

A Cognitive Pragma-rhetorical Study of Metaphor in Trump's Speech

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دراسة معرفية تداولية بلاغية الاستعارة في خطاب ترامب

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Abstract:-

The current study deals with metaphor as a persuasive device in Donald Trump's speeches. The study is based on two questions: What is the pragmatic purpose that metaphors are used for? How metaphors are used pragma rhetorically? Therefore, the study aims to uncover what are the main purposes behind using these metaphors and how they are used. The researcher hypothesizes that Trump use metaphors to show his positivity and his opponents' negativity by using such metaphors to persuade audience to be in his side. His metaphors are used with features of power and violence. To achieve the study's goals, data will be collected from Trump' speeches in different occasions. The analysis will be on an eclectic model. This model depends on rhetorical pragmatics as a framework, in addition to conceptual blending theory as a mechanism of metaphor analysis.

Key words: Blending, Metaphor, Persuasion, Rhetoric and Power

المخلص:-

تتناول الدراسة الحالية دراسة الاستعارة كوسيلة اقناع في خطب الرئيس الامريكى دونالد ترامب ضمن اطار بلاغي تداولي. تتمحور الدراسة الحالية حول سؤالين اساسيين: ما هو الغرض الدلالي من استعمال الاستعارات؟ كيف يستخدم ترامب الاستعارات بطريقة دلالية وبلاغية. يهدف البحث لكشف الاغراض من وراء استخدام الاستعارات وكيفية استعمالها. يفترض الباحثون ان ترامب يرسم من خلال الاستعارات صور ذهنية في عقول جمهوره للجوانب السلبية التي يمتلكها خصومه مقارنة بالجوانب الايجابية التي يمتلكها هو لإقناع الجمهور بالوقوف الى جانبه. كما يفترض البحث ان الاستعارات التي يستعملها ترامب تتسم بسمة القوة والعنف. تم جمع الاستعارات من مختلف خطب لترامب في مناسبات مختلفة. تم تحليل الاستعارات من خلال بناء نموذج تحليل ضمن اطار تداولي بلاغي بالإضافة الى الجانب الادراكي المتمثل بنظرية المزج المفاهيمية.

الكلمات المفتاحية: المزج، الاستعارة، الاقناع، البلاغة و القوة.

1. Introduction

Metaphor is one of the rhetorical devices that are loaded with meanings and implicatures. This device is widely used by politicians as well as other people to achieve some pragmatic purposes. They use metaphor as a persuasive device because it can generate a kind of impact on the audience. Persuasion is viewed as a type of prelocutionary act which involves a particular response or reaction from the addressee (Schmidt and Kess, 1986: 15). O'Keefe (2002:3-6) defines persuasion as "a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom". He also sees persuasion as a mental rather than a physical orientation. The goal of the speaker/writer is to change the mental state of the listeners regarding their values, behaviors, beliefs and attitudes.

The current study deals with metaphor as a persuasive device in Donald Trump's speeches. The study is based on two questions: What is the pragmatic purpose that metaphors are used for? How metaphors are used pragma rhetorically? Therefore, the study aims to uncover what are the main purposes behind using these metaphors and how they are used. The researcher hypothesizes that Trump use metaphors to show his positivity and his opponents' negativity by using such metaphors to persuade audience to be in his side. His metaphors are used with features of power and violence. To achieve the study's goals, data will be collected from Trump's speeches in different occasions. The analysis will be on an eclectic model. This model depends on rhetorical pragmatics as a framework, in addition to conceptual blending theory as a mechanism of metaphor analysis.

2. Pragmatics: An Overview

Pragmatics is one of the language levels of analysis and linguistic branch which traces back with its name to Carles Moris (1938). He defines this field as "the study of the relation of signs to interpreters". There are many other old and modern definitions of this field; one of these definitions is raised by Mey (2009: 744). He points out that pragmatics "is concerned with meaning in the context of language use". There are some theories and concepts which represent the bases of this field. The most important theory in this field is the

speech act theory which is proposed by J. L. Austin and developed by Searle (1969). Yule (1996: 47) defines speech acts as "actions performed via utterances." Some of the famous speech acts are: complaint, apology, invitation, compliment, request and promise.

The other most important theory is proposed by Paul Grice (1975); it is known also as Grice's program. He refers to 'implicature' as a basic concept in pragmatics. For him, "what is said" and "what is implicated" are part of the intended meaning. He (ibid: 44-5) differentiates between 'conventional implicature' (in this type the implicature is related to the expression itself, not to the context) and 'conversational implicature' (the implicature is derived from the context). The latter is related to the 'cooperative principle' which is based on the conversational maxims. These well-known maxims are: Maxim of Quantity (say no more no less than what is required), Maxim of Quality (be accurate and do not mention something you believe it is false), Maxim of Relevance (be relevant), and Maxim of Manner (be clear) (ibid: 45-6). Grice argues that people fail to follow the proposed maxims in many occasions. There are five ways to their failure as: suspending a maxim, infringing a maxim, violating a maxim and opting out of a maxim. People fail to follow the maxims because they are unable to avoid ambiguity in their speech (unintentionally) or they deliberately want to deceive the addressees (Thomas, 1995: 64).

Politeness is a wide area in pragmatics for conducting studies and establishing theories. Politeness is a culturally based phenomenon; therefore it is difficult to find a unified definition. What is polite for a society is not for another (Marmaridou, Nikiforidou and Antonopoulou, 2005:349). In general, politeness can be defined as a "series of conversational strategies oriented to maintain and enhance social bonds" (Maria and Pastor, 2001:18). There are three theories in this regard, they are: Lakoff's Politeness Theory (1973), Leech's Politeness Theory (1983) and Brown and Levinson's politeness theory (1978). The first two are based on Grices maxims.

3. Rhetoric

Rhetoric is one of the most ancient fields of knowledge which traces back to Aristotal, Isocrate, and Plato. Roberts (2004) defines rhetoric as "the faculty of observing in any given case the available

means of persuasion". Rhetoric has witnessed many development stages and its main concern through these stages is to show the various modes of persuasion. Leech (1983: 15) argues that the central focus of rhetoric based on how a speaker uses language in a specific way to impact his addressees. He adopts Halliday's classification of rhetoric into interpersonal and textual. Each of the two types is built on a set of principles, like the politeness principle and cooperative principle, which include main and sub-maxims.

Kennedy (2007) defines rhetoric as: "the energy inherent in emotion and thought transmitted through a system of signs, including language, to others to influence their decisions or actions. When we express emotions and thoughts to other people with the goal of influencing (persuading) them, we are engaged in rhetoric."

4. Pragma-Rhetoric

The marriage between rhetoric and pragmatics is a marriage between 'ancient' and 'modern'. The main motivation for such marriage is that the two deals with the way language is used. Archer et al (2012: 148-9) indicate that the meeting point of the two fields lies upon the way in which language is used, explicitly or implicitly, to guide other toward a specific act. According to Persson and Ylikoski (2007: 55), rhetoric is already pragmatic in nature because it deals with something beyond what is literally said. Rhetoric, like pragmatics, aims to make a change in reality by using set linguistic devices. However, as Larsson (1998: 9) refers, the two can be differentiated mentioning that rhetoric is after persuasion and pragmatics is after description.

Larrazabal and Korta (2002:1) define the hybrid field in question as "combining both disciplines in order to explain the intentional phenomena that occur in most communicative uses of language, namely the communicative intention and the intention of persuading". Walson (2004: 21) indicates that the goal of this field is to discuss language be effective in certain contexts in order to convince the addressees. He (2007:18) indicates that rhetorical pragmatics discusses how a speaker generates reasonable emotions in his addressees (pathos), how to produce a reliable character (ethos), and how to represent the available arguments and facts (logos). In addition, it studies how the rhetorical devices like metaphor and irony

are used to attract the audience's attention. The relationship that combines rhetoric, persuasion and argument is shown in Figure (1).

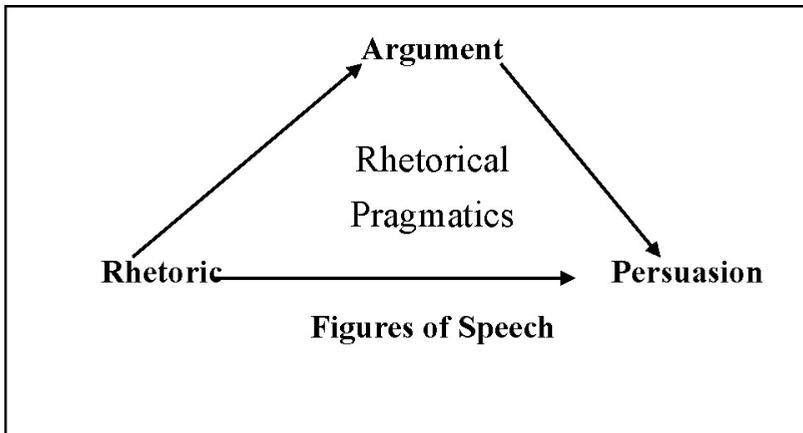


Figure (1): The relationship between rhetoric, persuasion, and argument (Walton, 2007: 18)

5. Figures of Speech

There are many ways for manifesting a message in a particular situation; one of these ways is using rhetorical figurative speech. Corbett (1990) discusses figures of speech in terms of deviation. A rhetorical figure is a linguistic deviation of what is expected. Figures of speech can be classified into two kinds: schemes and tropes. The former involves rearrangement or changing of linguistic items, as in repetition, ellipses and so on. It seems that schemes work at the level of structure. The latter work at the pragmatic level and it includes the meaning deviation, like metaphor, simile, irony etc. The current study will adhere to one aspect of tropes which is metaphor.

5.1. Tropes

Trope is a cover term to many figures of speech which include messages that go beyond the literal meaning. The inherent meaning of the expressions is not intended and in many times it is inappropriate to the situation. This additional meaning is the main concern for pragmatics and it lies in the area that joins pragmatics and rhetoric. Tropes are divided into two types: destabilization and substitution (McQuarrie and Mick 1996:429).

1. Destabilization Tropes: in this type of tropes, an expression means beyond what is said and it is left to the addressee to deal with the implicature (McQuarrie and Mick1996:433). The most famous tropes are: metaphor, simile, irony and pun.
 - a. Metaphor: it is a widely studied rhetorical figure of speech which is our concern in the current study. The general definition of metaphor is talking about something in terms of something else overlaps with it in some aspects. Arends and Kilcher (2010:176) indicate to metaphor in terms of comparison. In many times the comparison is between abstract and concrete entities. This facilitates our understanding of the abstract phenomena through talking about them in terms of physical entities. For example, '*life is a complicated machine*'. Metaphor has been studied widely in cognitive linguistics. One of the sophisticated cognitive linguistic studies is conducted by Fauconnier and Turner (2002) which is adopted in the current study.
 - b. Simile: it is the direct manifestation of metaphor. The comparison between the two entities is linguistically encoded by using "like" or "as" (Cruse, 2006: 165). For example, '*he is like lion*'.
 - c. Irony: it is the linguistic phenomenon in which the speaker means the opposite to what he says, for example, when a person says "*what a sunny!*" in a stormy day (Xiang Li, 2008: 5). Pragmatically, irony is a strategy of indirect speech acts and sometimes it generates conversational implicatures (Attardo, 2001: 165).
 - d. Pun: it is a type of rhetorical strategy, as Bussmann (1996: 968), of "words play". The speaker combines two words with similar pronunciations and contrastive meanings. Pragmatically, pun is a kind of ambiguous meaning occurs as a result of flouting the maxim of manner. It activates the two contrastive meanings at the same time.
2. Substitution Tropes: in such tropes, the speaker says something and means another. It is the responsibility of the addressee to correct and to get the intended meaning

McQuarrie and Mick (1996:433). There are three main tropes can be mentioned briefly here:

- a. Overstatement: it is one of the rhetorical devices in which "the speaker's description is stronger than is warranted by the state of affairs described" Leech (1983:145).
- b. Understatement: it refers to a kind of expressions that involve seriousness, quantity and intensity of what is less than the reality in order to generate an impact on the addressee (Cruse, 2006:186).
- c. Rhetorical Question: it refers to the type of questions in which the asker does not need an answer from the person being asked. It is used mainly to attract the addressee's attention (Shaffer, 2009:167).

6. Conceptual Bending Theory (CBT)

Fauconnier and Turner (2002) propose a framework, known as Conceptual Blending Theory (CBT) (or Conceptual Integration Theory), as a competent model to Lakoff's CMT. This new theory postulates that meaning construction basically includes "the integration of mental structures". "The network model is concerned with on-line dynamical cognitive work people do to construct meaning for local purposes of thought and action" (Fauconnier and Turner, 2006: 312). Fauconnier and Turner claim that the operation of conceptual integration is general and basic to the way we think (Pálincás, 2014:615). In contrary to CMT, this model is not restricted to metaphor; it represents a uniform mechanism to literal and metaphorical expressions (Clouston and Oakley, 2000: 182).

6.1. Mental Spaces

Mental space is one of the concepts that occupy a great area in cognitive linguistic research. This term was coined by Fauconnier in his publication in 1985, *Mental Spaces*. These mental spaces are the basic units in CBT. Fauconnier & Turner (1996: 83) define mental spaces as "small conceptual packets constructed as we think and talk, for purposes of local understanding". It is also defined as "scope of awareness" (Fauconnier, 1985, as cited in Langacker, 2011:208). It is not a condition to consider these spaces "logically consistent". The construction of a mental space is cognitive, it is a thing used to

indicate real or imaginary worlds, not a thing that is being referred to. Mental spaces contain elements with no direct reference in the world (Fauconnier, 1994: xxxvi).

Each utterance in our daily life employs a mental space, which represents the speaker perspective; perhaps the other participant in the speech event shares him that perspective. Fauconnier calls this space the base mental space (space 0). It works as a key to open new spaces as in the following example: I dreamt I was Marlyn Monroe and kissed me. In this example, the part of the space builder is I dreamt and the verb dream is a space builder by which another space (space 1) of an imagined world is opened. In this imagined world, the second I (I was Marilyn Monroe) is not identical with that in the base space. Space 1 is part of a different frame in which the speaker is kissing Marilyn Monroe (Dervin, 2005: 33-4).

Fauconnier constructs his model with settings up four mental spaces which are connected by vital relations and blending operations. Integration networks involve **two input spaces** that may have shared or similar structure, to some extent, to make cross mapping possible. The degree of similarity differs from one situation to another. A projection takes place selectively through blending elements from structures of the tow inputs to form a new space, called a **blended space** (or a blend). The blended space contains new information, not found in the two inputs (Coulson & Oakley, 2000: 178). However, the blend does not rely only on the inputs, but "is characterized by a new, emergent conceptual structure in its own right, whose set-up differs from those of the two input spaces" (Ungerer & Schmid, 2006: 259). This blending process is based on a "skeletal construct", called a generic space. It supplies the blend, which is newly structured, with its coherence (Dancygier, 2006: 5). The generic space builds counter connections between the two inputs. Establishing these connections is achieved by a conceptual operation, called matching. It is "responsible for identifying cross-space counter parts in input spaces". Establishing connectors between "matched elements" can be based on identity, role, metaphor, etc. (Evans & Green, 2006: 409). Blending is restricted by selective projection. According to this projection, specific information only can be selected from the inputs, while other information is inhibited. For example, a reader can easily infer that ghosts are

dead, but it seems unlikely to select from the GHOST space a conversation with the ghost in Hamlet (Oakley, 1998:338).

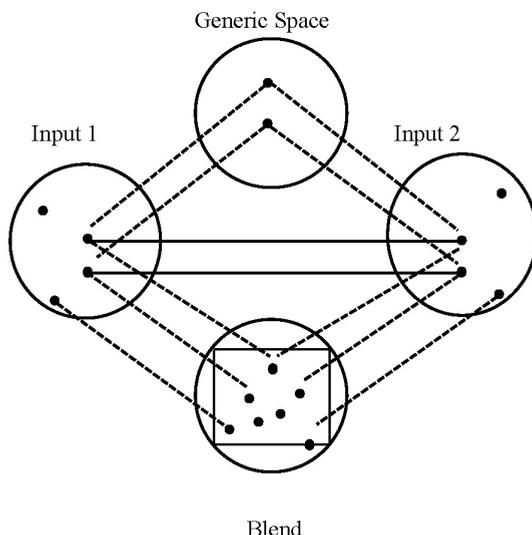
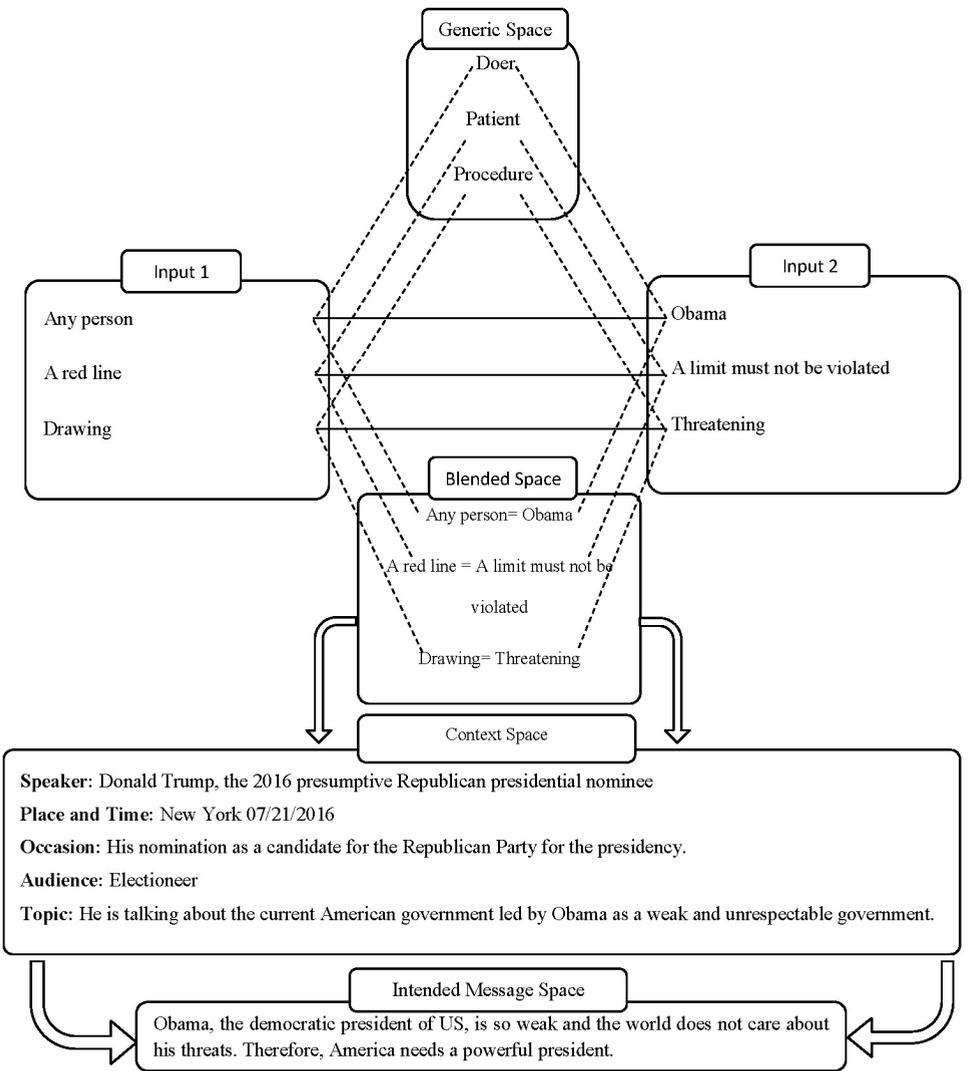


Figure (2): A basic integration network (adapted from Fauconnier and Turner 2002: 46)

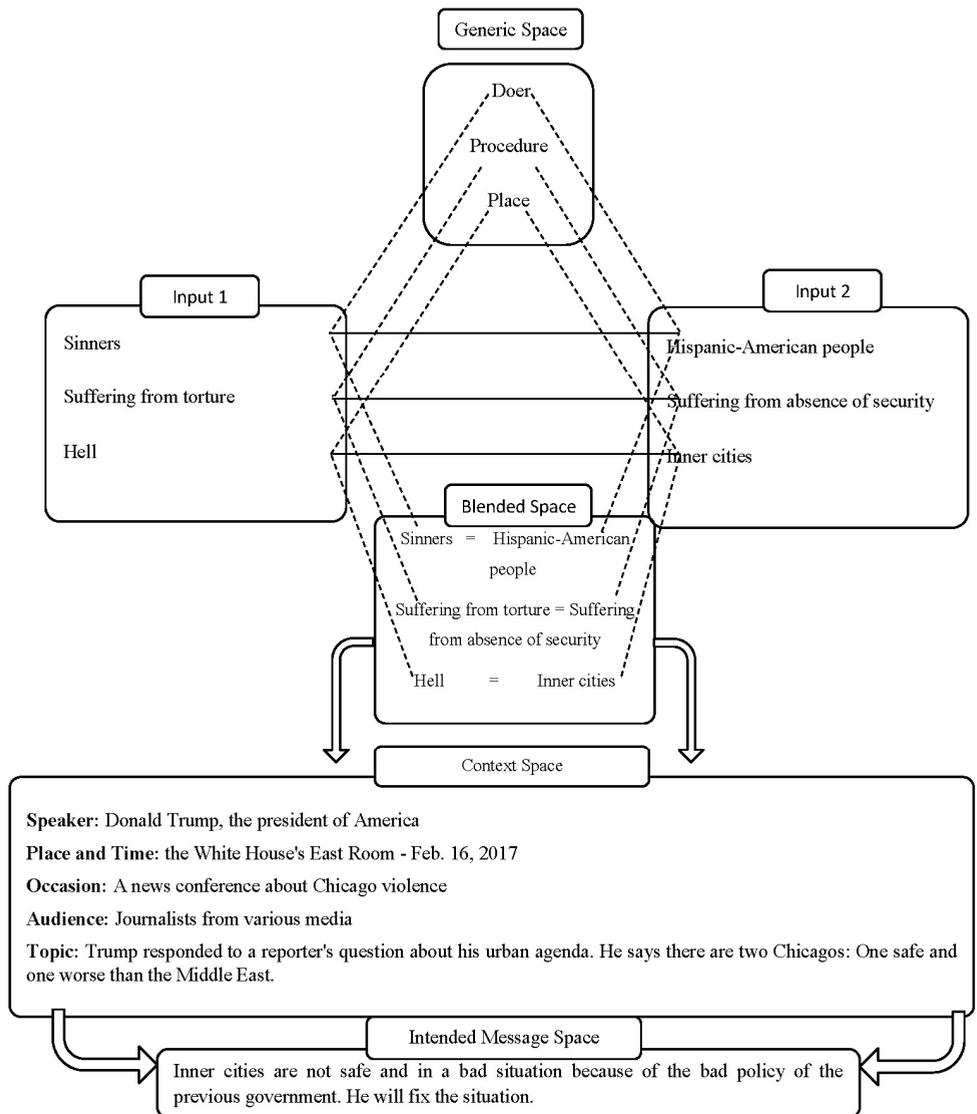
7. Data and Analysis

The data of this study has been collected from Trump's speeches in different occasions as a nominee and as a president. The analysis is based on an eclectic model. This model depends on rhetorical pragmatics as a framework, in addition to conceptual blending theory as a mechanism of metaphor analysis. It consists of three levels: the first level is related to metaphor analysis by conceptual blending theory. The obtained meaning will enter the second level, the contextual level, which contains time, place, the speaker, the audience, occasion, and the topic. The topic refers to the content of the surrounded sentences among which the metaphor comes.

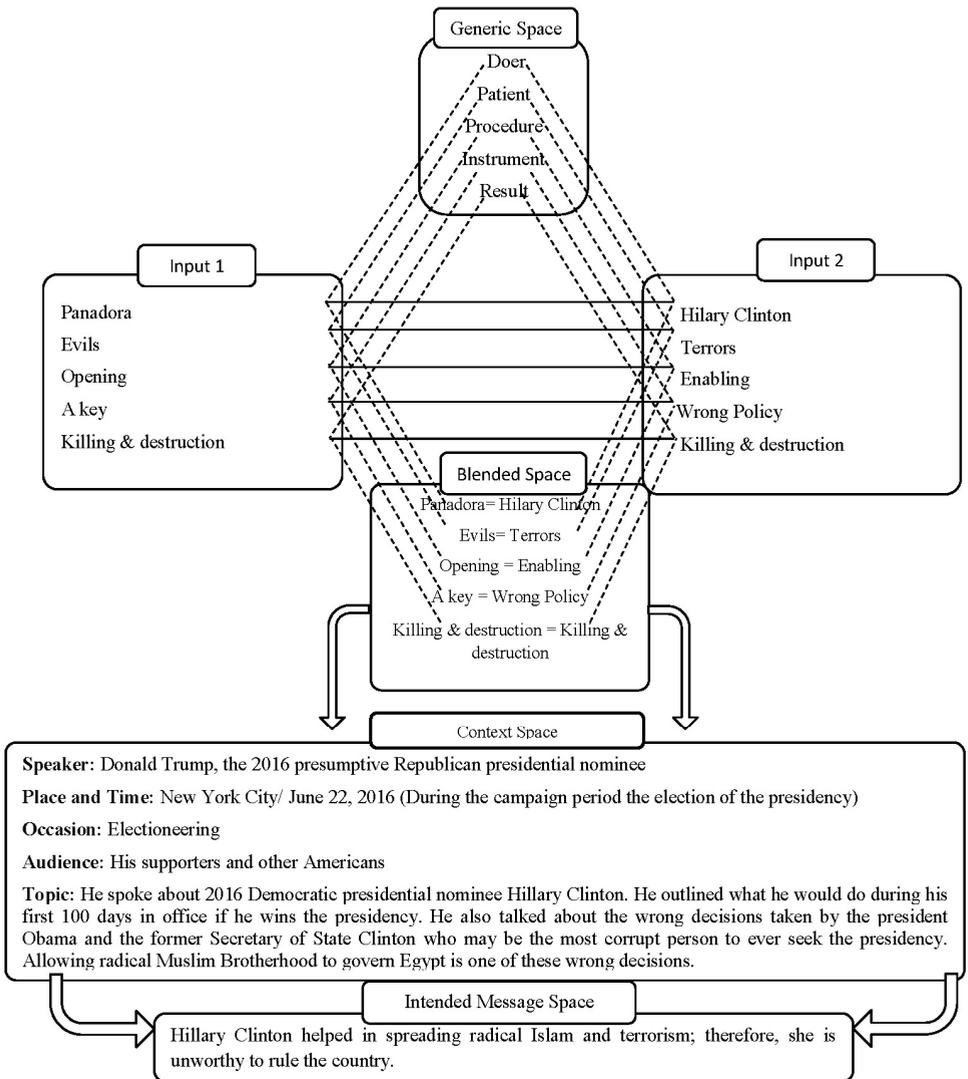
"This was just prior to the signing of the Iran deal, which gave back to Iran \$150 billion and gave us nothing – it will go down in history as one of the worst deals ever made. Another humiliation came when president Obama drew a red line in Syria – and the whole world knew it meant nothing.



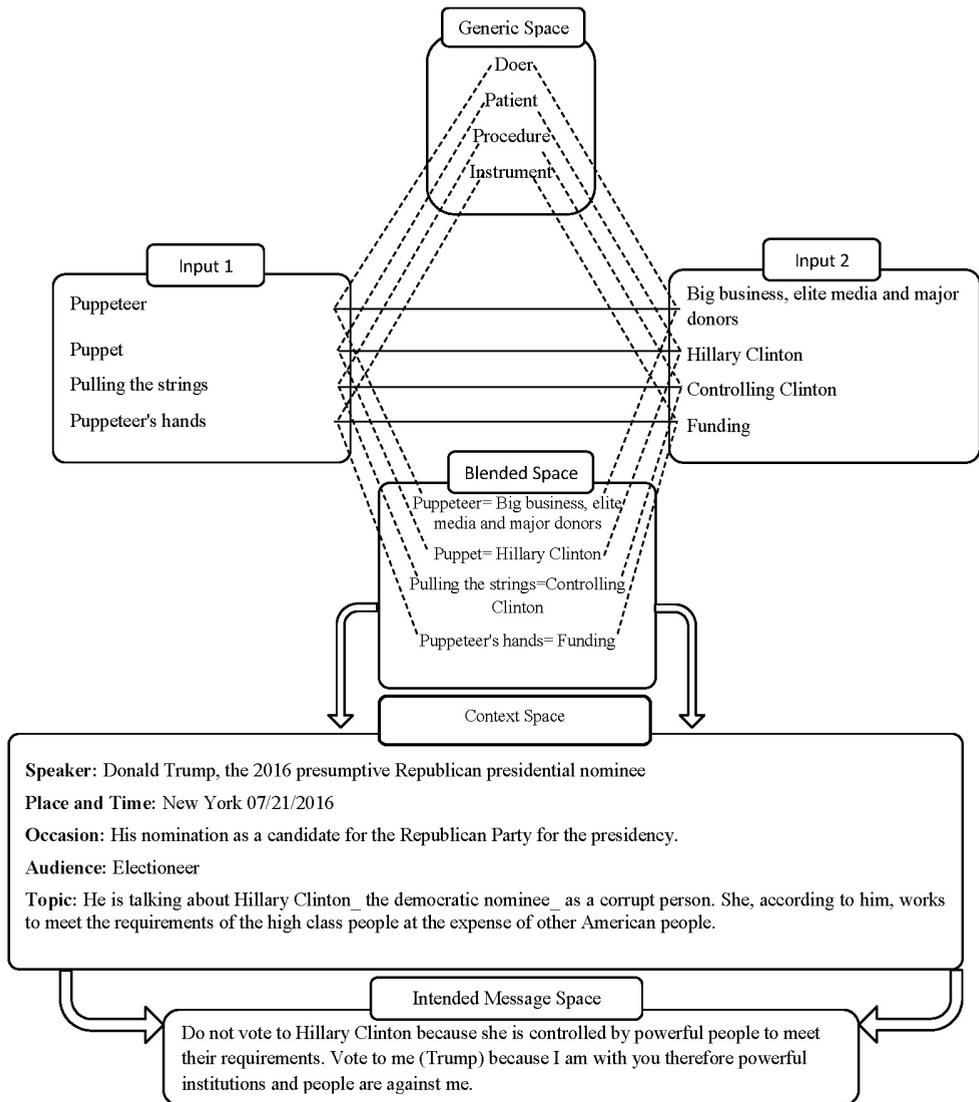
"We have places in this country that we have to fix. We have to help African-American people who for, the most part, are stuck there. We have to help Hispanic-American people. We have Hispanic-American people that are in the inner cities. And they're living in hell."



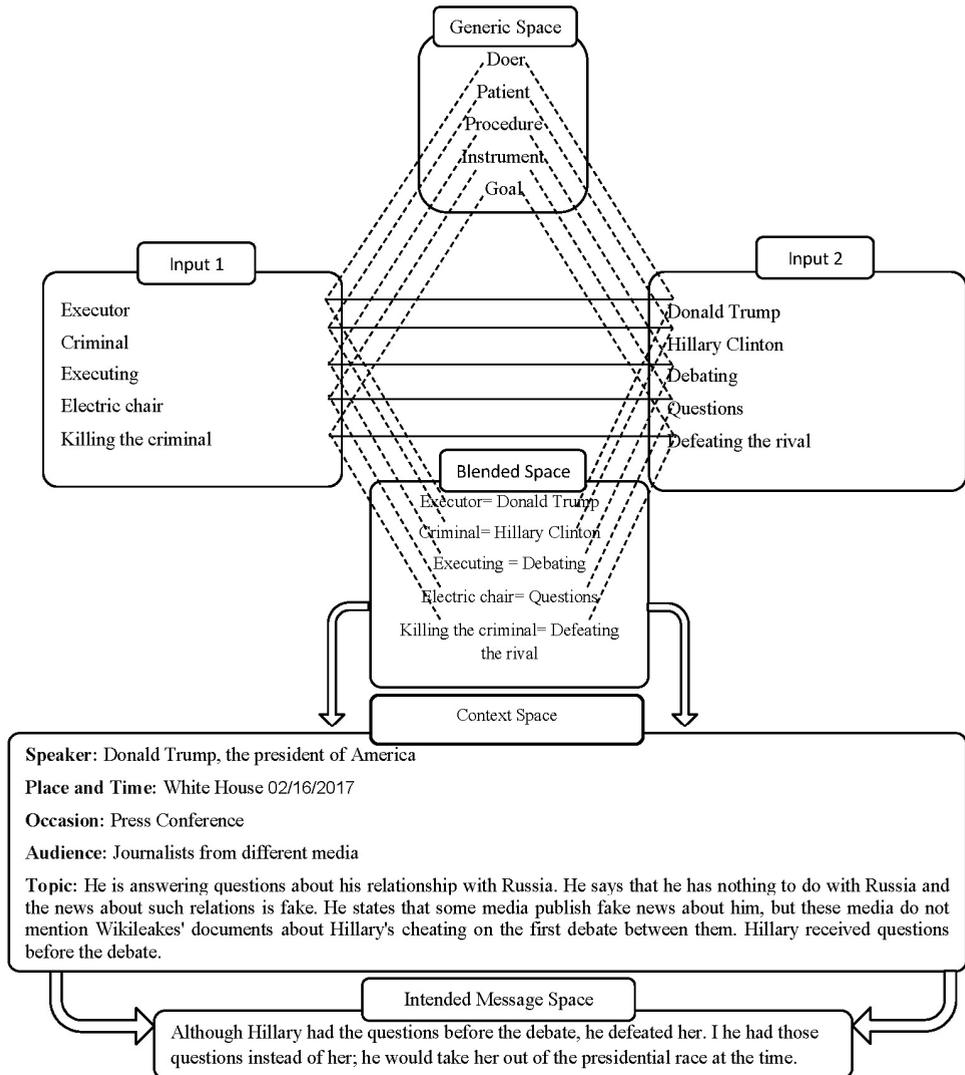
"She helped force out a friendly regime in Egypt and replace it with the radical Muslim Brotherhood. The Egyptian military has retaken control, but Clinton has opened the Pandora's box of radical Islam."



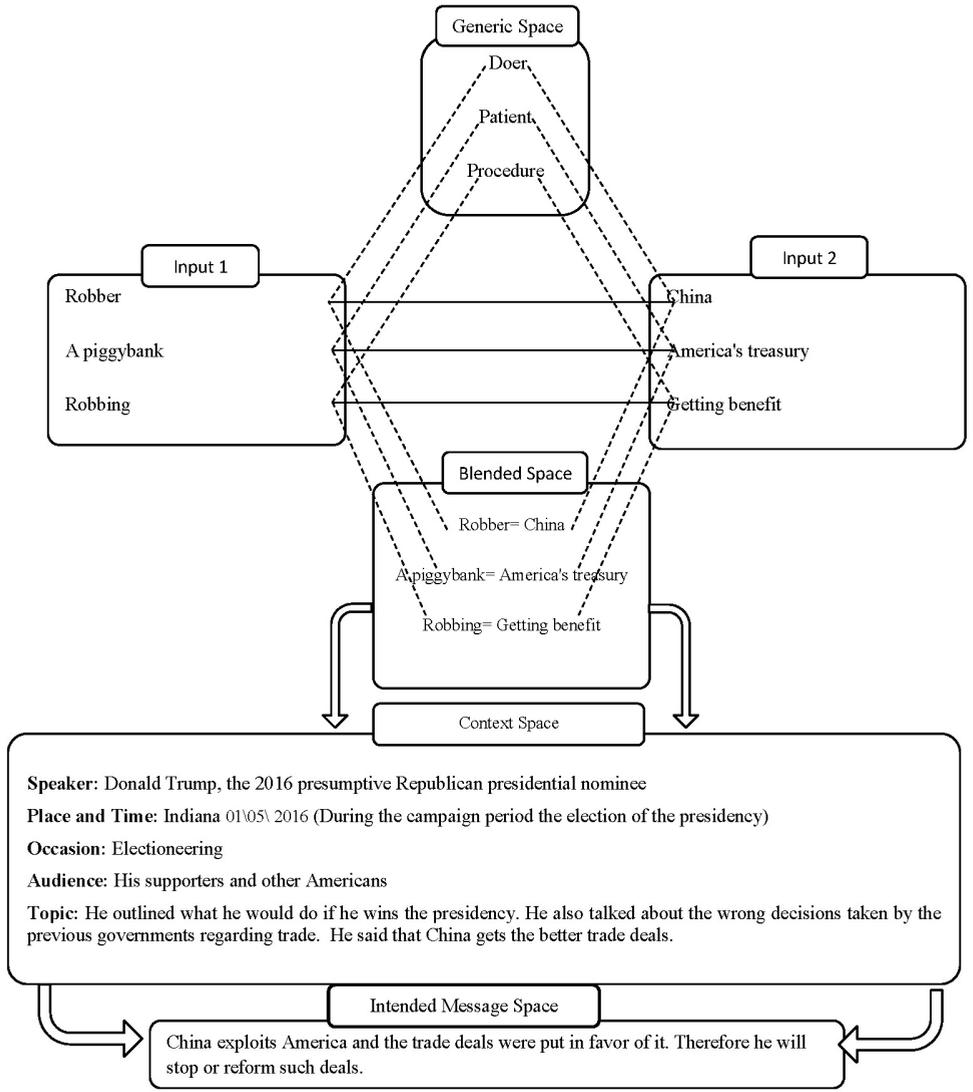
"Big business, elite media and major donors are lining up behind the campaign of my opponent because they know she will keep our rigged system in place. They are throwing money at her because they have total control over everything she does. She is their puppet, and they pull the strings."



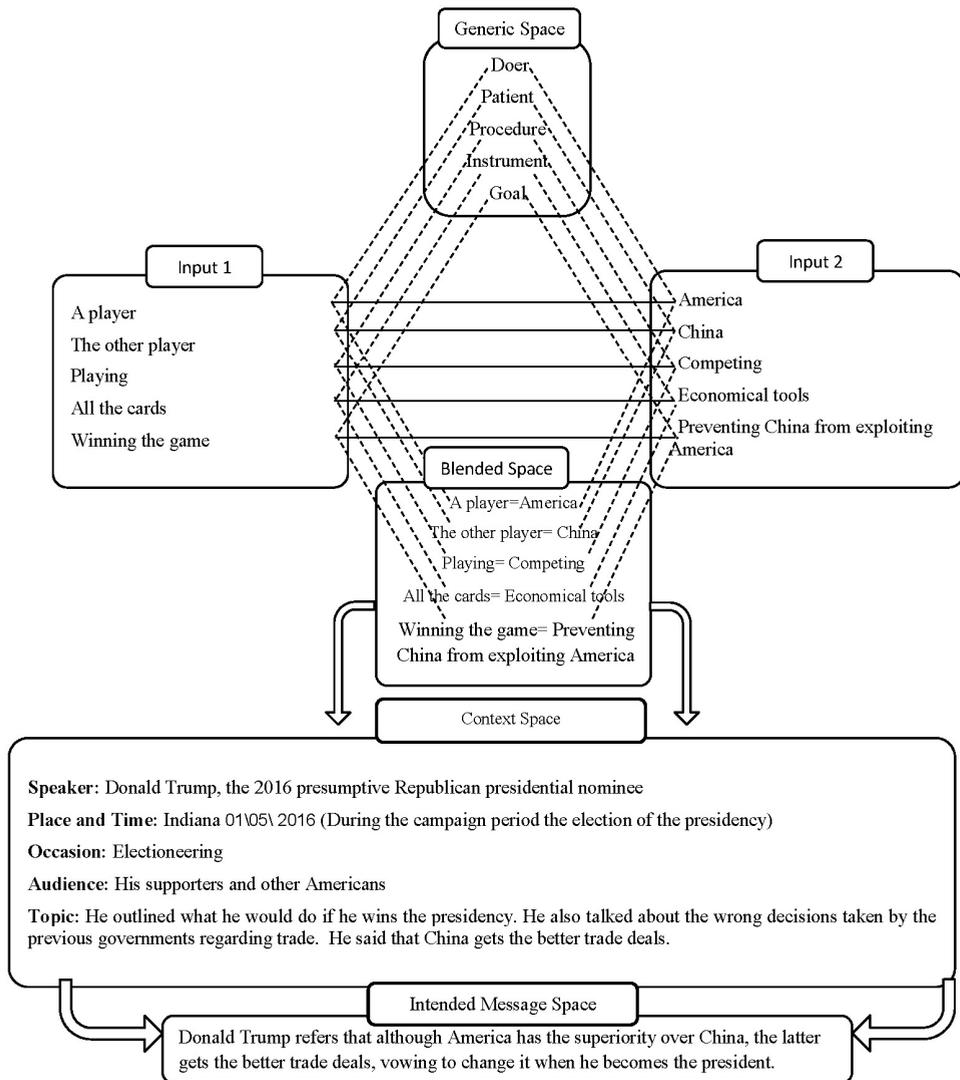
"Nobody mentions that Hillary received the questions to the debates,"... "Can you imagine — seriously — can you imagine if I received the questions? *It would be the electric chair*. OK, he should be put in the electric — you would even call for the re-institution of the death penalty, OK."



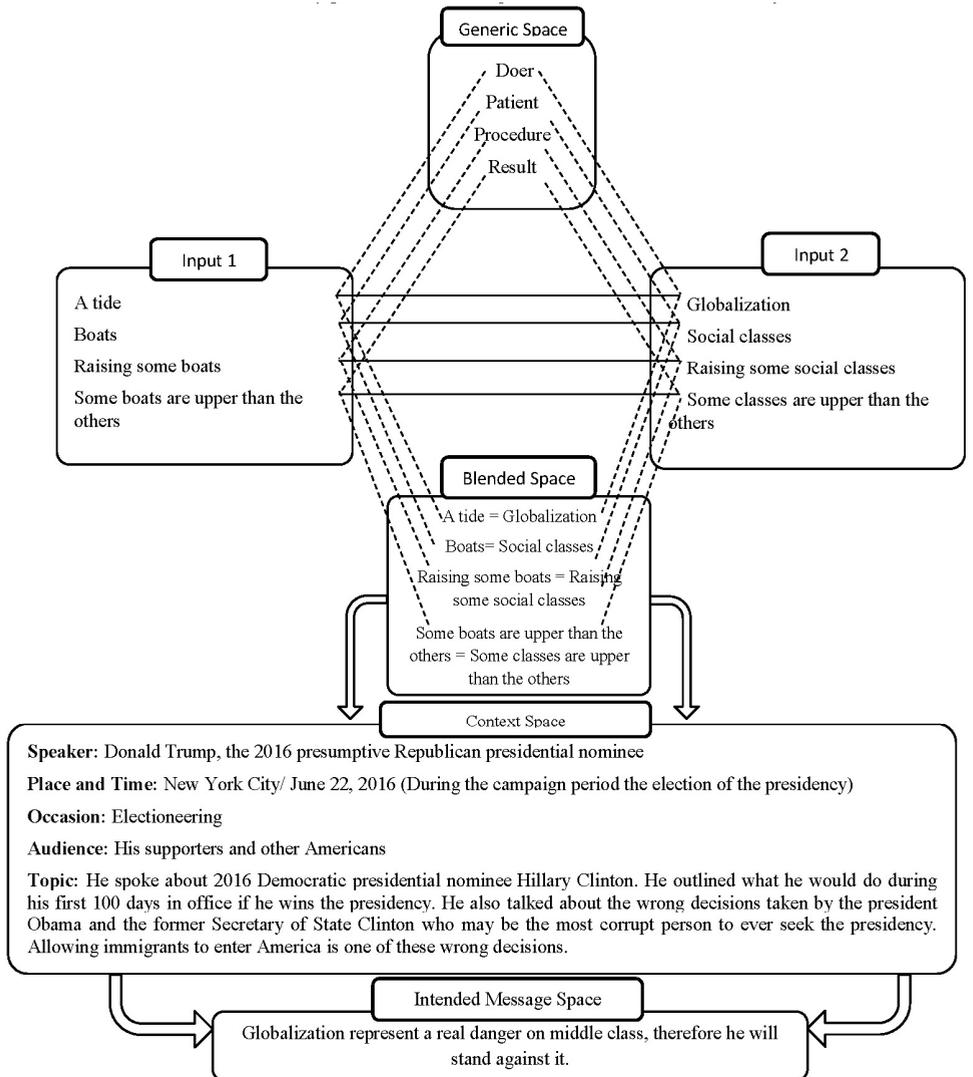
"our country is a piggybank that's being robbed,.... we holds all the cards,.... we can't allow China to rape our country."



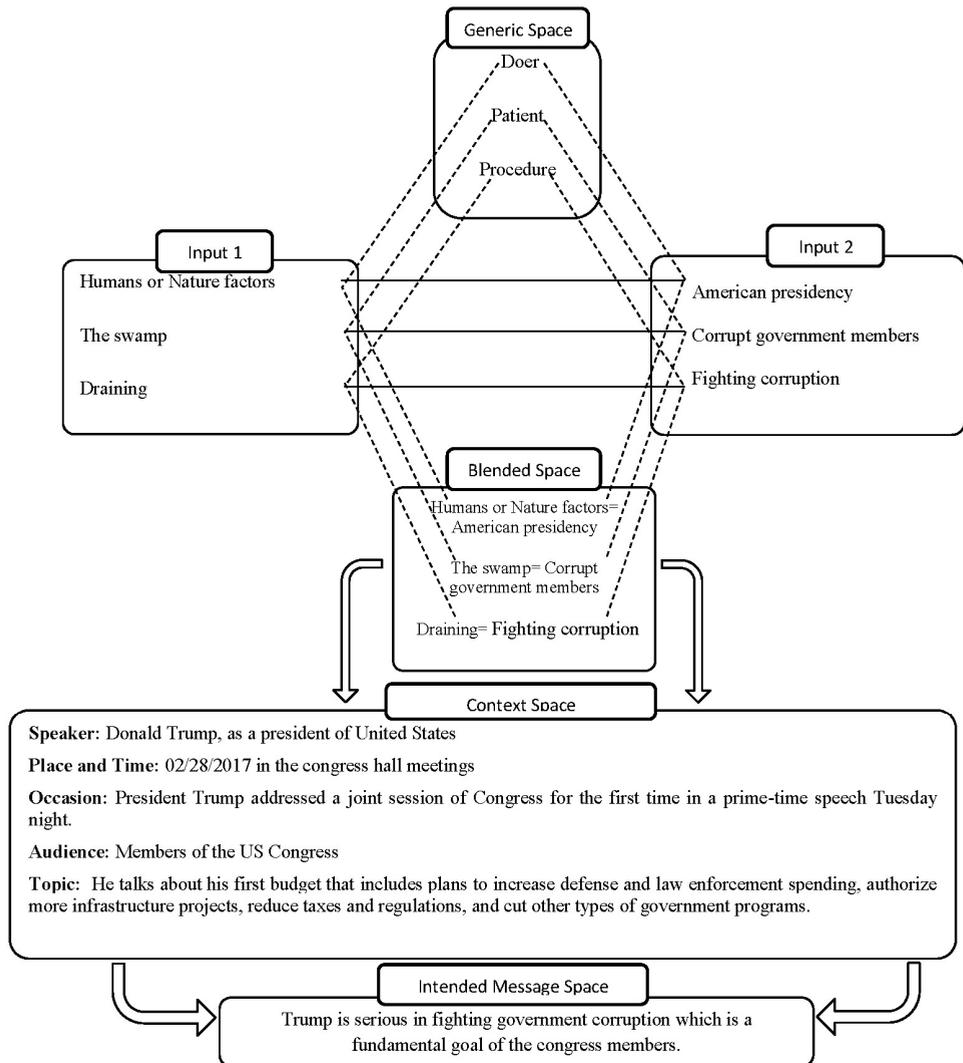
"our country is a piggybank that's being robbed,.... we holds all the cards,.... we can't allow China to rape our country."



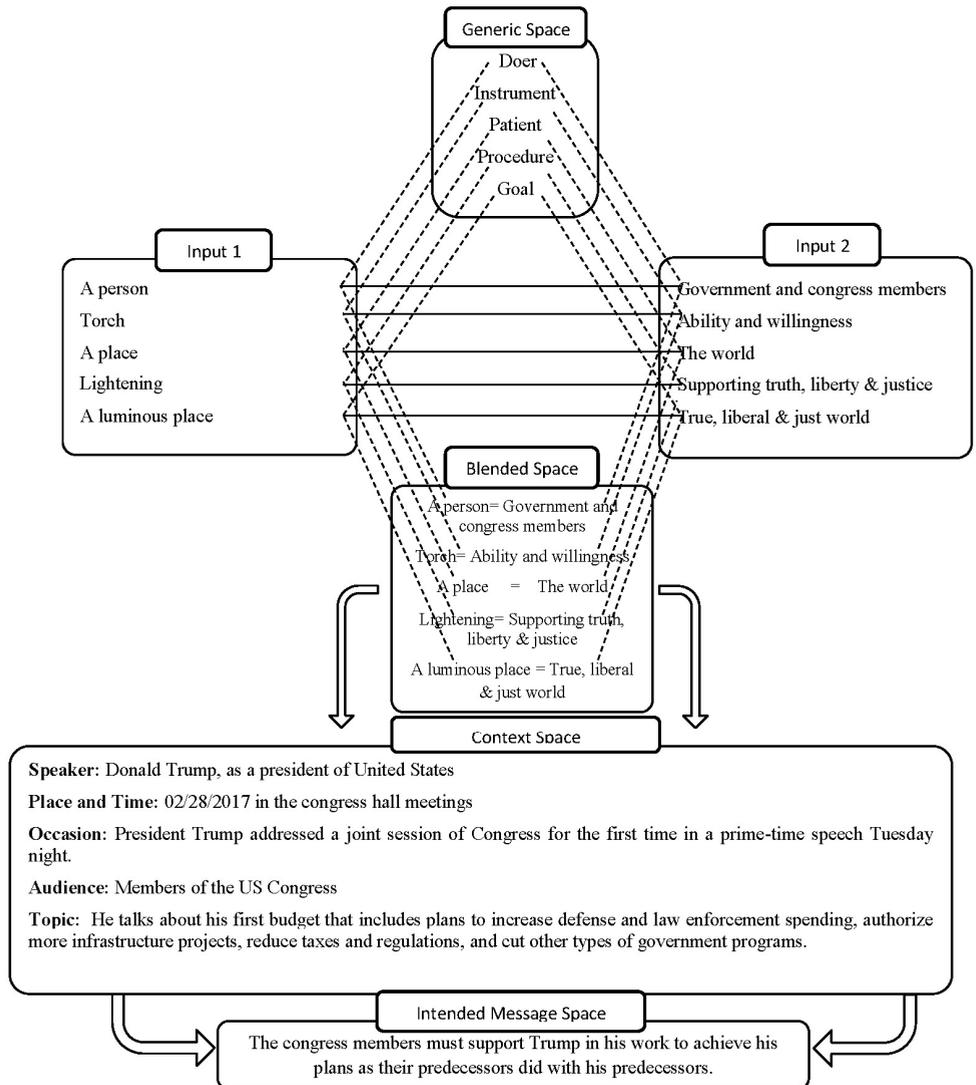
"We reward companies for offshoring, and we punish companies for doing business in America and keeping our workers employed. *This is not a rising tide that lifts all boats. This is a wave of globalization that wipes out our middle class and our jobs.*"



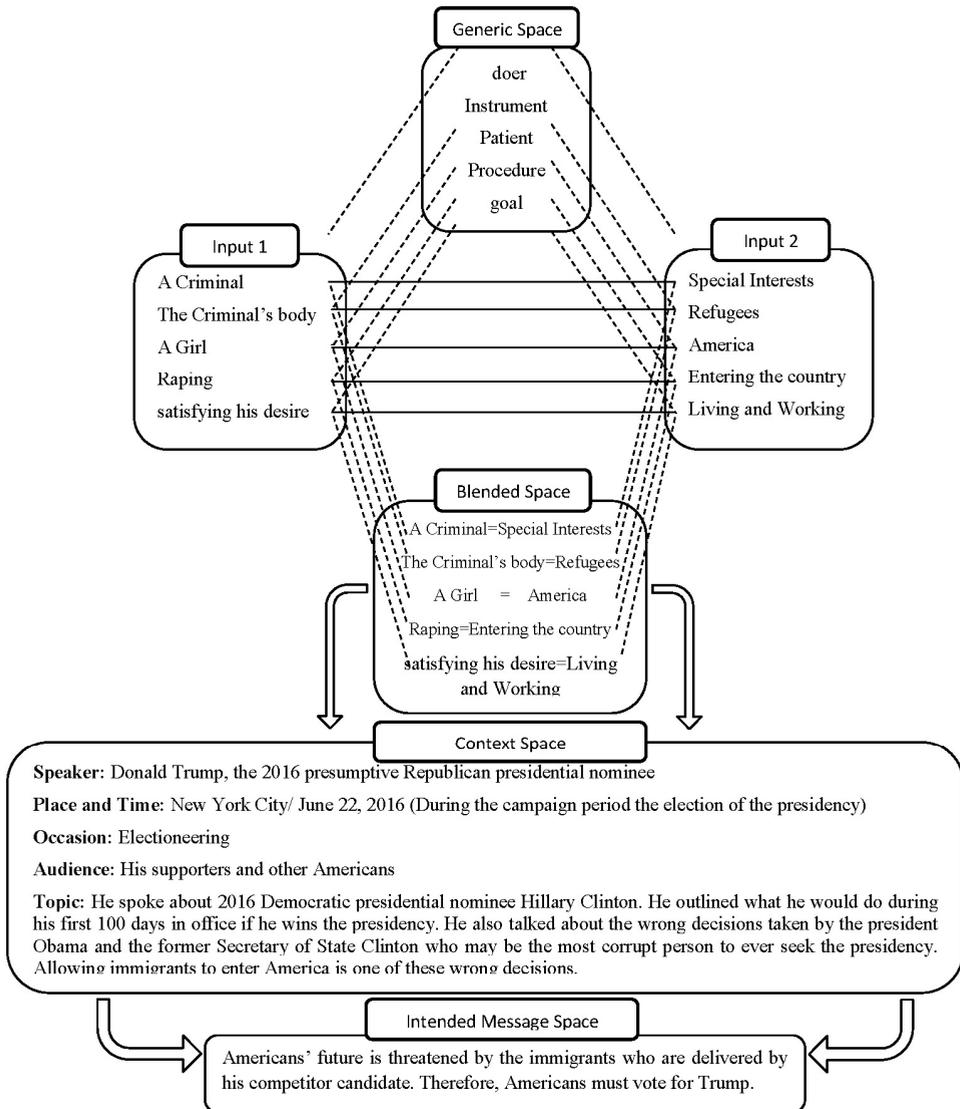
“We have begun to drain the swamp of government corruption by imposing a 5 year ban on lobbying by executive branch officials --- and a lifetime ban on becoming lobbyists for a foreign government.”



“Each American generation passes the torch of truth, liberty and justice --- in an unbroken chain all the way down to the present. That torch is now in our hands. And we will use it to light up the world.”



“waves of refugees” or “the flow of migrants.” “pushed by special interests who want to rape our country, just a continuing rape of our country.”



Two conclusions can be derived from the analysis above depending on the questions and hypotheses raised in the introduction, they are:

1. Most of Trump's metaphors are used as a persuasive device to represents the negative sides of his opponents. His metaphors represent how the opponents' behaviors are catastrophic and against American people. At the same time, these metaphors represent him as the best powerful man that people must be with to achieve what they want.
2. He uses metaphors with features of power and implementation to be more impactful.

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