Conceptual Metaphor: Blending and Ideology in Discourse Analysis

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ABSTRACT:

The incorporation of conceptual metaphor study and assessment in the broader process of critical discourse analysis represents a relatively recent development. At one level, this process can be viewed as an outcome that derives from the broader purpose and scope of critical discourse analysis (CDA). The main objective of this article is to understand how metaphors may unconsciously shape people's perception of the world. It is understood that metaphors may play a prominent role in shaping public perception of important topics especially in politics, journals or media discourses. People are exposed to many more metaphors than they may even realize on a daily basis.

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1. Introduction

In the field of linguistics, CDA assessments examine political, social, and cultural forms of discourse on the basis of their role in transmitting varied forms of ideology across varied media and modes of expression. Viewed from this perspective, the incorporation of metaphor analysis enriches CDA frameworks by introducing a new area of focus. The work of Hart (2014) and related scholars identifies the potential the value of analyzing metaphors for their content in contributing to cultural ideological discourse. At the same time, previous developments in the specific study of metaphors as linguistic phenomena have also contributed to their specialized assessment in CDA contexts. Lakoff and Johnsen's (2003) contributions in identifying metaphors as cognitive processes have, for example, generated a separate field of study that analyzes the phenomenon as a common and recurrent mode of expression. This perspective readily lends itself to CDA modes of analysis that examine linguistic utterances for their ideologically related content. The combination of CDA analytical frameworks and cognitive interpretations of metaphor represent a promising approach to scholarship that achieves three primary outcomes. These assessments first examine metaphorical content located in specific utterances and define their role and importance in terms of generating and codifying ideological meanings. This approach derives value from its ability to identify the conceptual metaphor's specific function in connecting a speaker's messages to his/her implied content. Secondly, they examine the relationship between a speaker's use of metaphors and the larger cultural and conceptual body of linguistic content that implicitly guides and structures the communicator's message (Lakoff and Johnsen 2003). This approach constructs a framework that identifies the larger traditions out of which speakers derive their metaphors and that interconnect audiences to the same implicit traditions. Finally, these assessments outline potential connections between specific metaphorical content, the speaker's implied meaning, and a third and emergent sphere of activity that can be defined as an effect deriving from the message. In political and organizational contexts, this third dimension associated with metaphor construction and transmission can be viewed as the actions or expectations that a speaker associates with his/her delivery. The purpose of this analysis is to examine the role of metaphor analysis in CDA assessments and studies. It will examine the theoretical trends that contribute to the practice, identify its potential value in current and emerging studies, and will discuss the practical potential limitations as CDA tools and methodology.

2. Conceptual Metaphor Analysis in CDA Contexts: Theoretical Background

CDA can be defined as a specialized mode of linguistics that addresses the correlation between common modes of political and cultural expression and the guiding ideological principles that implicitly structure individual utterances. The field posits a direct correlation between the structure, content, and traits located within an individual expression and the ways in which these variables identify the analyzed statement's connection with external ideological content. From a Saussurean theoretical context, the individual utterance generated by an individual speaker derives much of its significance from the specific langue from which the speaker located his/her specific content (Naoua, 2016). In Saussure's formulation, langue consisted of the larger body of Language that frames and directs individual utterances: i.e. individual spoken or written statements. CDA-related theories infuse the concept of langue and parole by reframing Saussurean concepts of Language in ideological terms. Individual utterances, in brief, can not only be defined as a singular expression emerging from a larger potential of language and expression. They also reflect singular utterances of ideological content that mimetically reflect a larger body of coded ideological concepts. CDA analysis, in brief, serves to: "[explore] the role of discourse structures in constituting social inequality" (Hart, 2008, p. 92). The theories underpinning CDA analysis, in brief, posit that a singular utterance needs to be examined at two levels: on the basis of its individual content and in relation to the ideological concepts that frame it.

Understanding the value of conceptual metaphor analysis in the context of critical discourse studies assessments first requires an examination of the theoretical trends that have contributed to this mode of linguistic scholarship. The unique dynamic emerging from these separate theoretical traditions derives from a fusion of their mutual points of interests and underlying assumptions. The principle among these include the contention that linguistic analysis can be used for the primary purposes of detecting and analyzing the ideological content within political, cultural, and organizational messages and the similar contention that an assessment of linguistic content requires a broader acknowledgment of the ideological structures that contribute towards their articulation (Hart, 2008). At the same time, however, conceptual metaphor analysis allows for a deeper application of CDA principles since its purpose is to examine the varied layers of meaning present within linguistic utterances and to provide an in-depth investigation of the relationship between that singular utterance and its broader conceptual tradition and framework (Zinken, Hellsten & Narlich, 2008). The relationship between these same theories additionally derives from the key trends within cognitive-linguistic assessments of metaphor. These approaches have shifted critical attention away from their value as ornate rhetorical or literary

devices and towards assessments that identify their critical role in both human cognition and linguistic expression (Lakoff, 1992).

The broader theoretical tenants deriving from CDA intersect with the similar trends affecting cognitive approaches to and understandings of metaphor as a linguistic phenomenon. Current theoretical understandings of metaphors reflect ongoing shifts that began with the work of Lakoff and Johnsen (2003) and that have continued through the work of later analysts. These theories postulate four critical premises about the nature of metaphor and apply these foundational concepts to varied assessments involving the activity of the phenomenon's development, delivery, and dialogical aspects (Gou, 2013). First, these assessments shift critical attention away from metaphor's role as an ornate literary or rhetorical device. Lakoff's (1992) work noted that historical examinations of the phenomenon tended to focus exclusively on this aspect of their articulation. According to the same author, these types of assessments began with Aristotle and tended to view metaphor as a high-level concept utilized within literary genres to produce a specific effect. While some contemporary analyses continue to focus on metaphors as they operate in specialized contexts, these modes of study tend to be separate from the work of cognitive linguistics (Camp, 2006; Honnighausen, 2001). Hart (2013), one of the leading proponents of metaphor analysis in CDA-related scholarship, noted that the study of metaphor as common expression—particularly as the phenomenon is generated through political and cultural discourse—represents an essential turn within the theory.

Viewing metaphors as a common aspect of human cognition and communication also serves to foreground and contextually support other critical aspects associated with the theory. Analysts utilize concepts deriving from the phenomenon's commonality—i.e. its frequency and presence throughout diverse languages—to both psycholinguistic and sociolinguistics applications. From a psychological perspective, metaphors can be viewed as a significant sense-making process. Imre (2010) noted that metaphors represent important cognitive processes as they enable individuals to negotiate between layers of meaning as they interact with varied forms of information or tangible concepts. These functions enable individuals to make sense of complex or abstract ideas by connecting them with known or familiar concepts. Izgarjan and Prodanovic-Stankik (2015) additionally noted that the common nature of metaphors derives from their embodied source origins within human neurological and cognitive processes. Metaphors represent a fairly universal system of learning, in brief, due to their role in shaping human cogitation and impacting language acquisition and communication processes.

Other theorists identify metaphors' universal aspects from the standpoint of comparative linguistic analysis. Zhang and Hu (2009) noted that such diverse languages as Chinese, Polish, and English utilize metaphors as an essential feature of abstract processing and communication transmission. While the specific metaphors used to generate metaphors differ across languages, their application tends to result in similar outcomes. These findings illustrate another key feature associated with cognitive metaphor theory: metaphors represent an essential mode of social meaning-making and communication. Cameron et al. (2009) noted that the speakers examined in their analysis constructed meaning dialogically as they communicated with one another, utilized and built upon many of the same metaphorical concepts through the course of their discussion. This view indicates the value of metaphor in terms of transmitting shared values and perceptions in a micro-linguistic context: i.e. in scenarios where speakers oriented within the same discourse communities rely on many of the same metaphorical tropes to construct meaning and exchange either spoken or written messages. Other scholars also note that metaphors help construct and transfer meanings in the context of macro-linguistic settings. At a foundational level, metaphor assists the process of language learning and sense-making as the phenomenon allows speakers and listeners to rapidly negotiate between layers of meaning and to use basic concepts to inform their understanding and comprehension of abstract and specialized concepts (Izgarjan & Prodanovic-Stankik, 2015).

The social nature and value of metaphors utilized within either micro or macro-linguistic contexts can also be interpreted from a CDA theoretical perspective. This perspective explicitly links aspects of critical discourse analysis, particularly the model's emphasis on the connection between an utterance and its framing language system, with emerging elements of cognitive metaphor theory. If an implicit set of metaphorical concepts can be transmitted to listeners through a speaker's specialized or occasional utterance, this same process can be viewed as means by which communicators complexly convey ideological constructs through metaphorical frameworks. Hart's (2003) analysis of former British Prime Minister David Cameron's replies to a series of riots occurring in 2011 across London, Birmingham, and Manchester noted that the speaker relied upon a series of metaphorical constructs to convey meaning and frame the government's response to the incidents. Examples included the uses of the tropes connecting the body politic with metaphors of physical sickness and wellness and the concept of a house on fire. In both cases. Cameron utilized these familiar tropes to current crises and to explain and justify the government's approach to the riots. The nature of the speech also tended to conflate and blend aspects of physical reality with metaphorical conceits: i.e. conceptual ideas of the

burning house with the physical fire deriving from the riots. According to Hart (2013), the implicit power of Cameron's applied metaphors included their ability to persuade his listeners to a specific course of action: i.e. accepting the government's approach in resolving the riots and in accepting Cameron's implicit ideology. Hart's (2013) analysis additionally serves to bind the concepts associated with CDA and cognitive definitions of metaphor.

2.1.Conceptual Metaphor: Definition of Terms and Concepts

The theory associated with conceptual metaphor analysis features three primary terms that are essential to the model's application. These concepts include unique and specialized definitions of metaphors, conceptual metaphors, and blending. Each variable can be identified as being critical to any analysis of a text or utterance and its reliance on metaphorical tropes. The terms also represent concepts that build upon and relate to one another. Applied theories require narrow definitions of metaphors that support fine distinctions between situational and conceptual variants of the phenomenon. The concept of blending, finally, represents an emerging third variable deriving from a speaker's presentation of specific metaphorical content to a listener or audience (Rafelli & Katunar, 2016). Each term's centrality within the broader theory requires an in-depth assessment of each concept individually and from a perspective that identifies the ways in which they interconnect with one another.

Critical assessments of metaphor as they are applied in the broader domains of CDA analysis define and conceive of metaphors in specific ways. These definitions build upon cognitive understandings of metaphor and also interlink these denotations with specific areas of theory associated with applied CDA models. Briefly, these definitions view metaphors as being common and near-universal in terms of their impact on individuals; deriving from individual's neurological and cognitive processes; but also simultaneously filtered and impacted by external and environmental variables (Segundo, 2014). This definition posits that because individuals engage in common forms of metaphorical exchange, that the primary value of analysis derives from the in-depth assessment of common utterances: portions of speaking or writing that are communicated to specific audiences and affected by unique occasions or framing events. Common analytical approaches utilized by varied scholars, accordingly, consists of analyses that derive from specifically selected passages; that identify the specific metaphoric tropes utilized by a communicator; and these concepts to a large and preexisting language system (Wu, 20102). These assessments of metaphor can also derive from singular or localized events or expressions even as they can also be applied to utterances directed to a

large and macro-level population (Agbo, Kadiri & Ijem, 2018; Rafelli & Katunar, 2016). Finally, the scope of the metaphors can range depending on the situation involved in the analysis. Assessments of micro-level situations tend to focus on the metaphors exchanged by specific users within narrow discourse communities. Studies of national or global level utterances, however, frequently examine the bodies of metaphorical content shared and utilized by broader populations (Arcimavičienė, 2008). These latter variants tend to focus on large scale conceptual metaphors: tropes deriving from long-standing cultural traditions that are referenced and utilized by individual speakers as they construct and deliver their messages.

3. Conceptual Metaphors as a Theoretical Approach

Hart (2013) differentiated conceptual metaphors from local or situational variants by noting that the former's capacity for constructing long-standing tropes: models that develop over time and that gradually become increasingly significant within the context of a given culture or society. Local variants tend to produce metaphorical utterances that are limited in terms of their capacity or power to influence an audience's imagination and communication. Conversely, conceptual metaphors tend to survive for longer periods and to transform over time.

The same conceptual tropes can be potentially applicable in varying ways within the same culture over centuries and be newly applied by varying communicators. As Guo (2013) noted: "[Metaphorical] discourse maintains, influences and changes social reality through the human mind" (p. 477). As this statement implies, conceptual metaphors derive their implicit power from their ability to retain many of the same tropes generated through a culture's history and to gradually reconstitute or revise their meaning at different points of a culture's history. Hart's (2013) analysis of Cameron's response to the 2011 riots noted that the metaphorical conceits the Prime Minister used to frame his response derived from ancient Western concepts that identified the body politic through the metaphors of a human body or singular house. Lakoff and Johnsen's (2003) concept of living metaphors is also relevant in this context. Their analysis posited living metaphors as conceptual tropes capable of surviving over long periods and accommodating changes. This definition parallels Hart's (2013) denotation of macro-level conceptual metaphors that perform similar functions. The primary difference between these views, however, lies in Hart's (2013) emphasis on the ability of conceptual metaphors to present and continue the ideological threads implicitly connected with conceptual metaphors.

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4. Critical Metaphor Analysis: Approaches and Methodologies

Analysis that critically assesses the role of metaphor in political or organizational forms of communication builds upon and utilizes the three crucial theoretical elements previously identified. These variables, accordingly, represent the theoretical foundations that both guide and structure emerging studies. While diverse in terms of their focus and scope, these studies work to exhibit many of the same conceptual definitions of metaphors: they view the phenomenon as being fairly universal at the cultural-linguistic level, deriving from embodied human cognitive processes, and subject to manipulation through strategic forms of ideological messaging (Steen, 2013). Secondly, these studies focus on cultural metaphorical expressions that impact broader population segments. As Cameron et al. (2009) noted, critical assessments of metaphor focus on texts—i.e. speeches or commonly distributed writings—that are relevant to specific discourse communities. This often entails the study of texts that are relevant from a political or ideological perspective. Increasingly, however, studies also examine organizationally oriented sources: texts that reflect a specific company or field's implicit beliefs, and that present and encode these values through the use of conceptual metaphor (Hilligoss, 2014).

Finally, these analyses explore aspects of metaphorical blending as they occur in their selected texts. This aspect of their analysis focuses on issues of intended purpose and ideology that emerge within examined documents. The study of metaphoric content's ideological variables also links critical assessments of the phenomenon to the broader theoretical principles associated with CDA, in particular, the field's emphasis on the correlation between linguistic content and features and the guiding political ideologies that affect language and communication (Hart, 2008).

Collectively, these implicit and guiding theoretical principles impact the methodology and approaches that scholars utilize when they conduct critical assessments of a text's metaphoric content. The types of methodology adopted by analysts, furthermore, reflect what Vincente (1992) referred to as textual analysis's division of labor. These processes select appropriate and representative texts; identify key examples of metaphorical expression; identify the emerging themes that derive from the located content; and derive their analysis from these noted themes and concepts. Since critical analysis of this type derives from broader CDA-based assessments, final stage analysis typically addresses questions related to ideology or ideological control of specific segments exhibited within the analysis. Emerging studies, however, depart from this approach by focusing on questions of utility: i.e. determinations of what a communicator's use of metaphor apparently accomplishes in the context of an examined text.

The analysis provided by Kantrowitz-Gordon and Vandermause (2016) noted how a comparative study of conceptual metaphor and accompanying photography submitted by patients in a hospital system served to effectively document their experiences of physical pain and distress. Analyses of this type identify the potential among critical metaphor studies to achieve goals beyond that of critiquing specific ideological systems. Nevertheless, one of the field's primary points of focus remains that of examining potential correlations between metaphoric content and the ideological variables associated with an examined context.

Regardless of a scholar's purpose in conducting critical examinations of metaphors, the selection of an appropriate text represents a foundational issue that can impact the quality of emerging analyses. Analysts tend to define a text's appropriateness by applying two criteria to their selection. First, the selected text needs to be broadly representative of a large-scale discourse community. Since the concept of conceptual metaphors includes well-known forms of content that broadly appeal to diverse members of a community, organization or culture, it is important for scholars to select a passage that utilizes established metaphoric content of this type. Even studies that focus on micro-level exchanges between members of the same discourse community tend to emphasize their research subjects' use of conceptual metaphors (Rafelli & Katunar, 2016). Secondly, the selection of a common text broadly distributed to members of the same community or discourse community represents an important consideration. Effective critical analyses derive from studies that identify subtle and embedded content located within common texts, as opposed to highly specialized works that utilize metaphors primarily for artistic purposes (Musolff, 2012). This aspect of select refers to the application's theoretical focus on identifying the correlation between a text's metaphoric content and the underpinning ideological variables or implicit power structures that the content subtly references or expresses.

After selecting an appropriate text or pairing of texts, analysts follow a systematic analytical approach that carefully examines the source, that identifies and highlights its encoded metaphoric content, and that derives its extended analysis from these points of focus. The specific approaches that scholars utilize might vary depending on an analysis's scope and area of emphasis. Nevertheless, most research methodologies utilize techniques that parallel other forms of CDA (Hart, 2008). These works conduct a thorough close reading of the selected text and identify the key examples of metaphoric content that appear within its passages. This approach enables analysts to highlight the key themes that relate to their located examples. Since these studies often analyze the textual threads containing

conceptual metaphors, this activity often entails the process of locating the meta-level themes or ideas that connect disparate metaphors within the source. Identifying this aspect of the themes enables scholars to construct a critical analysis that identifies a prospective link between metaphoric concepts and guiding forms of ideology or that address the author's guiding hypothesis or research question. This systematic approach to textual analysis ensures the veracity of an author's findings by limiting results to data identified within the text. The approach also serves the more abstract task of linking the examined passage with macro-level ideological concepts: conceptual tropes that are relevant to an examined culture, society or discourse community.

5. Purpose and Justification

The purposes associated with critical metaphor analysis parallels that associated with other CDA modes. The studies, in brief, serve to explore the connection between analyzed linguistic features located within a text and their possible ideological significance. The theory associated with critical metaphorical assessments, likewise, derive from the same premise: that language systems potentially feature the capacity to embody, reference, and reiterate deeply engrained ideological concepts. As Hart (2008) additionally noted, conceptual metaphor analysis frequently serves the purpose of identifying how political discourse exploits the members of a society or targeted discourse community. These descriptions can be viewed as general and largely reflective of contemporary analyses.

Bisiada's (2018) work provides an typical example as the author utilized critical analytical models to explore the metaphorical theme of homework as it is expressed within German and English political discourse. The author's assessments identify the metaphorical concept as a signifier that implicitly identifies a speaker's superior political skill when compared against opponents who have not completed their homework in regard to their responsibility or knowledge of key issues. Other works depart from these conventions by utilizing the model to explore the relevance of metaphor in relation to themes apart from implicit power structures. Budd et al. (2019) relied upon the framework to examine and analyze the British media's reference to the nation's payday loan industry and noted that the key metaphorical trope of legitimacy represented one of the key emerging concepts deriving from media accounts. This analysis posited a different set of power relationships than those typically utilized by critical metaphor assessments. It illustrated the ways in which national media can utilize conceptual metaphor construction to invalidate industries that veer from accepted social or business norms. Hilligoss' (2014) work, similarly, focused on how metaphors taken from business—i.e. buying and

selling—impact the ways in which emergency department personnel view their medical responsibility and their patients. This analysis shifted critical attention away from overt socio-cultural power structures and towards an emphasis on how internal organizational rhetoric results in practical examples of metaphoric blending in occupational settings. These latter studies identify the emergence of new themes and approaches within relevant scholarship that depart from established critical models. At the same time, the focus of their analysis remains that of examining correlations between recurrent conceptual metaphors and their potential impact within varied settings.

While distinct in terms of their focus and key areas of emphasis, critical analyses frequently operate according to the same primary points of justification. First, these works build upon many of the same theoretical premises that guide other CDA-related models. They specifically reference the value of closely analyzing linguistic markers from the perspective of their potential ideological relevance (Hart, 2008). Their analysis of metaphors specifically, however, enables relevant studies to focus on uniquely rich areas of linguistic content. Metaphors reflect deeply engrained cultural content that can be applied by communicators to achieve various goals. Their structured study and assessment in the context of a selected narrative, accordingly, allow for a multilayered assessment that identifies how speakers utilize and manipulate pre-existing conceptual content for their stated rhetorical goals. Analyzing the conceptual metaphors presented in an examined text also serves the associative purpose of identifying how the same content changes over time and in relation to its application within diverse rhetorical settings or contexts. As Cameron et al. (2009) noted, conceptual metaphors undergo essential forms of transformation brought about by significant cultural and historical changes or by a metaphor's inclusion in a different or emerging context. The practice of analyzing specific content in terms of how a speaker utilizes a given set of tropes within a singular can be viewed as a practical means of detecting the key changes that impact a trope's construction and presentation.

Finally, scholars justify their model's approach and application by identifying their key value: i.e. their ability to uniquely evaluate correlations between speakers, audiences, and implicit power structures. These works implicitly identify the power associated with metaphorical constructs and explicitly identify how speakers leverage these variables to their advantage when cultivating messages. Even in contexts where analysts focus on themes distinct from overt political power structures, they nevertheless identify the ways in which communicators utilize conceptual metaphoric content to maintain hierarchical modes of authority within organizations or occupational contexts (Hilligoss, 2014). In brief, metaphor's implicit ability to present layers of shifting literal and figurative meaning

within an examined text allows for diverse modes of study that identify the phenomenon's potential relationship with varied forms of power relationships.

6. The Discussion of Metaphorical Blending

A critical concept related to critical metaphor analysis includes the process of metaphorical blending. Hart (2013) defined this phase as an emerging stage associated with conceptual metaphor construction and delivery, particularly as political leaders utilize long-standing tropes in the context of their communication. Hart (2013) defined metaphorical blending as the phase at which the metaphorical imagery utilized within a speaker's address blurs and connects with variables present in the real world. The author cited passages within Cameron's speech that linked metaphorical concepts with occurrences ongoing in Britain's sociopolitical environment. Primary examples included Cameron's reference to metaphorical fire—the tropes connected with the burning house presented in a key metaphor—and the fires deriving from contemporary protests. Hart (2013) noted that this conflation between real and metaphorical concepts enabled Cameron to present the riots as a crisis requiring government intervention. In brief, the accidental pairing of these tropes within the same address enhanced the Prime Minister's ability to utilize metaphor as the basis for supporting and justifying an implicit ideology. Cameron's reference to social illness in the same address performed a similar task as it presented divergent social elements as representing an aberration that was negatively impacting the body's politics social and cultural health. While less impactful than the fire metaphor's blurring with external reality, this use of the trope nevertheless served the rhetorical purpose of using metaphorical concepts to present, frame, and depict a presented ideology.

The concept of metaphorical blurring can also be characterized as the process through which metaphorical presentation can result in intended action on the part of listeners. Communication utilizes specific metaphorical tropes to generate an audience's reaction and frequently lead them towards a specific outcome. Implicit political messaging in this context commonly includes a speaker's reliance on familiar tropes to generate a sense of imagined community among constituents. Lee's (2015) discourse analysis of political messages delivered in Singapore's political context identified speaker tendencies to rely on the same tropes within their addresses. Among these tropes included the concepts of a collective journey, the nation as a building, and national vision. While positively constituted as desirable national traits, the messages also serve to alienate and other those who do not fit within these nationalistic paradigms. Metaphorical blending in this context would include the speakers' imperatives

for members of the national community to identify one another as family and to reject elements that work against desired values. Lee's (2015) analysis indicates, in brief, that conceptual blending can be viewed as a variable that results in direct and oblique forms of persuasion and that subtly guide audiences towards ideologically desired behaviors.

6.1.Model Cohesion and Unity

The primary elements associated with conceptual metaphor analysis ultimately generate unique forms of cohesion. The theory's specific definition of metaphor posits a view of the phenomena that identifies its complex interrelationship with human cognition and social, political and ideological variables. This definition builds upon cognitive views that identify metaphors as representing a common aspect of human sense-making and communication (Ma & Liu, 2008). However, the theory additionally emphasizes the role of social, political, and ideological variables in terms of utilizing metaphoric content in ways that support ideology. Analyses of conceptual metaphors specifically highlight the phenomenon's role in generating and supporting the ideological claims made by political leaders as they use and manipulate metaphoric content to construct their messages.

Assessments of the phenomenon's ideological role and function additionally build upon two critical points deriving from cognitive metaphor theory. First, these assessments typically focus on common examples of the phenomenon's production rather than on its exemplary or specialized usages. This area of emphasis commonly results in the analysis of basic political writings or addresses intended for mass audiences as these texts feature the integration of metaphoric and ideological content (Lee, 2015). Secondly, related analyses tend to explore the connection between a communicator's individual utterance and the larger bodies of metaphoric content—i.e. parole—from which he/she borrows their phrases and implicit concepts. By understanding these connections, analysts are better able to understand how speakers strategically use and manipulate metaphoric images to create a sense of community among their hearers and to subtly guide intended audiences towards implicit objectives or desired behaviors.

The concept of metaphoric blending, finally, adds an additional frame of reference to existing cognitive frameworks that identify and explore the phases typically associated with metaphor production and delivery within a social or sociocultural context. As Zhang and Hu (2009) noted, these traditional frameworks typically feature five critical elements that depict prototypical rhetorical situations. These include the presence of a communicator, a receiver, a specific metaphoric source, a

rhetorical or occasional purpose for the communication, and a broader context: i.e. situational and rhetorical setting in which a communicator's use of metaphors can be viewed as appropriate or logical. Hart's (2013) introduction of the concept of metaphorical blurring builds upon these elements by indicating that the ideological contexts associated with the phenomenon's production typically entail a communicator's stated or implied purpose in presenting the metaphoric content. In this context, metaphors add additional layers of meaning to a speaker's core message; they seek to establish and maintain a shared sense of community between the speaker and the audiences; and they gradually present the speaker's view of a specific cultural or political situation. This latter component enables communicators to subtly guide his/her audience towards a posited logical conclusion. This aspect of the process seeks to persuade listeners through the subtle presentation of shared conceptual metaphoric ideas and by leading them toward considerations the message's meaning, intent, and implications. Metaphoric blending's end-state logic and outcomes also refer to its implicit theoretical definition of the phenomenon. This aspect of the analysis identifies the implicit power that metaphors have in the context of human cognitive and communication processes; the archetypal power that conceptual metaphors have in the context of shared forms of intra-cultural communication; and the ways in which varied political ideology both utilizes and depends upon metaphors in order to achieve their intended or targeted purpose.

7. Conclusion

Metaphors are an integral part of how people think about the world. Continued research to improve the understanding of languages around the world shows that the use of metaphors is increasing, not the present. If metaphors are becoming more important to how we communicate with each other across cultural and linguistic barriers, then it is more important than ever to develop a more significant understanding of how people work and how they are used. However, critical analyses of metaphor represent an extension of broader CDA-related paradigms. While distinct, many of these analyses build upon the same theoretical tenants and seek to achieve many of the same common goals. Among these is the in-depth examination of how the conceptual metaphorical content presented in a text aligns with the shaping of external ideological dimensions that impact and affect linguistic production. The diverse nature of scholarship within the field, however, identifies the tendency for scholars to address new themes deriving from metaphorical analysis, such as the ways in which the same conceptual tropes affect dialog between members of the same discourse community.

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الاستعارة المفاهيمية: المزج والأيديولوجيا في تحليل الخطابة

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ملخص البحث

يمثل دمج دراسة الاستعارة المفاهيمية والتقييم في العملية الواسعة لتحليل الخطاب النقدي تطورًا حديثًا نسبيًا. يمكن النظر إلى هذه العملية كنتيجة مستمدة من الغرض والنطاق الأوسع في تحليل الخطاب النقدي. الهدف الرئيسي من هذه المقالة هو فهم كيف يمكن أن تشكل الاستعارات دون وعي(مفهوم الناس للعالم. حيث أن الاستعارات قد تلعب دورًا بارزًا في تشكيل مفهوم الشعب للموضوعات المهمة خاصة في السياسة أو المجلات أو الخطابات الإعلامية. مع ذلك الشعب يتعرض للعديد من الاستعارات أكثر مما قد يدركون على أساس يومي.