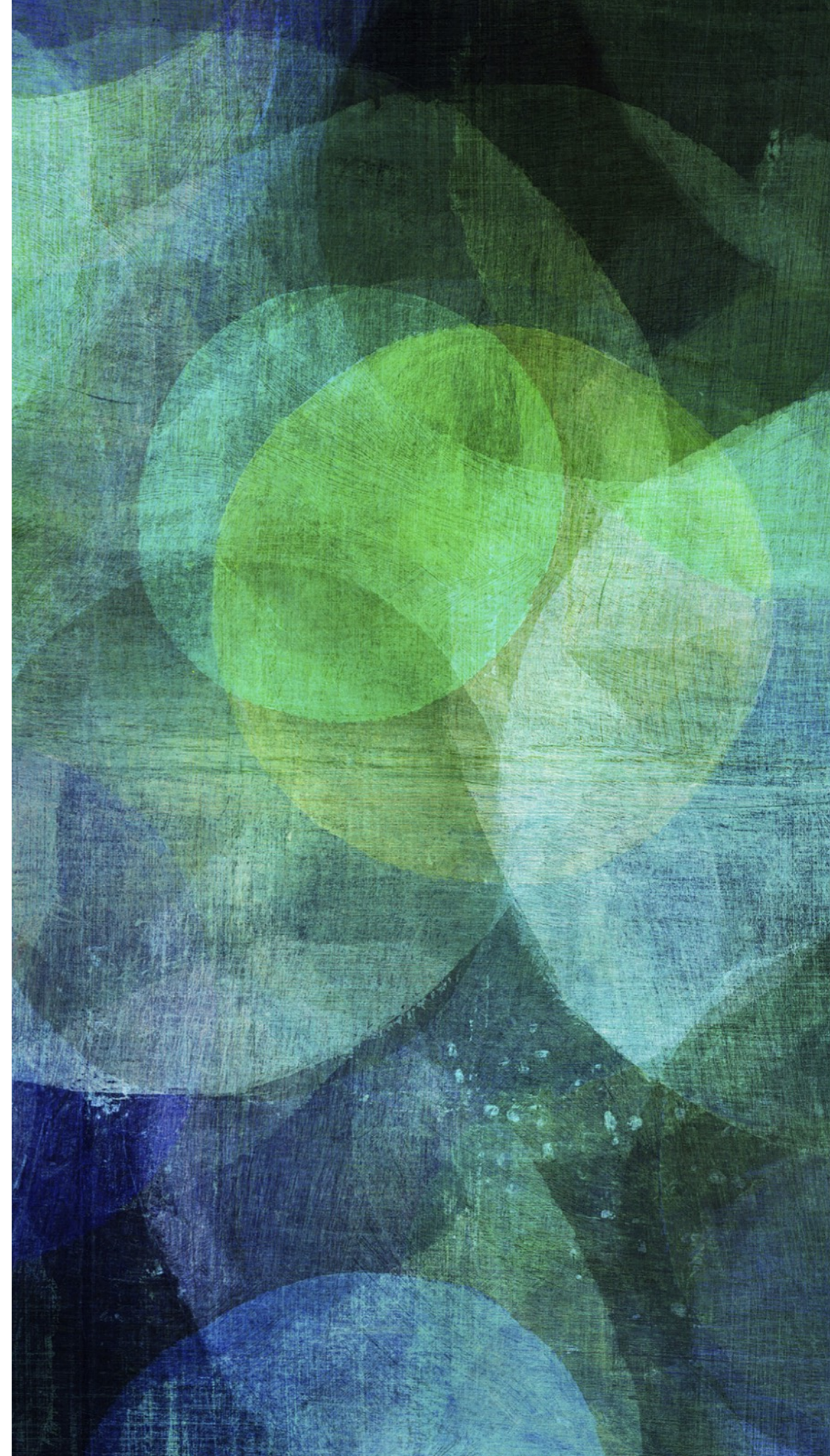# DELIBERATE METAPHOR THEORY AND ITS THEORETICAL FRAMEWORK

A BOTTOM-UP APPROACH TO THE ANALYSIS OF DELIBERATE METAPHOR IN BELGIAN POLITICAL DISCOURSE

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WHAT ARE DELIBERATE METAPHORS?

She **defended** her standpoint.

He **attacked** all my arguments.

We have to **move forward.**

The Prime Minister uses the image that as a country, you cannot **change the wind's direction**, but that you are able to **set the sails**. He seems to forget that while **sailing**, you might **dash against a cliff.**

This Belgian government isn't a **political marriage**, it's not even a **marriage of convenience**. It's a **sham marriage** at best!

Exchanging Brussel-Halle-Vilvoorde for a federal constituency isn't different from **exchanging the plague for cholera.**

METAPHOR & COGNITIVE LINGUISTICS

➤ < 1980: Metaphor = stylistic device
— METAPHOR = MATTER OF **LANGUAGE**

➤ 1980: Lakoff and Johnson's *Metaphors We Live By*
— Turning point in link between metaphor & cognitive linguistics
— Metaphor = essential part of our cognition
— *Conceptual Metaphor Theory (CMT)*
— METAPHOR = MATTER OF **LANGUAGE** <u>**AND THOUGHT**</u>

➤ 2008: *The Paradox of Metaphor* and *Deliberate Metaphor Theory* (Steen, 2007, 2008)
— METAPHOR = MATTER OF **LANGUAGE, THOUGHT** <u>**AND**</u>
<u>**COMMUNICATION**</u>

METAPHORS ACCORDING TO CONCEPTUAL METAPHOR THEORY (CMT, LAKOFF & JOHNSON)

Target domain
(TD)

Source domain
(SD)

Cross-domain mapping
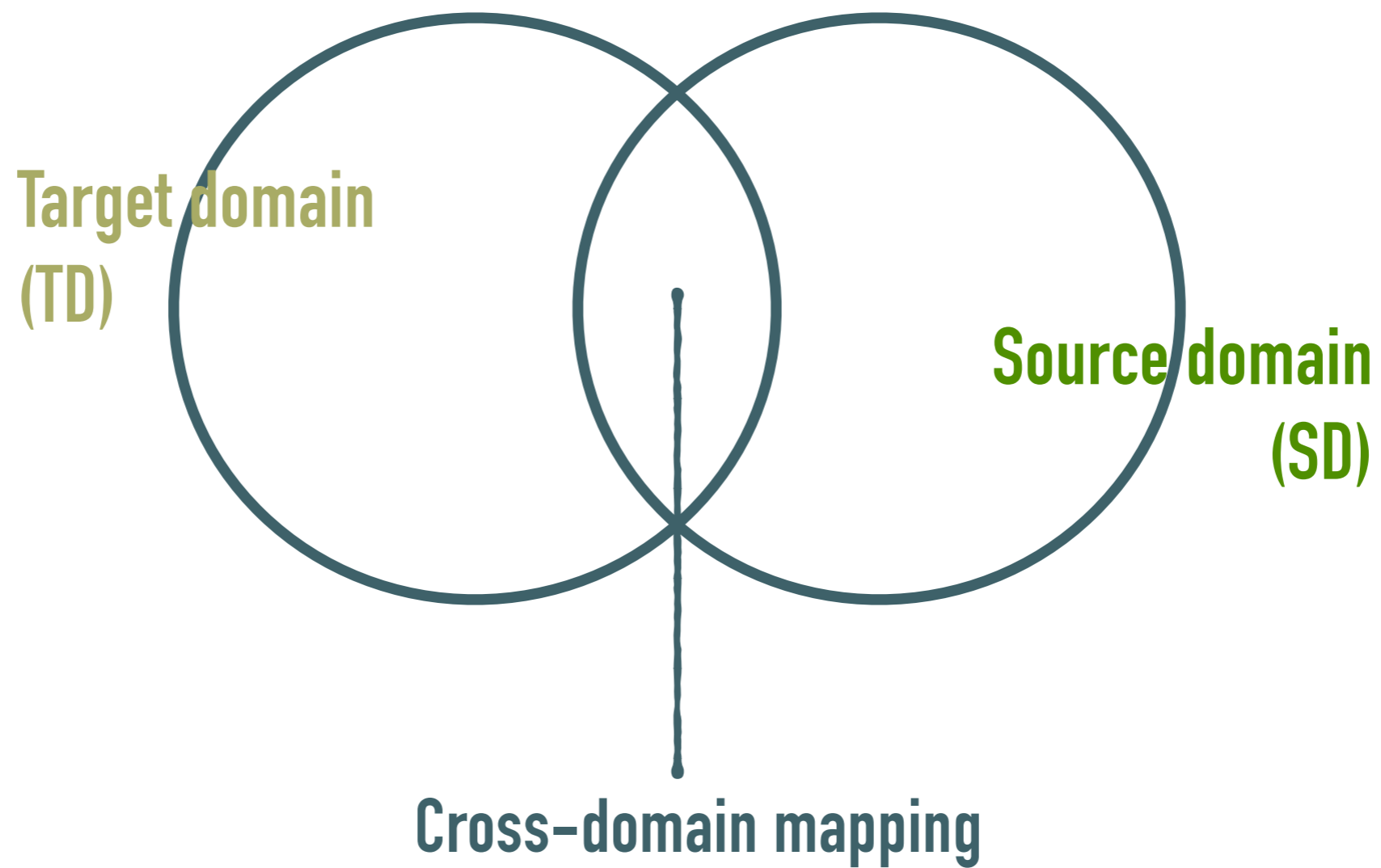
METAPHORS ACCORDING TO CONCEPTUAL METAPHOR THEORY (CMT, LAKOFF & JOHNSON)

*She **<u>defended</u>** her standpoint — He **<u>attacked</u>** all my arguments.*

Target domain

DISCUSSION

Source domain

WAR

Cross-domain mapping

DISCUSSION IS WAR

THE PARADOX OF METAPHOR & DELIBERATE METAPHOR THEORY

➤ **The Paradox of Metaphor**: most metaphors **aren't** processed by cross-domain mapping (comparison), but by lexical disambiguation (categorization)

Target domain

Source domain

Cross-domain mapping
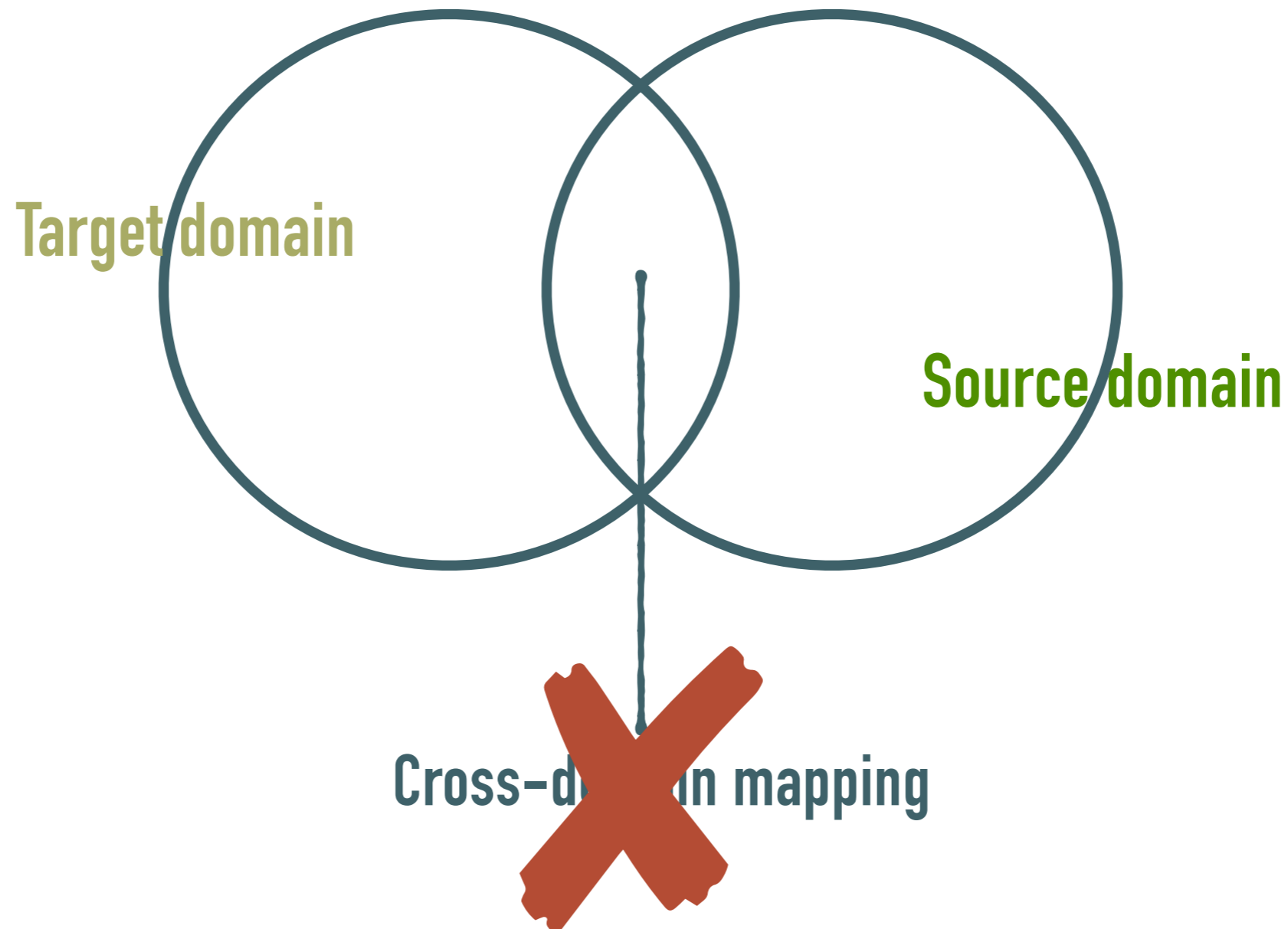
THE PARADOX OF METAPHOR & DELIBERATE METAPHOR THEORY

➤ **The Paradox of Metaphor**: most metaphors **aren't** processed by cross-domain mapping (comparison), but by lexical disambiguation (categorization)

➤ Distinction between metaphors that are processed by comparison and metaphors that are processed by lexical categorization

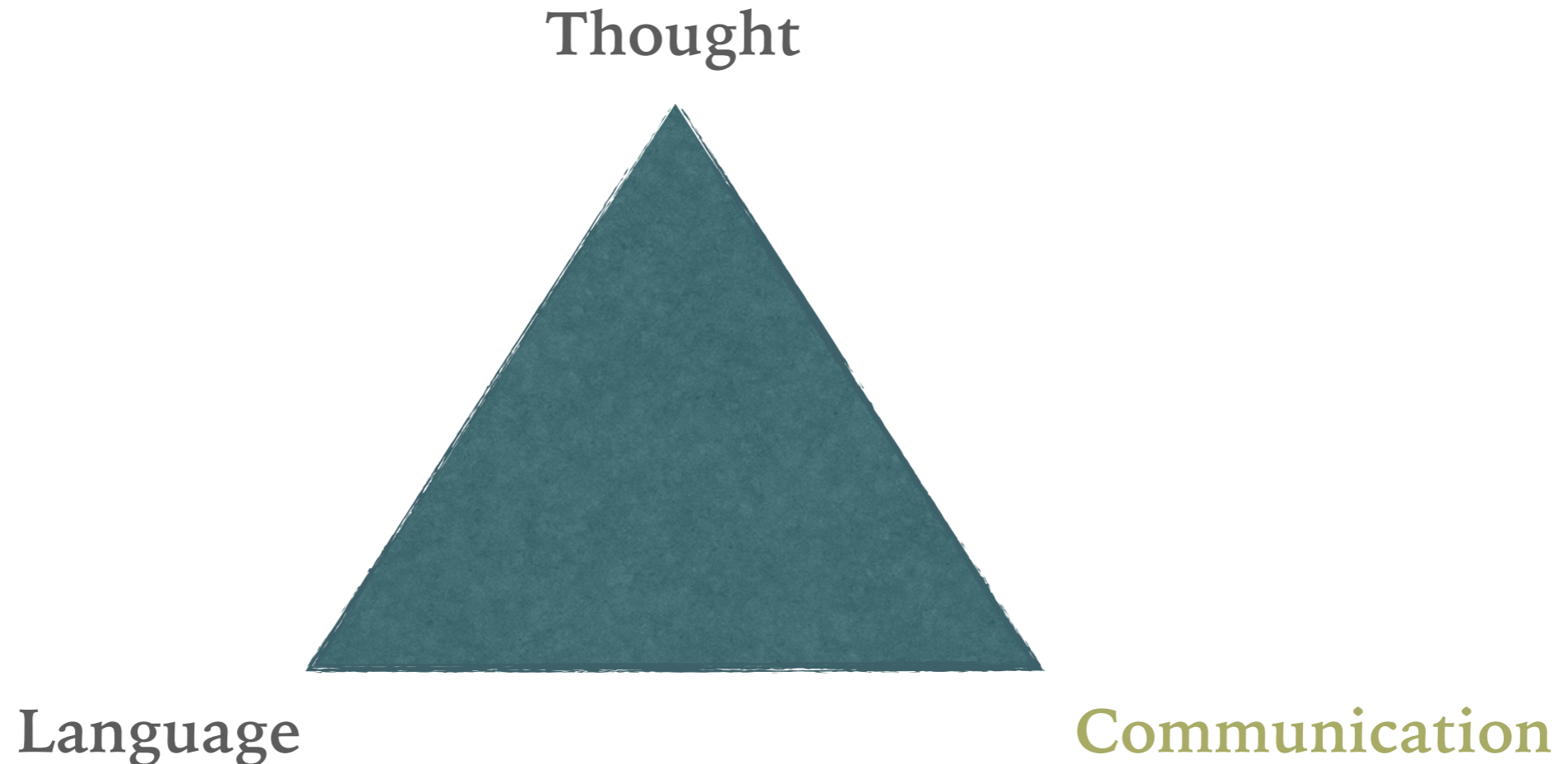➤ **Solution**: Distinction between **deliberate** and **non-deliberate** metaphors

Categorization

Comparison

DELIBERATE METAPHOR THEORY

➤ Conceptual Metaphor Theory (1980) = <u>**two-dimensional model**</u> of metaphor analysis

➤ Deliberate Metaphor Theory (2008) = <u>**three-dimensional model**</u> of metaphor analysis

Thought

Language   Communication

DELIBERATE METAPHOR THEORY

*She **defended** her standpoint.*

*He **attacked** all my arguments.*

*Exchanging Brussel-Halle-Vilvoorde for a federal constituency isn't different from **exchanging the plague for cholera.***

*The Prime Minister uses the image that as a country, you cannot **change the wind's direction**, but that you are able to **set the sails**. He seems to forget that while **sailing**, you might **dash against a cliff.***
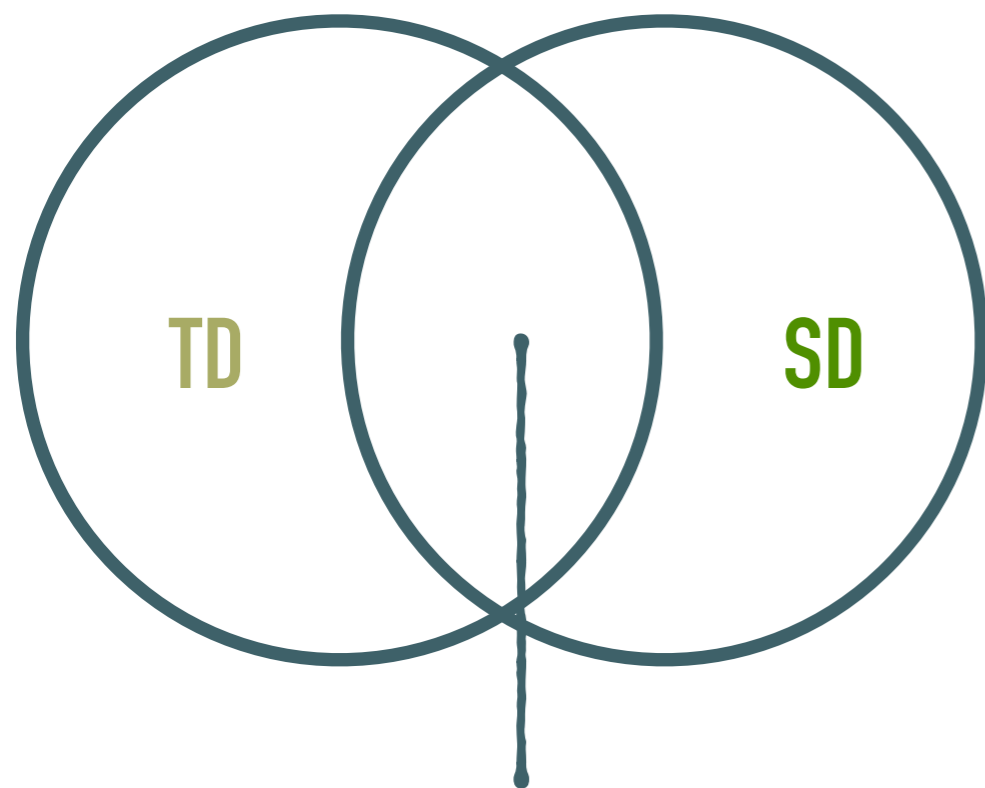
DELIBERATE METAPHOR THEORY

➤ *Definition*:

deliberate metaphor concerns the intentional use of **metaphors *as* metaphors** between sender and addressee. This definition minimally implies that language users, in production or reception, pay **distinct attention to the source domain as a separate domain of reference** (Steen, 2017)

TD   SD

Cross-domain mapping

Jean-Marie Dedecker keeps attacking the Belgian government by saying they did a bad job = **NON-DELIBERATE**

*They tried to make a community mayonnaise
with the wrong ingredients and with the wrong tools.
Moreover, they forgot to put lubricating oil in it to keep
the Belgian system running.
They wouldn't understand that the Flemish oil
will now continue rippling with the French vinegar,
and that the Brussels egg yolk will never
come along in the plate* = **DELIBERATE**

PHD PROJECT ON DELIBERATE METAPHORS

➤ Deliberate metaphor = **hotly debated issue** in literature

➤ Theoretical and empirical perspective

➤ Need for **more research** on how the notion of deliberate metaphors may be conceived

➤ Existing research on deliberate metaphor = **top-down approach** (e.g. Krennmayr 2011, Pasma 2011, Perrez & Reuchamps 2014, Heyvaert et al. submitted, etc.)

➤ Aim of this research = **bottom-up approach** to the analysis of deliberate metaphor

TOP-DOWN versus BOTTOM-UP?

PHD PROJECT ON DELIBERATE METAPHORS

⟶ **Top-down approach** to Deliberate Metaphor Identification

= *use of existing set of features to identify potentially deliberate metaphors*

Is the metaphorical unit *signalled* (e.g. by a simile or other signalling device)?

Is the metaphorical unit in the *form of A = B*?

Is the metaphorical unit *expressed directly*?

Is the metaphorical unit *novel*?

Is the metaphorical unit *surrounded by metaphorical expressions from compatible semantic fields*, which are somehow connected?

Is the metaphorical sense of the unit particularly *salient* through, for example, alluding to the topic of the text?

Does the metaphorical unit participate in *word play*?

Does the metaphorical unit *elicit rhetorical effects* such as, for example, persuasion or humor?

PHD PROJECT ON DELIBERATE METAPHORS

➤ Belgian political discourse : governmental declaration from 2006 - 2016 (bilingual corpus French - Dutch, approx. 1 million words)

➤ Political discourse = situated in « **space of conflicts** » between people's representations of topics and issues

➤ Political discourse **lends itself quite naturally** to use of **deliberate** metaphor

DELIBERATE METAPHORS & IDEOLOGY: SOME CONCEPTS

Critical Discourse Analysis (CDA):

- locate, analyse and study linguistic structures

- potential influence on people's mental representations

- key notions: discourse & ideology

Figurative Framing:

- important concept in communication

- shape discourse, contain important linguistic and conceptual content about the issue under discussion

- Burgers et al. 2016

Critical Metaphor Analysis (CMA):

- CDA + CMT

- Political concepts = metaphorical

- Importance of analyzing metaphor when analyzing discourse

- « *Different metaphors have different ideological attachments* » (Fairclough, 2001)

SOME EXAMPLES . . .

There are two ways to do politics like there are **two ways to navigate a ship**.
Either your only concern is to keep the **ship floating**,
without a specific **beacon**, without a specific purpose.
You just keep on **floating in whatever direction**.
Or you have a mission, a vision, a dream. You have a clear purpose in mind,
even though you know you might have to **face wild waters and heavy storms.**
(Guy Verhofstadt, 2006, Prime Minister)

You enthusiastically talked about yourself as a **captain leading his ship through wild waters**,
Mr. Prime Minister, but this doesn't get to me one bit.
(Patrick de Groote, 2006, N-VA)

Will Prime Minister Leterme **lead this out-of-control ship** and disappoint the elector?
Or will the cartel guide him towards a new **Flemish ship** that **sets sail** right next to the **Walloon ship**?
I hope he picks the latter, otherwise part of his **crew will mutiny or jump overboard**.
(Bruno Valkeniers, 2008, Vlaams Belang)

SOME EXAMPLES . . .

The Prime Minister uses the economic crisis to hide the fact that the system is crashing.
He does so by using the <u>image</u> of the **wind and sails**: the **wind blows** and the only thing we can do is **set the sails**.
The reality, however, is that we are **sailing** on two different **ships**,
with **two poles and two sets of sails.** These **ships** are **sailing** next to each other and between them,
there is a **footbridge** with a chair, on which – in a very unstable way – the Prime Minisiter sits.

(Gerolf Annemans, 2009, Vlaams Belang)

The Prime Minister uses the <u>image</u> that as a country, you cannot **change the wind's direction**,
but that you are able to **set the sails.** He seems to forget that while **sailing**, you might **dash against a cliff.**

(Jean-Marie Dedecker, 2009, LDD)

THE ANALYSIS OF DELIBERATE METAPHOR IN POLITICAL DISCOURSE

➤*Discourse-analytical perspective*

➤Why do political actors use <u>one metaphor and not another one</u> when talking about politics?

➤Why do <u>different</u> politicians use <u>different</u> metaphors to talk about the <u>same</u> topic?

➤Or why do they use the <u>exact same metaphor</u> to talk about a certain topic?

➤In what way does the use of particular metaphors have an impact or effect of the interlocutors' representations of the issue at hand?

➤What is hidden behind (the use of) these metaphors, and accordingly, behind the discourse itself? (ideas, perceptions, ideologies, etc.)

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THANK YOU !

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