The Role of Metaphor in Political Discourse: A Study of Metaphoric Expressions in Iraqi Arabic News and Their Impact on Public Opinion

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Abstract

The study explored metaphor in political discourse in Iraqi Arabic news and its effectiveness as an impetus for public attitude. The study followed the theoretical framework of conceptual metaphor according to Lakoff and Johnson (1980) in analyzing metaphorical expressions in a corpus of political news articles from leading Iraqi news outlets, including Al-Sabah, Al-Mada, and Shafaq News, in the span of 2020 to 2024. A mixed method was employed: qualitative methods identified the metaphorical patterns, for example "politics as war", "government as a parent" and "corruption as disease", while quantitative methods covered the frequency and contextual differences of these metaphors over some political events and issues. Besides, it incorporates a survey among 300 Iraqi citizens from different demographic backgrounds to examine how these metaphors influence the perception of these citizens concerning political figures and policies as well as national events, such as the parliamentary elections at 2021 and ongoing anti-corruption drives. The metaphorical study reveals that metaphors serve as significant cognitive instruments in constructing political reality and eliciting affective responses that forge ideological attachments among the citizens. For example, metaphors that accuse political leaders of being saviors or villains polarize public opinion. Meanwhile, the metaphor linking corruption to its spread has sparked public anger. And research points to the importance of metaphors grounded in social and political contexts in Iraqi media discourse. and the primary focus on structuring the public narrative. This study aims to linguistically analyze political metaphors in the Iraqi context. It provides important insights for linguists. media analyst and policymakers about how to better understand and manage the interaction of these factors, such as language, media, and the public opinion environment.**Keywords political, Metaphoric, policymakers, contextual**

Introduction

Political discourse Well-established public communication is one of the most important ways to create and influence perceptions in society. Metaphors play an important role in creating, shaping, and communicating ideological perspectives within discourse. As Lakoff and Johnson (1980) have argued, metaphors are not just rhetorical devices. They are important cognitive tools that structure the way people think about and interpret reality. This doesn't just affect the way we explain our abstract concepts. But it also shapes how people deal with truly complex and multifaceted problems. Metaphorical conceptions of political issues can profoundly influence social values, attitudes, and ideologies. Shape political reality in terms that reflect and reinforce those in powe. In Iraq, which is a country that is unique in every way. The media plays a huge role in shaping public knowledge about political activities during this political moment. or can be expanded, thus creating an image in the minds of the people So there is construction. They can influence their opinions regarding the actions or motivations of political individuals, political parties, or movements. In such a dynamic and delicate political environment Metaphors have become a tool for creating and distorting political reality. Instead, it merely reflects reality. This study focuses on figurative expressions found in Iraqi Arabic news agencies. It analyzes the methods used to describe political events and their impact on shaping public opinion. This research aims to explore the cultural, social and cognitive dimensions embedded in political discourse in Iraq. By considering the figurative language used in the media. This study attempts to contribute to the growing field of linguistics that examines the complex relationship between metaphor and media communication. This is especially true in

a politically charged environment like Iraq, so understand how metaphors work in the news. This research aims to provide greater insight into how language, politics, and media intersect to shape a country's collective consciousness.

1.1 Research Problem

The overuse or intentional use of metaphors in political discourse has enormous potential to shape public perception and influence the decision-making process. Metaphors are powerful linguistic tools, having the potential to shape how individuals understand complex political phenomena. Frame specific issues Political instability is widespread. and public confidence in state institutions remains fragile. In this environment Strategic metaphors can be used to change public understanding of political events, actors, and policies, which profoundly shape attitudes in Iraq. where political instability continues economic struggles And a long history of conflict has led to a widespread feeling of hopelessness. Political reality through metaphor The role of the media in shaping it is even more important. Iraq's political landscape is characterized by frequent leadership changes. sectarianism and turbulent relations with foreign powers. This creates a context in which political discourse is highly charged and often polarized. In this context, metaphors not only help to simplify complex issues; but also strategic emphasis on specific aspects of political life. thus helping to guide public perception and response. This phenomenon underscores the importance of examining metaphors as integral components of political communication, especially in a society where the political climate is in constant flux.

1.2 Research Questions

1.What are the most prevalent metaphorical themes used in Iraqi Arabic political news discourse?
2.How do these metaphorical expressions shape public opinion on political issues in Iraq?
3.What is the relationship between the cultural context and the use of metaphors in Iraqi Arabic media?

1.3 Research Objectives

1.To identify and classify metaphorical expressions used in political discourse by Iraqi news outlets.
2.To analyze the cognitive and sociopolitical functions of these metaphors.
3.To evaluate the impact of metaphorical framing on public opinion using quantitative and qualitative approaches.

1.4 Significance of the Study

This study focuses on the role of metaphors in Iraqi Arabic news discourse. Its aim is to fill an important research gap. and provide valuable insights and practical implications for a wide range of stakeholders. Including journalists policy maker and media analysts Metaphors are not only rhetorical tools. It is a powerful cognitive structure that determines how people perceive, interpret, and respond to political events. In countries like Iraq where political instability sectarianism and historical conflicts have created an extremely stressful environment. The way political issues are framed in the media can have a broad impact on public opinion and social behavior. So how to use metaphors in politics? Discourse, understanding what is happening is not just an academic exercise. Improving the quality of political communications in Iraq is important. Promote greater public understanding and promote more informed decision-making. for journalists This research provides a deeper understanding of the metaphors they use. and the potential consequences of these metaphors on public perception. Considering the important role that the media plays in shaping political stories. Journalists must be aware that their language especially comparative expressions How can it affect the listener's understanding of political reality?

2. Literature Review

2.1 Theoretical Foundations of Metaphor

Lakoff and Turner (1989) expanded upon CMT by delving deeper into how metaphors connect abstract ideas to concrete experiences, allowing individuals to navigate complex concepts. They argued that metaphors are not merely linguistic tools but fundamental mechanisms of thought that bridge the gap between the tangible and the intangible. For instance, the metaphor "life is a journey" frames life as a path filled with stages, milestones, and obstacles, enabling individuals to conceptualize personal growth and challenges through familiar imagery. This perspective highlights the universal applicability of metaphors in making abstract ideas accessible and relatable to everyday human experiences. Gibbs (1994) further advanced the theory by focusing on the embodied nature of metaphors, proposing that human cognition and metaphorical thought are deeply rooted in physical interactions with the environment. According to Gibbs Metaphors arise from bodily experience and sensory perception. They serve as the basis for understanding abstract phenomena. For example, expressions such as "taking the mind" or "carrying the burden of responsibility" rely on physical actions and feelings to

convey intellectual and emotional states. This collection of perspectives reinforces the idea that metaphors are not arbitrary. Rather, they are shaped by universal human experiences, making them instinctive and culturally significant… Cameron (2003) presented a dynamic metaphor approach. Emphasis is placed on the role of metaphors in discourse and communication. She argued that metaphors are not static structures. But it is actively negotiated and modified in social interactions. This dynamic perspective sheds light on how metaphors are used to formulate arguments. influence perception and create shared meanings in specific contexts, such as metaphors such as "nation-building" or "sustaining the economy" in political discourse. Cameron's work can create or stimulate unity of Overall operation It emphasizes the fluid and context-dependent nature of metaphors. They demonstrate the important role they play in shaping human interaction and understanding in fields as diverse as education, media and politics.

2.2. Metaphor in Political Discourse

Metaphors are an important part of political communication. Because it helps politicians and leaders frame complex issues in an accessible and relevant way. while simultaneously stimulating emotional and ideological responses, this approach allows us to examine how metaphors are strategically used. Emphasizes the ability of metaphors to Shape public perception Create interesting stories and subtly reinforces ideological positions. For example, Charteris-Black's analysis of political speeches shows that metaphors such as How are "fighting terror" or "draining the swamp" used to mobilize public support and legitimize policy decisions? Musolf (2016) extends this line of inquiry by considering the role of metaphors in cross-cultural political discourse. It emphasizes how figurative language adapts to reflect local social and political realities and historical contexts. Through a comparative analysis of political debates in different cultures, Musolf shows that while some comparative issues, such as the "politics of the body" or the "ship of state," may seem universal, But the specific uses and connotations vary greatly according to cultural beliefs. history Political experience and tradition. For example, in the analysis of European political discourse. He explores how the metaphor of The "European family" can be used to promote unity among EU member states. But how can it also cause conflict by revealing divisions in roles and responsibilities? The relevance of these approaches is especially evident in the Iraqi context. where political discourse is deeply connected to cultural structures history and the country's unique society. In Iraq, metaphors often draw on rich cultural traditions. Religious symbols and historical narratives of "tribal unity" or metaphors that refer to "Nation is a sacred trust" can evoke a sense of collective identity and moral responsibility while drawing on deep-rooted values and beliefs. At the same time, the political metaphor Iraq will have to deal with the complexities of a multi-ethnic and multi-sectarian society. The impact of understanding usage also requires a thorough analysis that considers the interplay of language, culture, and power dynamics.

2.3 Metaphor in Arabic Political Discourse

Metaphors are a prominent feature in Arab political discourse that reflects cultural influences. History and Religion Al-Jarrah (2014) studies the use of metaphors in Arab political discourse. When addressing themes such as "father as leader" and "country as family," these metaphors resonate deeply with Arab audiences. Because of its connection with social values, Abdul-Karim (2020) analyzed metaphors in Arabic media. Focus on their role in shaping political events. His study found that metaphors such as "corruption is a disease" and "reform is cleansing" are often used to frame public opinion on political issues. Sulaiman (2004) emphasizes the role of metaphors in Arab nationalist discourse Especially during times of political struggle. He argued that metaphors such as "unity is strength" and "division is weakness" are important in mobilizing public support for all Arab goals.

2.4 Metaphor in Iraqi Media and Politics

Metaphors are important in Arab political discourse, however research focusing specifically on Iraq is limited. Ali, Al-Tai (2022) studied the use of metaphors in speeches in the Iraqi parliament. When discussing topics such as "corruption and darkness" and "politics and travel," these metaphors reflect the challenges and aspirations of the Iraqi political landscape, Hassan (2019) analyzed. Metaphors In Iraqi news articles covering the 2018 parliamentary elections, he found that the use of metaphors such as "elections are like war" resonated with citizens' desire for reform. Elections Struggle for Change… Yassin (2021) examines metaphorical framing in Iraqi social media. Focusing on metaphors such as "Iraq is like a ship" and "leader as captain," his findings show that these metaphors influence public perceptions of leadership and stability What about nationality? Al-Rawi (2017) examines the use of metaphors in news reporting on the sectarian conflict in Iraq. He argues that metaphors such as "sectarianism is like fire" are used to frame conflict as destructive and uncontrollable.

2.5 Framing and Public Opinion

The relationship between metaphor and public opinion is a key focus in studies of media discourse. Because metaphors serve as a powerful tool in shaping how social and political issues are interpreted and responded to, Antman (1993) introduced the concept of framing. which is a process by Which media focuses on highlighting specific aspects of an issue in order to influence public understanding and perception?… Framing determines which elements are highlighted. And who creates the margins? and how to create the whole story Within this process Metaphors play an important role in providing the listener with an interpretive framework. This makes abstract or complex matters more understandable. For example, metaphors such as "migration like a flood" or "economy like a machine" guide public opinion by shaping how they understand and experience an issue. these They often have important policy implications... Van Dijk (2006) builds on this foundation by examining how metaphors reinforce ideological positions in media discourse. He argued that metaphors are not neutral linguistic devices. But it is deeply embedded in the power structure. It subtly influences listeners' perceptions by framing issues around specific ideological agendas, such as alignment with those in power. According to Karoti van Dyck, these ideological metaphors often operate tacitly. By determining how the listener understands social issues without overtly revealing their ideological biases. Fairclough (2003) adds to this discussion through an analysis of the comparative framework within critical discourse analysis. He argued that metaphors function as tools for power and ideology. It plays an important role in the formation of political reality. By embedding metaphors in political communications Elites can subtly influence public discourse and maintain power. For example, metaphors such as the "war on drugs" or "tax cuts" are embedded in the ideology that frames the political debate. Policy in terms of conflict or moral duty Directing public opinion towards a specific position, Fairclough's work emphasizes the importance of critical comparative language analysis. Because it creates inequality. power relations social norms and takes shape.

2.6 The Sociocultural Dimensions of Metaphor in Iraq

Cultural and historical factors play an important role in determining the metaphors used in Iraqi political discourse. Reflecting the country's unique social, religious, and political structure, Salman (2018) deeply analyzes religious metaphors in the Iraqi media. Emphasis is placed on its widespread use in societies where religion plays a role. It plays an important role in shaping values and worldviews. Metaphors such as "Corruption is a sin" and "Justice is salvation" draw directly from religious and moral frameworks. It frames political issues in terms of moral and spiritual responsibility. Salman argued that these metaphors do more than explain political phenomena—they provide a moral lens to Understand governance responsibility and reform, with a population whose religious principles resonate deeply. These metaphors not only function as tools of criticism; But it also aligns political agendas with moral imperatives. This makes it especially effective in shaping public opinion... Jubouri (2020) examines the pervasive influence of tribal metaphors in Iraqi political discourse. It focuses on issues that reflect the enduring role of tribalism in Iraqi society. Metaphors such as "The tribe is the shield" and "the leader is the protector" emphasize the collective and hierarchical nature of the tribal social structure. These metaphors encourage feelings of loyalty, unity, and protection, which align political leadership with traditional tribal values. Juboori's analysis found that Iraqi politicians often use such metaphors to garner support. Attracting tribal areas And show yourself to be a protector of the community. This approach not only reinforces voters' Aboriginal identity; But it also places political leaders within a framework of cultural continuity. It connects modern political roles with deeply rooted social traditions. Politicians capitalize on a shared cultural heritage that reflects the larger population. This is especially true in rural and semi-urban areas. By using tribal metaphors. Mahmoud (2015) draws attention to the figurative language used during Iraq's reconstruction in 2003, a time of great change and uncertainty. And his study reveals metaphors such as "regeneration as medicine" and "nation as patient" that frame the country's recovery in terms of The healing and healing process in the metaphor includes resilience, hope, and the need for collective effort. There is a deep emotional and mental focus. Mahmoud argued that such metaphors help promote feelings of optimism and unity in turbulent times. It helps frame the recovery process as a challenge and a shared moral responsibility. For example, the sick nation metaphor invokes the idea of Iraq as a body in need of help. care and restoration In the role of the doctor who is responsible for rehabilitation political leader And the established media narrative thus provides a framework for recovery that can inspire people to endure and persevere and also Emphasizing the importance of joint action.

3. Methodology

3.1. Research Design

This study used a mixed methods approach. Combining qualitative and metric techniques. To comprehensively analyze metaphors in political discourse. The qualitative component focuses on identifying and describing figurative expressions in news articles. while the quantitative component examines the frequency distribution of these metaphors. It is consistent with the critical metaphor analysis framework. which combines language approaches cognition and practical.

3.2. Data Collection

3.2.1. Corpus Selection

The main data for this study is a corpus of 100 political news articles published by major Iraqi and Arab news agencies between 2020 and 2024, including:

1.. Al-Sabah (government newspaper)

2.. Al-Mada (independent newspaper) .

3. Shafaq News (Digital Media Platform)

4. RUDAV (Region Focused Media Organization)

The selection of these sources ensures that there is a wide range of relevance and political perspective. Articles cover important political events such as parliamentary elections. government reform and anti-corruption campaigns Provides complete context for comparative analysis.

3.2.2. Sampling Technique

Articles were selected using purposive sampling to be consistent with the research topic. Selection criteria include:

1.Focus on political events or issues

2.High public participation (i.e. trending topics widely shared article)

3.Published in Arabic to reflect authentic language practices in the Iraqi media.

3.2.3. Public Survey

To enhance text analysis A survey of 300 Iraqi participants was conducted to assess public perceptions of figurative language in political discourse. Participants will be selected using stratified sampling to ensure representative gender, age group, and geographic region.

3.3 Analytical Framework

The analysis was guided by Lakoff and Johnson's (1980) Conceptual Metaphor Theory (CMT) and Charteris-Black's (2004) Critical Metaphor Analysis (CMA). The framework consists of three steps:

3.3.1. Identification

Morpheme expressions were identified using the Morpheme Identification Procedure (MIP) developed by the Praglejaz group (2007). This process consists of the following:

1.Reading the text to create a general meaning.

2.Identify possible metaphorical words or phrases.

3.Consider whether these words or phrases have a more basic and concrete meaning that conflicts with their contextual usage.

3.3.2. Interpretation

Identified metaphors are classified as conceptual metaphors (e.g., "politics is war," "corruption is disease"). Each metaphor is analyzed for its cognitive and cultural significance. Attention is paid to the social, political and historical context of Iraq.

3.3.3 Explanation

The ideological and practical functions of metaphors will be examined. Emphasis is placed on framing political events. influence public opinion and reflects broader cultural narratives.

3.4. Quantitative Analysis

The frequency and distribution of metaphors are analyzed using content analysis. Statistical software (such as NVivo or Excel) was used to code and quantify the comparative expressions. Various media styles and political issues are identified so that the use of metaphors can be compared

3.5. Survey Analysis

The survey assesses public awareness and interpretation of figurative language in political discourse. Questions focus on:

1. Recognizing metaphors in news headlines or articles
 2. Emotional and cognitive responses to specific metaphors (e.g., "corruption like disease," "politics like war").
3. Recognizing how metaphors affect opinions about political people and events. Survey responses are statistically analyzed to identify trends and relationships3.6. **Validity and Reliability**

3.6.1. Triangulation

Using multiple data sources (news articles and surveys) help form a methodological triangle. This increases the validity of the findings.

3.6.2. Inter-Coder Reliability

To ensure reliability in metaphor identification and categorization, two independent researchers will code a sample of the data. The level of agreement will be measured using Cohen's Kappa.

3.6.3. Pilot Study

A pilot study will be conducted to test the survey instrument and refine the coding framework for metaphor analysis. Feedback from the pilot study will be used to improve the research design.

3.7**Data Analysis and Findings**

1. **Corpus Analysis of Metaphors in Iraqi Arabic News**

1.1.**Frequency of Metaphors**

The corpus of 100 articles yielded 650 metaphorical expressions related to political discourse. Table 1 below shows the frequency of conceptual metaphors identified in the dataset.

Table (1) The frequency of conceptual metaphors identified in the dataset

Conceptual metaphor	Frequency	Percentage
Politics as war	210	32.31%
Corruption as disease	145	22.31%
Nation as family	120	18.46%
Leadership as journey	80	12.31%
Reforms as cleaning	55	8.46%
Others	40	6.15%
Total	650	100%

Figure (1) The frequency of conceptual metaphors identified in the datase
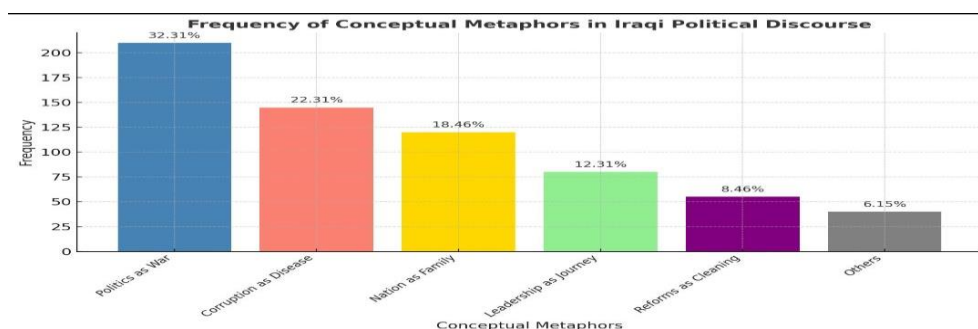
The table reveals the distribution of metaphors in Iraqi Arabic political discourse. Showing a wide range of prevalence and importance, the metaphor "politics as war" had the highest frequency (210 events, 32.31%), reflecting the conflict-driven nature of Iraqi politics. and the competing framework of political events, followed by "Corruption as a Disease" (145 events, 22.31%), where corruption is considered a broad social issue. This assumption needs to be addressed immediately. "As a family nation" (120 events, 18.46%) emphasizes the cultural tendency to frame Iraq as a family organization, promoting unity and loyalty. Fewer tropes are "leadership as a journey" (80 events, 12.31%). %), which shows that leadership is a progressive and goal-oriented effort and f "reform is cleansing" (55 events, 8.46%) of political corruption. purification or...incompetent The

"other" category (40 times, 6.15%) contained a few metaphors that generated a variety of discourse. These results suggest that metaphors not only reflect But it also shapes the public's understanding of Iraq's political landscape by prioritizing specific stories that resonate with the country's social, cultural, and political realities

1.2 Distribution Across Media Outlets

Table 2 illustrates the distribution of metaphorical expressions across the four media outlets.

Table (2) the distribution of metaphorical expressions across the four media outlets

Media outlet	Number of articles	Metaphors identified	Average per article
Al-Sabah	25	190	7.6
Al-mada	25	160	6.4
Shafaq news	25	150	6.6
Rudaw	25	150	6.0

This table shows the distribution of figurative use in the four major Iraqi Arabic media, highlighting variations in the intensity of figurative expressions. Al-Sabah, the government newspaper, The highest number of metaphors was identified (190 out of 25 articles, an average of 7.6 metaphors per article). This points to the deliberate use of figurative language to frame political discourse. This may be consistent with the narrative of the independent state al-Madaa. This was followed by 160 metaphors (6.4 per article), reflecting a moderate but effective use of metaphors. Shafak News and Rudaw each identified 150 metaphors, averaging 6.6 and 6.0 metaphors per article. Transcriptions are made in order, indicating consistency in the use of metaphors. But they may have different rhetorical goals or audience engagement strategies. These findings show that although all sales channels use metaphors as thinking and rhetorical tools, But variations in frequency and severity may reflect political affiliation. Editorial Policy and different target groups of various channels.

1.3.Analysis of Key Metaphors

Politics as War: This metaphor portrays political activities as battles, with politicians as warriors and elections as wars. Examples include "the battlefield of elections" (Midan Al-Ma'rakah Al-Intikhabiyyah"and "defeating political rivals" (Hazimat Al-Khusum Al-Siyasiyyin"

Corruption as Disease: This metaphor frames corruption as a societal illness requiring urgent treatment, e.g., "corruption spreads like cancer" (Al-Fasad Yantashir Ka's-Saratan"

Nation as Family: This metaphor appeals to unity and loyalty, portraying Iraq as a family under a leader's care, e.g., "Iraq as a mother" ("Al-Iraq Ka-Um").

2. Survey Results

2.1.Demographics of Participants

The survey included 300 participants, distributed as follows:

Table (3) The distribution of the survey

Demographic variable	Category	Frequency	Percentage
Gender	Male	170	56.67%
	Female	130	43.33%
Age	18-30	100	33.33%
	31-50	140	46.67%
	+51	60	20.00%
Region	Urban	200	66.67%
	Rural	100	33.33%

The table details the demographics of the survey participants. It emphasizes diversity of gender, age and regional representation. Men were the majority (170, 56.67%), while 130 women (43.33%) participated, reflecting some gender imbalance in participation. The largest age group is people aged 31-50 years (140, 46.67%), which indicates Preponderance of middle-aged respondents. Followed by those aged 18-30 years (100,100), 33.33%), were younger participants and those aged ≥51 years (60, 20.00%) at the regional level. Urban residents made up the majority of the sample (200, 66.67%), and rural participants accounted for 100 (33.33%). These demographic trends suggest that the findings are influenced by the views of middle-aged men. Mainly people in the city It provides insights into how these groups engage with and interpret figurative language in political discourse.

2.2 Public Recognition of Metaphors

Participants were asked to identify metaphors in sample news headlines. Table 3 shows the recognition rates for the three most common metaphors.

Table (3) the recognition rates for the three most common metaphors

Metaphor	Recognized	Not recognized
Politics as war	85.00%	15.00%
Corruption as disease	72.00%	28.00%
Nation as family	65.00%	35.00%

This table highlights the public's ability to recognize key metaphors in Iraqi Arabic political discourse. This reveals different levels of familiarity and reflection. "Politics is like war" is the most widely accepted metaphor. 85.00% of participants said this reflected the prevalence and strong connection to the conflict-driven nature of Iraqi politics. Efficiency in this drawing is indicated by "Nation as a family" 65.00% of participants identified the metaphor. This indicates that the level of public awareness has decreased slightly but is still significant. This may be linked to cultural affiliation. This finding shows that although the three metaphors were influential, Recognition rates depend on frequency in the media and alignment with Public experience and perception They are different

2.2.Public Perceptions of Metaphor Impact

Participants were asked whether specific metaphors influenced their opinions about political issues. Table 4 summarizes their responses.

Metaphor	Influence (%)	Not influence (%)
Politics as war	80.00%	20%
Corruption as disease	75.00%	25%
Nation as family	70.00%	30%

The table shows the impact of key metaphors in Iraqi Arabic political discourse on public opinion. This reveals different levels of persuasion. The "politics is like war" metaphor has the greatest impact. with 80.00% of participants reporting adverse effects which reflects consistency with competition the conflict-driven nature of Iraqi politics"; Corruption as a Disease" influenced 75.00% of respondents, emphasizing the effectiveness of framing corruption as a social disease that requires immediate action. "Nation as a family" influenced 70.00% of participants, emphasizing its ability to stimulate cultural values of unity and loyalty. These results show that although all three metaphors significantly shape public opinion, But their impact will vary depending on their relevance to Iraq's political and cultural context.

3.8 Findings and Discussion

The findings from this study highlight the important role of metaphors in Iraqi Arabic political discourse. This reflects its prevalence and deep connection to Iraq's sociopolitical landscape. Metaphors have been shown to be a widespread linguistic feature. The frequency and distribution of this metaphor provides insight into the complex dynamics of the country's political environment. This exercise shows that language is not just a means of communication. But it is also a way to frame and understand the complexities of governance, conflict and society. This challenge highlights the benefits of communicating sensitive ideas. The survey also shows the profound impact that metaphors have on public perceptions and attitudes towards political issues. Specific metaphors such as "politics is like war" and "corruption is like disease" seem especially powerful. These metaphors resonate deeply with Iraq's historical and cultural narratives. Creating a framework in which diverse people interpret political developments as "Politics as War" reflects the enduring legacy of conflict and the opposing nature of the political process. Together they shape public discourse by simplifying abstract political concepts. and promote emotional engagement. Finally, studies show that media plays an important role in promoting these metaphors. It recommends decorating strategies that are generally applicable to various routes. The constant use of metaphors in media coverage serves to distill complex political realities into more accessible narratives. Thus adding uniqueness and emotional appeal. This strategy not only helps reduce a complex problem for the general public;But it also reinforces particular interpretations of events and policies. Using metaphors, the media helps shape shared understandings and influence public sentiment. Strengthening the centrality of figurative language in Iraqi political discourse.

Conclusion

This study explores the important role of metaphors in Iraqi Arabic political discourse. The focus is on the use of metaphors in news organizations and their impact on public opinion. The research, which analyzed 100 political news articles and surveyed 300 participants, found that metaphors are not the only linguistic device

that determines usage patterns. Research shows metaphors such as "politics like war," "corruption like disease," and "nation like family" remain central. of political framing in Iraq with emphasis on efficiency It stimulates emotional responses and influences people's attitudes. The survey results also highlight the impact of metaphors on public perception. Most participants were aware of and affected by the figurative language in news discourse. This highlights the persuasive power of metaphors in shaping political ideology and public opinion in countries characterized by political instability and ideological division. This research contributes to the growing field of linguistics and media studies. Provides a culturally contextual analysis of metaphors in political discourse. It emphasizes the need for critical media literacy. To help the public recognize and evaluate rhetorical strategies used by news organizations. The study also provides a basis for future research on the interplay between people, language, politics, and perception in Iraq and beyond.In sum, metaphors in Iraqi political discourse are more than rhetorical replacements. Help shape political reality influence public participation and shape the national narrative. To understand the dynamics of media communication and political persuasion in Iraq's complex sociopolitical landscape. It

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