metaphor in accordance with Fairclough (1989)'s theory of critical discourse analysis alongside the researcher's modifications. In fact, the model at issue offers three constituent stages, altogether with their micro elements, through which metaphor passes so as to reach its final make-up. These are descriptive stage (via reference to the types of metaphor commonly used), interpretation stage, and explanation stage that would be discussed soon.

#### 3.1 Descriptive Stage

This stage, which Fairclough (1989) describes as the textual phase, is selective; yet it should fulfill the data of the topic under scrutiny. Being so, two main subsections are central to analysis in this paradigm, viz. analogy and the speaker's intention, both of which draw upon the formal linguistic properties that discourse analysis alleged to be within the influence of this stage. The former subsection attributes to semiology, which is part of semantics, while the latter belongs to pragmatics.

##### 3.1.1 Analogy

As the first step in the construction of metaphor, analogy should be established on the basis of implicit similarity in shape, action, colour or some other dimensions. According to Hess (1966), analogy evokes relation to hold between different objects. He (ibid: 14) argues that analogy is crucial since it performs various tasks, one of which is the transference of knowledge across different disciplines and the inferences obtainable, as is the case with analogy between electric current and the flow of water that rests on the similarity in action and shape between these two entities. In addition, analogies serve as a problem-solving and reasoning procedure to

which one can resort in difficult situations. Besides, analogies are called on whenever people confront a new domain.

In line with Hess's proposals concerning the advantages of analogies, Holyoak (1995) maintains that analogy be badly needed in creativity and innovation with regard to persuasive communication which metaphor primarily is after; it is claimed that analogy is summoned once there is categorization of items since such a measure strikes balance between the current situation and the prototype of the items under scrutiny. All in all, analogy is a must that is demanded in constructing a metaphorical expression.

### 3.1.2 The Speaker's Intention

Described as invisible meaning, the speaker's intent has nothing to do with the meaning of words and phrases found in an utterance. Accordingly, Lyons (1981: 123) draws distinction between sentence meaning, which is decontextualized, and utterance meaning, which is contextualized. The listener, on his part, is entitled to capture the speaker's intention; otherwise there would be what Levinson (1983) describes as misfire. Worded differently, if the addressee does not interpret the speaker's intent correctly, no communication is held at all. Concerning metaphor, if the type of comparison is not captured by the listener, the metaphorical expression cannot be processed well. Referred to as an invisible meaning, the speaker's intent is a crucial factor in the metaphorical modes that the interlocutors should take into account.

In support of the metaphor's urgent need for the speaker's intention, Searle (1979) postulates that indirect speech acts, which show no correspondence between their forms and functions, demand metaphorical interpretation so as to capture their illocutionary force; otherwise ambivalent illocutionary acts would emerge. '*Smoking kills you soon*', when said by a doctor to a heavy smoker, is a warning rather than a statement or threat. This judgment, which depends on the metaphorical meaning, stems from the speaker's intent with the help of contextual variables.

### 3.2 Interpretation Stage

According to Fairclough (1989), the interpretive stage, which is alternatively called the processing phase, is concerned with the examination of the processes of production and consumption of verbal and visual contexts. As such, this stage of metaphor involves three components that are indispensable in the interaction needed for metaphor formation, viz. context, Quality maxim, and mapping that will be meticulously discussed.

Besides, this phase has a bearing on intertextuality of metaphor since it zeros in on the structure and function of metaphor. Oscillating between pragmatics and discourse analysis, the interpretive stage represents the heart of this proposed model.

### 3.2.1 Context

Defined as the situation in which interlocutors interact and communicate effectively, context has a crucial part in issuing and interpretation of linguistic messages. Worded differently, context is the main variable that interlocutors depend to negotiate their partner in order to construct the message and shape its form in one way or another. Simultaneously, context serves as the means by which participants can decipher utterances and linguistic forms they receive. Apart from the context, linguistic utterances are ambiguous and vague; that is to say, contextual factors facilitate and process linguistic utterances by the addressee because context would uproot other interpretations that accompany the utterance in question, leaving the most possible one promoted and strengthened (Mey, 2009:121).

Regarding the types of context, it is claimed that there are four kinds of context that merit discussing here. They are as follows:

1. Linguistic context. Alternatively known co-text, this sort of context alludes to the words and phrases preceding and following the target word in a sentence. The word (left) in the sentence *He broke his left leg* refers to the direction opposite of (right), not to the act of leaving. This is so by virtue of the accompanying words, i.e. (broke) and (hand), (Yule,2006: 112)
2. Physical Context. It averts to the environment in which interaction between interlocutors takes place. As far as metaphor is concerned, the speaker sometimes utilizes environmental clues in his formation of a metaphor as in “*Untrue friendship is a desert*”. (ibid.)
3. Person Context: This refers to power relationships holding between the interlocutors. Metaphor may invest the balanced and imbalanced relations in engendering some persuasive communication (Sampson, 2004).
4. Cognitive Context. Pertaining to the speaker's shared knowledge and familiarity or unfamiliarity with the participants, cognitive context is of a significant role in the interpretation of metaphor, since it results in the mapping process required for metaphor. Mey (2009: 121) sustains that various linguistic message, including those with metaphors, are appropriately interpreted by virtue of the cognitive

context, arguing that the extent to which a text is interpreted as coherent one would rely on how far it can associate contextual variables with the ideational and interpersonal schemes.

### 3.2.2 Quality Maxim

The renowned American linguist and philosopher, Paul Grice (1975 cited in Yule, 2006: 138), proposed the cooperatives principle, a principle for communication, which comprises four maxims, viz. quantity, quality, relation and manner. He (ibid.) postulates that these maxims are not rules, but assumptions because flouting of any of these maxims would ultimately lead to additional conveyed meaning. Of these maxims, it is the quantity maxim that is of relevance to metaphor construction.

This maxim demonstrates the truthfulness of the utterance that the speaker produces. Worded differently, quality maxim states that the speaker should not say something that he lacks evidence for. Semantically speaking, objects have their referents in the real world by means of direct connection, as Palmer (1981: 34) emphasizes. Concerning metaphor, this bond would ultimately breaks down; that is to say the metaphorical construction does not indicate its referent at all. For example, the words (life) and (journey) in the utterance *Life is a journey* denotes different referents. Pragmatically speaking, this breach of quality maxim triggers extra meaning and more processing by the reader to connect what is intended to what is said Fasold, et al, 2006: 169-70).

### 3.2.3 Mapping

Dubbed as projecting some features from the source domain onto the target domain, mapping creates a shift in meaning, sparking some sort of interest and curiosity on the part of the listener (Sampson, 2004:41). Put differently, the source domain comprises concrete elements that can be transferred to the target domain and become abstract. This transference is based on the relations holding between objects, entities, notions, operations and the like such as cause and effect, contrast, etc. The following metaphorical expression, for example, embodies such a claim.

*She really blew her lid.*

Here, the target domain is our understanding of anger, while the source domain is envisaged as 'heated fluid in a container'. Mapping occurring in this metaphor is held on the basis of the negative implication of that heat causes culminating in destruction of objects and the corresponding collapse of human beings due to anger (Sampson, 2004:42). By and large, mapping is badly needed in metaphor constructions. Characterized by novelty,

mapping usually attracts the audience's attention to what the metaphor construction involves. In order to accentuate the creativity of mapping, metaphor expression can be proliferated with the same content but different form. By way of illustration, consider the following expressions which are adopted from journalism during American's invasion of Iraq in 2003:

- a. *The third mechanized infantry are currently clearing up parts of Mansur Saddam village area.*
- b. *The regime is finish, but there remains some tidying up to do.*
- c. *Official sources described it as a 'mopping up' operation (ibid).*

The source domain of *war* triggers the idea of clearing, a thought transferred to the target domain. Surrounded by the context of struggle and invasion, this metaphor in the three sentences aforementioned exhibits a magnificent mapping that the audience is entitled to decipher so as to come up with the appropriate interpretation of its purpose (ibid). The integration of these three components constitutes the interpretive phase of metaphor, a convergence that serves as an input to the upcoming and final stage of explanation to which Fairclough (1989) attaches a special importance because it represents the product of metaphor.

### 3.3 Explanation Stage

This stage of analysis, which Fairclough (1989) labels as the social phase of his model is preoccupied by implicit socio-cultural practices and ideologies of power and dominance of discourse. In fact, the ideology lies in this phase pertains to persuasion that metaphor is after in this discursive approach. Simply defined as an umbrella term of influence, persuasion is intended to affect the addressee's ideas, opinions, views, standpoints, attitudes, stances, patterns of behaviour and beliefs (O'Keefe, 2002: 16). On the other hand, Lakoff (cited in O'Keefe, 2002 : 16) sustains that persuasion is associated with rhetoric since there is no public counter-argument on the behalf of the addressee, arguing that a successful persuader has to abandon the details in his utterance to leave bits of information absent from his speech so that the listener can fill them. As a result, speakers resort to metaphors as abbreviated signs that save both time and effort for the addressee to absorb, so to speak, the sender's message. Additionally, all forms of figurative languages, including metaphors, are more influential and have more rhetorical motivation than ordinary language forms. That is to say, metaphorical expressions, when understood by the reader or listener, are firmly entrenched in the receiver's mental structure and would be part and parcel of his upcoming conduct (ibid).

Satisfaction resultant from metaphor elicits a change, though with various force, in the addressee's mentality towards or against a certain topic or attitude. In the sphere of elections, for instance, a voter may be wholly satisfied with the candidate's rival, but later on he changed his opinion towards the candidate himself due to the latter's speech comprising metaphors. It may be the case that the voter is in-between concerning voting decision; yet his indecision is settled in favour of a certain candidate. This is largely because of his satisfaction of the speaking candidate's argument that contains certain metaphor. Alternatively, one might come cross some voters whose persuasion of a candidate is very little, but this meager persuasion would be growing in size to wholly occupy the voter's mentality thanks to the speaker's intensive metaphors (Benoit and Wells, 1996:20-2). The suggested model that the researcher adapts to analyzing the data can be diagrammed as follows:

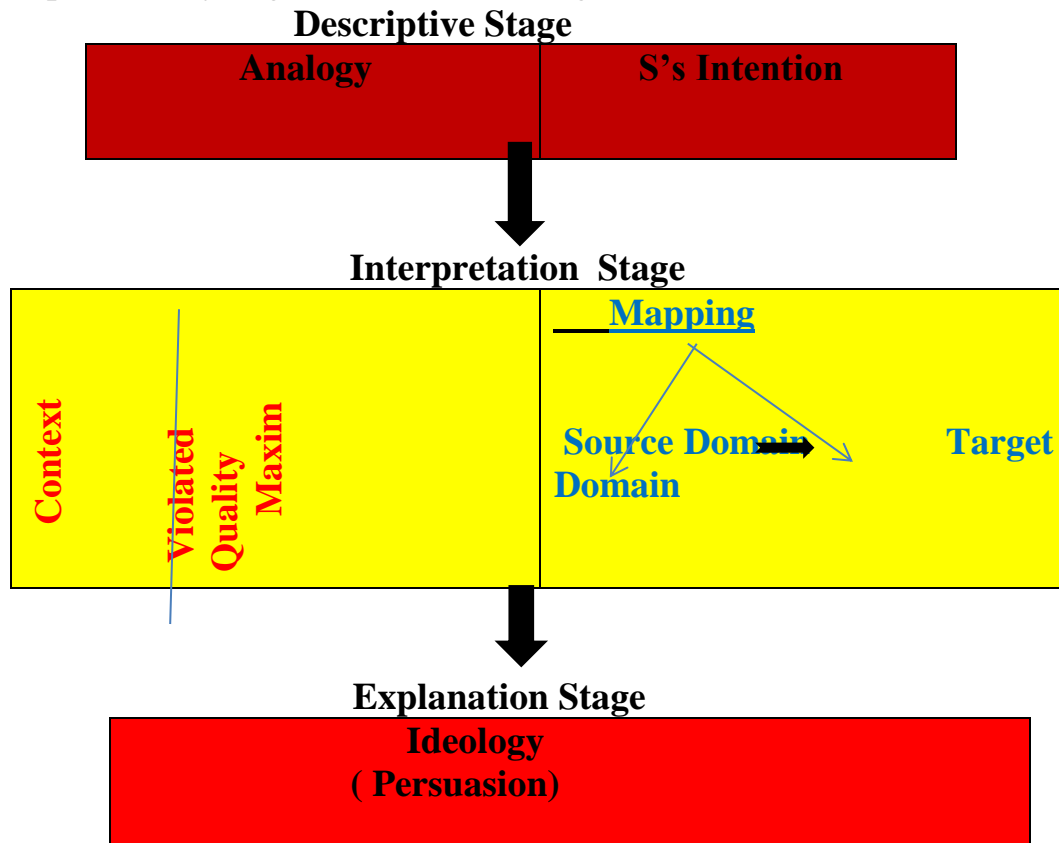


Figure (I): An Eclectic Model of Metaphor (After Fairclough, 1989, O'Keefe, 2002 and Yule, 2006 in tandem with the researcher's observations).

#### 4. Textual Analysis

In this section of the practical application of metaphor analysis, the researcher adopts the model illustrated above to probe the metaphorical expressions that turn up in Biden's utterances in his address to Americans concerning the wars in Gaza and Ukraine to defend his involvement in such events and convince the audience, via metaphors, with his positions and attitudes in this regard. As a result, ten texts would randomly be chosen for analysis to meet this end. For the curtailed space, the researcher selects five extracts as samples of analysis.

### **Text 1**

“I met with Israelis who had lived through the horrific horror of the attack by Hamas in the 7<sup>th</sup> of October.” ( The New York Times retrieved from <https://www.nytimes.com>)

Intensifying denouncement of Hamas by amplifying the amount of offence the organization has made, Biden devised a standard metaphor of horror, seeing it as something terrifying that engulfs all of Israel despite the limited influence it causes. This image is achieved, in its descriptive stage, by analogous picture holding between Hamas's use of simple arms at their disposal, including stones, and horror, an abstract integration to move to the second stage of interpretation as Fairclough (1989) remarks. This latter phase includes the physical context of war which surrounds the metaphor's mapping. Here, the situation motivates projection of source domain (Hamas' simple ammunition) and the target domain (horror), a projection that violates the quality maxim because there is no match between Hamas's action and horror that Biden claims. The last stage of persuasive result of metaphor is triggered by changing the audience's view and tilting him towards the belief that Hamas is a terrorist organization.

Here, persuasion, according to O'Keefe (2004), is brought about via the change the president has caused in the addressee's mentality. This change, which is the defining feature of persuasion, is slightly triggered because the audience is misled by the media that depicts Hamas as a terrorist organization. Being so, Biden's attack against this organization adds little to the audience's previous thesis concerning this issue.

### **Text 2**

“More than 1.300 people are slaughtered in Israel, including at least 32 American citizens.” (The New York Times retrieved from <https://www.nytimes.com>)

Here, the implied metaphor is embodied by the massacre of 1.300 people that Biden alleged murdered in a brutal way. The extent of brutality is likened to the act of slaughtering animals, with the implicit message that

this is by far the most terrorist action. The descriptive message, as Fairclough (1989) points out, is accomplished by setting up analogy between the victim's slaughtered corpses and the carnage of animals, alongside the speaker's intention of demotion of humans by the perpetrators.

Turning to the interpretive stage, it is the cognitive environment which revolves around the world view represented by the on-going conflict between Hamas and the Israelis that provides the equation between the source domain ( domain of war and death) and the target domain ( that of slaughtering animals) to result in demotion of the people killed. Later on, this trope, contends O'Keefe (2004), in its final stage, culminates in a communicative persuasion that fighting Hamas is a must that American people should understand. These allegations elicit radical change in the addressees' mentality, a change from negotiation to clashes.

### **Text 3**

“History taught us when terrorists don't pay a price for their terror when dictators do not pay a price for their aggression, they cause more chaos and death” (The New York Times retrieved from <https://www.nytimes.com>).

Equated with the teacher from whom we learn a lot, historical events are reduced to an instructor in an implied metaphor that can be spelt out as 'History is an excellent teacher' from which people can benefit. In its descriptive stage, analogy is inherent in juxtaposing the historical events and the teacher along with Biden's intent to accentuate the validity of his argumentation via this comparison, as (Rajimwale,2001:230) affirms. The second stage, here, calls for the social and historical context that draws on the staff of Hamas and their religious ideologies vs. Israel's prime minister and his cabinet's tendencies for occupation and expansionist strategies that they have followed in this conflict. As a result, the source domain is reflected in teaching task found in education domain which matches history domain as target domain from which conflict experiences can perform the teacher's role. Needless to say, the quality maxim is not observed since history and the teacher depicted by this metaphor are with divergent referents. In fact, this metaphor makes strides in guaranteeing a great deal of satisfaction on the behalf of the addressee, an image which is seen as a past experiences warning people that the conflict between the warring parties is so fierce. The change that occurs here is relative as this comparison is futile because historical events, unfortunately, are not always reported correctly.

Additionally, this extract has another metaphor triggered by the price that terrorist should pay. As a matter of fact, price is the cost of an object or work done by someone. Nevertheless, this is not the case here. In its descriptive phase, this metaphor recommends that price is analogous to punishment since the speaker, who thinks of price as a tax paid to the seller, intends to morally describe this price as something paid for an offence. The second phase of interpretation of metaphor stipulates the physical and cognitive contexts which connects the price and the money that calls for crime and punishment, as Simpson (2004) remarks. The mapping is shown in the comparison between the money paid for something beneficial to someone and punishment that is necessarily needed to adjust a pattern of behaviour. Worded differently, the source domain here is the domain of reward and punishment while the target domain is the domain of behaviour; the speaker snatches price from the former domain to match it with the good manners in the target domain. The explanation stage elicits persuasive response over the safety of American people, an objective unanimously agreed upon. The change Biden sparks here is considerably evaluated on the part of the audience; that is to say, Americans think of other disciplined measures such as imprisonment before the president's speech, but later on their ideas are wholly altered.

#### **Text 4**

“The security package I'm sending to Congress and asking Congress to do is unprecedented commitment to Israel's security that will sharpen Israel's qualitative military edge, which we've committed to”. (The New York Times retrieved from <https://www.nytimes.com>).

In this text, a balance is struck between security proposals and package which Hornby (1974: 613) describes as a “bundle of things”. Here, the metaphor employed is evaluated as a dead metaphor since its overuse fossilizes its metaphoricity and, hence, it becomes manageable, as Cruse (2006) stresses. The descriptive stage is accomplished by paralleling the innumerable security decisions with the package that contains a great number of members. The speaker's intention is to attract the listener's attention to the increasing number of the security measures to be soon taken. Concerning the interpretive phase of this metaphor, the linguistic context, represented by the word (package) and its fellow words, support the validity of the metaphorical character of the expression in question. The mapping component of the metaphor says that the source domain (the safety) from which the speaker selects ‘security procedures’ to match the number domain from which ‘large number of’ is chosen for comparability.

Of course, the maxim of quality is flouted since security measures are not packages, i.e. the truth value of this sentence is disregarded. As regards the last phase of explanation in the metaphorical make-up here, the persuasive communication is secured. Satisfaction, here, is maintained by the audience who seeks for stability and safe, free environment that arise from numerous disciplined policies of security. The change Biden triggers in American citizens' mentality is radical because he satisfies them with the possible demise of Israelis, the people with whom Americans hold long-term friendship relations and interests.

By the same token, this text has another metaphor grounded in "security that will sharpen Israel's qualitative military edge". Here the speaker compares the Israeli military's potential to something tangible that is sharpened, an analogy which is endorsed by the speaker's intention of empowering Israel. This is so used in the descriptive stage of metaphor formation. The interpretive stage encompasses the social context in which Biden, as the sitting president of America, represents the highest-profile participant speaking to an imagined enemy whom American is pursuing to fight. On the other hand, the quality maxim is breached because it is impossible to sharpen human beings, like soldiers. This violation can, however, be interpreted as more military and logistic support to Israel. As regards the mapping in this metaphor, a member of the domain of sharp tools has been transformed to the domain of support, which is abstractly biased in nature, as Rajimwale (2001) sustains. The last phase sees persuasion consisted in compliance of the addressee with what the president has opted to.

### **Text 5**

"Too much hate have given too much oxygen, fueling racism, a rise in anti-Semitism, Islamophobia, right here in America". ( The New York Times retrieved from <https://www.nytimes.com>).

This extract inaugurates with a wonderful connection between hatred and oxygen as an implied metaphor that is innovatively created. In its descriptive phase, this analogy is enhanced by the speaker's intention that underlies the negative consequences of destructive deeds and devastating malice by some people, exclusively extremists. In the second stage of interpretation, context comes into play when the president depends on experience common to mankind as a whole such as oxygen as a fueling matter that quickly extends the size and range of fire. Looked at from another angle, the quality maxim is deliberately not observed because hate refers to something whose referent has nothing to do with oxygen at all

with a covert message that malice would spread swiftly. Pertaining to mapping in the second phase of metaphor, oxygen is selected from the domain of gases that help in burning to be matched with the domain of racism (like race, religion, ethnics and so on). In the last phase of this metaphor, persuasion occurs when the speaker reminds the audience of the negative implication of racism that America has long suffered from. In the same vein, a further metaphor is introduced when the speaker, in the metaphor's descriptive stage, elicited a contract between abundant hatred coming from anti-Semitism and Islamophobia, and a rise ( a hill), as Hornby (1974:746) asserts, an appropriate analogy that draws the audience's attention and requires him to abandon the literal interpretation in favour of figurative account.

Turning to the second stage, context is clearly discerned via physical situation grounded in America, which, because of multi-faith social make-up, suffers from so many ideological challenges, of which one is sectarianism. Concerning the quality maxim, the utterance in question is not true simply because racism has no rise in its structure; both racism and rise have different referents. However, this utterance can be spelt out as "There is a considerable increase in sectarianism and racism thanks to the growing hatred". This appropriate explanation is due to breaking down of the maxim at hand. The mapping sub-stage lies in projecting the hill as a mounting object and a member of the source domain on hatred and malice which represent abstract members in the emotional target domain.

The following diagram illustrates the types of metaphor used in the extracts taken from Biden's speech to American people, along with topics of persuasion and the changes made in the addressee's mentality due to metaphors employed.

Text No.	Kinds of Metaphor			Topics of Persuasion	Change_Force		
	standard	Implied	dead		radical	moderate	Slight
1	1			Fighting Hamas is a must			1
2		1		Israelis are innocent people.	1		
3		1		History is a good teacher.		1	

3		1		Palestinians should be punished.	1		
4			1	America is committed to Israel's protection.	1		
4		1		America should militarily help Israel.			1
5		1		Hatred generates hostility.	1		
5	1			America should fight sectarianism.		1	
Total 1	2	5				2	2

Diagram (1): Types of metaphor along with the topics of persuasion and the changes that metaphor triggers via persuasion.

## Conclusions

After surveying the metaphors used in a political speech by Biden and its effectiveness on the listener's ideologies and standpoints, the current research has come up with the following conclusions:

1. Metaphors used by Biden are largely meant to spark radical change on the part of the addressee in conducting persuasive communication.
2. Biden heavily relies on implied metaphor because they terminate with a radical change on the behalf of the addressee.
3. Dead metaphors are rarely used in politician's addresses, especially Biden's.
4. Standard metaphors do not spark too much persuasion on the part of the addressee because the change it makes in the listener's ideas and views is relatively little.
5. Biden hardly uses dead metaphors in his address because this type is no longer operative in generating satisfaction in the audience.
6. The model in question has some limitations because it cannot pinpoint the amount of change in the addressee's mentality that accompanies the use of metaphor.

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