Metaphor in Political Media Discourse: Mental Political Leader Portrait

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ABSTRACT
In the article, we realize the aim of the study. We identify the role of metaphor in the political media discourse as an important part of the mental political portrait. The paper deals with the analysis of Chancellor's metaphoric image structured by the expansion onto the source domain of professional activity, based on simple and compound models and their varieties. The complex methods of cognitive and pragmatic analysis of the mental political leader portrait are used. The article describes the pragmatic power of professional metaphoric models defined by the constant conceptual vectors of ruin and destruction and conceptual vector of protectionism. The ways of analysis are useful for development of communication theory, cognitive linguistics, socio- and psycholinguistics, linguapragmatics, cultural, media, and virtual linguistics. In the article, we establish that the political portrait of the German leader is formed by metaphorical expansions onto various areas of professional activity: *law, pedagogics, theatre, circus, fine arts, building, transport (railway), medicine, service, law enforcement, music, hunting.* On the material taken simple and composite (double-projected) metaphoric models have been identified. The complex metaphoric unity defines the genre peculiarities and the stylistics. The

pragmatic power of *professional* metaphoric models is defined by constant conceptual vector of *ruin and destruction*.

Keywords: political media communication, political media discourse, concept, picture of the world, cognitive metaphor, metaphorical models, mental political leader portrait, media image design

INTRODUCTION

Political linguistics as a special branch of science focuses attention on the domestic and foreign policy discourses along with political figures images. T. van Deijk correlates the notion of political discourse with the types of genre determined by the political sphere. He involves the description of such genre variations as government discussions, parliamentary debates, party programs and speeches of politicians (Dijk, 1989). However, the latest trends of political linguistics development are aimed at political communication study of diverse contexts and genres (Petrenko & Potapova, 2014; Franssila, 2013).

The aim of the study is to identify the role of metaphor in the political media discourse as an important part of the mental political portrait. The overarching research question of this study was as follows: how can we identify the role of metaphor in the political media discourse as an important part of the mental political portrait? For realization of our research aim we will consider a mental political portrait of the leader on the example of the German Chancellor Angela Merkel.

LITERATURE REVIEW

The research of metaphorization process as a way of thinking and reasoning tool in political communication is based on understanding a metaphor as a means of description of the political picture of the world. Interaction is an important part of making politics. According to T. van Dijk (1997), the public sphere of politics is accomplished in the form of speech, which ranges from controversy and revelations to proclamation and declaration.

Political metaphor study is undertaken by the Russian and foreign scientists. Review of publications on the subject of metaphor in political media discourse (Aleshchanova et al., 2017; Beard, 2000; Chilton, 2004; Chudinov, 2006; Dijk, 1989; Fetzer, 2007; Franssila, 2013; Gulinov et al., 2018; Obeng, 1997; Petrenko, & Potapova, 2014; Ponomarenko et al., 2018; Sausheva, 2017; Slyshkin 2007; Tameryan, 2015a; 2015b; Tameryan, & Tsagolova, 2013; 2015; Tameryan et al., 2018, Wilson, 1990; Volskaya et al., 2017; 2018; etc.) showed that works of domestic and foreign linguists in the field of comparative linguistics, socio- and psycholinguistics, pragmalinguistics, cognitive linguistics, cultural linguistics, stylistics, rhetoric, of the theories of discourse and influence have formed theoretical base of the research.

In our research we use the complex methods of cognitive and pragmatic analysis of the mental political leader portrait. The ways of analysis are useful for development of communication theory, cognitive linguistics, socio- and psycholinguistics, linguapragmatics, cultural, media, and virtual linguistics. The article describes the pragmatic power of professional metaphoric models defined by the constant conceptual vectors of ruin and destruction and conceptual vector of protectionism.

RESULTS AND DISCUSSION

The description of A. Merkel's personal discourse along with the analysis of her language personality is at present at the primary level of research.

The material for this study is based on texts from the German news and political journals "Der Spiegel" and "Focus".

In this article the metaphorical layer of the concept of sociopolitical and personal type *Kanzlerin Angela Merkel* and it value component are described (Tameryan, & Tsagolova 2013; 2015). But the problem of differentiation of metaphorical layer of a concept is not developed enough (Tameryan, 2015b).

Metaphors in the structure of the concept *Kanzlerin Angela Merkel* serve to reveal the basic mechanism of explanation and evaluation of the political leader's activity to mass readers.

The analysis of metaphor constituent of political communication involves study of each text fragment with regard to the political situation in which it was created, its intertextual links, intentions and ideological positions of publishing houses (Chudinov, 2006; 86).

The process of enrichment of political metaphorics is described on the material of *Kanzlerin Angela Merkel*'s metaphoric image, which covers the domain of professional associations constituting the image of the German Chancellor (Tameryan, & Tsagolova, 2013).

Professional metaphors characterizing A. Merkel in analytical and news issues of the German mass media are widely used. The political portrait of the German leader is formed by metaphorical expansions onto various areas of professional activity:

law,

pedagogics,

theatre,

circus,

fine arts,

building,

transport (railway),

medicine,

service,

law enforcement,

music,

hunting.

The metaphoric model **Angela Merkel is Gouvernante vom Dienst** as well as other models of the *pedagogic* metaphorics imply both low evaluation of Chancellor's political strategies and narrowness of their usage:

<...> Und Angela Merkel, die Kanzlerin der Bundesrepublik Deutschland, wurde da oft genug zur **Gouvernante vom Dienst** (Ackeren, 2011).

In this manner the journal "Focus" creates the image of Angela Merkel as an inactive, ideologically short-sighted leader, incapable to guide the actions of ruling coalition and opposition.

In the metaphoric arsenal of the concept *Kanzlerin Angela Merkel* the metaphor of *pedagogics* marks gender identity in the professional activity, emphasizing the idea of the Chancellor of Germany being a woman.

The composite model **Angela Merkel is die gnadenlose teutonische Zuchtmeisterin** "cruel Teutonic teacher" is formed by the basic projection onto the

domain of *pedagogics* (component ***Zuchtmeisterin*** "teacher") and the additive one in the field of German history (component ***gnadenlose teutonische*** "cruel Teutonic"), dated back to the Teutonic Order the members of which were known for their cruelty to their enemy, but kindness for those who were their subordinate (an allusion for Chancellor's patronage of her retinue).

The metaphors from the source domain of *law* form meanings connected with right regulations for citizens, legal entities and organizations. A. Merkel as a state leader should ensure compliance with the law and freedoms. However, the image of Chancellor upholding the law only for the rich in her country has been formed in German mass media discourse.

Synonymous models which will be discussed below present to readers' mind one-sided social care about the citizens of the country.

For example, the metaphoric model ***Angela Merkel*** is ***oberste Friedensrichterin (der Koalition)*** represents two-vector expansion, where the dominant vector aims to the *law* domain, and the additive one refers to the *status* area:

Friedensrichterin (der Koalition) «judge (of coalition)» and ***oberste*** «supreme, high».

The pragmatic power of the model is lowered due to the metaphoric sense of *destruction* – the lack of leader's qualities needed for political managment and fighting – imparts the metaphor ***oberste Friedensrichterin (der Koalition)*** «supreme judge (of coalition)» connotations of sarcasm.

The metaphor of *ruin and destruction* describes the state of affairs in the party contrary to the situation of Margaret Thatcher's popularity during her first years in prime minister's office.

The *service* metaphor which is based on the models ***Angela Merkel*** is ***Reinigungskraft*** and ***Angela Merkel*** is ***Sauberfrau*** explicits the image of the lowest qualification worker indicating the unpretentiousness of Chancellor's strategies and tactics (Tameryan, 2015b):

<...> *Beide traten ihren Job als **Trümmerfrauen** und **Reinigungskräfte** an – weil die Männer zu feige für den Job waren* (Augstein, 2012).

The *medical* metaphor ***Angela Merkel*** is ***die Krankenpflegerin (des Euro)*** also evaluates A. Merkel's management at the level of an average professional qualification as the leader of the FRG is shown not as a doctor but as a nurse of Euro (***die Krankenpflegerin des Euro***):

<...> *Merkel ist **die Krankenpflegerin des Euro**, an der Spitze eines der einflussreichsten Länder der EU* (Sontheimer, 2013).

Gender-marked *hunting* metaphor based on the model ***Angela Merkel*** is ***die geduldige Jägerin***, conveys the female principle of holding political talks with male politicians.

The metaphoric projection onto the domain of *construction work* does not only structure the image of A. Merkel according to the model ***Angela MerkI*** is ***die Sprengmeisterin***, but also forms the scenario of preliminary stage of construction work, that is *clearing of land*.

Old Europe is shown as a *shabby habitation* (***marodes Haus***) which needs to be destroyed. The observers and helpers of the explosion work are the EU countries being sure that they are on a safe side (***eine kontrollierte Sprengung***), because they are

protected by helmets (**Helme)** and shafts (**Schutzwälle**), while A. Merkel is working as a *shot firer* who pushes the button (*initiation* metaphor).

As one can see the theme of *ruin, destruction and clearing* is raised again introduced by metaphors of *explosion* and *ruin* (of Europe) (Tameryan, 2015b):

*Merkel hat **die Sprengung eines sehr maroden Hauses** vorbereitet. Sie hat dem Druck widerstanden, sofort **auf den Auslöser zu drücken**. Nun gibt es **eine kontrollierte Sprengung**: Alle Umstehenden haben wenigstens **Helme** auf, und es gibt **Schutzwälle**, die **die Trümmer** abfangen können* (Nelles, 2011).

The projection onto the conceptual domain of *law enforcement functioning* and the additive sphere of *status hierarchy* according to the models **Angela Merkel** is **Frau Komissar** and **Angela Merkel** is **böse deutsche Sparkommissarin** reflects A. Merkel's initiatives providing strict budget policy and coordination of economical politics in the EU countries in order to diminish state debt and its negative evaluation.

The *circus* metaphor **Angela Merkel** is **Akrobat** draws the situation of illusory activity and sleight of A. Merkel in the process of plugging the gap on the political stage:

Wie ein Akrobat, der zehn Teller gleichzeitig in der Luft halten muss, eilt Merkel von einer Gefahrenstelle zur nächsten (Ackeren, & Pörtner, 2009).

The projection onto the conceptual domain of *law enforcement functioning* and the additive sphere of *status hierarchy* according to the models **Angela Merkel** is **Frau Komissar** and **Angela Merkel** is **böse deutsche Sparkommissarin** reflects A. Merkel's initiatives providing strict budget policy and coordination of economical politics in the EU countries in order to diminish state debt and its negative evaluation.

We revealed various kinds of metaphors:

- metaphors of *game*

hat Farbe bekannt (openly said about her intentions),

- metaphors of *war*

den Gegner attackiert (attacked her enemy that is her opposition),

- metaphors of *colour*

- **Schwarze unter Schwarzen** («black among black», the color symbol of CDU party),

- *Internet* metaphors

Moderatorin (moderator)

- *theatre* metaphors

Regisseurin (director, regisseur).

These metaphors describe the complex A. Merkel's political strategy to settle various conflicts between political parties.

The graduated model **Angela Merkel** is **Moderatorin** – **Angela Merkel** is **die Regisseurin** indicates the increasing ability of A. Merkel not only to observe or moderate the situation but to direct her own plays at political theatre in the spirit of the old theater that reject modernity and innovation.

Thus, the study described above shows that the metaphoric field fragment representing the concept *Kanzlerin Angela Merkel* is formed by expansion onto the source domain of *professional activity*, structured by 17 types of metaphors and 23 their variations.

On the material taken simple and composite (double-projected) metaphoric models have been identified. Their dominant source domain refers to *professional activity* (the

field of *law*, the sphere of *pedagogics,* the field of *musical art*), and the additive ones are connected with *the status and position hierarchy, the German history* and *the international relations.*

The complex metaphoric unity defines the genre peculiarities and the stylistics of the following fragment:

*Merkel hat also gemacht, was viele Parteifreunde von ihr wollten. Sie hat **Farbe bekannt, den Gegner attackiert**, ist – so empfinden es viele Parteifreunde im Südwesten – endlich zur **Schwarzen unter Schwarzen** geworden. <...> Mit der Merkel-Mutation von der **zögernden Moderatorin** zur **Regisseurin mit Blick fürs Konservative** ist sie der Abhängigkeit vom Erfolg im Südwesten entkommen. Die Union steht zusammen, gewinnt – oder verliert – gemeinsam* (Ackeren, 2010).

The metaphors indentified characterize the following cognitive features in the structure of the concept *Kanzlerin Angela Merkel*:

1) *home politicy* – political parties leadership; internal political management; social protectionalism of Chancellor; attitude towards her subordinates;

2) *foreign political activity of Chancellor* – the part of A. Merkel in the EU; A. Merkel's activity in regulating economic situation in Europe and the world; foreign political management.

CONCLUSION

So we come to the conclusion that professional metaphor negatively marks A. Merkel's political management and her qualities as Chancellor, socially oriented protectionalism, her policy aimed at the countries in crisis. A. Merkel's role in the EU is evaluated contradictory.

The principles and the ways of A. Merkel conducting negotiations with male politicians and her part in the EU formation are positively marked.

Feminine marked models connect the image of A. Merkel with typically female professions: *die Zuchtmeisterin, Gouvernante, Reinigungskraft, Sauberfrau, die Krankenpflegerin* which proves the low professional estimation of A. Merkel as a state leader.

The pragmatic power of *professional* metaphoric models is defined by constant conceptual vector of *ruin and destruction* which characterizes the strife between political parties within the coalition and the leading CDU party; the instability of the internal political strategic course of the FRG; the destruction of the status quo in Europe; instable economical situation in the EU; economical collapse in a number of Southern European countries.

Merkel's leadership is characterised through the vector of *irreality* described by the dominant models formed by the expansions onto the domains of *circus, theatre* and *music*.

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