

**A Study of Metaphor in *the State of
Union Address, 2010***

Ye Zhen

Course Code

Level III English, Autumn2010

School of Teacher Education

Kristianstad University

Tutor: Carita Lundmark

Table of Contents

1. Introduction	1
1.1 Aim	2
1.2 Material	2
1.3 Method	2
2. Theoretical Background	3
2.1 What is metaphor?	3
2.3 Classifications of conceptual metaphors	5
2.4 The Functions and linguistic feature of political speech	7
2.5 Previous studies work	7
3. Analysis and Discussion	9
3.1 Structural metaphor	9
3.1.1 DEVELOPMENT IS A JOURNEY	9
3.1.2 ECONOMY RECESSION IS A STORM.....	10
3.1.3 DEVELOPMENT OF NATIONS IS A COMPETITION	11
3.1.4 ECONOMY GROWTH IS A BUILDING	12
3.1.5 POLITIC IS A WAR	13
3.2 Orientational metaphor	14
3.2.1 MORE IS UP, LESS IS DOWN	14
3.3 Ontological metaphor	15
3.3.1 AMERICA IS A HUMAN.....	15
3.3.2 DEFICIT IS A BEAST	16
4. Roles of conceptual metaphor in this speech	17
5. summary and conclusion	18
References	i

1. Introduction

Speeches, as the act of delivering a formal spoken communication to the audience, have become one essential part of the political life, especially the speeches of presidents that encapsulate the information about the situation of the country, the strategies the government plans to carry on and the achievement the president has done since he has taken the oath as the president. So, the speeches provide a chance for the citizens to know the situation of the country. However, it is difficult for the common audience to understand, support and agree the content of the speeches. Therefore some linguistic strategies are employed in the speeches to make the content of speeches more easily mastered and agreed with. Metaphor, as one kind of linguistic strategy, is also pervasive in the political speeches by the reason that metaphor can provide the chance for the audiences to understand the abstract domains in terms of concrete conceptual domains (Kövecses:2002: 33). Jeffery holds the argument that metaphor can make the abstract political view, politics and events more concrete that human can easily comprehend and accept them (Jeffery & Katz 1996:131).

Based on the conceptual metaphor theory, the conceptual metaphor can be classified into structural metaphor, ontological metaphor and orientational metaphor according to their different functions (Kövecses 2002:32). Structural metaphor, as one kind of conceptual metaphor in which the source domain provides rich knowledge structure for the comprehension of target domain, is always applied in the speech to explain some abstract and vague concepts (Kövecses 2002:33). Ontological metaphor provides a way to regard events, activities, emotions and ideas (seemed as target domain) as substances and containers (seemed as source domain) that are very common in the speeches to help the audience to comprehend the abstract concept in terms of the entities (Kövecses 2002:34). Orientational metaphor is the metaphor that qualifies the non spatial concept with the human spatial experience such as *up-down*, the spatial *up* and *down*. Therefore it is usually used in the speeches to explain the decreasing or increasing of the economy index number in which shows the situation of the country (Kövecses 2002:35).

1.1 Aim

The essay focuses on the conceptual metaphor occurring in *the state of the union 2010* to illustrate how conceptual metaphor works in the speeches. The purpose is to study how conceptual metaphor constructs the political speeches as a cognitive tool.

1.2 Material

The speech is taken from *The State of Union* due to the universality and authority of this kind of political speech that addressed by the presidents of America, and its easy access for the audiences because it is usually widely delivered to people both at home and abroad. The material of speech is selected from the draft of *the State of Union, 2010* which shows the situation of American in every respect and what the government has done since Obama has inaugurated as the president. The choice of working with this speech was due partly to the important influence of this speech for people's focus of attention, but also to the fact that the speech is expected to contain conceptual metaphor which is defined as understanding one conceptual in terms of another (Kövecses 2002: 4) because that metaphor is often employed as one strategy to polish the language of speech and it also can help the speech to inform and convince the audiences.

1.3 Method

Based on the terminology of conceptual metaphor put forward by Kövecses (Kövecses 2002: 4) in the book *Metaphor*, the examples that contain conceptual metaphors within economy and politic area in *The State of Union Address 2010* are selected. And the conceptual metaphors that are referred to these examples are categorized according to different target and source domains. Based on the theory put forward by Kövecses (Kövecses 2002:33), these conceptual metaphors are further categorized into structural metaphor, orientational metaphor and ontological metaphor according to their different cognitive functions. And the functions of the conceptual metaphor played in this speech are also analyzed. Throughout the essay, small capital letters are used for conceptual metaphors, and metaphorical expressions are highlighted in bold.

2. Theoretical Background

The research about metaphor can be traced back to Aristotle (Rhetoric and Poetics 1954) and it was considered as a rhetoric device of language applied in the literature works for ornamental. Since 1980s, the conceptual metaphor was put forward by Lakoff and Johnson in *Metaphor we live by*, the view of metaphor playing as a cognitive tool has been accepted (Lakoff & Johnson 1980). Metaphor structures not only our language but also our every respect of life. This section mainly deals with theoretical issues on the general description of metaphor in cognitive linguistic view, the definition of conceptual metaphor, the functions of metaphor, the linguistic feature of political speeches and previous studies work.

2.1 What is metaphor?

The word of metaphor was derived from a Greek word *metapherein*, in which *meta* means *after, beyond, adjacent* and *pherein* means *carry*. It had been defined as an indirect way to compare two or more seemingly unrelated subjects with the form that A (first subject) is B (second subject) (Wikipedia: 2010). In this view, metaphor was just seemed as figure used for literary ornamental.

Since the 1930s, the studies of metaphor had turned to the subject of cognition as I.A. Richards had stated that metaphor is the omnipresent principle of language. In other words, it is pervasive in human intercourses even in the scientific, political and philosophic language (I.A. Richards 1996: 50).

Until the pioneer cognitive linguist Lakoff and Johnson had written the most famous book *Metaphor we live by* the argument about metaphor in the cognitive linguistic view has been accepted (Lakoff & Johnson 1980). As Lakoff and Johnson state that metaphor, pervading in our daily life, plays a fundamental role in the human's language, thought and action. Metaphor, as the human cognitive tool, provides the way for human to understand one concept from another concept (Lakoff & Johnson 1980:3).

2.2 The conceptual metaphor

In the view of cognitive linguistic, metaphor stands for the conceptual metaphor (Kövecses 2002:29). The term of conceptual metaphor was firstly put forward by Lakoff and

Johnson in *Metaphor we live by* in which metaphor is looked upon as a cognitive tool that we live by (Lakoff & Johnson 1980).

According to Kövecses (2002:4), a conceptual metaphor consists of two conceptual domains: **source domain** and **target domain**, the former is the concept domain used to understand another concept domain, and the latter is the concept domain understood by the concept of source domain. The metaphor is understood via a mapping (a set of systematic correspondences) from source domain (e.g. entity, basic thing, people familiar with) to target domain (more abstract, vague thing). For example: LOVE IS JOURNEY, in which LOVE is the target domain that needs to be understood via the concept of source domain (JOURNEY). In other words, we use mapping from our daily experience of journey onto the knowledge of love. From the vocabulary of journey, we can find some essences of it, e.g. traveler, vehicles, moving forward, obstacle, getting lost, destination which form a systematic way to analyze the traveling aspects of love. There are some **metaphorical expressions** about the LOVE IS JOURNEY as followed (Kövecses 2002:5):

- A. *We are at a **crossroads**.*
- B. *We have **gone**.*
- C. *We will just have to go to **separate ways**.*
- D. *It's has been a **long, bumpy road**.*
- E. *We can not **turn back** now.*
- F. *This relationship is a **dead end street**.*
- G. *We are **stuck**.*
- H. *I don't think this relationship is **going anywhere**.*
- I. ***Where** are we?*

From the statement above, the relationship between conceptual metaphors and metaphorical linguistic expressions is that we use the conceptual metaphor to structure the language used in our daily life. And a matter of a fact is that, conceptual metaphor typically employs one abstract concept (LOVE) as target domain and a physical or concrete concept as source domain (JOURNEY).

2.3 Classifications of conceptual metaphors

There are four ways to classify the conceptual metaphor. And according to their cognitive functions that they reform, it can be classified into structural, ontological, and orientational metaphor (Kövecses 2002:40).

Structural metaphor is grounded in correlation with human experience, in other words, it enables human to use one structured concept to structure another one (Lakoff & Johnson 1980:61). For example, IDEAS ARE FOOD. We can perceive structural similarities between the abstract concept of idea and that of food. The similarities of the source domain (FOOD) and target domain (IDEAS) can be characterized as: food can be cooked and ideas can be thought up; we can swallow the food and accept the ideas; we chew food and we consider the idea; our stomach digest the food and our mind understand the idea; we need food for nutrition and understanding provides mental well-being. These perceived similarities between source domain and target domain can be listed in the form of mapping (Kövecses 2002:73).

<i>FOOD</i>	<i>MAPPING</i>	<i>IDEAS</i>
<i>Cooking</i>	→	<i>Thinking</i>
<i>Swallowing</i>	→	<i>Accepting</i>
<i>Chewing</i>	→	<i>Considering</i>
<i>Digesting</i>	→	<i>Understanding</i>
<i>Nourishment</i>	→	<i>Mental well-being</i>

These conceptual metaphors can also be listed as the metaphor of IDEAS ARE FOOD, for example (Kövecses 2002:73):

*THINKING IS COOKING. (Let me **stew** over this)*

*ACCEPTING IS SWALLOWING. (I can not **swallowing** that claim)*

*CONSIDERING IS CHEWING. (Let me **chew** over the proposal)*

*UNDERSTANDING IS DIGESTING. (I can not **digest** all these ideas)*

*MENTAL WELL-BEING IS PHYSICAL NOURISHMENT. (He **thrives** on stuff like this)*

As Lakoff and Johnson state, **orientational metaphor** gives a spatial orientation to a concept which raises from basic human orientation such as up-down, in-out, on-off and so on. Instead

of structuring one concept in term of another, it organizes a conceptual system according to one another (Lakoff &Johnson1980:14). In other words, orientational metaphor arises from a spatial concept (source domain) that maps onto a non-spatial concept (target domain). For example: in the metaphor of HAPPY IS UP, HAPPY (target domain) refers to a non-spatial concept that is oriented by the spatial concept UP (source domain). According to Kövecses, in orientational metaphor, target concepts are conceptualized in an uniform manner: upward orientation tends to implicate the positive evaluation, while downward orientation usually deals with a negative one (Kövecses2002:36). For example, the down orientation and the up orientation deal with negative aspect and positive aspect respectively. The **up-down** metaphors are widely used such as: HAPPY IS UP, SAD IS DOWN; CONSCIOUS IS UP, UNCONSCIOUS IS DOWN; HEALTH AND LIFE ARE UP, SICKNESS IS DOWN; CONTROL IS UP, LACK OF CONTROL IS DOWN; MORE IS UP, LESS IS DOWN (Lakoff &Johnson1980:14). Some English expressions are caused by the up-down orientational metaphor (Lakoff &Johnson1980:14). For example,

A. *HAPPY IS UP*

*I am feeling **up**.*

*That **boosted** my spirits.*

*My spirits **lose**.*

*You're in **high** spirits.*

*Thinking about her always gives me a **lift**.*

B. *SAD IS DOWN*

*I am **depressed**.*

*My spirits **sank**.*

*I am feeling **down**.*

*My spirits **sank**.*

*I **fell** into a depression.*

The Ontological metaphor takes our experience as entity or substance even human. Viewing one of our experiences as an entity allows us to refer, quantify and identify a particular aspect of it (Lakoff &Johnson1980:26). For example, in the metaphor of INFLATION IS AN ENTITY, we view INFLATION (target domain) as ENTITY (source domain) via our experience of rising prices (Lakoff &Johnson1980:26). Ontological metaphors often serve as the bases of structural metaphors such as the ontological metaphor MIND IS ENTITY that would be the prerequisite of the structural metaphor of MIND IS MACHINE. Container

metaphor is one kind of ontological metaphor that arises through projecting our in-out orientation onto other physical objects that are viewed as containers with an inside and outside (Lakoff & Johnson 1980:29). Personification is a form of ontological metaphor which gives the human characters, actions and behaviors to a nonhuman entity or substance. When INFLATION IS ENTITY is conceptualized as being a person, it causes the metaphor of INFLATION IS A HUMAN. If it is much more specific, it can be named as INFLATION IS AN ENEMY, INFLATION IS A BABY and so on.

2.4 The Functions and linguistic feature of political speech

Politicians often use political speech to convey ideas about political issues. The most fundamental functions of the political speech are to inform, to move, to persuade and to inspire the audience to take some actions that the speaker expects. In order to struggle for power, the political speech plays a role as a weapon to attack their opponents and conquer the audiences' mind. The success of giving the public a political will is largely determined by how the language is used. According to Lakoff, language, as an abstract power, is concrete (Lakoff 1990:12-13). When politics introduce the political idea into the sphere of the human mind and heart, language plays as the role of transformation. It drives the politics and determines the success of political machination. Charteris-Black also argues that successful speakers, especially the political speakers, need to attract the audience in terms of the attitudes and emotions that are already within them. Speakers could connect the policy that they wish to these beliefs that listeners had understood and supported. And the standpoint seems correct when speaker communicates it with audience in the emotional level (Charteris-Black 2005:10). Therefore, political speeches employ some strategies such as metaphors, metonymies, analogies, pronouns, the active or passive voice of transitive verbs, sound bites, three-part lists and contrastive pairs to achieve the functions of political speech and gain the moral sympathetic response.

2.5 Previous studies work

Through investigation, metaphor employed in political discourse has been accepted. The significance of metaphor in political discourses and the effectiveness in informing and persuading listeners have been manifested. Besides that, metaphor employed in the political speeches also could improve the abstractions and complex situations to be understood. The metaphor studies on political discourse formally started by Lakoff in his paper *Metaphor is*

war: The metaphor system used to justify war in the Gulf (Lakoff 1999) in which the war metaphor in political discourse has been systematically analyzed. According to Lakoff, metaphor is so pervasive in human thought that we always borrow it to discuss the reality avoid the purely literal term especial in the political discourses (Lakoff 1999: 25).

These studies carried out by Lakoff have come to great achievements, they provide a new way to understand the conceptual metaphor used in political speech and an approach to analyze the metaphor in political speech. In those studies, there is just one conceptual metaphor (war metaphor) being analyzed in political speeches. However, the issue of the metaphor's applications in political speeches has never been analyzed.

Political speech is one part of political discourse (Liu: 2007:7) that has attracted the attentions of researchers to analyze. As the 44th president of America; Obama's speeches contain a large amount of conceptual metaphors which are worth being analyzed. Through investigating, the metaphor in winning and inaugural speech had been studied in the view of cognitive linguistic. However, there are still no systematical studies of conceptual metaphor in the *State of the Union Address*, 2010.

Besides that, metaphor studies about *the use of metaphor in Barack Obama's inaugural speech* had been found on the website as a case that has been done which plays the role of reference for my continue work. In this speech, there are eight selected conceptual metaphors which are systematical analyzed based on the theory of conceptual metaphor. The metaphor study on *the State of Union Address* inherits the analysis method used in Dibuminyaallah's essay. And these conceptual metaphors have been found that include CHANGE ARE MOVEMENT, STATES ARE LOCATIONS, STATES IS A MOTION OVER A LANDSCAPE, POLITICS IS FIGHT/WAR, ACTIONS ARE TRANSFER, POLITICS IS A JOURNEY, MORE IS UP; LESS IS DOWN, ACHIEVING A PURPOSE IS AGRICULTURE. However, these conceptual metaphors that had been found not be further classified based on their different functions in the essay of *the use of metaphor in Barack Obama's inaugural speech* (Dibuminyaallah 2010). In this essay, the most prominent conceptual metaphors in the speech are categorized into structural, ontological and orientation metaphor based on their different functions.

3. Analysis and Discussion

In this part, the following is the result of analysis toward 18 sentences which contain conceptual metaphors in *State of Union Address* that was addressed by Obama, the 44th president of America. Based on the theory of conceptual metaphor put forward by Kövecses, these conceptual metaphors can be categorized into structural, ontological and orientational metaphor (Kövecses 2002:33). In this essay, the eight most outstanding conceptual mapping of metaphor are further categorized based on their different functions.

3.1 Structural metaphor

Usually, our comprehension about some abstract concepts is acquired via something that we are familiar with. Structural metaphor is an effective tool that the source domain provides a relatively rich knowledge structure for the target concept (Kövecses 2002:33). It is easy and natural to find the same similarity between two domains. Thus, human takes this kind of advantage to comprehend one concept from another concept. The concepts such as economy, development, economy recession are abstract and professional by the words themselves which are hard to be understood. However, the structural metaphor provides a way for these specific items to be comprehended through other concepts. In total, there are eight structural metaphors categorized in this speech.

3.1.1 DEVELOPMENT IS A JOURNEY

In general, there are three metaphorical expressions in Obama's *state of union address* that shows the conceptual metaphor of DEVELOPMENT IS A JOURNEY.

- (1) It's tempting to look back on these moments and assume that **our progress** was inevitable.....America prevailed because we chose to **move forward** as one nation, as one people.
- (2)It's time to get serious about fixing the **problems** that are **hampering our growth**.
- (3)I'm also calling on Congress to continue down the **path** of **earmark reform**.

In example (1): the phrases *move forward* and *our progress* represent as source domain and the target domain is connected to the word *development*. The word *journey* usually involves some elements such as moving forward, path. In the metaphor of DEVELOPMENT IS A

JOURNEY, the structure of the journey maps onto development, so the development can move forward along a path.

Referring to example (2): the phrases *hampering* and *problems* reflect the source domain, while the phrase *our growth* is connected to the target domain. There are some obstacles in the journey, just as the difficulties and problems that contains in the development of the Country.

In the third metaphorical expression, the phrase *the path* represents as the source domain and the target domain is connected to the phrase *earmark reform*. Reform is the action that can be seen as one necessary part of the development. The journey usually involves the path, the earmark reform is not as same as a journey, but it is qualified with a path by the structural metaphor DEVELOPMNET IS A JOURNEY.

In the all three metaphorical expressions, Obama wants to explain that the development of America is a journey in which the obstacles spread everywhere. It needs time and laborious work to cover the whole path from the beginning to the end. With these metaphorical expressions, he does not only try to persuade the citizens to give more time and chances for the government to promote the development but also indicates that since he takes the oath as the president of U.S, the work of government is consistent in the economy recovery.

3.1.2 ECONOMY RECESSION IS A STORM

There are two metaphorical expressions that show the conceptual metaphor of ECONOMY RECESSION IS A STORM:

(4) One year ago, I took office amid two wars..... we might face a **second depression**. So we acted—immediately and aggressively. And one year later, the worst of the **storm** has passed.

(5) I'm proposing that we take \$30 billion of the money Wall Street banks have repaid and use it to help community banks give small businesses **the credit** they need to **stay afloat**.

In example (4): the source domain refers to the word *storm* and the target domain is connected to the phrase *second recession*. The storm can damage the ships in the sea, burst the reservoir and sweep away a town, even a whole country. Through the metaphor of ECONOMY

RECESSION IS A STORM, it exhibits that economy recession also has the harmfulness to the whole country. The metaphorical expression here reveals the fact that the hazard of the economy recession is huge but the government has changed the situation through some specific measures that cause *the worst of the storm has passed*.

The metaphorical expression in example (5), the phrase *stay afloat* represents as source domain whereas the phrase *the credit* is connected to the target domain. Here, the phrase *small business* conducts as the ships in the sea. The metaphorical expression such as the phrase *help community banks gives small businesses the credit they need to stay afloat* can be elaborated as that the violent storm cause the ships (the small business) sink, but the credit as a rope can help the ship to keep afloat in the sea.

In these two metaphorical expressions, Obama wants to show us that the economy recession made business struggle for surviving, but the government's strategy such as credit is an approach for the small business to survive.

3.1.3 DEVELOPMENT OF NATIONS IS A COMPETITION

There are about four examples about the conceptual metaphor of DEVELOPMENT IS A COMPETITION in this speech.

(6) our nation has always been **built to compete**.

(7) Because the nation that **leads** the clean energy economy will be the nation that **leads** the **global economy**. And America must be that nation.

(8) Meanwhile, China is not waiting to revamp its **economy**. Germany is not waiting. India is not waiting. These nations -- they're not standing still. These nations aren't playing for **second place**.

(9) We have to **seek new markets** aggressively, just as our **competitors** are.

In the example (6), the part *compete* acts as source domain whereas the phrase *our nation has always been built* which can be considered as one part of development represents as target domain, according to the word competition, it involves the winner, loser and the order of the results. The nation being built can be seen as part of development. This metaphor of DEVELOPMENT IS A COMPETITION makes an image for us that all the countries are struggling to develop their own economy to win the competition.

Referring to example (7), the source domain comes from the word *leads* and the target domain is reflected as the phrase *global economy*. The winner of this competition leads the others to chase. If a country's energy economy develops better than the others, it will manipulate the whole global market.

In example (8), the source domain is reflected in the phrase *second place* and the target domain conducts as the word *economy*. The countries always are ranked in the order of competition result. The American will not reconcile to be forced to the second place. So this metaphor has the power to encourage the citizens to work hard.

In the last example, the word *competitor* is connected to the source domain and the target domain is related to the phrase *seek the new markets*. In the world market, the countries share the competition relationship, so the process of seeking new market which largely promotes the development of a nation seems as a competition.

Through using these metaphorical expressions, the source domain (COMPETITION) is mapped onto the target domain (DEVELOPMENT OF NATION). The advantage of constructing the COMPETITION as the source domain and DEVELOPMENT as the target domain is to convey the information that development has been attracted attention of many people and it plays the essential role in the state of one country in the world. Obama utilizes this conceptual metaphor to express his determination that the development of America economy will not fall behind the other nations to promote the national confidence of America citizens.

3.1.4 ECONOMY GROWTH IS A BUILDING

There are two examples about the metaphor of ENCONOMY GROWTH IS A BUILDING in this speech.

(10) The only way to move to full employment is to lay a new **foundation** for long-term **economic growth**.

(11) Now, as we **stabilized** the financial system, we also took steps to get our **economy growing** again, save as many jobs as possible, and help Americans who had become unemployed

In example (10), the source domain is reflected in the word *foundation* and the target domain is connected to the phrase *economy growth*. Building has a foundation on which the whole building is built. The foundation is very important for the building, without a strong foundation, the building would collapse. Economic growth is like a building in which employment acts as its foundation. This metaphor reveals the significance of employment in the economy growth. By using this, Obama aims to inform and calm down his citizens that he will try his best to tackle the unemployment that threaten to the surviving of everyone.

Referring to example (11), the word *stabilized* is connected to the source domain and the phrase *economy growth* conducts as the target domain. In this quotation a country's economy growth is discussed in terms of building. The building needs to be stabilized to guard human's security, whereas the stable financial system also could stabilize the economy of America. With this similarity, many things like financial system are structured as the concept of building.

From the analysis above, this metaphor reveals the fact that economy growth as a building needs a solid foundation that refers to the employment and feasible financial system. In other words, feasible financial system plays the fundamental role in the economy growth.

3.1.5 POLITIC IS A WAR

There is only one metaphorical expression in this speech shows the pattern of POLITIC IS A WAR.

(12)And the **lobbyists** are trying to **kill** it. But we cannot let them win this **fight**.

In this example, the phrases *kill it* and *win the fight* represent as source domain and the word *lobbyists* conducts as target domain. Politic is always structured as fight and war. In the concept of fight or war, a person can be a winner or a loser. Many political things in politics are structured by the concept of war. There is no physical battle, but there is a verbal battle that involves attack and defense.

The POLITIC IS A WAR metaphor comes from the meaning of the war or fight, eg attack, defense, loser, winner. It forms a systematic way of thinking about the battling aspects of the politic affairs. Metaphorical expressions in our language are tied to kinds of concept, thus we

can use these expressions to understand the conceptual metaphors and our activities clearly and naturally. By using this metaphor, Obama reveals that the strategies he plans to enforce could be killed by the lobbyists, however, he promise that he will overcome the difficulties to carry on these strategies for the economy recovery.

3.2 Orientational metaphor

Oriental metaphor qualifies one non-spatial concept with spatial concept such as up-down, out-in and on-off. For example: in the metaphor of MORE IS UP; LESS IS DOWN, MORE and LESS refer to non- spatial concept that are oriented by the spatial concept up and down respectively (Lakoff &Johnson1980:14).

3.2.1 MORE IS UP, LESS IS DOWN

As the theory states in the section 2.3. The conceptual metaphor MORE IS UP is grounded in our spatial experience of when pouring water into a container, and the level going up. The higher location of the surface means more quantity than the lower one. These experiences pervade our daily life. They are structured between the conceptual domain of quantity and the conceptual domain of verticality: the larger quantity (more) always shapes the sense of up, while a smaller quantity (less) of down. For example, the price raise has no correspondence with the real experience of verticality or quantity, but it makes the quantity comprehensible in terms of verticality. The up-down is employed to describe some kind of target domain such as the inflation of quantity through mapping. The up-down conceptual source domain that relates to the human spatial orientations is introduced into this speech. There are three examples had been found for MORE IS UP; LESS IS DOWN.

(13)...all of which helped businesses keep more workers. And we haven't **raised** income taxes by a single dime on a single person. Not a single dime.

(14) where jobs grew more slowly than during any prior expansion; where the income of the average American household **declined** while the cost of health care and tuition reached **record** highs.

(15) But if anyone from either party has a better approach that will bring **down** premiums, bring **down** the deficit, cover the uninsured, strengthen Medicare for seniors, and stop insurance company abuses, let me know.

In example (13), the word *raise* represents as the source domain and the word *more* reflects as target domain. Obama explains the fact that although the economy recovery needs more capital to carry on, the strategies he made for the economy recovery are not at the cost of increasing the economy burden of the citizens.

Referring to example (14), this sentence employs two metaphors MORE IS UP and LESS IS DOWN. In the former one, the phrase *record highs* is employed as source domain and the target domain is reflected as the word *more*. In the latter, the source domain and target domain are represented by the phrases *decline* and *less* respectively. By employing the metaphors, Obama indicates the physical basis of economy status such as price of house and cost that decrease or increase in the container of economy situation.

In the example (15), the word *down* is represented as the source domain that maps the verticality experience onto the quantity experience. With this metaphor, Obama aims to indicate the severely situation of America situation and encourage the citizens to work together to overcome the economy recession.

From the analysis above, through the metaphor of MORE IS UP ; LESS IS DOWN, Obama brings the information about the terrible economy situation of America, the responsibility and the achievement that the government has taken for the economy recovery.

3.3 Ontological metaphor

When our experiences are delineated, vague or abstract, we will conceive them in terms of objects, substance and container naturally. In other words, ontological metaphor gives an ontological status to the abstract target concepts (Lakoff & Johnson 1980:26). For example, we do not know what is the financial system, but we can conceive it as an object that we can attempt to understand more about it. Two ontological metaphors are reflected in this speech.

3.3.1 AMERICA IS A HUMAN

The examples about AMERICA IS A HUMAN are stated as follow:

(16) **America takes** these **actions** because our destiny is connected to those beyond our shores.

(17) The only reason we are here is because generations of Americans were unafraid to do what was hard; to do what was needed even when success was uncertain; to do what it took to keep the **dream** of this **nation** alive for their children and their grandchildren.

Referring to example (16), the source domain is connected to the phrase *takes these actions* and the target domain reflected as the word *America*. In this quotation, country is talked in terms of a human.

In the example (17), the word *dream* represents as the source domain and the target domain is conducted as the word *nation*. The nation can not dream, but the human can. In other words, the character of dream is belonging to the human.

Employing the characters of human, eg, actions and dream, aims to form a systematic way to endow the nation with the human characters. According to the theory of conceptual metaphor, it is named as personification, one style of the ontological metaphor, in which human characters are given to nonhuman entities. The human characters of taking actions and dreaming which are given to the country can largely promote the national unity of the American. In the both of metaphorical expressions, the purpose of employing the human characters to structure the country of America is to encourage the American to work together as one people to fight the beast of economy recession and the difficulties they are facing.

3.3.2 DEFICIT IS A BEAST

The only example has been found in this speech about DEFICIT IS A BEAST as followed.

(18) But understand - understand if we don't take meaningful steps to **rein in** our **debt**, it could damage our markets, increase the cost of borrowing, and jeopardize our recovery. all of which would have an even worse effect on our job growth and family incomes.

In this example, the phrase *rein in* is reflected as the source domain and the target domain is connected to the word *debt*. In this sentence, the phrase *rein in* makes an expression that a beast trapped in a cage. Beast is a vengeful animal with huge destructiveness for other animals and human property. Deficit is constructed as a beast that can damage our markets and jeopardize our recover.

Using the phrases *rein in* and *debt* aims to show that the economy recession, as a beast, can damage the market and the economy recovery. In this sentence, the metaphor plays the role of warning, which implicates that deficit should attract the attention from both the leaders and the citizens.

4. Roles of conceptual metaphor in this speech

From the analysis above, the president employs a mount of metaphors to structure his speech. As Lakoff and Johnson states that the most fundamental cultural values will be related to the metaphorical structure of the most fundamental concepts in the culture (Lakoff & Johnson 1980:26). Applying the metaphor in the speech has two fundamental roles.

Firstly, Conceptual metaphor can guide the citizens to consider national affairs in a special way. When the national confidence of citizens has been influenced by economy recession, in order to move their attentions from the negative way, the leader attempts to use the metaphors that the citizens are familiar with to rebuild their national confidence. Such as the conceptual of journey, it exemplifies the Americans' faith towards to the progress: human and the nation should move forward and the future will become better and better. DEVELOPMENT IS A JOURNEY implicates that the future of America will become better and better which will effectively promote the national confidence of the citizens. In the metaphor of ECONOMY GROWTH IS A BUILDING, building a house is a process that needs plenty of time, economy growth is a building and it will be definitely rebuilt in a period. By using this, the president recalls the citizens to regain the national confidence and to give more time and chance and trust for the government. The metaphor of MORE IS UP, LESS IS DOWN has been applied in this speech to exhibit the economy recovery that the government commits itself to be complete.

Secondly, conceptual metaphor plays the role to conduct the actions of the citizens. Such as, the concept of storm involves a ship or a captain, so in the conceptual metaphor ECONOMY RECESSION IS A STORM, the country is seemed as a ship and the captain is structured as the president. The purpose of the president to use this metaphor aims to persuade his citizens to strengthen their conviction of the economy development and support the decision made by him. In the American culture, competition has been implanted in every American's mind and becomes a necessary part of American society. Therefore, the winners are respected by the

others. And with the development of America economy, the competition extends to every aspect in the world. So, the metaphor of DEVELOPMENT OF NATION IS A COMPETITION can encourage the citizens to work together to win the competition. Through the metaphor of POLITIC IS A WAR, the president explains that lobbyists try to kill his strategies about the economy recovery and persuade his citizens to support his plans. Using the metaphor of AMERICA IS A HUMAN can enhance the citizens' responsibility to America and motivate themselves to work together. In the concept of beast, it damages the property of human and jeopardizes the life of human. Therefore, structuring deficit as a beast can encourage the citizens to fight with the deficit, the most dangerous beast of the economy, to regain the stable economy situation of America.

The metaphors applied in this speech not only provide a way to comprehend one concept from another concept, but also offer a way for the president to fulfill his purpose of this speech.

5. summary and conclusion

This study is an attempt to investigate the metaphors applied in the *State of Union Address, 2010* from the view of cognitive linguistic. The classification of these metaphors that have been found in this speech is based on their different cognitive function, according to the theory of conceptual metaphor put forward by Lakoff. Thus, the conceptual metaphors in this speech have been categorized into structural metaphor, ontological metaphor and orientational metaphor.

From the analysis of the conceptual metaphors in this speech, we can find that Obama has effectively and creatively used these metaphorical expressions to convince and encourage the citizens. In this speech, he reveals his opinion about how to tackle the economy recession and tries to regain the trust of his citizens. He uses the domain of JOURNEY to express the domain of DEVELOPMENT, the domain of STORM to describe the domain of ECONOMY RECESSION, the domain of POLITIC in describing the domain of WAR, the domain of BUILDING to structure the domain of FIANCIAL SYSTERM, the domain of UP-DOWN to explain the domain of QUALITY, and the domain of HUMAN also are mapped onto the domain of AMERICA. From the analysis, we can find that the cognitive tool metaphor can be employed in the speech. It is effectively used to provide a new approach for the listeners to understand the abstract concepts. Besides that, the functions of convincing and encouraging

that metaphor plays in the political speeches have been manifested by discussing these metaphorical expressions.

This world's famous speech provides a new field for the study of metaphor. Metaphor, as a cognitive tool, also exists in the speeches that seems as a unique feature of formal speech. However, the future study towards the conceptual metaphor in speeches requires deeper and broader observation and analysis, and more books need to be published to guide the study of metaphor in speeches.

References

Primary source:

Obama. (2010) *The State of the Union Address*, 2010.

Second materials:

Aristotle. (1954) *Rhetoric and Poetics*. New York: The Modern library.

Chacteris-Black, J. (2005) *Politicians and Rhetoric: The Persuasive Power of Metaphor*.
Houndmills, Basingstoke, Hampshire. New York: Palgrave Macmillan.

Dibuminyaallah, H. (2010) *The Use of Metaphor in Barack Obama's Inauguration Speech*.
<http://abudira.wordpress.com/2010/03/03/the-use-of-metaphor-in-barack-obama%E2%80%99s-inauguration-speech/>

Jeffery, M and Katz, A.N. (1996) *Metaphor: Implications and Applications*. New Jersey:
Lawrence Erlbaum Associations Publisher.

Kövecsec, Z. (2002) *Metaphor: A Practical Introduction*. New York: Oxford University
press.

Lakoff, G. (1999) *The Contemporary Theory of Metaphor*. A. Ortony(ed) in *Metaphor and
Thought*. Cambridge: Cambridge University press.

Lakoff, G and John, M. (1980) *Metaphors We Live By*. Chicago & London: The University
of Chicago press.

Lakoff, R. (1990) *Talking Power: the Politics of Language in Our Lives*. USA: Basic Books.

Lakoff, G. (1999) *Metaphor and War: The Metaphor System Used to Justify War in the Gulf*.
http://www2.iath.virginia.edu/sixties/HTML_docs/Texts/Scholarly/Lakoff_Gulf_Metaphor_1.html

Liu, T. (2007) *The Application of the Conceptual Metaphor to English Political Discourses*.
Shanghai: Shanghai international studies university.

Richard. I.A. (1996) *The Philosophy of Rhetoric*. London: Oxford University press.

Wikipedia. (2010) *Metaphor*. <http://en.wikipedia.org/wiki/Metaphor>.

