

**POLITICAL CONCEPTUAL METAPHORS IN POLITICAL DISCOURSES:
A COGNITIVE SEMANTIC STUDY**

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ABSTRACT

This research is entitled Political Conceptual Metaphor in Political Discourses: A Cognitive Semantics Study. The study investigates the type of conceptual metaphor found in the political discourses. The discourses used as the data are taken from TIME Online Magazine during February 2015. Moreover, this study also tries to find out the conceptualizations of politics. This research analyzes the input of political domain and the input of other domains. This research also investigates the source and the target domain of structural metaphor of politics. In this study the researcher adapts several theories related to conceptual metaphor from Lakoff and Johnson, and Evans and Green. Moreover, this research also the theory from Fauconnier The result shows that orientational metaphor is more common than ontological metaphor in the political discourses under the issue of 2016 general election. From 105 metaphorical statements, the researcher found 42 orientational metaphors and 63 ontological metaphors. It shows that in the political discourses, politics commonly being projected as some concrete substances.

Keyword: political conceptual methaphor, political discourse, cognitive semantics

A. INTRODUCTION

Language phenomena toward the user has brought us to many comprehensive ideas regarding array of language usage. Literal meaning will easily create the positive interaction between speakers, but how people understand the linguistic expression such as “he attacked every weak arguments” or “I demolish his argument” (Lakoff and Johnson, 1980). This expression has crossed mental space between two distinguished things. “Argument” in both sentence is regarded as the enemy of the subject “he” and “I” and can be attacked and demolished. These expressions are superficial realization of underlying conceptual metaphor ARGUMENT IS A WAR (Lakoff and Johnson, 1980).

The idea of conceptual metaphor is a subchapter of cognitive linguistics. In Cognitive linguistics we have two main branches, first, the cognitive approach to grammar, and cognitive semantics (Evans and Green, 2006). And conceptual metaphor is subchapter of cognitive semantics because the base of conceptual metaphor is understanding the meaning through the sentence with the influence of the cognition of the people and also through the context of the speaker as in pragmatics (Evans and Green, 2006).

American Linguist George Lakoff and Mark Johnson in 1980 introduced conceptual metaphor. The basic concept of conceptual metaphor theory (CMT) is to oppose the idea of traditional metaphor, Lakoff and Johnson believe that metaphor is not only a form of human language, but also a matter of human action and thought. In line with that, action and thought is a fundamental role in politics, politician will act and thought not only for fulfilling their willingness but also for their people, this situation triggered the present researcher to see the conceptual metaphor in politic.

LOVE IS JOURNEY (Lakoff and Johnson), CIRCUMTANSES ARE WEATHER (Grady, 1997), SOCIETY IS A BULDING (Xue, Mao, and Li, 2013), and CIVIL RIGHT IS A JOURNEY (Landau and Keefer, 2013), are the examples of conceptual metaphor coming from various researches. Those examples showed that conceptual metaphor is an interesting study to conduct. Those examples have also triggered the researcher to conduct similar research in discovering conceptual metaphor in a different subject of living i.e. politic. In politics people derive their motive through many ways, their manipulating their language in order to construct positive image in the society. Metaphorical statement also used as one of their way to build that positive image. In politics, language become important role, people will love their politician when the politician have a power to manage their language. Through their language, politicians could help the country to growth or in the opposite their language also could stumble their country.

In this present research, the researcher intends to analyze and discover the concept of metaphor in political field. From the rationale of the research, the present researcher conducted the research under the title “Political Conceptual Metaphor in Political Discourses: Cognitive Semantic Study”The researcher attempts to adopt the conceptual metaphor theory to analyze political discourse. The discourse is taken from the political column in the Time magazine. This research is guided by formulation of studies i.e. What kinds of conceptual metaphors appearing in political discourses?

B.LITERATURE REVIEW

1. Cognitive Semantics

Different from semantics and pragmatics, the cognitive semantics involve the prototype meaning of human which is gained from their experience (Evans and Green, 2006). Moreover, meaning representation in CS is encyclopedic while in semantics, meaning is restricted to what is exactly exists in the utterance. In semantics people do not use their embodiment to create the meaning, meaning is created from what is written. In CS meaning highly depended on the cognition of the people.

Cognitive semantics firstly introduced in 1970s, originally, the idea of cognitive semantics appears to challenge the idea of truth-conditional semantics (Evans and Green, 2006). Truth-conditional semantics is a study that project meaning as the relationship between word and world, truth-conditional semantics eliminates cognitive organization from linguistics system (Sweetser, 1990). Sweetser in her idea bring the meaning into a different level; meaning is not only created by the element of the language but also by the world surrounding the language. In short, the idea of truth- conditional semantics is focus on the internal and the external element of the statement. In contrary, cognitive semantics not only focus on both internal and external elements of the sentence but also study the internal elements of the speaker which is acquired from the speakers' experience (Evan and Green, 2006).

The fundamental concern of cognitive semantics is the nature of relationship between conceptual structure and the external world of sensory experience. In other words, cognitive semantics sets out to explore the nature of human interaction and awareness of external world, and to build a theory of conceptual structure that is consonant with the way in which we experience the world (Evan and Green, 2006). Cognitive semantics (CS) investigates the correlation between experience of the speaker, conceptual system, and the structure of semantics. In cognitive semantics the meaning is not merely as the result of correlation between word and world but also as the result of human thinking which is effected by the experience.

By the definition, it is clear that cognitive semantics has wider concept of meaning compared to semantics and pragmatics. Further, cognitive semantics sees linguistics as manifestation of conceptual structure: the nature and organization of mental representation in all its richness and diversity (Evans and Green, 2006). The idea of Conceptualization is process which is lie at the

heart of our mental life, supporting cognitive functions from language comprehension and production to reasoning, remembering and recognizing objects. Toward the idea of conceptualization, meaning no longer appear by the internal elements of the sentence, but by combining both internal (human cognition) and external element (human experience) of the sentence.

Saeed in 1997 assert that language is invented through conceptual structure, and language is externalized by all mechanism found in the human brain (Jaszczolt 2002: 345). Moreover, Evans and Green (2006) introduced four central assumptions of cognitive semantics: Conceptual structure is embodied, Semantics structure is conceptual structure, Meaning representation is encyclopedic, Meaning construction is conceptualization.

In sum, cognitive semantics takes meaning based on an experiential phenomenon and argue that the human experience motivates basic conceptual structures. In other word, cognitive semantics argues that meaning not only based on the truth conditional situation but purely as a result of human cognition.

2. Conceptual Metaphor

At first, the presence of conceptual metaphor is to reject the idea of substitution theory of metaphor, according to which a metaphorical expression replaces some literal expressions that have same meaning. Conceptual metaphor sees metaphor as a process of human thought in creating a meaning. Conceptual metaphor is not regarded as linguistics phenomenon but completely as human result of thinking. Gibbs (1994) stated that there is along philosophical tradition maintaining that metaphor is a fundamental to human thought. This kind of metaphor is used in everyday activity; this kind of metaphor is called as conventional metaphor. Lakoff and Johnson in *Metaphor We Live By* (1980) has strongly stated that metaphor is applied in all daily activity, since that human are thinking, conceptual metaphor will never be separated from daily life of human. Metaphor in conceptual metaphor is regarded as a fundamental cognitive competence and is unconsciously and pervasively employed in everyday life.

The concept of culture and metaphor, emotion and metaphor become a significant topic to be analyzed. Lakoff and Johnson in *Metaphor We Live By* argued that in the twenty-five years since they first discovered conceptual metaphor, researchers conducted a research in fields as diverse as literary theory, legal studies, linguistics, and the philosophy of science have made

exciting applications of the theory. They have identified conceptual metaphors at the heart of poetry, law, politics, psychology, physics, computer science, mathematics, and philosophy. Their research reveals how metaphor is structured, how we think, and even what thoughts are permitted in the following intellectual disciplines. In *More Than Cool Reason* (1989), Lakoff and Turner demonstrated that metaphors in poetry are, for the most part, extensions and special cases of stable, both conventional and conceptual metaphors used in everyday thought and language. The metaphoric innovations of poets are shown thereby to consist not in the totally new creation of metaphoric thought but in the marshalling of already existed forms of metaphoric thought to form new extensions and combinations of old metaphorical mappings (Lakoff and Johnson, 1980).

Further, Lakoff and Johnson state that conceptual metaphor is not only the linguistics phenomena but also as result of human cognition which is could help people in delivering their power in order to create a better attitudes toward certain issues. Human used metaphor related to their own experience. The fundamental concept of Lakoff and Johnson in metaphor based on the importance of human experience, the centrality of the human body without the human mind and language cannot be investigated in isolation from human embodiment (Evans and Green 2006:44).

The use of metaphor connects with the embodied experience. Using metaphor avail people to bring their concrete concept of thinking so that their idea become more understandable. Further, Steen (2008:231) introduced three different functions of metaphor. The first is the lexical function. This mean the felling of lexical and other gaps in the language system. This is also called naming. Secondly, Steen mention the conceptual function of offering the conceptual frame work for concept and require at least partial understanding, it is also called as farming. Finally, there are communicative function of producing an alternative perspective on particular referent or topic, also called as perspective changing. Metaphor as natural phenomena of human (Lakoff and Johnson, 1980:247) has crossed the idea of certain domain into other domain. The abstract concept of living turn to be more tangible concept by using metaphor. Conceptual Metaphor theory assumes that metaphor consist of two apparently different concepts, one of which is understood in term of other. Those two concepts are called as source and target domain.

4. Types of Metaphor

a. Orientational metaphor

Orientational metaphor is known as specialization since most of them is a result of human's perception of the space. That space orientation is emerged from our constant interaction with our environment and the experience of the physical world. Lakoff and Johnson define orientation metaphor as one that does not structure one concept in terms of another but instead organizes. A whole system of concepts with respect to others. Since most orientational metaphors have to deal with spatial orientation: up-down, in-out, front-back, on-off, deep-shallow, central-peripheral. Orientational metaphors give a concept a spatial orientation; for example, HAPPY IS UP. The fact that the concept HAPPY is oriented UP leads to English expressions like "I'm feeling up today one that does not structure one concept in terms of another but instead organizes (Lakoff and Johnson, 2003: 16).

b. Ontological Metaphor

Lakoff and Johnson (2003, 23) also named this kind of metaphor as Entity and Substance Metaphors. An ontological metaphor, according to Lakoff and Johnson is the most abstract and powerful type of conceptual metaphor: those that "relate experience with physical objects (especially our own bodies) to events, activities, emotions, ideas" so that we make analogies to them being entities bounded by a surface.

c. Structural Metaphor

This kind of metaphor is simply defined as a metaphor that involve the structuring of one kind of experiences or activity in terms of another kind of experience or activity. For example, TIME IS MONEY (Lakoff and Johnson, 1980) time is represented as a money, this example indicate that time is as precious as money, time as an abstract concept has turned to be more concrete concept. From that example we can also see that how important time is and it will so harmful to waste the time as we waste the money. Moreover, in structural metaphor when one structured domain is metaphorically restructured and redefine in the term of another, that is to say, by virtue of the structure of a more familiar and concrete domain, we understand the abstract domain (Zhau and Liu, 2013: 157). From the definition we can see that structural metaphor is created from the ontological metaphor and conceptual metaphor. It means that this kind of metaphor also highly depended on embodied experience.

C. RESEARCH METHODOLOGY

This research tries to reveal the conceptual metaphor attached in several political discourse in comprehensive manner. Therefore, this research use qualitative descriptive method.

1. Data Collection Technique

The technique of data collection in this research is through analyzing political discourses downloaded from online TIME magazine. The data will be collected over several steps: First, the researcher selects the issue of political discourse i.e. 2016 general election of America. Second, the researcher reads the political discourses and mark the statement with metaphor. According to Lakoff and Johnson (1980) a statements is regarded as a metaphor when there is a cross domain from a certain domain to another domain, for example is the cross from abstract to concrete. In this research, metaphorical statement will be regarded as a political metaphor and will be regarded as a data of the research, when the source domain of the metaphor is one of the political elements. In this research, the researcher uses the elements of politics from Miriam Budiardjo (2008). Thirdly, the researcher classifies all political metaphor into excel in order to notice the metaphor used in each political elements. At the last, all the data will be mapped in order to create a clear description of conceptual mapping from all political conceptual metaphor.

2. Data Classification

After all data are collected, the data is classified into three main types of metaphors i.e. ontological metaphor, orientational metaphor, and structural metaphor. A data is regarded as ontological metaphor when the metaphor is indicating the movement, it can be found from the verb used by the subject as the first input of metaphor. The data is regarded as the orientational metaphor when the metaphor transform and abstract concept to be more concrete trough the concept of space or container. Simply we can indicate the orientation metaphor through the use of preposition or prepositional phrase in the statement. And the last, the data is regarded a structural metaphor when certain experience of living is explained in the term of other kinds of experience, for example LOVE IS A JOURNEY (Lakoff and Johnson, 1980).

3. Data Analysis

The first step in analyzing the data, the researcher will discovered the source and the target domain of the political metaphor by using a theory from Lakoff and Johnson (1980). The second step is also applying a theory from Lakoff and Johnson to classify all data to three main genre of

conceptual metaphor i.e. ontological, orientational, and structural metaphor. In the third step, the writer finds out the first input and the second input of the data, after both inputs are discovered, the researcher sees the blended space of the metaphor, this process is initiated by using a theory from Fauconnier (2002).

4. Data source

The data of the present research is taken from the politics column of online TIME magazine. The researcher chooses the discourse during February 2015, there are 240 political discourses during February 2015, and the researcher chose 46 political discourses based on the 2016 general election issue as a data source. The limitation of the data source is not focused on certain politician but focus on issued of 2016 general election in America, There are several reasons why Politics column of TIME magazine is chosen to be the source of the data. TIME magazine is American weekly magazine published in New York City. Now day, this magazine has spread around the globe, it make TIME become one of the best magazine in the world. The language used in TIME is one of the reasons why this magazine is accepted in the society. This condition makes many linguistics researchers interested in analyzing this magazine. Several theories have been used to analyze this magazine such as pragmatics, semantics, Systemic Functional linguistics, and Syntax. It proves that TIME is one of the perfect data source in linguistic research.

D.FINDINGS AND DISCUSSION

1. The Types of Conceptual Metaphor in Political Discourse

a. Orientational Metaphor of Politics

By adopting theory from Lakoff, the researcher found many orientational metaphors in the political discourses related to 2016 general election. It is indicating that many concepts in politics uses the idea of space and the idea of physical interaction. Based on the finding, there writer has found 42 metaphorical statements regarded as orientational metaphor. The data are going to be presented as the result of the analysis. The researcher chose six metaphorical statements which are categorized as the most representative and the most interesting data.

Data 1. Hillary Clinton enters vaccination debate to rebuke likely 2016 rivals

The expression demonstrates the orientational metaphor because it shows a physical experience in certain place or space conducted by one of the president candidate of America Hillary Clinton.

The word enter is indicating a specific physical experience that make people move from outside of space into inside of space. Enter in the statement followed by the word “vaccination debate” which means that “vaccination debate” is regarded as a place where people could go in or out. Since that debate is not containing a concept of space, the word “enter” creates a new conceptualization of word debate as a space.

Metaphorical concept in this statement is not coming from a connection between verbs enter and the subject Clinton, it is clear that Clinton is a human subject and could follow an action verb enter. But as explained that word enters entail the concept of palace, enters is needed to be followed by a place, and the statements create a concept of place from non-place word. Vaccination debate is not adverb of place, according to Webster (1986: 1301), vaccination is an abstract noun that defined as the act of vaccinating, the definition shows that vaccination is not a place. Moreover, debate is also not categorized as a place, debate is define a contention by word or arguments as a formal discussion of a motion before deliberative body according to the rules for parliamentary procedures (Webster, 1986: 328). It is also known as a regulated discussion of a preposition between two matched sides. It can be seen that word enter has explore the basic notion of vaccination and debate. In other word, that statement has change the concept of vaccination debate to the concept of place.

From the explanation above it shows that this metaphorical statement contains two fresh conceptualizations. First, enter did not truly defined as entering into a specific space. Enter here indicated as an activity of being involved in something it this case is being involved in the debate about vaccination. Second, “debate” which is not reflected a concept of place, now has become a concept of place. From the explanation above it can be said that data-2 is an orientational metaphor.

Data 2. Christie tried to clean up the remark in an email to reporters

This statement shows a metaphorical statement by using word clean up. Chris Christie as an American politicians talk about the issues of vaccine during his promotion as president candidate in 2016 election. The statement use word “clean up” to conceptualize the idea that he is agreed about the vaccination to the children.

Respectively, clean as an action verb which has meaning to wash or to tidy up dirty things (Webster Dictionary, 1986: 247). Moreover, using preposition “up” after word clean gives other definition of word clean. The remarks in the statement indicates two different conceptualizations.

First, the remark conceptualized as something dirty that needed to be clean up. Second, it is conceptualized as unfinished speech that require the speaker to give a further clarification to finish it up. This two conceptualization is highly contextualized. The true meaning of the statement is that Christie want to finish up his remark.

This statement become metaphoric is not projected by relation between the subject and the verb. In the statement the verb is an action verb and the subject is a human subject. The relation between the verb and the object in this statement make this statement become metaphoric. The remark entails an abstraction, people cannot see the existence of the remarks. By using word clean up that abstraction is turning to be more concrete. People's cognition toward word remarks now arrive in the idea that remarks is a concrete noun. Moreover, clean up indicates an orientational metaphor because it project both spatial relation and physical experience.

The word cleaned up in this statement brings a concept of finishing unfinished job in this case is finishing a given remarks. It shows a physical experience conducted by Christie in finishing his speech. This statement also shows a spatial relation of preposition "up", up in this statement not truly lifting something to a higher place. From the explanation the statement in data-3 is categorized as orientational metaphor.

b. Ontological Metaphor of Politics

Data 3 " ... *fundraising itself can educate voters and build a momentum*

The statements above confirms that the concept of fundraising as the policy made by the politician are personified and capable of physically doing the action by educating the voters and building a momentum. Notice that fundraising is a non-living thing which has no ability to do an action, that statement has create more concrete concept of fundraising as good movement to gain a full support from the voters.

Based on Webster (1983: 396), to educate is defined as to train by giving a formal instruction and supervised practice especially in a skill trade or professions. Respectively, the subject proceeding the word educate is a living subject, since educate and built are activity that requires the doer. In line with that, educate and build is an action verb that entail a subject that physically capable to do something. Educate in oxford advance dictionary (2010: 458) is defined as an activity of somebody over a period f time at a school, university and etc. in line with that, educate also define as an activity to teach somebody about something or how to do something. In Webster (1986: 186) build is defined as an activity to form by ordering and uniting materials by

gradual means into a composite whole. Built is also defined as an action to develop according to a systematic plan, by defining process or on a particular base. Those definition about educate and built indicate that those action verbs require a living subject. Fundraising is clearly non-living subject, therefore, fundraising is being personified by the use of verb educate and build.

“Fundraising” is intangible substances, it is an activity conducting by people in funding some amount of money for social purposes. Fundraising in the statement entails more concrete concept. Fundraising acts as a living thing who help the candidate of the president in create a better supporter by educating them in order to create a momentum. In other word, fundraising has turned to tangible substances. The new cognition toward the fundraising is now exploited, fundraising become a human who has a physical and psychological ability in committing an action. Fundraising acted as a doer of the verbs.

The core meaning of the statement is that trough fundraising, the candidate of president could get a bigger support from the citizen and the candidate will own his/her momentum to win the 2016 election. From the explanation above we could see conceptualization of abstract nonliving thing has transformed into more concrete living thing, it means that data-3 is included to ontological metaphor.

Data 4 The government should mandate vaccines

The statement above is clearly exploit semantic concept of government. Government in the statement is being personified as a living thing who has an ability to do a specific action like mandating someone or something. The statement above categorized as ontological metaphor because it project the conceptualization of government as human. The action entails the government is mandating, it shows how government become a central agent who commit an action.

The government as noun clearly allows it to be a subject of the sentence, but the verb followed it has created a new conceptualization of “the government” as a living thing just like a man or woman. Semantically, government is defined as the organization, machinery, or the agency through which a political unit exercise authority and perform function and which is usually classified including to the distribution a power within it. From the definition it is very clear that the government is not a human who has an ability to do and action. The use the “government” in the statement created more concrete concept of the government itself. In more concrete concept,

the “government” here represent the people who work inside the government. So this statement creates a concept that government is a human who commit an action.

“Mandate” in the expression is the main indicator that make “government” act as a human. Mandate in Webster defined as to administer to assign under the mandate. In oxford advanced dictionary (2010: 935) mandate can act as noun and verb. As a verb mandate is defined as the authority to do something given to a government or other organization by the people who vote for it in and election. Mandate as a noun is defined as an official order given to somebody to perform particular task. As a verbs mandate is define as an action done by someone (especially name) to order somebody to behave, do something or vote in a particular way, it also define as and activity committed by somebody especial government, committee, or the authority to do something. Those definitions shows that “mandate” is an action verb. Since “mandate” is and action verb, it acquires a human subject.

The government is the subject of the sentence. As explain that government is not a human so this statement creates a new concept of government. Every country has their own government but the existence of the government is abstract, people cannot see what the government look like, people cannot touch it neither can see it. By the statement that abstraction of the government vanished. People now could conceptualize a government as concrete living thing who has ability to a commit a physical behavior. A new cognition of the word government now come across a human mind. In metaphorical expression non-living subject could proceed action verb. Non-living subject now can act as a doer of the action just like a human subject.

The explanation above shows a connection between action verb mandate and non-living subject government. Moreover, the new conceptualization of government as concrete substances i.e. human has made this statement entails metaphorical expressions. Seeing how the abstract concept of the government is being conceptualize as a human, the data 4 is categorized into ontological metaphor.

2. Conceptual Metaphor of Politics

Metaphorical statements is a core in the study of the conceptual metaphor. The study of metaphorical structure in politics has bring a new conceptualization of politics itself. Politics as the fundamental element in the state has been represented trough several ideas by using metaphorical statement. This metaphoric statement brings politics into more various conceptualizations, meaning of word politics is being elevated.

In finding and discussing the data of the research, the theory from Lakoff and Johnson have been adopted. As the result of analysis, the researcher found that politics has transformed into various type of conceptualizations. From all metaphorical statement, the research categorize most common type of conceptual metaphor which represent politics in general. There are three most common conceptualizations of politics, first is POLITICS IS A RACE, second, POLITICS IS A BATTLE, and the last is POLITICS IS A WAR.

A. Politics is Race

Data 5 Measles vaccinations roil republican presidential race

The statement above is clearly metaphorical, the statement contains two metaphorical concept which included as the ontological metaphor. First, the statements projects the non-living thing like measles vaccine is being conceptualize as human who has an ability to commit a physiological and physical experience i.e. roil. This concept is constructed by the use of word roil. Second, the abstract concept politics is being represented as more concrete substance by the use the concept of race.

The statement shows a political domain is this case is political parties is regarded as the competitor who commit the race. Besides, the policy made by the politician about the vaccines support the race become a new conceptual domain of the politics. Moreover, the statement above show presidential election as the type of race. This statement shows that politician who commit in the republic party is being conceptualized as the racer who commits the race on order to winner internal race of the republic parties. Moreover, more concrete substance is also created in this metaphorical statement regarding the generic space of leader. Republic parties is becoming the one who commit and control the race just like the sponsor of the race.

Roil in the statement creates a metaphorical meaning toward the statement. Roil is an action verb. Therefore, it requires a human subject. It needs a human as a doer to commit a physical action. The statement shows that measles vaccines is a subject of the statement. The basic notion of measles a type of disease, it definitely not a human. Vaccination is also no-living subject. According to Webster dictionary (1986: 1301) vaccination is the act of vaccinating. The definition project that vaccination do not entail the element of human. In other word, vaccination has no ability to walk, to talk, or to roil something.

The measles vaccination involves the concept of abstraction. People cannot see the existence of this subject with their eyes. By creating a human concept in this subject, the abstraction of

measles vaccination has turned to be more concrete. Measles vaccination is regarded as a human because it proceed the action verb roil.

The most important elements that support conceptualization POLITICS IS A RACE is projected in the last part of the statement. As explain “republican presidential race” entail politics as a concept which has an equal entailment with the race. This statement completely support this conceptualization of politic. In short, data 11 is representative data to support the conceptualization POLITICS IS A RACE.

Data 6. Clinton also would lead over Wisconsin governor Scott Walker

Respectively, the concept of race entails many elements, during the race people expected to have a winner, but more important thing is people could see how every competitor compete one to another. The statement above create a concept of politics as race where a politician act as the racer who compete one to another. Seeing how Clinton lead over Walker is clearly shows that the statement is metaphorical. The expression build a new cognition that Clinton and Walker now compete in a race or compete in the 2016 general election.

In the statement we could see how Clinton and Walker as a politician is being conceptualize as racer. Clinton and walker is competing each other, Clinton in the statement lead over the race and left Walker behind. This statement indicates that the political activity is being conceptualized as a race.

“Lead over” used in the statement, makes that statement categorized as a metaphorical statement. Seeing lead over as the verb that indicate the activity of being superior then others, this statement has clearly exploit the concept of political activity. According to oxford advanced dictionary (2010: 874) lead over is the amount or distance that somebody or something is in front of somebody or something else. This definition shows lead over as process that commonly appear in a situation that allows people to lead over somebody. This cognition is actually appears in the race. The statement use lead over to project a political behavior. In short, this statement become metaphoric because this statement use the concept of race in the concept of politics.

This statement show the concert concept of political behavior. In politics, every politician is competing one to another in getting a certain position in politics, this concept is barely abstract, people cannot visibly see what type of activity committed by the politician, this condition projected in more concrete visualization using metaphorical expression by using the concept of race.

The explanation shows that politics is now being conceptualized as a race because politician is leading other politician. From the description. It shows that data 12 support the conceptualization POLITICS IS A RACE.

B. Politics is Battle

Data 7. Republic resistance to fighting climate change

Exploring the idea of Republics as one of two political party make the statement become a metaphorical statement. The sentence above actually shows two conceptual metaphor, the first is republicans as non-living thing is being conceptualized as living thing who able to fight this metaphor is ontological. The second concept is that climate change also regarded a human that can be fight with.

First conceptualization bring republic into different cognition of people. Through that statement people see republic as more concrete substances that can be touch and can be seen by them, republic also seen as the human who stand behind the people to fight the social problem. According to oxford advanced dictionary (2010: 1297) republic is a country that is governed by the president and politicians elected by the people and where there is no king or queen. The republic in the statement is republic party, republic party is one of two main political parties in US that usually consider to support conservative view and to won to limit the power of central government. That definition shows that republic is not human subject. The action verb used in the sentence shows that this sentence need a human subject. This condition make the sentence contain a metaphorical expression. Action verb requires a concrete subject. Republic party is exist but it is an abstract noun because it does not entail any element that make people could see the existence of it. But through this statement the abstract concept of republic turned to be more concrete because it is protected using the concept of human.

The definition about republic clearly shows that statement explore the basic functions of republics. That exploitation is caused by the verb used. Fight is the subject of the sentence, the use of “fight” in the statement also entail new conceptualization of the statement. The statement presuppose that politics not only as governmental activity, but also as an abstract phenomena then visualized to be more concrete by using “fight” to indicate political activity is equal to the battle. Fight is defined as an activity to take apart in a battle against an enemy (Oxford Advanced Dictionary, 2010: 570). It shows that republican is become a contender in the battle and it trying to against their contender i.e. climate change.

Further, the climate change in the statement is regarded as contender of the republicans. “The climate change” entails new conceptualization, climate change personified as a human who has an ability to fight against back the republicans. The basic notion of climate change is the change in the earth weather including changes in temperature, wind pattern and rainfall, especially the increase in the temperature of the earth atmosphere that is caused by the increase of particular gases especially carbon dioxide. That definition displays that climate change is definitely not a human. The statement then create a new cognition of climate change. Climate change in the statement regarded as human which entail and ability to do certain physical behavior like fighting. Climate change is an abstract substances, people cannot see the entity of climate change. But through this metaphorical expression, climate change has turned to be a concrete substance. By reading this expression, people cognition allows them to thing that climate is a human or a concrete substance that can be defeated. This fighting between political party and climate change display the concept of politics by using the concept of battle.

By applying republic as the subject that labeled as the part of the politics, it bring politics as the source domain of the metaphor and battle become the target domain of the metaphor. The semantics meaning appears from the expression is that in the future weather republic or climate change will win the battle. From the explanation the data is support the conceptualization of POLITICS IS A BATTLE.

Data 8 Clinton would beat former Florida governor Jeb Bush

Respectively, people understand politics as a formal social activity which activity engage in doing certain policy and another political activity under supervision of government. The statement above has exploit the common sense of politics to other conceptual domain. The statement above shows how Clinton as a politician commits an activity like a combatant who try to defeat other combatant i.e. Bush. The statement is metaphoric. The metaphorical sense appears because Clinton and Bush who is originally a politician beating each other like a combatant.

The statement describes Clinton and Bush in a new conceptualization. Clinton and bush in the statement commit an activity that not appropriate with the common sense of politician. Politician brings a specific activity such as, doing speech, creating a policy, doing agreement and so on, but the statement indicated that both politicians commit a battle, this conceptualization is projected

by the use of word beat. Therefore, it is clear that the Conceptualization of POLITICS AS A BATTLE in the expression above appeared by the exploitation of Bush and Clinton.

“Beat” as the verb of the statement takes an important role in creating metaphorical statement. Examining the basic function of word beat in the most common sense is used to describe an activity when someone defeating somebody in a game or competition. In very simple perspective, politic is not a game neither not a competition, the use beat in the statement constructed a new conceptualization about politics, that politics is a battle. Moreover, the politician in the statement is projected as a combat who commit a battle and do a physical behavior.

Using politician which acts as the agent in generic space of politics in the concept of battle creates politics in general as a target domain of the experience which is described by the metaphorical expression. Battle as more concert domain is categorized as source domain of the metaphor. Seeing the connection projected between politics and battle in the statement, data 14 is support the conceptualization POLITICS IS A BATTLE.

C. Politics is a War

Data 9 The strategy and the number of the problem that people have in politics

The statement above explores the concept of politics as war. This statement is metaphoric, because this statement projects nonlinear concept of politics. Politics is being mapped as an activity that entail a certain strategy. Strategy as one of the common activity in committing a war is now used in the concept of politics. In politics the competition of each Politicians is exist, but the existence of the competition is placed in more abstract concept of the human cognitions. Citizen never directly seen how politicians against each other or how politician arrange and commit a specific tactical activity during their political activity. The use of concept of war makes invisible activity of politics become more visible.

The use of word strategy in the expression gives a clear description that politics is like a war where the politician need to arrange a specific strategy to win the war. Strategy in Oxford Advanced Dictionary (2010: 1528) is defined as plan that is intended to a chive a particular purposes. Strategy also define as the process of planning something or putting a plan into operation in a skillful ways. Strategy also define as the skill of planning the movement of armies in the battle of war. Last definition shows that strategy is a specific activity that usually use in a battle. In the statement above, strategy is used to conceptualize the activity committed by the

politician. Politician during the race in 2016 election committing a certain activity, but the activity is abstract, people cannot see the activity. By using this metaphorical statement, the activity committed by the politician entails more concrete concept. People will understand that the activity committed by the politicians is their way or their strategy in gaining a bigger support from the citizen.

The statement above also indicated the idea of survival, the use of specific strategy in political activity could help the politician to keep their position in the government. This structure of metaphorical statements shows that strategy in politics takes an important role like in a war. In short, this statement display metaphorical expression because this statement use word strategy in the concept of politics that directly create the new conceptualization of politics as a war.

Data 10. I against the federal government

This statement is metaphoric. The statement projects the new conceptualization of politics. “I” in the statement indicates the American politician. This statement projects an ontological metaphor. Ontological metaphor in the statement projects the non-living thing i.e. federal government as a living thing who has an ability to fight. In the statement government is regarded as a human like the subject I.

Using the word against make the statement also metaphoric. The basic concept of against is opposing or disagreeing somebody or something (Oxford Advanced Dictionary, 2010: 28), for example like fighting against the terrorism. From the definition of “against” we can see that politics has arrived in the new conceptualization where the politicians is committing a war where they against one to another. In politics politician compete other politicians with their argument. The argumentation conducted by the politician is categorized as the abstract concept of fighting. They actually try to fight and defeat other politician. This abstract concept of political activity now conceptualized as more concrete behavior by using word against. Because, word against is not a word the usually use in the political activity, the use of this word has bring a new concept of politics.

In the statement, politician could commit a certain activity to oppose the government, this opposing condition built a new cognition that politician could do a certain regulation or activity in combating the government or other politician just like combatting a terrorism. In other words, the government is being personified. From this description, it is obvious that the statement contain a metaphor that support the conceptual metaphor POLITICS IS A WAR.

E. CONCLUSION AND SUGGESTION

1. Conclusion

Based on the explanation in the chapter four, the writer comes to the conclusions as follows:

1. As formulated in research question the first objective of the research is to discover the type of metaphor found in political discourses. The researcher has found the type of conceptual metaphor use in expressing politics is orientation metaphor and ontological metaphor. The researcher found 25 metaphorical expressions which is included into orientational metaphor, and 15 metaphorical statements which is categorized into ontological metaphor. Those data then also use to find out the conceptualization of political conceptual metaphor. The orientational metaphor in political discourses is commonly expressed politics and its relation with certain physical behavior related to the spatial relation. In the other hand, the use of ontological metaphor in the political discourses is used to see a different conceptual domain of politics as something more concrete or visible substances. Seeing the number of the data found in each type of conceptual metaphor, the researcher concluded that the type of conceptual metaphor that mostly used in political discourses related to 2016 America General election is Orientational metaphor.
2. An interesting finding concerning political conceptual metaphor was that politics has been projected into various type of domain. From both type of conceptual metaphor i.e. orientational and ontological metaphor, the researcher found three common types of structural metaphor, those are: POLITICS IS A BATTLE, POLITICS IS A RACE, and POLITICS IS A WAR.

2. Suggestion

1. The idea of conceptual metaphor is prevalent in every day discourse. For this reason, the researcher think that for further research it would be much better to conduct the research on broader field such as, education, law, and others viewed from conceptual metaphor. Further, different field of the study will create a different result of type of metaphor that mostly use in that relevance field.
2. To enrich the study of conceptual metaphor, it is suggested for the linguistics researcher to understand the idea of structural metaphor holistically and comprehensively. The

researcher also suggested to other linguistics researcher to conduct a conceptual metaphor in the political field but in the different topic or issues.

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