

**Figurative language in political speech
(metaphor, metonymy, idioms)**

اللغة المجازية في الكلام السياسي
(الاستعارة ، المجاز المرسل ، المصطلح)

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The abstract

Figurative language is a significant method of using symbols to express certain meaning or pass on an idea for its easiness which can be understood by most of the people. Figurative language is not an alternate to the literal language in communication, but it could be favourable in certain situations or a brief way to convey certain meaning .Figurative language could be symbols (posters) like those that are used in long roads that give certain information for example ; the use of a fork and a knife to tell people that there is a restaurant nearby, or the symbol or the a curved red line to tell the driver about a sudden change in the road .The use of metaphor can express a specific idea or instructions. So, figurative language is helpful to clarify the meaning with the aid of the literal ones or without it. From the above, one can sum up that figurative language represents an interesting, and economical way of describing certain idea and representing instructions, moreover to its easiness.

الملخص :

اللغة المجازية تع[طريقة مميزة في استخدام الرموز لتوضيح معنى معين او تمرير فكرة معينة ولاسيما انها تكون بدون اللجوء المباشر الى اللغة الحرفية المتداولة عادة والتي تكون لغة سهلة ومفهومة في الغالب. ان اللغة المجازية ليست بديلة عن اللغة الحرفية في التداول لكن استعمالها يكون مفضل في بعض المواقف وبعض الظروف كبديل مختصر عن اللغة الحرفية . ففي الطرق البعيدة يفضل وضع بعض العلامات لتوضيح فكرة معينة مثل وضع رسم لشوكة وسكين لإخبار مسافرين الطريق بوجود مطعم في الجوار او وجود خط مائل لاخبار السائق بوجود انحناء مفاجئ بالطريق . اصف الى ذلك ان استعمال المجاز يمكن ان يوضح درجة من الوصف لصفة او حاله معينة. مما تقدم يمكن الاستنتاج بان اللغة المجازية هي شي مساعد في توضيح المعنى مع المعنى الحرفي او من دون واللغة المجازية تمثل طريقة ممتعة ومختصرة في اصال وتوضيح فكره معينة او تعليمات فضلا عن سهولتها .

Chapter One

1.0 Introduction

Language is a fundamental material that is used for communication between people in general. Nevertheless, people, in certain situations, prefer to use other means to achieve communication, to mail certain idea or to pass their thought on to others. These means could be used by people to communicate with others or with a community in general. The use of non-literal language is exemplified by the use of *signs*, *gestures* and *symbol*.

Figurative language is a way of symbolizing things to others instead of using the literal description for these things to achieve communication.

1.1. The Aims of the Study

This study is going to achieve certain goals:

1. Could the figurative language achieve the intended meaning of the utterance to other people with the aid of the culture and knowledge?
2. Can figurative language as economical symbols convey the intended meaning?
3. To what extent the figurative language could be helpful, in certain situations especially in politics to convey a certain meaning.

1.2 The Hypothesis

1. In certain situations, especially in political speech, figurative language is favorable to be used to convey a certain critical meaning.
2. Figurative language, in certain situations, represented by a word or brief expressions, symbols which could pass ideas or doing actions effectively.
3. Using figurative language requires knowledge in cultural, social, and linguistic factors.

1.3 The procedures

1. Providing a description to some concepts of a figurative language like; (metaphor, metonymy, idiom).
2. Using figurative language could be brief and comprehended to explicate meaning.
3. Explain how, in some situations especially in politics, using figurative language is more useful and safer than using literal language.
4. Expressing some kinds of figurative language to be adapted to the data.

1.4 The Limits

The political speech is presented on Al-Iraqia Satellite Channel the "After Nine O'clock Programme" and the "HardTalk" on the BBC Satellite Channel.

1.5 The Significance

This study will be helpful in describing the political speeches in terms of using figurative language, especially the critic ones. Expressing the usefulness of metaphor in everyday life with its economic symbols.

Chapter Two

2.0. Language

Language is a system of signs that consume a cultural value. Speakers identify themselves and others through the use of language; speakers view their language as a representation of their social identity, Kramsch(1998:3).

Cook (1989:9) states that any one receives a message, s/he pays attention to many other factors more than the language itself .If we are communicating directly with the person sending a message (face to face) we will try to observe what s/he will be doing with his /her face, eyes, or even the body while speaking: the smile, looking away, etc. Moreover the social, cultural relationships, the shared knowledge and expressions that are used by the communicators take role in communication.

Language is essentially "meaningful". Language considers as the most important instrument that is used to create meaning in a world that lacks meaning in itself (Verschueren 1999:8).

2.1 Politics

The definition of politics is varied according to one's situation or purpose Chilton and Schaffner (2002:4) state that politics is seen as a struggle of power between those who seek maintain the power and those who resist this. So it is based on struggle with democracies. On the other hand politics is viewed as cooperation results from practices and institutions of society that determine interest in money, power, liberty and the like (ibid: 5). Political activities do not exist without the employing language, besides other social activities, but doing politics is primarily constituted in the use of the language Chilton and Schaffner (2002:3). Spolsky(1998:58); explains different views of politics, interests, opposing sides, power and conflict, etc., but it is notable that if we dissect the political text we will find it a mixture of a personal development and the relevant social environment of an individual.

2.1.1 Political Discourse

Chilton and Schaffner (2002:1,3) State that there is a traditional relation of rhetoric between persuasion, truth and morality that carry the power of language . Adding that any political activity does not exist without using language with other behaviors, so doing politics is represented by language.

Some communicative activities in parliamentary discourse are produced with respect to the newspaper transcriptions. Political speeches and interviews are submitted by the political parties. In this case, there is an intertextuality between talk and text. In some cases, the written texts have the priority on the spoken ones; some formal speeches are taken from the written text,(ibid :7). Political ideology tells us who should get what, when and how, moreover goals to be achieved. Adding that neither the politicians nor the people apply a consistent view in politics, (Dye 2001:39f).

Politicians believe that language can influence people's thoughts and values, the political parties have different views concerning one issue. Each party has its own concepts. So there are different ideologies concerning one issue. Language could be used for social control with

respect to its relation with thoughts, Fromkin ,Rodman , Hyams (2007: 137).

One can deduce that there is a close mutual relation between politics and society. Politics is affected by the society's culture, thought which draw the political speech.

2.2 Meaning

It is important to say that meaning is not seen as a "stable " part to the linguistic form, but it is dynamically produced with the practice of language (Verschueren1999:11) .

Griffiths (2006:81) states that there are stages of meaning , stage one is the literal meaning, stage two is abstracted from the context of use. These figurative interpretations regard as an explicatures to what is said ,and these are the stage two of the interpretation, at which the word or (words) is treated as if it comprises more than one meaning which is different from the literal one. He assumes that figurative interpretation is somewhat opened because it brings a lot of presuppositions and different concepts to the given context (ibid:90). Meaning according to Bates (1996:10) is a set of mental operations that are created by the speaker. She adds that utterances provide only the mental act to both the listener and the speaker. Yule (2006: 116) states that inference meaning is seen as the "additional information" used by the listener to create a connection between what is said and what is ought to be meant. He adds that by inferences one can use names associated with things or people or to use names of people to refer to things.

When making sense of metaphor the idea is pointed to and left to the addressee to be interpreted and this requires finding out a salient category that could fit and satisfy the interpretation of the addressee. People think with their belief, knowledge to get the right interpretation to that metaphoric expression. McLaughlin, K. Costello, J. (1977:68) add that metaphor has double meaning; the literal and the spiritual meaning. It gives one idea under the sign of another.

To sum up, meaning can be inferred in more than one way, it passes the literal meaning, and gives a wide scoop to go behind the literal meaning in understanding others' speech. It requires some kind of mental processing

to match what is said to what is meant, even when it associated with figures, names, and signs.

2.3 Interaction

Interaction happens, as Thomas (1995: 61) states, when we moved from the abstract meaning to what the speaker actually means. The interaction is achieved when the speakers try to reveal all the ambiguities of sense, reference and structure of these words then we will arrive at the context meaning which is the utterance meaning. This will match what Allot (2010:76f) believes that figurative speech means to use language in non-literal way, and the speaker does not mean what the word normally mean, but more than that. It is brief understandable way of using a language.

Figurative language creates a kind of worry between the literal meaning and the original context of the word and this demands knowledge in culture as well as the linguistic system.

(Jaszczolt ,Turner 2003:142).

Carroll (2008:141f) states that meaning is a problematic matter , since some outputs of some sentences determine the literal meaning while others do not consider the literal meaning.

So language expresses the real culture and thoughts which represented by language and this supports hypothesis number 3.

For example if we say that

George went through the roof

We do not assume to consider the literal meaning of this sentence, but we understand that George got very angry .The same is true with the sentence:

Birds of a feather flock together.

This refers literally to the behavior of the birds. This is a kind of using language figuratively.

As Cacciari and Glucksberg(1990) noted that figurative language is not a "merely an ornament added to everyday straightforward literal language " ,but it is observed as "powerful communicative and conceptual tool".

Carroll (ibid) assumes that there are several types of figurative languages such as metaphor, idioms, metonymy, and proverb, but they also provide an action such as using the phrase like

I promise, I apologies, and I congratulate.

He (ibid:142) illustrates that figurative language do not allow to any assertion which is allowedable in other utterance .

It's going to be cold today

In the sentence assertion could be through adding

(No, that's not true)

While in *I congratulate you on your award.*

There couldn't be any assertion .

Metaphor and metonyms are kind of brief understandable representations. So, one can see the angled “z” on the road which represents double curve on the way, while the symbol of a knife or a fork is to tell people that there is a restaurant or a café nearby .Religious group use certain metaphorical expressions; the Christians use, for example, refer to *God the father*, the *Christ is his son*, and the fellow believers the *brothers and sisters*. Bloor and Bloor (2007:69).

On the other hand in the movies the sight of the sunset represents rest in the life or death. The metonymy signs of the bells ringing represent a wedding or a death Knowles and Moon (2006:8).

These scenes are represented by one sign, picture or figure, and they are meaningful, this supports the hypothesis number 2.

2.3.1 Non –verbal Interaction or Communication

Bloor and Bloor (2007:101) think that successful communication is employed when the hearer decodes the same message that the speaker encodes. The communicative process will cut off if the decoded message is unlike the encoded one, (Thomas 1995:364).

2.3.1.1 Metaphor

Metaphor according to Knowles and Moon(2006:2) means the use of language to refer to something other than what it was initially applied to, or what it ‘literally’ or exactly means.

The idea of metaphor according to (Lamarque, P.1997: 152) is a basic process in the formation of words and word meanings.

Concepts and meanings are lexicalized, or expressed by words. Metaphor is important because of its functions in explaining, clarifying, describing, expressing, and evaluating. It is more interesting or creative to do all of these needs. This will enrich our understanding which requires an additional sense for this small particle. (ibid: 3f) See also (Griffiths 2006:79).

Van Dijk (1998a:208) as cited in Bloor and Bloor (2007:69) states that metaphor carry the meaning from its normal use to a new one. Using metaphor as a tool to present one entity in terms of another without any clear likeness matches them.

Knowles and Moon (2006:9) name two kinds of metaphor; the creative metaphor which can be conveyed through implications and connotations while conventional metaphors do not normally engage into the procedures of implication, but conveyed directly.

2.3.1.1.1 Smile

Knowles and Moon (2006:5) state that a smile is very like to metaphors with certain differences between them which are the smile is signaled by words *like, as, compare, resemble*. As
-*He eats like a horse.*

While metaphor gives a direct description; *someone is*. If we say that someone is a fox, in metaphor the description seems to be untrue and even it is literally impossible and comprises paradox since a person cannot be a fox, while smile could be literally probable or true even it is not suitable. Smile is some kind of a fixed phrase with a specific pattern such as: *as clear as crystal, as white as a sheet, or as thin as a rake*. See also (Griffiths 2006:86).

2.3.1.2 Metonymy

Metonymy is an important kind of non-literal language. It involves the part-and-whole relations and associations. The word of a part is used to refer to the whole, and the whole is referred to in terms of something associated with it. An example of the first type is *hand*, used to refer to a worker, especially a manual worker, (Knowles and Moon, 2006:6).

There is a real connection between them, such as *the Crown* for the kingdom. The linguist Roman Jakobson (1960) differentiated between

metaphor and metonymy stating that metaphor is a relationship between two different things based on similarity, whereas metonymy is a neighboring relationship (ibid:95). It is a kind of relation between words and their meanings based on a correlation in everyday experience. (*car/wheel, house/roof*). See also Yule (2006:108).

In political observing the word *Washington* represents the US government or the *White House* refers to the US president or he and his team. The Pentagon does not refer to a building by itself, but to the US Department of defense. The same is true to the Kremlin, and Downing Street in Russia (Bloor and Bloor 2007:72).

Metonymy is partially true since it refers to something near real for example thinkers and top-ranking scientists are referred to as the *brain drain* or the substitute players as *a fresh pair of leg*. There is regularly an observable physical connection

between metonymy and its meaning whereas metaphors based on sort. Linguists consider that metaphor and metonymy are complementary, but they are developed separately, (Knowles and Moon, 2006:7).

2.3.1.3. Idioms

Idioms are the conventionalized phrases at which the meaning of the whole phrase is different from the meaning of the individual word in any phrase, for example: *spell the beans* or *jump the gun*. In some cases idiom is used to submit any fixed phrase. Some idioms are transparent while others are opaque and obscure in their origin (Knowles and Moon 2006:15). Chilton and Schiffner (2002:28) argue that the metaphorical structure has become conventionalised in what is called "idioms". It is a kind of structuring the lexicon of English or any other language or constructing vocabulary.

Idioms varied, and interpreted according to context, background knowledge and inferences. See also (Yule 2006:108) (Knowles and Moon 2006:16).

Grundy (2000:62f) states that there are idiomatic expressions used as a way of asking people to do something such as (*can you pick me up at eight*) and are not being used too much in language, while other expressions are true idioms such as (*kick the bucket*) which is general away of giving an order or asking question. Since that in idioms of a literal meaning (the direct meaning) and the indirect meaning which requires an inference by the hearer.

Chapter Three

3.0 Data Analysis

The analysis of the data is based on (Knowles and Moon 2006) who develop the idea and divide metaphor into several types according to their use in situation and their representations in the text. Metonymy, on the same respect, is qualified to its representations and according to the same model of analysis to analyse the following data.

The first extract is taken from the BBC program which interviewing P. G. Crowley the former US assistant secretary of state for public Affairs (2009 -2011), 11-9-2013. The BBC is asking if Obama is going to carry out a military strike against Syria?

- Crowley :I think that is a very very difficult calculation obviously Prime – minister Cameron, even he was in Kosovo in the house of commons, but he said that " the vote reflects the will of the people, and we respect the will of the people ". I think at the end of this, Obama will be forced having sought a vote from congress to respect whatever the congress's judgment is. What makes the Russian proposal more significant, because it provides a political a frame, it puts the issue back in the U.N. with many U.S and many around the world field it belongs.

The second extract is taken from Al-iraqia when interviewing the Turkmen representative Mr. Fauzi Terzee and asking him about the services in Tozkurmãto.

- Tarzee :- These services are slow and shy, so to speak, no high coordination exists. A representative of the Ministry of human rights has not arrived yet. No one of the High Commission for human rights neither any representative of civil society organizations, thousands of them claim to defend human rights. Are those people not humans, not Iraqis? Have they not sacrificed for their people?

The English model is represented by (1) while (2) is given to the Arabic model of analyses respectively as follows :-

3.1 Metaphor

Ontological metaphor; which represents the following cases:-

Physical and non-physical surface

1 (a)-He was in Kosovo in the House of Commons

Event

1 (b)-Obama will be forced having sought a vote from congress to respect whatever the congress's judgment is .

States

1 (c)-It puts the issue back in the U.N.

Action

2(d) A representative of the Ministry of human rights has not arrived yet.

Orientational metaphor

This kind represents the human spatial orientation such as up-down , center –periphery and the like .

2 (a) These services are slow .

2(b) No high coordination exists

3.2 Metonymy

1(a) -Obama (refers to the united states of America's administration) not to Obama as a person.

1 (b)-The United states of America , Russia are used metonymically to refer to the administrations of the two countries , not to them as countries.

2(c) High Commission for human rights refers metonymically to the government not to those people as individuals .

3.3 Idioms

No idiomatic words in the data (the English and the Arabic extracts) that could be found .

Some findings

1. Figurative language can give more information than the literal one does.
It depends on knowledge, thinking and imagination.
2. Figurative expressions can be used for more than one specific meaning at a time. .
3. It is an economical effected way of sending messages.
4. It is a language with no need to talk in certain situations only signs would be enough.
5. In politics figurative language is widely used for its smoothness and effectiveness.
7. Figurative symbols are economical symbols with a wide range meaning.

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