Research Journal of Language and Literary Studies
Spring 2024, Volume 4, No.1, pp 51-68

A STUDY TO INVESTIGATE THE USE OF METAPHORS IN POLITICAL SPEECHES – A CASE STUDY OF EX-PRIME MINISTER IMRAN KHAN

Mariya Javed[1], Zakia Aslam[2], Mohd. Asif[3]

ABSTRACT

In both everyday life and political debate metaphors are among the most widely used language domains. The speaker's cognitive activity can be inferred from the cross-domain mapping between the source and target domains. In Imran Khan's political speeches, metaphors are frequently used. This article examines the use of metaphors by Ex-Prime Minister Imran Khan, who is known for being a skilled orator. Successful politicians utilize compelling language, and among other rhetorical devices, they frequently employ highly conventionalized metaphors. This study primarily employed a mixed method approach because both the qualitative and qualitative data were gathered. The information was gathered from political department students at Punjab University and Riphh International. 150 to 200 students from the Political Science departments of Punjab University and Riphh International participated in the study. By using SPSS, a descriptive analysis of the data was performed, and the percentage of each item was then calculated. The findings demonstrate that metaphors are employed to portray the speaker and his political allies in a favorable light while simultaneously portraying the Khan's political adversaries in a negative one. Khan also projects himself to be the father and the rescuer that the general public needs so desperately.

Keywords: Imran Khan, political speeches, metaphor, rhetoric, persuasion.

[1] Mariya Javed, Virtual University of Pakistan (English Department, Lahore, Pakistan) Email: mariyajaved@vu.edu.pk, Contact No. +092-3046962040 (Corresponding Author)
[2] Zakia Aslam, Virtual University of Pakistan (English Department, Lahore, Pakistan) Email: zakia.aslam@vu.edu.pk
[3] Mohad. Asif, Virtual University of Pakistan (English Department, Lahore, Pakistan) Email: masif@vu.edu.pk

1. INTRODUCTION

1.1. Background

The goal of politics is to implement political ideas through power struggles. Language is particularly important in this process since it is used to plan, influence, and carry out every political activity. Voters form opinions about politicians based on their honesty and integrity, which are demonstrated by the coherence of their statements and deeds as well as the persuasiveness of their political arguments, in addition to their physical appearance and manner of speaking. Therefore, politicians prepare and select their language before making a public speech. Even though they are not the same, rhetoric and persuasion are inextricably linked. Persuasion is a speech act that, according to Charteris-Black (2011, p. 13), "points out to the purpose, action, and result of altering an public perception." Rascalism is less persuasive than persuasion. Unlike persuasion, rhetoric describes the methods a speaker uses to win over listeners to their point of view. To put it another way, it's important to distinguish between a speaker's rhetorical style and persuasion, which is accomplished through the use of pathos (emotional impact), logos (application of reasoning) and ethos (credibility).

Politicians' usage of metaphors in Pakistani speech is shaped by their cognitive processes that shows up in their discourse. In the political environment, political leaders who speak both Urdu and English typically use conceptual metaphors with comparable patterns in both languages. These mental schemata, which are realized through metaphorical expressions, are

conceptual metaphors that are usually affected by cultural influences instead of linguistic ones. As a result, mental models derived from common environments, religious backgrounds, and social and cultural contexts trigger conceptual metaphors that disclose politicians' ideologies as well as their political tactics. Layers of linguistic metaphors encasing cognitive processes are broken down through discourse analysis that takes the production context into account. Information on political processes obtained from the nonliteral language of the leaders gives sufficient awareness regarding societal practices of the region.

Imran Khan frequently uses metaphorical language in his political speeches to refer the direction. The aim of this study is to examine and uncover the ideology of political change, which serves as foundation for Imran Khan's political actions. This enables to study how, as a language construct, the metaphors of direction, are organized and structured in Khan’s political speeches within the Pakistani setting, as well as how the idea of change evokes audience’s empathetic response. As a result of the activation of conceptual metaphors, it also sheds light on Imran Khan's cognitive processes. Imran Khan often employs figurative language in his lectures to subtly portray his intentions. According to Charteris-Black (2004), politicians can criticize oppressive systems of power by using metaphors to illustrate how they can adapt to change. Khan primarily draws attention to the shortcomings of Pakistan's leading political parties and criticizes their bad policies in order to activate cognitive scripts that harp on the model of change

which his political party advocates. Because of sparse use of metaphorical terms in his plain style, he only pulls from a small number of source domains by exposing prior failures and drawing enormous emotional appreciation from them, we can discover core subject of transformation that he utilizes. The emphasis on the nation's journey using metaphors about going the wrong route helps to create the impression of Khan as a leader among the common people. The frequent usage of 'Tabdeeli'(Change) metaphor by Khan induces a way of emancipating oneself from destructive past. Excessive use of metaphors pertaining to specific source domains reveals obsessions, as in the case of Imran Khan. The list of active conceptual metaphors is given, which enables us to delve into the speaker's thought process because they are links between language and the mind, revealing information about the prevailing political ideologies in Pakistan.

1.2. Research Objective

- This paper highlights the role of metaphors used by Ex-Prime Minister Imran Khan in his political speeches.

1.3. Research Question

This study has following research question:

- What is the impact and effectiveness of the metaphors employed by Ex-Prime Minister Imran Khan in his political speeches in conveying his political message and influencing public perception?

2. Theoretical Background

Only literary research had previously been used to analyze metaphors, therefore the publication of Jakobson and Halle's book in 1956 represents the start of linguistic research in this area. The book “Metaphors We Live By” by Lakoff and Johnson from 1980, however, which transformed the study of metaphors, was the pivotal publication. Three main points were made: metaphors are pervasive and shouldn't be restricted to literary situations; they exhibit a high degree of systematicity and coherence; and they are more than just a simple figure of speech; they represent a way of thinking. According to Lakoff and Johnson (1980, p. 3-5), the basis of metaphor is knowing something in terms of another, hence highly abstract entities are understood in terms of conceptual (target) domain. Consequently, extremely abstract concepts are made through tangible ones. The connection between two domains is called as mappings since it is related on the basis of similarity (Kövecses, 2002, p. 6).

However, mapping is unidirectional—that is, it travels only from the source to the target domain—as Lakoff and Johnson (1980) point out. The three primary categories of metaphors, namely orientational, structural, and ontological, are separated by Lakoff and Johnson (1980). The conceptual metaphor LOVE IS A JOURNEY, in which lovers are viewed as travelers on their shared journey towards the same objective - recognition of their love - is an example of how to employ a very abstract notion to frame a concrete one.

Orientational metaphors go further than structural ones by organizing a complex system of concepts in relation to one another (Lakoff and Johnson 1980, p. 14). These metaphors are based on spatial relationships, such as up and down, where all connotations with a positive connotation are regarded as being up, whilst connotations with a negative connotation are perceived as being down, as in the phrases HAPPY IS UP (I'm on cloud nine) and SAD IS DOWN (I'm feeling down). Ontological metaphors, on the other hand, deal with comprehending our experiences in terms of things and entities. They enable us to refer to, quantify, classify, and reason about certain aspects of our experience as entities or substances (Lakoff and Johnson 1980, p. 26).

According to Charteris-Black (2011, p. 28), metaphors are widely utilized in political contexts for ideological reasons since they elicit unconsciously emotional associations that help to create the correct myths and tell the right story. According to him (2011, p. 32), the primary purpose of metaphors used in political speeches is to frame one's understanding of political matters by excluding opposing viewpoints. Therefore, politicians employ metaphors to portray themselves favorably and to portray their political opponents as criticizing them negatively. Many political topics are too complicated and abstract for voters to understand; thus, metaphors can be used to make abstract concepts more apparent. (Mio, 1997). Politicians also need to demonstrate their ability to resolve complex problems in addition to just comprehending them. Therefore, they use metaphors to make compelling arguments that clearly demonstrate their capacity to think logically by the

application of concrete to abstract concepts (Brukholder & Henry, 2009). Voters may, however, ascribe their own meanings to metaphors, either negatively or positively connotated, given the nature of metaphors and the variety of alternative interpretations.

Because of this, the metaphors and metonymies that politicians choose to use can change depending on the situation and the intended audience, which must be considered while interpreting. Since metaphors and metonymies can be deceptive yet are typically compelling, it is important to keep the speaker's intentions hidden when studying them (Rozina & Karapetjana, 2009). Van Dijk (2006) distinguishes between persuasion and manipulation, and results are following:

“Depending on either reason of persuader is accepted or not, in persuasion, the interlocutors are free to believe or behave as they like, while in manipulation, the receivers are often given a more passive role: they are the ones being manipulated. This unfavorable outcome of manipulative discourse often happens when the target audience is unable to comprehend the manipulator's true intentions or to fully grasp the implications of the ideas or actions they are being encouraged to adopt. This might be true, particularly if the receivers are lacking in the specialized knowledge which could be utilized to fend off manipulation.” (p. 361). Keeping in mind the nature of metaphors and metonymies, the person will often use language's association potential to elicit emotional responses, demonstrating the persuasive power of these two literary devices.

3. MATERIAL AND METHODS

The study aims is to identify the role of metaphors used by Ex-Prime Minister Imran Khan in his political speeches. The primary purpose of this research is to outline the research objectives and methods for addressing the research questions.

3.1. Research Design and Sampling

The study primarily used a quantitative technique, but in order to validate the quantitative data, qualitative data was also collected, which is why a mixed method approach was used. The results were validated with the use of the mixed method approach. Primary data was used for analysis. Cross-sectional research was the design used for this study. The survey approach was found to be the most effective way to gather public opinion on this subject.

The population for this study was the students of Political Department from Ripha International University and Punjab University. The sample consisted of 150-200 students of the Political Department from Ripha International and Punjab University participated in the study. Participants were selected at random. To get a representative sample, stratified sampling was utilized because the entire population out of which sample was drawn did not symbolize a homogeneous group. Participants for sample were both male and female, with the age range of 20 to 30.

3.2. Research Instrument: Questionnaire

A closed-ended questionnaire was used to gather data while taking into account the investigation's nature, goal, and scope of the study. Socio-demographic characteristics of participants, such as age, education, gender,

designation, are included in the background data. The survey accurately identified the purpose of metaphors used by Ex-Prime Minister Imran Khan in his political speeches. Since the data collection tool was created using the Likert setup, the degree of agreement was assessed using a Likert scale. Each statement in this survey had five possible answers. The range is given below which was used to understand the overall feedback of all participants; for each statement of survey by calculating the weighted mean:

Range	**Interpretation**
4.01 _ 5.00	Very Likely
3.01 – 4.00	Likely
2.01 – 3.00	No Opinion
1.01 – 2.00	Unlikely
0.00 – 1.00	Very Unlikely

The validity of the questionnaire was ensured by following the conventional steps.

a) The questions were taken from reliable sources and then modified; b) the opinions of three subject specialists were sought, suggested changes were then incorporated; c) a pilot study was conducted, and the issues were addressed. With these considerations in mind, the researcher made every effort to create a reliable tool for study. The Cronbach's Alpha Test was applied. As they were seen as the measure of the same construct, it was

considered that measurements were connected to one another directly and methodically. The 10 items/roles had an alpha of.85, indicating that they formed a scale that was internally consistent enough.

3.3. Collection of Data

Research questionnaire was sent to the selected respondents using following methods:

1. Personal visits; 2. Direct emails; and 3. A network of colleagues. The response rate was 90% supporting which improved the motivation level of the researcher. A total of 200 questionnaires were distributed; 192 of those were returned, 05 of which the researcher discarded due to errors, and a final 187 were used for the inquiry and study purpose. The time period of the information gathering process was approximately six weeks. Finding the required participant, distributing the questionnaire, and then anxiously waiting for questionnaire return all took up a lot of time.

4. RESULTS

By using SPSS, a descriptive analysis of the data was performed, and the proportion of each item was then calculated. The following descriptive statistics were used: standard deviation, frequency, median, mode, means and cumulative percentage.

The Table No. 1 depicts the metaphors used by Ex-Prime Minister Imran khan in his political speeches. The response frequency table for the questionnaire statement 1shows that in his political speeches, Imran Khan frequently uses metaphors that refer to the to the political ideology of change,

79% respondents agreed with this statement and 21% responses do not support this statement.

While the results for the statement that the use of metaphorical expressions by Khan in his speeches enables his motives to be communicated implicitly indicate the concept that 87% respondents agreed with this statement and 13% responses do not support this statement.

Similarly, the statement that the particular emphasis on the nation's journey going in the wrong direction metaphor evokes Khan's image pictured as a leader among the general public depicts that 71% respondents agreed with this statement and 29% respondents do not support this statement.

The frequent use of 'Tabdeeli' (Change) metaphor by Khan induces a sense of 'change' by conceptualizing direction as a means of breaking free from a destructive past and the way one can experience a sense of "change." 88% respondents agreed with this statement and 12% respondents do not support this statement.

According to the 5th statement Khan highlights the direction of how a leader should act by utilizing "Cricket" as a metaphor. Thus, projecting himself as a capable leader indicates the concept that 67% respondents agreed with this statement and 33% responses do not support this statement.

The lowest result is shown for the statement about the use of "Riyasat-e Madina" (Islamic Welfare State) notion which indicate the concept that 17% respondents agreed with this statement and 83% responses do not support this statement.

Mostly, respondents agree with the statement that by using the notion "Ap Nay Ghabrana Nhi" (You don't Have to Worry) Khan refers to panic is not an option. Things will get better, i.e. 70% agree and 30% of respondents do not agree with this statement.

Only 2% students think that the use of "Tsunami' notion by Khan refers to the to the rise in support for Khan's party and growing strength of Pakistan tahreek-e- insaf with youth and energetic mass of Pakistan.

The results of statement 9 indicate that only 4% respondents agree with the statement that the use of "Sakoon Sirf Qabar Main Hai" (Peace is Only in the Grave) notion by Ex-Prime Minister shows that life is the name of unending struggle and those who understand this always take advantage of bad times and 91% respondents do not agree with this statement.

Lastly, for statement 10 of questionnaire i.e. "Naya Pakistan" (New Pakistan) notion shows a nation that Jinnah envisioned having equal rights between the rich and the poor, respect for all religions, and protection for minorities 94% respondents agree with it and 6% respondents do not agree with this statement.

Table1

Response Frequency Respondents for Metaphors Usage by Imran Khan

Statements	Very Unlikely	Unlikely	No Opinion	Likely	Very Likely 64
Statements	**1**	**2**	**3**	**4**	**5**
1. Imran Khan in his political speeches, frequently uses metaphors that refer to the to the political ideology of change.					
2. The use of metaphorical expressions by Khan in his speeches enables his motives to be communicated implicitly.					
3.The particular emphasis on the nation's journey going in the					

"wrong direction" metaphor evokes Khan's image pictured as a leader among the general public.					
The frequent usage of 'Tabdeeli' (Change) metaphor by Khan induces a way of emancipating oneself from destructive past and the way one can experience a sense of "change."					
5. Khan highlights the direction of how a leader should act by utilizing "Cricket" as a metaphor. Thus, projecting himself as a capable leader.					
6. The use of "Riyasat-e Madina" (Islamic Welfare State) notion shows that the country should be governed according to Islamic principles and Khan speaks about the nation's journey, which in his opinion, been hampered.					
7. By using the notion "Ap Nay Ghabrana Nhi" (You don't Have to Worry) Khan refers that to panic is not an option. Things will get better.					
8. The use of "Tsunami' notion by Khan refers to the rise in support for Khan's party and ever-growing strength of Pakistan tahreek-e- insaf with youth and energetic mass of Pakistan.					
9. The use of "Sakoon Sirf Qabar Main Hai" (Peace is Only in the Grave) notion shows that life is the name of unending struggle and those who understand this always take advantage of bad times.					
10. The use of "Naya Pakistan" (New Pakistan) notion shows a nation that Jinnah envisioned having equal rights between the rich and the poor, respect for all religions, and protection for minorities.					

4. DISCUSSIONS AND FINDINGS

The findings were in accordance with the objectives of the study i.e. to investigate the usage of metaphors in political speeches – A case study of Ex-Prime Minister Imran Khan. The data addresses the main question: What is the role of metaphors employed by Ex-Prime Minister Imran Khan in his political speeches?

4.1. Findings

The analysis shows that Khan employs metaphors to portray the speaker and his political allies in a favorable light while simultaneously portraying the speaker's political opponents in a negative light. The metaphors are long recognized as a key component of political discourse (Chilton 2004, p. 51) and the politicians frequently employ them in their speeches to make it memorable and elicit an emotional response that may have an impact on their

behavior as a politician. Imran Khan employs metaphorical terms in his speeches to allow his intentions to be communicated subtly. As a result, Khan sees himself as an architect who will build new things and enhance existing ones.

According to Charteris-Black (2004), who claims that the use of metaphors by politicians demonstrates how they point out the change and criticize oppressive political systems. Khan primarily focuses on the shortcomings of the mainstream political parties in Pakistan and criticizes their terrible policies in order to trigger mental scripts that advocate “model of change” which is portrayed by his party. Because of the sparse use of metaphorical terms in his plain style, he only pulls from a small number of source domains. By exposing prior failures and drawing enormous emotional appreciation from them, that results in the improving of an evaluation, we can discover the core subject of transformation that he utilizes. The overuse of metaphors from particular source domains exposes obsessions, like in Imran Khan's case, the frequent use of metaphors offers knowledge to the mental cognition which inspires a feeling of change by viewing orientation as a way of emancipating oneself from a harmful past.

Khan's speeches emphasize the weakness of other politicians who do not fulfill the requirements of a good politician, while representing the country's only sensible voice. However, analyzing of Khan’s speeches will highlight a more indigenous perspective and usage of metaphors and conceptual

framework. The 'Tsunami' of Tehreek-e-Insaf (Khan's political party) reflects Khan's growing popularity. Khan uses the target domain 'political party' here. He uses emotional language to highlight a leader's role, depicting himself as a successful leader who will lead the nation like he did when leading the cricket team as a captain. His use of sport as a target domain makes the public to recall Pakistan's win in the 1999 sport World Cup, the only time Pakistan has won the world cup.

5. CONCLUSION

In conclusion, Khan produces a favorable portrayal of the politicians that are associated with him and a bad representation of those who are associated with the opposition party through the use of metaphors. His use of metaphors in speeches generally demonstrate that he evaluates correctly, has proper goals, states the appropriate tale, and possesses abilities and motivation for serving advancement of the country. Khan primarily draws attention to the shortcomings of Pakistan's leading political parties and criticizes their bad policies that scripts in the mind that harp on the “model of change” which is advocated by his party. This enables us to study the political discourse which is advocated by Khan within the context of Pakistan, and it also shows how the idea of transformation inspires empathy from the spectators. Additionally, it sheds light on Imran Khan's cognitive processes by triggering conceptual metaphors.

Journey metaphors convey a sense of break from the past, particularly when the past is associated with disasters. He goes on to describe his party's

growing popularity around the country as the beginning of that "change." According to Koteyco and Clarke (2009), appeals are made by politicians to start on a brand-new journey (2009). Khan portrays himself as a herald of change, a pied piper blowing the whistle of change. Khan, on other hand, emphasizes a harmful history and advocates for a fresh path towards a better and more progressive aim. This is the long-awaited 'transformation' that the people have been waiting for. He positions his party as the only one capable of dealing with the lengthy and laborious process of rebuilding what someone else has damaged or failed to build. As a result, he considers himself an architect who will build new and renovate current structures. Construction and alterations in general require patience because they are long lasting.

He aims to promote the popularity and growing strength of his party corresponds to his desire to gain power. Furthermore, he uses the opposite pole of the direction continuum to convey relative position of the other political parties. This doubles the effect by projecting two opposing pictures at the same time. Khan uses analogies to generate a favorable portrayal of all politicians associated with his party and a bad representation of all politicians associated with the opposing party. Khan’s speech’s goal is to demonstrate to the public that he thinks right, has the right goals, tells the right tale, and has the abilities and will to work for the advancement of the nation.

REFERENCES

Burkholder, T. R. & Henry, D. (2009). Criticism of Metaphor. In J.A. Kuypers (Ed.). Rhetorical Criticism: Perspectives in Action. Lanham, MD: Lexington Books, 97-114.

Charteris-Black, J. (2004). Corpus Approaches to Critical Metaphor Analysis. New York: Palgrave Macmillan.

Charteris-Black, J. (2011). Politicians and Rhetoric: The Persuasive Power of Metaphor. New York: Palgrave Macmillan.

Chilton, P. (2004). Analysing Political Discourse: Theory and Practice. London: Routledge.

Koteyko, N., & Ryazanova-Clarke, L. (2009). The path and building metaphors in the speeches of Vladimir Putin: Back to the future? Slavonica, 112-127.

Kövecses, Z. (2002). Metaphor: A Practical Introduction, Oxford: Oxford University Press.

Lakoff, G., & Johnson. (1980). Metaphors We Live By.

Lakoff, G. and Johnson, M. (1980). Metaphors We Live By. Chicago: Chicago University Press.

Lakoff, G. (1992). The Contemporary Theory of Metaphor. In A. Ortony (Ed.) Metaphor and Thought. Cambridge: Cambridge University Press, 202-251.

Mio, J. S. (1997). Metaphor and Symbol. Metaphor and Politics, 12(2), 113–133.

Rozina, G., Karapetjana, I. (2009). The Use of Language in Political Rhetoric: Linguistic Manipulation. SDU Fen Edebiyat Fakültesi: Sosyal Bilimber Dergesi.

Van Dijk, T.A. (2006). Discourse and Manipulation. Discourse and Society, 17(3), 359–83.