

A pragma-Cognitive study of Conceptual Metaphor in Gaza Crisis of Richi Sunak's speech after October the seventh strikes

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Abstract

The current research paper explains the role of conceptual metaphors in shaping political discourse and influencing political attitudes and behaviors. Drawing on pragmatic and cognitive linguistic theories of metaphor, the study aims to analyze the linguistic expressions and metaphorical framings used in political communication across different contexts and ideologies. Through a systematic examination of metaphorical patterns and their cognitive and persuasive effects of Sunak's speech about Gaza Crisis after the 7th of October.. It is an important part of the research process through which the researcher considered the research methodology and the selection of the suitable approach to ensure that the study yields meaningful and accurate results. It gives a description of the methods employed in this study to analyze and interpret conceptual metaphor in Sunak's speech of Gaza's Crisis after October the seventh strikes in the light of the aims of the study and questions as well, for example it shows how the identification and classification of the most prominent conceptual metaphors is achieved through descriptive content analysis which is metaphor identification process. Then it shows how conceptual metaphors reflect cognitive frames and ideological positions that are reflected through cognitive interpretation, and finally exploring the pragmatic functions of these metaphors in shaping public comprehending which is addressed through pragmatic analysis.

Keywords: (Conceptual metaphor, political discourse, pragmatics).

دراسة تداولية - معرفية للاستعارة المفهومية في أزمة غزة في خطاب سوناك بعد هجمات السابع من أكتوبر

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الملخص

توضح ورقة البحث الحالية دور الاستعارات المفاهيمية في تشكيل الخطاب السياسي والتأثير في المواقف والسلوكيات. وبالاعتماد على نظريات اللغويات المعرفية والتداولية للاستعارة، تهدف الدراسة إلى تحليل التعبيرات اللغوية والأطر الاستعارية المستخدمة في التواصل السياسي عبر سياقات وأيديولوجيات مختلفة. وذلك من خلال فحص منهجي للأنماط الاستعارية وتأثيراتها المعرفية والإقناعية في خطاب "سوناك" حول أزمة غزة بعد ٧ أكتوبر يعد هذا جزءاً مهماً من عملية البحث، حيث نظر الباحث في منهجية البحث واختيار النهج المناسب لضمان أن الدراسة تحقق نتائج ذات مغزى ودقيقة. ويقدم هذا الجزء وصفاً للمناهج المستخدمة في هذه الدراسة لتحليل وتفسير الاستعارة المفاهيمية في خطاب "سوناك" حول أزمة غزة بعد هجمات السابع من أكتوبر في ضوء أهداف الدراسة وأسئلته.

الكلمات المفتاحية: (الاستعارة المفهومية، الخطاب السياسي، التداولية).

1.Introduction

Metaphor has always been a fertile area of research that has captured the attention of scholars from various disciplines throughout history, ever since the time of Socrates, Plato and Aristotle and may be before! Moreover, it has been the focus of diverse theories that sometimes take quite divergent paths, other times overlapping ones. In the last decades there has been an 'explosion of interest in metaphor' that few researchers can be unaware of (Low et al., 2010:VII). This explosion of interest has been initially driven by work within Cognitive Linguistics (CL) tradition which is still the prevailing strand in metaphor study today. Throughout history, the dominant view of metaphor has been that it is a characteristic of language, especially poetic language and that is why metaphor study has been principally situated in literary

studies. That is to say that cognitive aspect of metaphor has generally passed unnoticed by most scholars and the focus has been put on the linguistic one. In the Lakoffian view, on the other hand, "metaphorical language is the surface manifestation of cross-domain mappings at the cognitive level" (Hodge, 2011: 21), i.e., there is a 'cognitive' aspect the study of metaphor witnessed a turning point by the publishing of *Metaphors we live by* by Lakoff and Johnson(1980). Since then, the conceptual basis of metaphor and its relation to thought moved to the focus. It is only then that scholars began to reread metaphor literature and notice the cognitive related aspects in the theories and opinions of scholars that dealt with this phenomenon. Thus, some researchers now refer to Aristotle as the first scholar to notice the cognitive nature of metaphor

2.Review of literature

1.1.Cognitive Linguistics (CL): An Overview

CL, as it is conceived today, can be likened to a river which has many tributaries that all contribute to its main flow. These came from various neighbouring disciplines as well as from linguistics itself, to some of whose theories, CL is set in contrast. On the one hand, it is said that cognitive linguistics, to a great extent, is an amalgam that has been a product of what has been called "linguistic wars" that had taken place between the Chomskyans as one front and the dissident generative semantics as the other (Hilferty, 2001: 2). On the other hand, CL cannot be separated from its relatives, the neighbouring disciplines that fall under the general umbrella term of 'cognitive science'. So, to have apanoramic view, CL should be set against 'cognitive science' or 'sciences' on the one hand and against other linguistic theories, such as formalist theories, on the other. According to Lakoff (1987: xi), 'Cognitive Science', in general, is a developing field of study that

combines together findings about what the human mind is; findings which many inter-related academic disciplines (anthropology, philosophy, psychology, linguistics, and computer science)

1.2. Types of Conceptual Metaphor

Metaphors, within the CL view, can be classified into a variety of kinds in a variety of ways, yet the most important kinds relate to **conventionality** (the degree of being well worn or entrenched in the daily use by lay people for everyday purposes), **function** (three general kinds of conceptual metaphors have been recognised on the basis of cognitive

function: structural, ontological, and orientational), **nature** (metaphors can be based on either knowledge or image), level of generality (generic or specific), or complexity (primary or complex metaphors) (Kövecses, 2010: 33).

3. Methodology

The current chapter explains the study's design and methodology. It is an important part of the research process through which the researcher considered the research methodology and the selection of the suitable approach to ensure that the study yields meaningful and accurate results. It gives a description of the methods employed in this study to analyze and interpret conceptual metaphor on Gaza's Crisis after October the seventh strikes in the light of the aims of the study and questions as well, for example it shows how the identification and classification of the most prominent conceptual metaphors is achieved through descriptive content analysis which is metaphor identification process. Then it shows how conceptual metaphors reflect cognitive frames and ideological positions that are reflected through cognitive interpretation, and finally exploring the pragmatic functions of these metaphors in shaping public comprehending which is addressed

through pragmatic analysis. The novelty of the current research design stems from the integration of CMT along with both critical metaphor analysis and pragmatics. This triangulated model allows for the analysis of metaphor on three interconnected levels: Cognitive level, Ideological level, and Communicative level. Conceptual metaphor theory by itself does not explain why a particular metaphor is used in a specific context , or what pragmatic and ideological effects it produces. The above integration shifts the focus from structure to function from what does this metaphor mean? To what does this metaphor do in a particular context? In addition to that the current chapter provides a representation of the data collection and sampling process. A justification is provided in this chapter as well, along with an explanation of the procedures used for the analysis of the selected data.

5.Data Analysis and results

The aim of this chapter is to identify the most productive metaphorical models used to present the western countries political engagement in the conflict over GAZA since 7th. Of October, 2023 in Sunak's speech The analysis of these models allows for the construal of hidden ideology. In order to achieve this aim, the study adopted the Conceptual Metaphor approach proposed by Lakoff & Johnson (1980)¹, as it is well-suited for analyzing linguistic phenomena related to metaphorical concepts understood by four western leaders in expressing their support for Israel.

5.1. Results and Discussion.

5.1.1. Metaphor identification (Metaphor keywords)

Richi Sunak's Discourse analysis correlated to Israel-Palestinian Hamas war revealed an extensive , but to lesser extent compared to that of Biden`s discourse in there complex interplay between

language, thought, emotions, and political ideology in the contemporary political discourse. This complex interplay could be noticed where he made use of several metaphoric patterns as follow:

Community metaphoric pattern

Example:

"The attacks in **Israel** last weekend **shocked** the **world**"

"The murdered and the missing come from over **30 countries** – including the **United Kingdom**"

"We **mourn** the loss of every **innocent life** – **civilians** of every faith, every **nationality** who has been killed"

"And so let's say it plainly: we **stand** with British **Muslim communities** too"

"They **normalized relations** with the UAE and Bahrain through the Abraham Accords and moved towards **normalizing ties** with Saudi Arabia".... ".....Steps that not long ago were **thought unthinkable**"

"One reason why this attack is so shocking is that it is a fundamental challenge to any **idea of coexistence**, which is an essential **precursor to peace** and **stability** in the region".

"As **a friend**, we will continue to call on Israel to take every possible precaution to **avoid harming civilians**".

"..... I'm proud that we are a longstanding and significant provider of **humanitarian aid** to the Palestinian people"

".....I can announce today that we are **increasing our aid** by a third, with an additional £10 million of support"

"An **acute humanitarian crisis** is unfolding, to which we must respond"

Analysis:

The noticeable conceptual metaphor emerged from the above "**BOLD-ITALIC**" words, instances and utterances i.e., "**World is**

Community" was used to frame Sunak`s speech. This domain - as previously mentioned - implies the existence of neighbors, friends and enemies that could be described by recognizing its moral norms, especially "**Moral strength**".

When Sunak used words "**Israel**" combined with "**shocked the world**" in the same utterance, he wants to say that Israel represents a member of "**World Community**".

When he stated that "**30 countries**" including the "**United Kingdom**" he want to say that UK shares "**Israel**" its catastrophe, he wants to send a message that both of UK and Israel and are two members of the "**World Community**".

His words, "**stand**" with British "**Muslim communities**" in the main context refer to the partnership between UK Muslim communities and Israel in the "**World Community**".

When he stated that relations between "**Israel**" and Arab countries goes to be "**normalized relations**" and that it was "**thought unthinkable**", he want to refer that "**Israel**" is a member of the Arab community, that in turn represent a part from "**World Community**".

When Sunak stated "**idea of coexistence**" and "**precursor to peace**" and "**stability**", he want to send a message that Israel represent an existed entity among the "**World Community**", that in turn was trying to establish "**Peace**" and go to "**Stability**".

He described himself and its country UK as "**a friend**", for Israel, the meaning expressing an important feature of "**World Community**". At the same time, he call on Israel to take every possible precautions to "**avoid harming civilians**", i.e., keeping safe environment for civilians, the request that represent a characteristic feature of the "**World Community**".

Concerning humanity and, humanitarians; the most prominent character of the "**World Community**", Sunak express his words "**humanitarian aid**", "**our aid**" and "**acute humanitarian crisis**". Those words refer to the message he want to send that civilians and humanity were two peculiar symbols of "**World Community**".

War metaphoric pattern

example:

"Over 1,400 people **murdered**, one by one."

"Over 3,500 **wounded**. Almost 200 taken **hostage**."

"The elderly men, women, children, babies in arms – **murdered, mutilated, burned alive**".

"We should call it by its name: it was **a pogrom**".

" Hamas is using innocent Palestinian people as **human shields** – with the **tragic loss of more than 2,600 Palestinian lives**, including many children"

"The terrible nature of these attacks means it is proving difficult to identify many of the **deceased**."

"Through its **strength and resilience**, Israel gradually achieved some of that longed for **security**"

"Despite the strategic **threats** on their borders, including **Hezbollah** in the north, with **Iran at their back**"

"To go after, Hamas take back the **hostages**, deter further **incursions**, and **strengthen** its **security** for the long term"

"But this must be done in line with international humanitarian law but also recognizing that they face a **vicious enemy** that **embeds** itself **behind civilians**"

"..... there are three specific areas where the UK is helping to **shape events**"

"First, we are working to prevent **escalation** and further **threats** against Israel"

"On Friday, **RAF surveillance aircraft** began **patrols** to track **threats** to **regional security**"

"I have deployed a **Royal Navy task** group to the eastern Mediterranean – including **RFA Lyme Bay** and **RFA Argus**, **3 Merlin helicopters** and a **company of Royal Marines**"

"Ready both to interdict **arms** and support the **humanitarian response**"

"And we are **bolstering our forces** in Cyprus and across the region"

"Let me be clear, we are not engaging in **fighting** or an **offensive** in **Gaza**"

"But we are increasing our presence to prevent broader regional **instability** at this **dangerous moment**"

"We must support the Palestinian people – because they're **victims** of **Hamas** too"

When Sunak used words, and utterances like; "**murdered**", "**wounded**", "**hostage**", "**mutilated**", "**burned alive**", "**a pogrom**", "**human shields**", "**tragic loss of Palestinian lives**", "**terrible nature**", "**deceased**", "**strength and resilience**", "**security**", "**threats**", "**Hezbollah**", "**Iran at their back**", "**hostages**", "**incursions**", "**strengthen**", "**security**", "**vicious enemy**", "**embeds itself behind civilians**", "**shape events**", "**escalation**", "**threats against Israel**", "**RAF surveillance aircraft**", "**patrols**", "**threats**", "**regional security**", "**Royal Navy task**", "**RFA Lyme Bay**", "**Merlin helicopters**", "**Royal Marines**", "**humanitarian response**", "**bolstering our forces**", "**fighting**", "**offensive in Gaza**", "**instability**", "**dangerous moment**" and "**victims of Hamas**", He want to send his message concerning the "WAR" environment Israel live, to express the

opponent sensation towards Hamas and its violence attack and thereby consequences. He sends a message to Israel that UK standby with its military power to survive Israel and keep stability in the region even in deciding to use the armed forces in that "WAR" by authorizing the use of force to maintain and restore the international peace and security in the region.

Crisis metaphoric pattern

example: By using expressing words and utterances like that:

"But with a heavy heart, I can inform the House that at least 6 **British citizens were killed**"

"A further 10 are **missing**, some of whom are feared to be **among the dead**"

"We are working with Israel to **establish the facts** as quickly as possible, and we are **supporting** the families who are **suffering** unimaginable pain"

"We are also helping British citizens who want to **leave Israel**."

"We have organized 8 flights so far, **bringing out** over 500 people, with more **flights leaving today**"

"We are working with neighboring countries on land **evacuations** for our citizens in Gaza and the West Bank"

"I have spoken specifically to President Sisi about **supporting civilians to leave** Gaza via the Rafah border crossing – which at present remains **closed**"

"..... We have a **Border Force team** in Egypt working with our Embassy to **help citizens** when they are able **to cross**"

"We are providing an additional £3 million for the **Community Security Trust** to **protect** schools, synagogues, and other **Jewish community buildings**"

"....we are working with the police to ensure that hate crime and the glorification of **terror is met with the full force** of the law"

"I know **the whole house** will **support** this – and join me in saying unequivocally"

"**We stand with the Jewish community**"

"I repeat President Biden's words – as democracies "we are **stronger** and **more secure** when we act according to the **rule of law**". "That's what sets us apart from the **mindless violence** of the **terrorist**"

"Humanity, Law, Decency, **Respect for human life**"

"We also need to keep the **situation** in the **West Bank** in the **forefront** of **our minds** at this moment of **heightened sensitivity**"

"Earlier today, I spoke to Mahmoud Abbas, the leader of the Palestinian Authority, to **express our support** for his efforts to **provide stability**"

"I met with His Majesty the King of Jordan yesterday – a long-time **voice of reason** and **moderation**"

"I have spoken today with the leaders of Turkey and previously Egypt ... and will **speak to others** in the coming days"

"Our partners in the region have asked us to **play a role** in **preventing further escalation**. That is what we will do"

"The **attacks in Israel** last weekend shocked the world"

"Over 1,400 people **murdered**, one by one."

"Over 3,500 wounded. Almost 200 **taken hostage**."

"The elderly men, women, children, babies in arms – **murdered, mutilated, burned alive**".

"..... it was **a pogrom**".

"..... We're increasing **our regional engagement**"

Analysis:

Sunak wanted to draw a picture of the "**Crisis**", the picture that included and maintained the interruption, irritability, instability, fluctuations and non-previously planned actions. His words referred to and express the internal crisis situation in UK, Israel, west Bank, Gaza and the Arab world countries.

Starting with the internal crisis situation in UK, Sunak wanted to announce the actions taken to deal with the evoked troubles and consequences of Hamas attack. So, sever and strict words and utterances were spoken, like that; "**British citizens were killed**", "**A further ...missing**", "**among the dead**", "**working with Israel to establish the facts**", "**suffering**", "**leave Israel**", "**bringing out**", "**flights leaving today**", "**evacuations**", "**supporting civilians to leave**", "**closed**", "**Border Force team**", "**to cross**", "**Community Security Trust**", "**protect schools, synagogues**", "**Jewish community buildings**", "**Hate crime and the glorification of terror is met with the full force**".

On the other hand, Sunak kept himself - literally - in touch with the external crisis situations in Israel to draw the figure when he described those attacks as a serious action towards Israel, describing those actions as "**The attacks in Israel....**", "**..... a pogrom**", leaving tenth of "**... murdered**", hundreds of "**.... Hostages**", "**mutilated, burned alive**".

6. Conclusion

In this concern, it could be concluded that the ideological dimensions of metaphor which were captured at the conceptual levels in Biden speech makes a given source domain salient for a given target domain by virtue of framing it with that particular source domain. In other words, the overall ideological meaning settled up in the core of the discourse and was merged in the words of Biden is the; "Idea of the

political entity of Israel and the real, stable, safe and prolonged existence of this entity.

This could be recognized from the words and utterances mentioned above, where "The State of Israel was born Safe place Jewish people That's why it was born. I have long said.....We would have to invent it", Where the ultimate ideological concept emerged from each sentence or word starting from the birth of Israel which refer to the actual existence as a live entity, extended to the idea of historical existence, and describing it as the safe place for all world Jewish people and considering that purpose is the actual reason for its birth, this explain why it was born. This could be considered as the reason and an "essential precursor" of the axial idea of the speech notions.

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