

Metaphors in Pakistani Politics: An Analysis of Imran Khan's Speeches in General-Election 2018

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Abstract

Political discourse is abstract and different from daily discourse, therefore; it is difficult for common people to understand. Political leaders use metaphorical language in order to manipulate public instead of making the concept easier for them in terms of General-Election. The study aims to analyze the persuasive strategies of Imran Khan's political speeches that is particularly in the year 2018 in the months of April to July. The research article uses Conceptual Metaphor Theory (CMT) as theoretical framework to evaluate and interpret public speeches of Imran Khan, conveyed in the year 2018 before the General-Election. Pakistan Tehreek-e-Insaf (PTI) seemed as one of the strongest party in 2018 General-Election of Pakistan. The present study deals with three metaphors; Journey metaphor, War metaphor and Game (Cricket) metaphor, which are frequently used by Imran Khan in his 2018 election speeches to influence the public. We can see the entailment effect of the metaphors he used for he was successful in persuading citizenry to vote him and was elected as 22nd Prime Minister of Islamic republic of Pakistan. The study will help the ordinary people to know the influencing strategies of metaphors used by one of the Pakistani politicians and also will help the scholars to comprehend the collections of metaphor used by Pakistani political leaders in times of elections.

Key Words

Metaphor, Politics is Journey Metaphors, Politics, Cricketing Metaphors, Political discourse, Campaign speeches

Introduction

In democratic countries general election is one of the most important events. Political parties spend a great deal of energy, money and time putting forward the best image of applicants. Language approaches are often used by participants to make themselves and their political parties visible. Indeed, one of the most valuable assets of a political figure is his/her skill to use metaphors in his speeches to gain voters support. Political contestants generally give rhetorical, highly effective speeches using most effective metaphors during the election campaign. In fact, election campaign speeches are one of the conclusive device that politicians use to gain political maintenance.

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Through media, they try to share their plans with their spectators to grasp an ultimate objective: receiving votes from their possible electorates. Therefore, the campaign address should be given effectively.

Lakoff and Johnson view normal conceptual framework as metaphorically framed and structured. "The essence of metaphor is to experience one kind of thing in terms of another" (George Lakoff, 1980, p. 5). Such as Hurford suggests that, metaphor means conceptual processes that allow speakers to form or build human language that seem to appear in human language and to infer or interpret abstract notions of knowledge and "experience in more concrete experiential terms" (Hurford et al. 2008: p.331). These abstract realms are known as source domain and target domain, tangible and simple in construction is basically source domain that is very easy; while tricky, theoretical and tough to comprehend is target domain. For instance, the metaphor ELECTION IS WAR implies an ELECTION target domain and a WAR source domain. People understand the notion of election in terms of war because the background of war involves conquest, enemies, win and lose etc. Hence, the term war is a too demarcated notion that can be employed as a source domain for political election: Contestants competing in elections are armed forces; political leaders struggling for the support of their parties are militaries and one of the parties will definitely triumph this combat.

This article, utilizing Conceptual Metaphor Theory, attempts to identify and interpret metaphors used by Imran Khan in 2018 Pre-Election campaign speeches. Moreover, it focuses on the entailment effects of the metaphors used by Imran Khan in his discourse. We argue that he was successful in persuading a large majority of citizenry and became 22nd elected Prime Minister of Islamic republic of Pakistan. There has been no organized study conducted in order to analyze and also to interpret metaphor used by Pakistani cricketing turn's political leader Imran Khan in his Pre-Election campaign speeches in the context of General-Election of the year 2018. This analysis serves as a foundation for subsequent studies on metaphors in political discourse as well as for contributions to cognitive science.

Literature Review

Aristotle initially used the word "metaphor" in his well-known writings "Poetics and Rhetoric," which are considered to be the founding texts of language theory. (Böhme, 2013). Aristotle describes a metaphor in his work poetics with these words, "A metaphor is the application of a word that belongs to another thing" (Aristotle, 1995, p. 105). Therefore, for old thinkers, metaphors contribute totally to the linguistic field. They study them together with other rhetorical figures such as poetic, creative and attractive strategies. Lakoff and Johnson proposed theory named Conceptual Metaphor Theory (CMT), discards the assertion of metaphor as being just a language ornament and a means of poetry that is the sole attribute of astonishing rather than daily discourse (Lakoff & Johnson, 1980). Also, both Lakoff and Johnson continued that metaphor is broadly used in everyday life, not only in our day-to-day discourse in contrary as well in our thoughts, concepts and activities. Our thought process is

designed metaphorically but we cannot be mindful of those complex thoughts. Some of the significant arguments of Lakoff and Johnson remained that metaphor usually cannot appear in our oral conversation; however, in our conception and thought process. Generally, we recognize and experience the world through metaphors but not only utter them in our everyday language. As metaphor can help audiences understand abstract concepts in terms of specific conceptual ones, it is frequently used in political speeches (Kövecses, 2002: 33). According to Jeffery, metaphor can mark intangible political views, politics, and events more concrete so that people can more easily understand and accept them (Jeffery & Katz 1996:131).

Politicians and other authoritative people use metaphors in their language that shows their plans and policies. The narrator generates a vivacious selection of words and makes sure whether to use metaphors or not for the purpose of making an argument more colorful or convincing (Charteris-Black 2005). In political speech metaphors are devices used for constructing complex political issues observable for the audiences and they are continually used to strain or reason about certain matters. Metaphors are commonly used to express troubles and also suggest the answer in that similar metaphor. The presenter's ideals are normally exposed and affect the listener's or receiver's understandings. The reality may simply be changed, as metaphors are established, understood and classified in a diverse way by different individuals and hence exposed for clarification (Lakoff and Johnson, 1980: 163).

As Ibrahim (2013) asserted, political speeches are written or oral, verbal, with words or non-verbal with wordless action, which can be used by politicians to enhance the audience's emotions in order to motivate their point of view and sentiments. Political speeches are very rich in figurative language, like metaphors, similes and personification, because these are universal, well organized and practical, essentially a medium of instruction for a particular group of listeners. Thus, political discourse is very different from other discourses.

Political discourse exhibits a vigorous role in framing citizen's approach and stance, for this reason politicians use their linguistic skills and experiences for governing and changing the nation's thought process and attitude. To become a strong political leader, one must be an influential speaker leading to steer and appeal to citizen's emotions and sympathies. Metaphors show a major role in our thought and conversation as they direct, expose and strengthen to establish the sense of definite sorts of our lives in a various manner. Such as Wilson (1990) asserts that, politicians used metaphors to frame complex political views, to arouse feelings, to reinforce certain goals and to signify the image negatively of the adversary in dogmatic communication.

Otieno (2016) studies explore the position and significance of metaphor as a linguistic tool that can be influenced by both ordinary and deliberate efforts. According to him, metaphor is a reasoning instrument that pervades political discourse. In political speeches, metaphors are especially used in scattering political thoughts and ideologies.

Jiao Xuli, Zan Mao, and Na Li (2013) stressed to apply Conceptual Metaphor Theory to presidential inaugural speeches in the United States. Politics, according to the three researchers, is vague and hard for general public to understand without metaphors. Hence, presidents repeatedly utilize metaphors in their inaugural speeches to convey their points of view in an effort to uplift and inspire the general public through metaphorical mapping. The more esoteric political ideas can be made more relatable and real through the mapping process. As a result, five political metaphors were found in the researcher's analysis: the metaphors of Journey, War, Building, Family, and the Natural Environmental Metaphors. They also discuss the implications of their use of conceptual metaphor in the political sphere.

Methodology:

The study makes use of the Conceptual Metaphor Theory (CMT) that Lakoff and Johnson introduced in their seminal publications, including *Metaphor We Live by* (1980). The researchers in this study capitalizes the most significant metaphors, italicizes English metaphorical statements, and bolds Urdu metaphorical expressions. And only the three metaphors— JOURNEY, WAR and GAME (CRICKET)—are the subject of this study because Imran Khan used all three of them a great deal throughout the 2018 election campaign.

The Identified Political Metaphorical Expressions

Imran Khan used an ideologically charged speech during the 2018 general election campaign to influence voters' perceptions of both himself and his political opponents. Under his campaign slogan of creating a "new Pakistan" and eliminating "corruption," he frequently employed to metaphors appeal to the entire populace, particularly the young. In order to influence more listeners, metaphors are repeatedly used in political speeches. Gaining the support of the voters in the tactic to an election is the main goal that politicians pursue in their campaigns. They employ a variety of metaphors to influence their followers as a result in their public communications. In order to inspire and influence the nation during his general election speeches in 2018, Imran Khan regularly employed metaphors. In his public discourses, he frequently used the metaphors; JOURNEY METAPHORS, WAR METAPHORS, and GAME METAPHORS and especially used POLITIC IS CRICKET metaphors in his public speeches.

JOURNEY METAPHORS

Pakistan or Pakistani Public is Traveler

Khan personifies Pakistan as a traveler who not only travels and but also walks with its citizens along their ambitions, we are unified in one trip to come with another. Thus a metaphor *Pakistan* or *Pakistani people* are *travelers* as a source domain are planned accordingly onto the target domain *Pakistan* or *Pakistani people*. Such as,

وہ پاکستان جو ایک وقت سب سے تیزی سے برصغیر میں ترقی کر رہا تھا۔

That *Pakistan* which was once *developing rapidly* than the rest in the sub-continent

قوم اپنے نظریے سے ہٹ جائے تو تباہ ہو جاتی ہے۔

The *nation* which forgets its ideology *meets disaster*.

جس معاشرے میں قانون یکساں نہ ہو وہ معاشرہ آگے نہیں بڑھ سکتا۔

The *society* cannot *progress*, where there is no equal law for all (Imran Khan, April 29, 2018).

ہم ملک کے اداروں کو مضبوط کریں گے۔ جب ادارے مضبوط ہوں گے، تو ملک ترقی کرے گا۔

We will *strengthen* the country's institutions. The country will *progress* when the institutions get *stronger* (Imran Khan, July 5, 2018).

The entailment impact of the aforementioned metaphors is basically to personify Pakistan or Pakistanis as travelers who encounter difficulties and barriers while *travelling across* country lines because previous politicians robbed the country and are corrupt. By using these metaphors, he clarifies and illustrates how corrupt politicians have distorted the country. Imran Khan inspires the people through the employment of these metaphors to speak out against them and to appreciate the importance of their votes because they live in a democracy.

Difficulties are Barriers and Burdens

It is unavoidable that there exist hurdles and difficulties that could hinder the nation's progress. People make sure to encourage one another and work to overcome challenges and hurdles in order to accomplish their goals. On the other hand, it is sometimes impossible to accomplish worthwhile goals. As a result, keep an eye out for those who promote obstacles and keep a cheerful disposition.

ہم آج چوراہے پہ کھڑے ہیں۔ ایک طرف ذلت ہے دوسری طرف یہ وہ پاکستان بن سکتا ہے جس کے لیے لاکھوں لوگوں نے قربانیاں دی۔

We are at the *crossroad* on the *one side* there is humiliation and *on the other* it can become that Pakistan for which millions sacrificed their lives.

آج ہمارے پاس پیسہ نہیں ہے ملک چلانے کے لیے۔

We don't have revenue today to *run* the *country* (Imran Khan, July 7, 2018).

یہ ملک بربادی کی طرف جا رہا ہے۔

The country is moving *towards* disaster.

ہم آفت کی طرف جاتے ہیں۔

We are *moving towards* catastrophe (Imran Khan, July 5, 2018).

“Today I am presenting all these things to you because I want you to feel that if we *continue*, we are *moving towards* destruction. (Imran Khan, July 5, 2018)

Imran Khan argues how the \$60 billion foreign debt that PPP and the PML-N took on between 2013 and 2018 are the real issue that our nation is currently experiencing. And he adds that if we continue *dong* in the manner in which these political figures

have been doing, “we go towards the disaster” ہم آفت کی طرف جاتے ہیں . Khan has attempted to synchronise stereotypes with the Pakistan Muslim League Nawaz PMLN and the PPP people's using the preaching strategy, saying that if the public of Pakistan choose these parties once more, they can expect a chaotic future.

War Metaphor

Politics is about power, and one of the key characteristics that political leaders use to express power is language use and how it shapes their point of view. Carita Lundmark (2010) discusses that ‘the employment of strategies and tactics to create and implement policy, as well as the rule of public activities within a political entity’. Public issues involving authority or power make up this category. Politics consists of many different components, such as political parties, party leaders, and political activity. Political power can be compared to physical force in metaphorical thinking. Source domain conceptions such as, *war* is frequently linked to target domain concepts of *political field*, so, both areas have some overlap. There would be two parties, the offensive and the defensive, in politics as in a *battle*. To eliminate the enemy's armed forces and seize power, they are involved in a conflict like to that of two enemies. To destroy or defeat the opponent and seize control of their territory may be the goals of a war. In a similar vein, Imran Khan desired to triumph over his rival on the political field. He stated:

چار سده کے لوگوں سنو! کیونکہ 25 جولائی کو آپ نے شکست دینی ہے اور نیا پاکستان بنانا ہے۔

O’ people of Charsadaa listen! Because of 25th July you have to *defeat* (them) and build a new Pakistan (Imran Khan, July 5, 2018).

We (PTI) are *fighting* the *war* of public.

Khan believed that a lot of stuffs that the public wanted to hear, particularly the deprived and oppressed people passionately oppose corruption and indulgence by public officials. One of the most significant aspects was that the victorious party's captain failed to commend the losing side for their valiant effort (Dawn, 2018).

Politicians are Warriors

Politicians' divisive debates can be compared to a *conflict* between two opposing mobs. Politicians are therefore considered to be *warriors* if they *fight* for the interests of their own political parties. According to Steuter and Deborah's proposal, in war, we attack, protect, invasion, and involve the enemy; we devise procedures and tactical objectives; and we arrange "necessary means,". The language of war permits brilliant action: The language of war permits glorious action: we are not inactive but vigorous, not being acted upon but acting (Steuter and Deborah, 2008). In Khan's words:

خون کے آخری قطرے تک لڑوں گا۔

I will *fight* till the last drop of my blood (Imran Khan, April 29, 2018)

میں ان چوروں کو شکست دینے آیا ہوں۔

I am here to *defeat* these thieves.

بنوں کے فرعون سے لڑنے کے لئے ایکشن لڑنے کا فیصلہ کیا۔

I have decided to *contest* the election to *defeat* the Pharaoh (arrogant) of Bannu (Imran Khan, July1, 2018).

آپ نے گھبرا نا نہیں، مقابلہ کرنا ہے .

You don't need to be frightened you have to *fight* (Imran Khan, July 23, 2018).

The words "*battlefield*" and "politicians as *warriors* who *fight* among themselves" are frequently used in the campaign speeches, as the aforementioned examples demonstrate, as are the phrases "trying to resist" and "fighting to attack the corruption."

The Entailments Effect of Politics is War Metaphors

Political leaders often utilize metaphors from the battlefield to emphasize how important struggle and self-sacrifice are to accomplishing social objectives. Political people, political elections, political strategies, and political outcomes are frequently conceived as *combatants*, *combats*, *war tactics*, and *war outcomes*. This is the association of the metaphor POLITICS IS WAR.

Unavoidably, Khan's election campaign speeches bring up the subject of war. In the aforementioned situations, "*war*" refers to a *fight* for ballots and ultimately, power.

POLITICS IS GAME /CRICKETING METAPHORS

According to Gibbs (1994), a number of metaphors employed in politics are heavily and meticulously influenced by game and battle languages. Because the public share more ideas with sport than with politics, the game metaphor is frequently used in political discourse. Politicians also use this metaphorical language to influence voters using persuasive techniques.

Furthermore, according to Kövecses (2010), there are specific characteristics that are frequently employed to define games and sports in figurative contexts. Politics, a complicated and abstract field, is understood in terms of specific fields (game). It is more than fair to refer readers to Bryant's (2012) extensive preface to his paper, "Sporting metaphors invariably overwhelm the lexicon of politics in the English-speaking world at voting periods."

Similar to this, Imran Khan, a political leader from Pakistan who has taken a cricketing turn, frequently utilized metaphors like "POLITICS IS GAME" particularly "POLITICS IS CRICKET" in his 2018 campaign discourses. The target domain POLITICS is being mapped onto the source domain GAME (CRICKET) in this instance.

Politicians are Cricket Payers

آخری گیند تک پچ پر کھڑا ہوں گا۔

I will be on the *pitch* till the last ball *bowled*.

ان چوروں کو بے شک کھیلنے دے انشا اللہ 25 جولائی کا میچ جیت کے دکھاؤں گا۔

The metaphors employed above reveal that Khan, frequently uses cricket language, demonstrating how this political address is influenced by sociocultural factors. Political leaders use language to persuade people to support and act in accordance with a certain political system, making it a significant tool in political discourse. Politicians serve as the general public's presenters and often use their platform to express their admiration for the entire country.

Entailment of Cricket Metaphors

Politics can often be analogized to a game of cricket, although often the similarity has no relation to politics at all. The term "fall of a wicket" in politics refers to something different from what is meant in cricket, where the batsman returns to the pavilion to reunite with his team. A single delivery can only be used to dismiss one batter. But, it often looks like Imran Khan is bowling everybody out in politics through a single ball. At one of his speeches, he utilized a metaphor;

“آپکا کپتان کھیلنا جانتا ہے

"

Khan in his suggestive language, emphasizes the incentive of a leader; as a result, he presents himself as an effective leader who will express to the nation what he previously conveyed when leading the cricket team. By using cricketing language, he appeals to the nation's memory of Pakistan's victory in 1999, which raised the status of cricket in his era.

Conclusion:

Metaphors can be assumed as an operational linguistic tool because they can be connected to the conceptual frames such as *journey, war, game, disease* and others. On the basis of these conceptual frames receivers recognize a lot of abstract and complex socio-economic and political endeavors, activities and phenomena. These facts suggest that when political speeches evoke topics that have previously been well-known or at least familiar, they can be more clear and persuasive.

Thus, the supreme goal of politicians is to consider themselves suitable in the public eye and to make this possible, politician use metaphors in their speeches which are easily compressible by the audience.

Politicians utilize metaphors in their speeches that the audience may easily infer from context since their ultimate goal is to appear reasonable to the public. According to the analysis of Imran Khan's campaign speeches, language influence, persuasion, and simplification are key components of election campaign rhetoric. Politicians use their speeches during elections to endorse their fundamental political beliefs and portray their rivals' attempts to use authority to their advantage. In the political domain it plays a central role, also, political leaders of Pakistan are mindful and alert of linguistic choices and they use it frequently to grasp the attention of public. It plays a significant role in politics, as Pakistani politicians are also quite inventive and aware of language influence campaigns, and they make the most of these to appeal to the compassion of

the public. Politicians frequently use metaphors to make complex political concepts understandable to the general public and to win elections. This makes their rhetoric more persuasive and impactful.

The research examined and interpreted three conceptual metaphors from speeches given by famous Pakistani political leader Imran Khan during the general election campaign of 2018. These metaphors were POLITICS IS JOURNEY, POLITICS IS WAR, and POLITICS IS GAME (CRICKET). These metaphors show how to simplify, persuade, and influence the voters during campaign speeches. Khan was successful in winning the general election and become 22nd elected Prime Minister of Islamic republic of Pakistan.

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