Figurative framing in political communication | **Conclusions**

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Figurative framing | Production

- Political metaphors
- Political discourse
- Some other relevant constructions
Figurative framing | Production

Political metaphor?

SOURCE: CONCRETE CONCEPT
JOURNEY

TARGET: ABSTRACT POLITICAL CONCEPT
POLITICS, LIFE...

TARGET: ABSTRACT

POLITICS, LIFE...

POLITICS, LIFE...
Figurative framing | Production

Political metaphor?

SOURCE: CONCRETE CONCEPT
BUILDING

TARGET: ABSTRACT POLITICAL CONCEPT
POLITICAL SYSTEMS, THEORIES, ...

Figurative framing | Production
Figurative framing | Production

Political metaphor?

- A metaphor with a given political function in communication?
  - Produced by a politician in order to convince an audience
  - Produced by a journalist in order to present a given political issue
Figurative framing | Production

- **Political metaphor?**
  - Communicative function
  - // Deliberate Metaphor Theory

Deliberate metaphors are “meant to change the addressee’s perspective on the referent or topic that is the target of the metaphor, by making the addressee look at it from a different conceptual domain or space, which functions as a conceptual source (Steen 2008: 222)
Deliberate vs. Non-deliberate metaphors in citizen discourse

Perrez & Reuchamps (2014)

Deliberate vs. Non-deliberate metaphors in politicians interview

Heyvaert et al. (submitted)
### Figurative framing | Production

<table>
<thead>
<tr>
<th><strong>Non-deliberate metaphors</strong></th>
<th><strong>Deliberate metaphors</strong></th>
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<tbody>
<tr>
<td>Fr. “Mais, ce que je voudrais, si on doit encore aménager cette fois ci le fédéralisme tel qu’il a été construit progressivement, c’est qu’à un moment donné, on se dise que ça s’arrête, c’est fini.” (PBF, D8, 3897-3898)</td>
<td>Du. “Normale partijen die een staatshervorming willen enzovoort die willen eigenlijke hetzelfde als we zo zeggen een ernstige LAT relatie in dit land.” (PBN, M5, 3130-3131)</td>
</tr>
<tr>
<td>En. “if we have to <strong>rearrange</strong> federalism as it has progressively been <strong>built up</strong>”</td>
<td>En. “Normal parties that want a state reform and so on, they want in fact the same as <strong>let’s say</strong> a serious <strong>LAT relationship</strong> in this country.”</td>
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</tbody>
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### Figurative framing | Production

- **Political metaphor?**
  - Communicative function
  - // Deliberate Metaphor Theory
    - Non-deliberate metaphors
      - To speak about politics
    - Deliberate metaphors
      - To convey political meaning | opinion
  - Problems
    - Identification procedure
Figurative framing | Production

- Political metaphors
- Political discourse
- Some other relevant constructions

...from the depths of despair to the great heights of hope. The belief that while each of us will pursue our own individual dreams, we are an American family and we rise or fall together as one nation and as one people.
Barack Obama: "La famille américaine s'est rassemblée"

Le président sortant démocrate a été réelu face au républicain Mitt Romney.

Obama speech: "We zijn één gezin, we falen of slagen samen"
america literally wouldn’t be able to stand a nation divided is a nation conquered look at kenya or germany or any other divided country america is like a hand individually the fingers can’t do anything but u put them all together and u can deliver a mighty blow division is a sign of weakness if we cant control ourselves at home how are we going to show the world that we are a great nation if we can’t keep our affairs in order. america is like a family it has to stay strong even though there will be disagreements we must work thru them together we must stand as a family as one so should america be divided no it shouldn’t! lets not get a divorce lets stay together lets work out our problems together as a family.

The preceding argument seems mostly concerned with showing the world our “strength.” It is often argued that demonstrating our “strength” doesn’t do much good for the rest of the world, but let me propose something else: our “strength” doesn’t do any good for the American people. In addition to sucking us into “police actions” the world over, our “national strength” is just a euphemism for government strength. Soviet Russia was a “strong nation”, but that certainly didn’t benefit the Russian people. Let me also state that America is not like a family. It is a nation. Our families are all “like a family.” What we need is a government that recognizes the institutions that precede it and, ultimately, are more important than it— institutions like families, states, counties, businesses, churches, and charities. These are the real “strength” of our nation, and it is through ascension and nullification that they gain their voice.

President Obama: “La famille américaine s’est ressemblée”

"America is like a family"
Figurative framing | Production

- Political metaphors
- Political discourse
- Some other relevant constructions
  - Hyperbole
  - Irony
  - Stereotypes
  - Deictics
  - Creative nominalizations
Figurative framing | Production

- Political metaphors
- Political discourse
- Some other relevant constructions
  - Hyperbole
  - Irony
  - Creative nominalizations
  - Comparisons
Figurative framing | Production

Statut unique: «C’est le BHV du dialogue social», estime Magnette

Patricia Labor
Mis en ligne il y a 1 heure

Pour le PS Paul Magnette, « la distinction des statuts entre ouvriers et employés n’a plus lieu d’être mais c’est une réforme difficile ».

De Wever: "L’Europe devient un peu la Belgique: qui paie n’a rien à y dire" (09/07/2012)

A ses yeux, la Flandre n’est plus au sommet en raison de faiblesses internes

BRUXELLES "L’idée que l’Europe devient un peu un modèle belge en plus grand prend de l’ampleur. Personne ne peut reprocher aux Allemands de ne pas avoir envie de devenir les Flamands de l’Europe", a affirmé lundi soir le président de la N-VA, Bart De Wever, dans une allocution prononcée avant l’heure à l’occasion de la Fête de la Communauté flamande.

Pour Bart De Wever, celui qui paie doit avoir son mot à dire, et ce n’est ni le cas en Europe, ni en Belgique. Le président de la N-VA a eu d’ailleurs cette, 2014.
Figurative framing | Reception

• Effects of political metaphors on political representations and behaviours
  – Different levels
    • Conceptual alignment => inclination towards repetition of a metaphorical frame?
    • Change one’s perspective on a given political topic?
    • Change one’s political behaviour?

Thibodeau & Boroditsky 2011, 2013

« even minimal metaphors can significantly shift people’s representations and reasoning about important real-life domains »
Figurative framing | Reception

  • Reading about crime increases people’s overall preference for enforcement, regardless of the metaphorical frame
  • => Under which circumstances do metaphors influence reasoning?

Figurative framing | Reception

• Several experiments aiming at measuring the influence of political metaphors
  – Tetris 1.0 | 2.0 | 3.0
  – Basic Income 1.0
The Belgian tetris

From 1831 to 1970, Belgium came down to the central state, the provinces and the municipalities. Except for the prerogatives devolved to the local authorities, the State took care of everything. In 1970, the constituent power created new institutions: communities and regions. And every state reform has been the occasion to take competences from the state (from there on called the federal state) to redistribute them to federal authorities. This is the big Belgian Tetris, where we see the upper floor that is falling apart (decomposing) block by block, at the benefit of other authorities. In certain cases, the legislator is transferring homogeneous blocks (like education, handed over to the communities in 1989). In other cases, what is involved is just transferring some elements of a competence (it’s the case of the tax system: the federal state remains competent but assigned certain prerogatives to the federal entities). From now on, we therefore make a distinction between three types of competences. The ones that are exclusively exercised by the federal state (like Defense, for example). The ones that are exclusively exercised by the Regions and Communities (Education, Town planning, Public works, and so on). An the ones for which each power has some possibility of intervention. In the area of employment, for instance, the (federal) State is competent for certain domains (unemployment legislation, for instance) and the Regions are in charge of other ones (training courses of unemployed people).
The Belgian tetris federalism

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Figurative framing | Reception

• Several experiments aiming at measuring the influence of political metaphors
  – No direct impact of metaphorical condition
    • Impact of the text
    • // Steen et al. 2014, Reijnierse et al. 2015
  – => Under which circumstances do metaphors influence reasoning?

Figurative framing | Reception

• Mediating / moderating effect of other variables
  – **Deliberativeness?** (Reijnierse et al. 2015)?
    • Deliberate metaphors greater impact?
    • Or just not?
      – Non-deliberate metaphors do not offer any alternative (/)
  – **Extendedness?** (Reijnierse et al. 2015)
    • Several linguistic realizations of one mapping?
  – **Aptness?** (Thibodeau & Durgin 2011)
    – Degree of exposure?
Figurative framing | **Reception**

- Mediating / moderating effect of other variables
  - Political knowledge?

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**XP1 - Results**

- Attitude towards **regional autonomy**?

“To what extent do you think that federal entities should care for everything?”

1  2  3  4  5  6  7  8  9  10

“To what extent do you think that the federal government should care for everything?”
Political knowledge*xp condition

Figurative framing | Reception

- Mediating / moderating effect of other variables
  - Political knowledge?
  - Cultural variation?
Figurative framing | Reception

French-speaking citizens (N=500)  Dutch-speaking citizens (N=500)

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Summary

• **Production**
  – Political metaphors and beyond
  – Various forms of political discourse

• **Reception**
  – What does it mean for a metaphor to have an impact?
  – Parameters which might interact with the framing effect of metaphors

Figurative framing in political communication

Thank you for your attention!