

## CHAPTER II

### LITERATURE REVIEW

This chapter provides the theoretical foundation of this research. It provides a review of several relevant theories. It begins with the essence of metaphor that will define the theory of metaphor in cognitive, linguistic, and pragmatic. After that this chapter will provide literature review about politics and the relation between politics and language, and describe metaphor in politics. Furthermore, this chapter also provides literature about critical discourse analysis and the relation between metaphor and ideologies. Then, this chapter will provide several relevant types of relevant research and theoretical framework of this research. Finally, the research question will be provided in this chapter.

#### A. Theoretical Review

##### 1. The Essence of Metaphor

The essence of metaphor is to understand one kind of thing in terms of the other (Lakoff & Johnson, 1980:1). Metaphor as process is a concept that occurs in the human cognitive system which the products are most often as linguistic expressions. That is the reason that metaphor was seen merely language not as a conceptual system. For centuries metaphor had been studied, Aristotle was the first one who interested in metaphor and defined it as “*giving the name that belongs to something else*” (Sullivan, 2013: 1). Aristotle defined metaphor as linguistic ornamentation

which used foreign words in texts, not as a way of thinking. Metaphors had been seen as cognitive phenomena and the way of thinking started with George Lakoff and Mark Johnson (1980: 1) revolutionized idea that defined metaphor as a cognitive process that allows human to understand one domain of experience, defined as the source domain, to describe the term of another domain, target domain. This target domain is usually an abstract concept or new phenomenon which is defined by the term of the more concrete domain or the more familiar experience. Not so different with George Lakoff and Mark Johnson, Newmark (1988: 104) defined metaphor as a figurative expression that transferred the sense of a physical word to the more abstract word. He defined metaphor as the personification of an abstraction. A metaphor could be a word or collocation to what it does not literally denote which has a function to describe one thing in term of another. Furthermore, he stated that all polysemous words (a *heavy* heart, *broken* heart, give a *hand*, right *hand* and etc.) and most of the phrasal verbs (*dig in*, *turn on*, and etc.).

A metaphor is no more ordinary language because in everyday conversations contain metaphorical roots (Gibbs, 1994: 120). Expressions of metaphor in our everyday conversation present themselves both in conventional and more creative instances. A metaphor is ingrained in our daily life and it becomes widely accepted that the ability to understand one thing in terms of another is a generally unconscious process in people's conceptual systems. It is happened because of our conceptual system play a role in defining our everyday realities. Lakoff (2014: 1) stated humans

are not normally aware of their conceptual system. Furthermore, he explained that 98% of human brain work is sub-consciously. These systems accommodate ‘metaphors in thought’, or ‘conceptual metaphors’, which can be expressed in language or other modes of expression. Typically, abstract, complex target domains are expressed in terms of concrete, physical, familiar source domains. Often quoted examples are \*life is a journey and \*argument is war, which manifest themselves in expressions such as ‘We’ll *cross that bridge* when we *get to it*’ and ‘She *attacked every weak point* in his argument’.

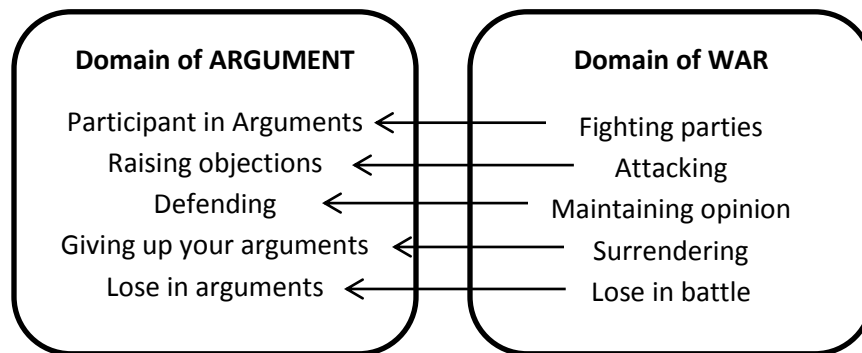
#### **a. Cognitive Perspective of Metaphor**

A metaphor is commonly known as a literary device that allows a human to create a comparison between two unlike objects, ideas or situations. Most of all, people thought metaphors are restricted in poetry, fiction and non-fiction alike. Yet, a metaphor is functioning in our everyday communication because the metaphor is a conceptual system that helps us define reality (Lakoff & Johnson, 1980: 1). As Goatly (1997: 3) explained, consciously or not, we are using it in our everyday lives. A metaphor was seen mostly as a figurative language because it was seen as the poetic imagination and the rhetorical flourish - a matter of extraordinary rather than ordinary language (Lakoff, 1980: 1). Yet, literal and nonliteral are not easy to define. There is no clear cut between those two lines. Many researchers claim that figurative meanings are different from the literal ones in significant ways but there is little agreement to the definition of literal and figurative language (Gibbs, 1994: 75).

Goatly (1997: 4) described that the only difference between the linguistic expression of metaphor and the literal expressions is that, in literal of linguistic expressions people use conventional criteria for classification whereas in linguistic expression of metaphor people tend to use the similarities or the criteria for interpreting the meaning that is relatively unconventional.

Lakoff, (1992: 1-2) furthermore explained that, the locus of metaphor is not in language at all, but in the way human conceptualize one mental domain in terms of another. The general theory of metaphor is given by characterizing such cross-domain mappings. And in the process, everyday abstract concepts like time, states, change, causation, and purpose also turn out to be metaphorical. The result is that metaphor (that is, cross-domain mapping) is absolutely central to ordinary natural language semantics and that the study of literary metaphor is an extension of the study of everyday metaphor. Everyday metaphor is characterized by a huge system of thousands of cross-domain mappings, and this system is made use of in a novel metaphor. Because of these empirical results, the word metaphor has come to be used differently in contemporary metaphor research. The word metaphor has come to mean a cross-domain mapping in the conceptual system. The term metaphorical expression refers to linguistic expression. Thus, when a person said “your claims are *indefensible*”, or “he *shot down* all of my arguments” “he *attacked* every weak point in my argument”, or “I’ve never *won* an argument with him,” we understand the

person has conceptual metaphor \*argument is war. An abstract concept like arguments were defined in term of war.

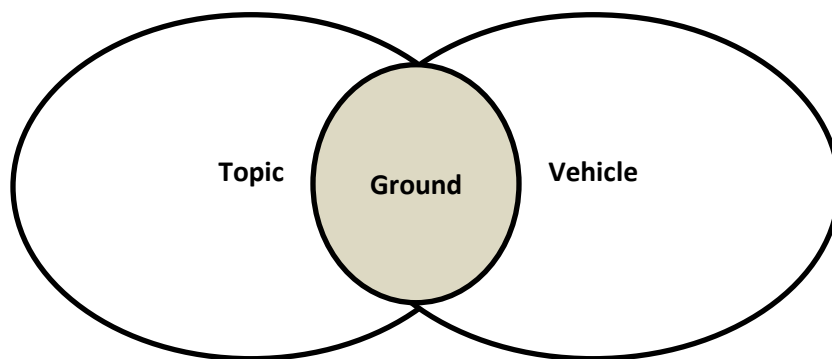


*Figure 1. The conceptual metaphor of \*argument is war*

The cognitive theory of metaphor explained that metaphor can cause a shift in the conceptual system. As Charteris-Black (2004: 22) explained that this conceptual shift is the relevance of the attributes of the referent of linguistic expression in its original source context and those of the referent in its novel target context. In picture 1, it can be seen that there are conceptual shifts in the attributes of the referent of the source context of war and those of the referent of the target context of argument.

Goatly (1997: 7) explained a metaphor worked by the concept of an analogy of two disparate things. He explained metaphor work as a discourse unit that is used to refer unconventionally to an object, process or concept in an unconventional way. A metaphor usually occurs in collocation or in the co-occurrence of words in discourse and there is a syntactic relationship between two words. Regarding the way

of metaphor works, Goatly (1997: 8-9) explained three terms that form a metaphor: topic (tenor), vehicle and ground. Topic (tenor) is the conventional referent of the unit or we can say the subject of metaphor or the intended idea to be expressed; vehicle is the actual unconventional referent or another idea by which the tenor is being described; and the ground is the similarities and/or the analogies involved, or we can say it is the basis on which topic and vehicle could be thus put together. Thus, in the metaphorical expression “But the leader who is able to unite people is not always easy to find, above all capable to be a *bridge*. Why? The *bridge* is where people are trampled on their feet. But if there is no *bridge* it will not unite; ‘In this expression, the topic/tenor is ‘leader’ and the vehicle is ‘bridge’. The ground is the analogy between the leader and bridge that both of them have the ability to bridge the gaps between two disparate things.



*Figure 2. The concept analogy of metaphor topic, vehicle, and ground*

Glucksberg (2008: 71) explained metaphor should be understood in terms of categorization. The categorical approach will be helpful to see the lexical property

that constructs the body of metaphor. He argued if two concepts or objects can be alike in innumerable ways, they could also belong to innumerable different categories. He made an example using three different objects; ‘Tuna’, ‘Shark’, and ‘My lawyer’ which share the same category. Tuna and Shark belongs to the category of fish, and both of them are foods. Yet, neither of these categories is seemed applicable to “my lawyer,” but sharks and lawyers can both belong to the category of predators, which are, creatures that are vicious, aggressive and merciless. The metaphor vehicle, “Shark,” refers to a type, or category of thing. In contrast, when it is used literally, it refers to one member of that category, the marine animal “shark.” In this way, the term “shark” has a dual reference. When used as literal meaning it refers to a category of fish or even food but in the metaphorical form, it refers to the stereotype category of predators.

#### **b. Linguistic Perspective of Metaphor**

Linguistically metaphor caused semantic tension by reification, personification, and depersonification (Charteris-Black, 2004: 21). Reification is an abstract word or phrase that is defined with more concrete words or phrases. Here the target domain is an abstract word or phrase and the source domain is the more concrete word e.g. when a person said “I *didn’t buy* your idea”, or “she *gave* me that idea”, or “his idea *buried* in his lacking speaking,” we understand he has conceptual metaphor \*idea is a physical object. The source domain of physical object was used in defining the target domain of IDEA. Personification is a metaphor that is used

when an animate object refers in something inanimate. Here, the target domain is an inanimate object source domain is an animate object, e.g. in George. H. W. Bush speech about Iraq invasion of Kuwait, he said it that *the 'rape' of Kuwait was a barbaric and an inhuman act*. We can see that the nation of Iraq and Kuwait was seen as people where the Iraq was doing crime and Kuwait was the victim. Otherwise, depersonification is a metaphor that is used when an inanimate object refers to something that is animate, e.g. *Juliet is sun*.

Steen (2008: 214) explained metaphor in language invite people to understand one thing in term of the other which can involve various form of analogy, similarity, and comparison. Linguistically metaphor can be identified based on semantic features as the property of the word or phrase in the expression of metaphor (Nirmala, 2011: 251). If the semantic features of the expression are caused by the semantic tension, then the linguistic expression would be a metaphor. In the linguistic expression of metaphor, “the police *dug up* enough evidence to send him into prison”, the phrase *dug up* does not refer to the activity that takes something out of the ground but to the activity that investigates and collects the evidence carefully. The phrase *dug up* semantic features +activity, +concrete, +involves soil, +collect something, -carefully and combined to the word *evidence* that has semantic features +activity, -concrete, -involves soil, +collect something, +carefully. The combination of the phrase *dug up* and *evidence* created semantic tensions if we see the semantic features of both of them that do not correspond to one another. Furthermore, the metaphor can



be interpreted by comparing and associating the semantic components of the source and the target domain of the metaphor to see the similarity meaning of the metaphor (Sukarno, 2017: 16). But in the expression “the police *dug up* enough evidence...” we cannot see the target domain of expression. This metaphor is an indirect metaphor because the source and target domain of the metaphor cannot be seen directly in the linguistic form or the surface structure of the linguistic expression. The target domain occurred in the conceptual structure. The source domain of this expression is the digging up and the target domain is the finding evidence. Then the conceptual metaphor would be \*finding evidence is digging up. Forceville, Moreno, and Tsang (in Sukarno, 2017: 7) explained that the conceptual metaphor involves the transferred meaning from the source into the target domain.

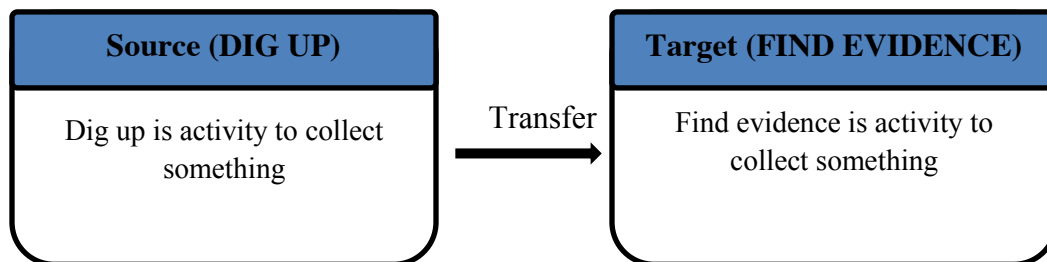
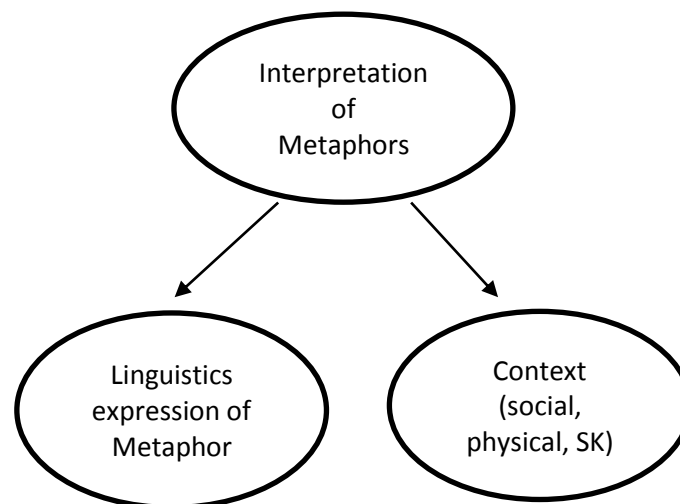


Figure 3. Transfer meaning from source into target domain

Even though metaphor in linguistic form does not explicitly have a target domain but in the conceptual level, there is transfer meaning of the semantic component of the source and the target domain. The transferred meaning involves transfers of the similarity of semantic features in both domains.

### c. Pragmatic Perspective of Metaphor

A metaphor required context in order to interpret the metaphor. People need to have information in understanding the intended meaning of metaphorical expressions. For example, in a sentence “Dony is *our priest*”, it could serve as both a literal and non-literal. But, in the context we know that Dony is a banker but also a religious person, that is why the metaphor “Dony is *our priest*” occurs. In the expression “Dony is *our priest*” would not consider as a metaphor if it is taken out of context. In pragmatic anything can be a metaphor, even onomatopoeia could serve as a metaphor e.g. when Agus Salim spoke in a forum, there was a person who produced an onomatopoeia of a goat. It happened because he was mocking Agus appearance who looked a like a goat that has goat beard, then it comes to the conceptual metaphor \*Agus salim is a goat. The metaphor can raise the imagination of audiences by using a particular expression that promotes by the context.



*Figure 4. Interpretation of metaphor*

Context according to Croft & Cruse (2004: 102-103) can be classified into linguistic contexts, physical contexts, social contexts, and the stored knowledge (SK). Linguistic contexts are structured by three different aspects; (i) previous discourse which has been said immediately before the main utterance produce; (ii) immediate linguistic environment which is the phrase or sentence that have a very strong influence on the appearance of the main utterance; (iii) types of discourse which includes genre, register, and field of discourse. The physical context is anything that surrounds humans that they can see, hear, or feel in their environment. Social context refers to any kind of situation where the participants are in and the social relations between them. The stored knowledge refers to all utterances that are processed based on the background and the experience which can affect the utterances.

The metaphor in this research involves metaphor in cognitive, linguistic, and pragmatic perspective. In cognitive perspective, it could be seen as thinking of one thing (A) as though it were another thing (B) or as the categorization of the semantic features, or as the transfer of semantic components from the source into the target domain. In the linguistic perspective, the metaphor will develop lexical properties of vocabulary or will expand the application of text in an unusual way. In the pragmatic perspective, metaphor involves context in defining whether the linguistic expression contains metaphorical meaning.

## **2. Politic**

What is politic? George Orwell stated that there is no that can keep people out of politics because all issues are political issues' (Thomas et al., 2004: 36). In everyday decision people use politic. People make a political decision when they choose to do or not to do something. There is no avoiding political decision, even in the most domestic, everyday areas. Because politic is the way of human living. It is just really close to human life, just like language does. This is what makes politic and language are important to our life.

#### **a. Political Language**

In politic, a language is a tool that politicians use to express their political views. Politicians deal with language because every political system relied upon language to persuade their followers. In a democratic society which the leaders are chosen by the general election, politicians relied on their ability to used language as a rhetorical skill to persuade their followers (Charteris-Black, 2004; 2011). Thus rhetorical skill plays an important role for politicians in announcing and persuading the audiences to agree with them. Voters, in a democratic society, make decisions by their judgment of the morality and the integrity of politicians which are expressed by their ability to used language. There is a more extreme side to this line of argument: that language can be used not only to steer people's thoughts and beliefs but also to control their thoughts and beliefs (Thomas et al., 2004: 39). This happens because language, thought, and action is shaping each other. The theory of linguistic determinism, which suggests that language can be said to provide a framework for

our thoughts and that it is very difficult to think outside of that framework (Thomas et al., 2004: 39).

Politic can be used as a tool in acquiring, maintain, and sustaining power and politic also a resource to predetermine purposes. Charteris-Black (2011: 4) believed language is the lifeblood of politic and skilled politicians are able to use language in convincing their follower and their policies will be trusted. It could happen because politic is all about building trust, but, with an increasing awareness of the potential in manipulating public discourse. That is why people need to study and increasing their awareness of language that is used in politic. The politicians' ability in using language are depended in their ability in using metaphor because metaphor as Charteris-Black (2004: 1) stated is a linguistic expression that is typically used in persuasion.

#### **b. Metaphor in Politic**

In the political discourses, metaphor can activate unconscious emotional associations and it is contributed to creating a myth by politicians to tell the right story (Charteris-Black: 2011: 28). For example, when George. H. W. Bush used propaganda speech about Iraq invasion toward Kuwait and said that the 'rape' of Kuwait was a barbaric and inhuman act (Lakoff, 2014: 94) or when his son George W. Bush using the phrase tax relief to state his policies almost every day (Lakoff, 2014: 16). Those metaphors were used to make their political strategies accepted as

valid essential by American people. Thus, metaphor can be used to manipulate people thought as metaphors have functions to create a new coherent reality (Charteris-Black, 2004: 28).

As political tool in persuasion and to win election in democratic society, metaphor can be used in various purpose in political discourse such as to influence the audience, to persuade people to believe in what speakers said (Charteris-Black, 2004; 2011), “to legitimize the speakers and delegitimize their opponents” (Charteris-Black, 2011; Hellín-García, 2013: 304). In legitimization, politicians show that they are more reliable than their opponents, while in delegitimization politicians showing the opponents weakness or the wrong sides of the opponents. Furthermore, Charteris-Black (2011: 198) explained metaphors that are used by politicians in their rhetoric for legitimization are persuasive, especially if they are combined with other metaphors that have more than one source domain. It happens because these metaphors can create multiple arguments. The identities of politicians are also created by the help of these metaphors and if they lack them, then their speeches will lose energy, charm, and persuasion.. Chilton (in Garcia, 2013: 304) explained that delegitimization strategy can be used as “acts of blaming, scape-goating, marginalizing, excluding, attacking the moral character of some individual or group, attacking the communicative cooperation of the other, attacking the rationality and sanity of the other”. On the contrary, for legitimization that is used for showing that the speaker is more reliable than his opponent usually manifested in “acts of self-

praise, self-apology, self-explanation, self-justification as a source of authority, reason, vision, and sanity”. Legitimization and delegitimization are strategies to persuade audiences in political discourse. Most of these strategies work with a particular metaphor in political discourse. Because metaphor is a feature of language use or discourse (Charteris-Black, 2011: 31) then Critical Discourse Analysis (CDA) would be valuable tools in the study of metaphor in political discourse.

### **3. Critical Discourse Analysis and Metaphor**

Critical discourse analysis (CDA) is an analysis that brings the critical tradition of social analysis into a linguistic study which contributes to the study of discourse and other social elements such as power, ideology, institutions, social identities, etc. (Fairclough, 1995). CDA does not only focus on describing the structure of discourse like the non-critical discourse analysis does but focus on uncovering the reason behind the structure of discourse. Thus in analyzing CDA, the explanation of who is involved in the text, to whom the text is addressed, and what relationship that occurs between the actors in the discourse, for example the status and power among the participants, affection (e.g. like or dislike or neutral), contact which involve the frequency and duration of contact and the proximity between participants.

CDA concerns in increasing human awareness of social relationships that are forged, maintained and reinforced by language use. One of its purposes is to

demystify a discourse by uncovering the hidden ideology and power which accidentally hidden or intentionally hidden. Fowler (1986: 37) explained demystification as the practice of analysis of language in use that most people see as innocent and natural phenomena. The process of uncovering power and certain ideologies in particular language used will emerge an awareness to do something. In this research, ideology is one of the main topics as Fairclough (1995) stated that ideologies involve the representation of the world from the perspective of particular interest. Thus, by study metaphor using a CDA approach can uncover the ideologies of speakers as Martin and Rose (Martin & Rose, 2003: 263): explained every selection of meanings was motivated by certain ideologies. The selection of meaning involved certain linguistic features in this case metaphors that are used in the 2017 Jakarta Governor Election which represent the ideologies of the speakers.

#### **a. Metaphor and Ideology**

CDA become important in metaphor analysis because it can be used to analyze the ideologies of metaphors which as Fowler (in Charteris-Black, 2004: 28) explained that CDA as an approach to analyze the use of language by using linguistic tool that refers to social context and to uncover the ideology that is hidden in surface of discourse. This approach is used to explain the ideologies behind the use of metaphor between participants. Furthermore, he claimed that metaphor is central to critical discourse analysis (CDA) because metaphor has the ability in forming a new reality. This ability to create a new reality is actually promoted by a set of ideas and



believe embedded to a group of people which provides an organized and systematic representation of the world about which they can agree on which is defined as ideologies (Charteris-Black, 2011: 22).

There are many definitions of ideology. Raymon William (in Eriyanto, 2011: 87): have three definitions of ideology which the first is the ideology that is defined as a belief system which held by a certain group. The second definition of ideology is as a set of category or fake consciousness which made and used by a dominant group to dominate the others. The third meaning of ideology is certain terms which can be used to describe the meaning production. In this research ideology, is defined as a belief system which hold by the speaker which is contributed in the selection of a particular metaphor in particular discourse.

Metaphors that contain ideology can be seen in the expression of “*brown tumor*” which was used by Dominic Luthard, the leader of the right-wing, nationalist party of Switzerland. He used this expression which referred to the elected of ‘Miss Switzerland’, Whitney Toyloy, and the runner-up of Miss Switzerland, Rekha Datta (Musolff, 2012: 301). This expression shows his racism ideology. Furthermore, Mouna Hamrita (2016) showed the ideological connotation of metaphor in the discourse of a Tunisian Hardline Islamist politician 'Ridha Belhadj'. This study reveals the 'Ridha Belhadj' has a radical ideology which contributed to his attack to a number of political TV talk-show. It can be seen by the metaphors that 'Ridha Belhadj' used was a manipulative discourse to show that his liberal political

opponents are wicked politicians who work for western agenda. The other study which contributes to show the relation between metaphor and ideology was conducted by Pérez-Sobrino (2013) which showed that metaphor is an essential resource in the construction and production of ideology in news discourse. In her study, Pérez-Sobrino (2013: 256) found that the personification of nations delivered the covert ideologies that supported the Iranian Green Revolution in the online edition of The New York Times.

Another conceptual metaphor of the nation that contains ideological representation was explained by Lakoff (2002: 66-70) which nation is conceptualized as a family which contributed to the categorization of moral systems in American politics by Strict Fathers Morality and Nurturant Parents Morality. The Strict Father was associated with “conservatism, the highest priorities are moral strength, respect for authority, and tough love”. On the other hand, the Nurturant Parent was associated with “liberalism emphasizes empathy, communal assistance, and unconditional love”. Strict Fathers see government in the view of a family using conservative political ideology which characterized by emphasizing on discipline. The people who have this view tend to raise children by set rules and administer punishment in order to make their children learn about the moral imperative of self-discipline and obedience which will help them to succeed because they believe that the world is inherently dangerous, competitive, and hierarchical. Strict Fathers use what to be called a “tough love” approach to build moral strength. Furthermore, in Strict Fathers morality, there

is one correct way that these children should choose which was the way that they choose for his children to travel. Otherwise, they will fail in life. On the other side, Nurturant Parents sees a nation in the view of the family which is the foundation of contemporary political liberalism. In this view parents do not rely on strict rule and punishment, they focus on mutual respect and open communication between the parents and their children. In the Nurturant Parents view, the children are taught to value empathy and social responsibility by love and respect that they got from their parent (Lakoff, 2002: 108-113). Thus, Nurturant Parents value nurturant which contributed to their view in seeing the social programs that support and sustain public welfare while Strict Fathers value moral strength which supports to the policies which foster citizens' self-reliance and social-moral mandates.

#### **4. The Function of Metaphor**

As an important foundation for the organization of our conceptual system, a metaphor plays a significant role in linguistic expressions. Metaphors as the human conceptual system have cognitive functions and as a product, linguistic expression, metaphors have pragmatic functions that occur differently in different domains of discourse.

##### **a. Cognitive Function of Metaphor**

Metaphors have numerous functions in every aspect of life. Cognitively, metaphors have three functions. One of them is to help humans in understanding the abstract concept and new or complicated phenomena by the conceptualization of the concrete concept and simple or specific experiences. This function was defined as the structural function of metaphor. For example, the conceptual metaphor \*time is money, time is a limited resource, and \*time is a valuable commodity are all metaphorical concepts. They are metaphorical since many people are using their everyday experiences with money, limited resources, and valuable commodities to conceptualize time. This is not always a way for human beings to conceptualize time but it is tied to their culture. In English or in *bahasa* (Indonesian language), people can find the time that is conceptualized as money, limited resource, or valuable commodity but there are also cultures where time is none of these things.

The metaphorical concepts \*time is money, time is a resource, and time is a valuable commodity form a single system based on sub-categorization since in Indonesian society money is a limited resource and limited resources are valuable commodities. These sub-categorization relationships characterize entailment relationships between the metaphors: \*time is money entails that \*time is a limited resource, which entails that \*time is a valuable commodity. These metaphorical concepts eventually give birth to these linguistic expressions of metaphor;

- Playing with you *wasting* my time.
- Using a plane will *save* your time.

- Hendry had *invested* a lot of time in her girlfriend, yet they broke up.
- If you want to be success, *use* your time, *profitably*.
- Dina *lost* a lot of time because of sick (Lakoff & Johnson, 1980: 8)

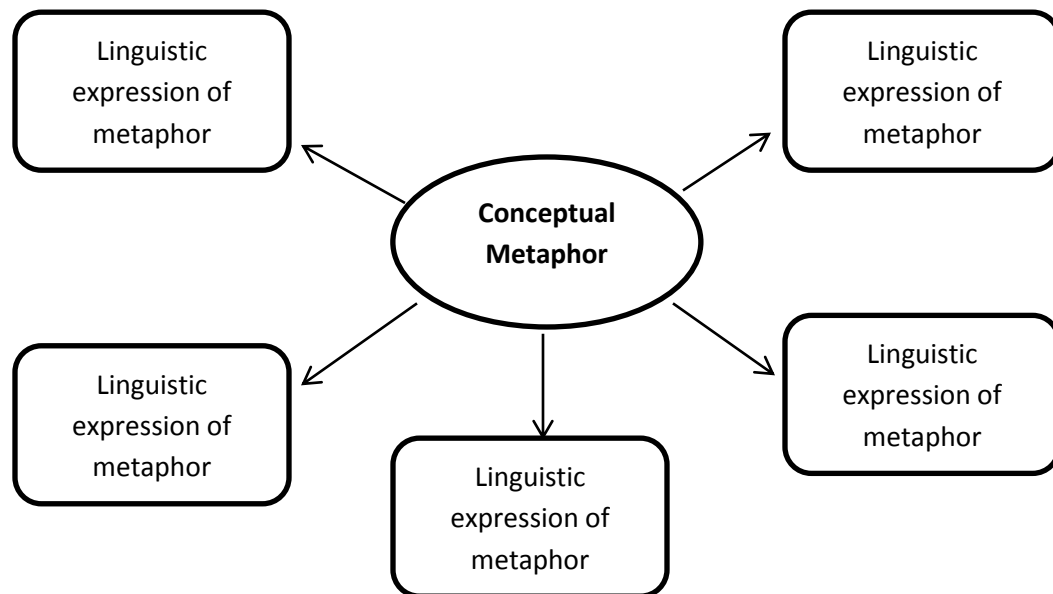


Figure 5. Conceptual metaphor give birth to linguistic expressions

Another function is to help humans organize whole system concept with respect to one another (Lakoff & Johnson, 1980). This function is understood by spatial orientation: up-down, in-out, front-back, on-off, deep-shallow, and central-peripheral. These spatial orientations arise from the fact that humans have bodies that function as they do in our physical environment. This function was defined by the orientational function of metaphor. Such metaphorical orientations are not arbitrary.

They have a basis in our physical and cultural experience through the polar oppositions up-down, in-out, are physical in nature. These orientational metaphors based on physical and cultural experience but they also vary from culture to culture. For example, in some cultures, the future is in front of us, whereas in others it is in the back. These accounts are meant, to be suggestive and plausible, not definitive (Lakoff & Johnson, 1980: 15). For example, \*happy is up orientational metaphor creates metaphorical expressions;

- Dony is feeling *up* this morning.
- Being with you was *boosted* my spirits.
- My brother spirits *rose* after break up with his girlfriend.
- I think I'm *in high* spirits.
- Thinking about her always gives me *a lift* (Lakoff & Johnson 1980: 15).

Another example is SAD IS DOWN orientational metaphor which also creates metaphorical expressions;

- Rina feeling *down* after broke up with her boyfriend.
- Dian is really *low* after broke up.
- He *fell into* the depression.
- My spirits *sank* (Lakoff & Johnson 1980: 15).

The conceptual metaphor \*happy is up; sad is down is derived from the human body posture while they are happy or sad. Normally, when people are

depressed or sad they often bow down and when they are happy they raise up their head and straight up their back.

Another orientational metaphor that is shaped by cultural origin is \*rational is up; emotional is down which are expressed by metaphorical expressions;

- These discussions *fell to* the *emotional* level, but Tarra *raised it back up to the rational* level.
- Let's put our feelings aside and have a *high-level intellectual* discussion of this problem.
- Dony was out of control and he couldn't *rise above* his *emotions* (Lakoff & Johnson 1980: 17).

In many cultures, people see themselves have a higher degree or have more control over animals and they are actually own animal, plants, and the surrounding environment. Indeed, the ability to think and reason have placed human above them all and entitle human the ability to control the world. In this case, the conceptual metaphor \*control is up would be the foundation for a conceptual metaphor \*human is up and from which we have conceptual metaphor \*rational is up; emotional is down. This conceptual metaphor may have a different concept in different cultures. But in most cultures, people believe in human wisdom lies in the brain and the brain locates in the head. Emotions of humans are often thought in various cultures to be arising from the abdomen or chest. Obviously, heads are above the belly or in the chest, so, there come \*rational is up; emotional is down.

The last cognitive function of metaphor is to provide human experience with a physical object to produce various kinds of conceptual metaphor (Lakoff & Johnson, 1980: 25-26). This function serves very limited range and purpose like referring (Donnie's *loves of cat* is driving his parent crazy), quantifying (it will *take a lot discipline* to graduate a college), identifying (the *horror of war* thrilled us all, the *pressure of his job* made him crazy). This function is defined as the ontological function of metaphor. Furthermore, Lakoff and Johnson (1980: 33) explained the most obvious ontological metaphor is known as personification where the physical object specified as a person. It will allow us to comprehend a wide variety of experiences of nonhuman entities in terms of human motivation, characteristics, and activities. It can be seen by these following examples;

- Darwin's *theory explain to me* that every creature evolve and the origin of humans were apes.
- He *was hunted by the dead*.
- *Leukemia* finally *caught him up*.

#### **b. Pragmatic Function of Metaphor**

Pragmatically, a metaphor is an incongruous linguistic representation that has the underlying purpose of influencing opinions and judgments by persuasion. This purpose of using a metaphor is often covert and reflects speaker intentions within particular contexts of use (Charteris-Black, 2004: 21). Nirmala (2012: 45) found that metaphor in letter discourse which sent to the news editor of Indonesia had assertive,



directive, and expressive pragmatic functions which indicated the indirectness of metaphorical meaning. The assertive function of metaphor in her research were used to report, to inform, to flatter, mock, to denounce, to remind, to declaim, to show irony, to blame, to show facts, to criticize, to provide solutions, to show effects, to explain cases, to provide clarification, to show background or reasoning, to put forward assumptions or expectations, to preach, to satirize and to add information. The directive function metaphor in the letter discourse of the reader had function to clarificate, to ask for help, to show challenges, to give warning, to complain, to question, to show demands, to give advice, to motivate, to calm a nerve or to dissolve problem, to invite thinking to introduce problems , to discourage, to submit rejection, to provide views, to affirm, and to show the injustice. Furthermore, the expressive functions of metaphor referred to the intention of the speaker who showed the emotional state or mental attitude of the user. The expressive function of metaphor in the letter discourse of the reader letters of daily newspaper were to nurture, to show care, to show worry, to show despair, to show hope, to show disappointment, to show concern, to show anger, to show doubt and to show expression of submission (Nirmala, 2012: 37-38).

Sukarno (2017: 27), found that metaphor in *Jawa Pos* Daily News had pragmatic functions to highlight, to popularize, and to dramatize a news report in order to attract the attention of readers. Furthermore, metaphors in *Jawa Pos* Daily News were used to criticize, to intimidate and to demean the judiciary, especially prosecutors and judges because they were considered to be unneutral. In order to find

the pragmatic function of metaphor, it is necessary to provide interpretation of text and context. In this study the context of metaphor occurs is in politic. Then, it is used in politic then it is necessary to provide an explanation of politic and political language and how metaphors are used in politic.

## **B. Relevant Studies**

There are several relevant research that studied the metaphor which is relevant to this research, such as Nirmala (2012) who studied the function of metaphor in letter discourse. This research aims to find the language behavior that is manifested in metaphorical expression in written discourse. Using referential, distributional, introspective, reflexive, and abducting inference method to analyze the data and found that metaphors in letter discourse have assertive, directive, and expressive pragmatic functions. These function indicated the indirectness meaning of metaphors as the politeness strategy that are used by the authors to maintain a good relationship with their readers.

Another research was conducted by Caemart (2013) who studied the metaphor that was used by North Belgian's politicians and journalist from 2007 until 2011. The data in this research were analyzed by critical metaphor analysis with three different approaches of metaphor which are descriptive (to identify and to recognize the addresses of the frame), interpretative (to map out the correspondences between the

frame), and motivational level (identifying the political intention). This research found politicians use of metaphors as part of a discursive strategy which is highly ideological. As vehicle metaphor could hide the meanings that could be used to critique the “inexperience” politicians. In this research metaphor proves its flexibility to be valuable tools in persuasion.

Metaphors in political-religious discourse have been studied by Hamrita (2016) to find the ideological connotations used by hard-line Tunisian Islamic politicians Ridha Belhadj in communication. Data is collected from Ridha Belhadj broadcasts which are used to interfere with political Talk TV shows. To analyze data, this study uses an integrated approach to Critical Discourse Analysis and Conceptual Metaphor Theory. This study found that the metaphor used by Rida Belhadj shows his fundamental ideology which views secularists and liberals as demons. Rida Belhadj used metaphorical expressions as a strategy to manipulate his followers with the theme of alienation, war, terrorism, violence, and defamation which he emphasized to his political opponents.

The last research that is relevant to this research was conducted by Sukarno (2017) to find the similarity concepts of source and target domain and the function of metaphorical expression in law discourse. The source of data of this research was the *Harian Jawa* Newspaper that was published on 13 December 2016. In order to collect the data, the researcher used nonparticipant observation, critical reading, and note-taking technique. In analyzing the data, the researcher used referential and content

analysis methods. The referential method was used in showing and comparing the referential meaning in the source and the target domain of metaphor to find the similarities of them. Furthermore, content analysis with an abductive inferential technique was used to reveal the function of metaphor in law discourse.

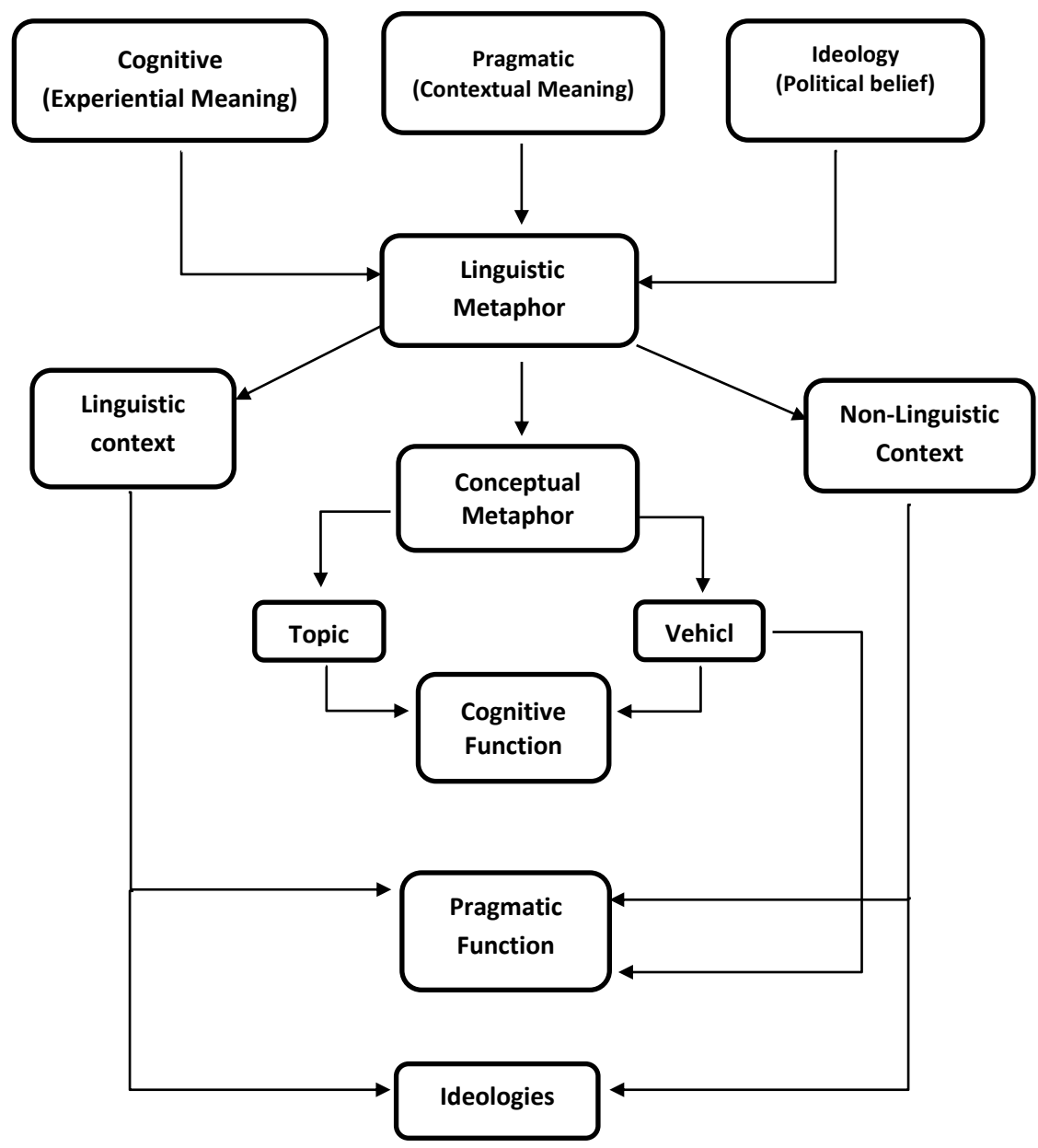
This research found that there are four similarities on the meaning on 13 December 2016 the *Harian Jawa Newspaper* of law discourse. The four similarities were the similarity in action, qualities, movement, and attributes. Furthermore, this research found the function of metaphorical expressions in the law discourse of *Harian Jawa Newspaper* are mainly for popularizing and dramatizing the issue in order to draw the attention of the audiences or the readers to increase the sale of the newspaper. The other function is to criticize and denigrate the law executers (prosecutors and judges) to be more objective in doing their jobs so that law enforcement in Indonesia.

The conclusion that can be taken from several relevant research that there is no research which studies metaphor in Indonesia politics. The studies of metaphor have contributed to find the meaning, the similarities, and the functions of metaphors. Yet, the function of metaphor only focuses on the pragmatic function of metaphor in a newspaper which was written mode of discourse. It is different from the functions of metaphor in political discourse which in the spoken mode. Furthermore, these studies did not concern on the cognitive function which involves the experiential meanings. The experiential meanings along with ideologies and contextual meaning

could explain the selection of metaphors in particular discourse. As the previous studies explain metaphorical expressions contain frame and ideologies which can be revealed by study the metaphorical expressions that occur in the discourse.

### **C. Theoretical Framework**

Based on the literature review it can be concluded that the selection of metaphorical expressions in a particular discourse was based on the experience of the speakers, contexts, and the ideology or political belief of the speaker (look at figure 6). Every person has his/her experience about particular things which are different to one another. Cognitively, all utterances are processed based on the background and the experience of the speaker (Croft & Cruse, 2004: 103). Humans have experience into their physical world which could have different into one another. Furthermore, this background is based in their social status which refers to the context. The contexts are also play important role in selection of metaphor. This context refer to social linguistic context and non-linguistic context. Linguistic context such as the type of discourse which covers genre, register, and field of discourse serves different metaphorical expressions that are used. Non-linguistic context refer to social context, political context, and relation between participants are also serves different metaphorical expressions that are used. Furthermore, the ideology of the speaker refers to the political belief or the moral view of the speaker which also contributed to the selection of metaphorical expression in disourse. The theoretical framework of this research can be seen in this following figure:



*Figure 6. The Theoretical Framework of the Research*

#### **D. Research Question**

Based on the issues in this study and the possibility of the solution problems in theoretical review, three research question formulated in this following questions:

1. What are the topics and the vehicle of metaphors that are used by the candidate of Governor and Vice Governor in the 2017 Jakarta Governor Election?
2. What are the ideologies of the candidates governor and vice governor in the 2017 Jakarta Governor Election?
3. What are the cognitive functions of the metaphors that are used by the candidate of Governor and Vice Governor in 2017 Jakarta Governor Election?
4. What are the pragmatic functions of the metaphors that are used by the candidate of Governor and Vice Governor in 2017 Jakarta Governor Election?