METAPHOR IN POLITICAL LANGUAGE AS A MECHANISM FOR MODELING

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Abstract: In our paper, we focus on a comparative approach to conceptual metaphor on the example of socio-political events in Europe, we examine their reflection in German language. On the basis of a retrospective method of analysis of metaphorical models in German discourse, their classification based on unified basis of imagery, at the same time we will pay attention to their specific elements. We examine whether certain metaphorical models are created in the language (in our case, the German language) and whether a particular social event influences the language to such an extent that a metaphorical system with possible frames is created in it, resp. conceptual metaphor as a result of the research into socio-political discourse of a specific developmental stage of society, in our case the first half of the 21st century.

Keywords: political language, metaphor, metaphorical system, figurative metaphorical terms, meaning

1 Introduction

Language is one of the important tools of the whole global society. The change in the socio-political situation in society is closely related to the dynamics of the development of the lexicon which directly describes and reflects the whole events around us. We can therefore rightly assume that it is the development of society, its value setting, lifestyle or morality that is thus reflected directly on the language level. Within politics, of course, the political vocabulary of its main actors changes. Although the identification of political language as one of the professional languages is not as unambiguous as in other scientific disciplines, its research is currently growing significantly, with linguists, sociologists, translators, political scientists, etc. Metaphor as a carrier of imagery and one of the frequent means of an expression in the professional language is an important phenomenon not only in language but also in the whole society. It presents the activities of man and society, reveals his identity and culture. As the theoretical basis of our reflections, we chose the metaphor as a specific linguistic reflection of reality with the ability to create compact and dynamic metaphorical systems in the communication tool of political events, in political language, as a specific subject of political linguistics research, independent scientific dissipation. The database for our research is mainly a lexical corpus of metaphorical expressions in the political press, in printed and electronic form, which we present in the bibliography. The choice of the database is justified in terms of the thematic focus of the examined sample, as we focused on the linguistic reflection of naming important political events in the form of metaphoricity.

2 Political language in interaction with society

Language and society interact with each other. Language is a reflection of what is happening in society, at the same time language is the main tool of everyday reality for society of which communication between individual communication partners is an essential part.

Political language is rightly included in the group of professional languages. Every professional language is closely linked to the reality it is called. Thus, the reality of political language is politics.

The much-cited master of diplomacy, the German politician Otto von Bismarck, has described politics as an art of the possible, as an extremely variable, dynamic phenomenon that brings new themes, areas and decisions with the power of considerable influence. Since politics would not be without language, the phenomenon of novelty, change, dynamics in politics are automatically transferred to the level of statement, i.e.,

linguistics. Language responds adequately to a new identity, new stimuli, facts of the individual language plans, this is the most reflected in the lexical level. A word like its bearer is a reflection of thought, it has incredible value. He can encourage, hurt, appeal, persuade, discourage. Political language as a marketing and power tool, all the more so since its main function is to persuade, appeal, argue, but also to impress emotionally in a given context.

3 Conceptualization of the world in metaphorical linguistic representation

The language of communication sees the metaphor as a common phenomenon. Within the theoretical level, several theories of metaphors have been developed which are gradually applied also to research of professional language (replacement theory, interaction theory, conceptual theory, theory of structural mapping, theory of disruption of selective preferences).

In contemporary linguistics, the metaphor is not only linked to the language plan, but is a link between thought and action. It is a process of conceptualization of reality through knowledge, experience, consciousness. Thus, the metaphor is not just some aesthetic matter, the main function of which is impressiveness. Using a metaphor, it is possible to combine two different areas of our thinking so that one of them becomes a kind of cognitive master for the other.

From the point of view of our research, Lakoff and Johnson theory (1980) is interesting, which postulates a metaphor as a conceptual and cognitive structure, or as a unit of thought that focuses on the transfer of meaning from the source to target area of conceptual activity of a man[1]. According to the above-mentioned authors, the metaphor exists primarily as a cognitive phenomenon, only secondary as a language phenomenon. Conceptual metaphor is the resulting product of ways of our perception and structuring of the world. Conceptual metaphors can create compact but also dynamic metaphorical systems, the individual components of which, of course, can be further developed due to specific extralanguage circumstances. The core of such a system remains constant, but its individual parts, the so-called peripherals, are the subject to further updates.

4 Metaphorical systems

Based on the conceptual theory of metaphor, the metaphorical system is a system of conceptual metaphors and metaphorical models that present the activities of man and society, revealing his identity and culture. In a particular period of time, the world image of a particular nation and it is the specific environment in which the language is used that greatly influences its conception. Thus, the metaphorical system is one of several tools of a man as a carrier of language and culture. The development of the society, its value setting, lifestyle or morality is reflected in the language level.

In a particular historical period, some metaphorical concepts are brought to the fore by, for example, ideological rhetoric which disappears completely from the political vocabulary following regime change. An example could be the metaphorical model of Juden - Parasiten, Wanze, Spulwurm which was created in German under the influence of the German ideology of national sosianism in the first half of the 20th century. As Mert (2018) states, in the Russian language of the second half of the 20th century there were metaphorical systems state - house, state – container, revolution – holiday oppressed and exploited which similarly created several basal frames. As a part of the comparison of Russian and Slovak socio-political discourse of the mentioned specific historical stage using the diachronic method, it defines a significant analogy of metaphorical models

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[1] The theory of conceptual metaphor is elaborated in the work Metaphors We Live By (1980).

in the Slovak language, with regard to long-term common, historically and politically conditioned contacts - socialist discourse. (Mertová, 45-46)

Current linguistic research demonstrates several typologies of metaphorical models or types of metaphors that are represented in individual political dissuasives or research corpuscles. As Mertová reports (2018), the Russian political dissuasion in the 20th century is represented by dominant metaphorical models: metaphors of life (Life is the way), metaphors of the disease (Crisis state in society is a disease). (Mertová, 43-44)

In the German political discourse, we are faced with the division of metaphors according to Gehr (2014) which presents the concept of thematic metaphorical fields. These are, for example, thematic fields of human body, craft, military, nature. As a result of a retrospective method of analysis of figurative models in the German political distance, we found the occurrence of figurative models: Subject, its properties and functions, Activity of any kind, Cultural specifics, knowledge of society, scientific disciplines, nature, natural phenomena[2]. We created these metaphorical models based on identical figurative bases that correspond to individual motivational factors[3].

5 Research methodology

We consider modeling to be a form of structuring in a language[4]. For our corpus in research, we have chosen as a representative of the political language online German professional dailies and weeklies, in which there is a large number of examples of political metaphors, respectively, metaphorical technical terms. Based on the reflection of specific political events, namely the Ukrainian crisis and Brexit, we tried to compile individual metaphorical models in German language, the basis of which is a unified basis for the transmission of imagery, respectively, metaphoricity with the recipient and the base, the said transfer of imagery being based on the parallel and simultaneous exchange of the individual semantic aspects of a particular lexical expression of the said base. We present a selection of individual examples categorized into metaphorical models based on a uniform basis of imagery, respectively, image transmission.

At the same time, we will create a metaphorical system in German language as a result of research into the socio-political discourse of a specific developmental stage of society, in our case the first half of the 21st century, based on specific social events that affected language.

5.1 Metaphorical model with a figurative base motivated by the characteristics of the subject

That metaphorical model was created on the basis of an identical figurative transmission base, the component of which became an object with its characteristics, shape or function. In relation to the percentage of individual figurative bases also for other types of professional languages, this is the most frequent metaphorical model.

In the example of:

*"Diplomatie ist ein hartes Geschäft." /*Diplomacy is a hard nut.*/* (https://de.sputniknews.com/25/10/2016) the qualitative property of the substance with individual semes was used to transfer the figurativeness of the substance with individual semes, stubted, relentless, firm and characteristic of the trade in individual themes of specific actors with objectives, a typical way of

communicating to metaphorical expression of diplomacy as a modern way of settling conflicts and disputes.

Similarly, the qualitative property of the article was used to transmit metaphoricality even in the case of: "*Wenn sich der kleine Krieg weiter ausweitet, steht auch Merkels Vermächtnis auf dem Spiel*" (http://www.spiegel.de/29/11/2018)

With the contextual modification "*Aber es ist ein kleiner Krieg, blutig, aber begrenzt, scheinbar weit weg von Deutschland, am östlichen Rand Europas*" /But it is a small war, bloody but bordered, seemingly far from Germany in Eastern Europe./ (http://www.spiegel.de/29/11/2018)

Interesting is the second metaphorical component in the term *steht auch Merkels Vermächtnis auf dem Spiel*, with several lexical modifications in the political distance in examples:

"*Es steht viel auf dem Spiel, daily Europa und Russland sind eng miteinander verflochten.*" /A lot could go wrong because Europe and Russia are closely interlinked./ (https://www.lpb-bw.de/ukrainekonflikt.html) und und „*Neue Sanktionen gegen Russland, wie sie unter anderem die österreichische EU-Ratspräsidentschaft ins Spiel gebracht hatte, wurden indes nicht angekündigt.*"(https://www.bild.de/29/11/2018), which we already include among the settled expressions. If we tried to create a conceptual political metaphor based on key social events typical for the first half of the 21st century, we would include this example together with individual modifications in the group *Politik ist wie ein Spiel im Theater*, as well as examples:

Seit dem Sommer ist das Asowsche Meer zum Schauplatz von Provokationen und Scharmützeln zwischen Russland und der Ukraine geworden." /Since the summer, the Sea of Azov has become the scene of provocations and squaes between Ukraine and Russia./ (http://www.spiegel.de/29/11/2018)

"*Es war Angela Merkels außenpolitisches Meisterstück: Als 2014 die Ukraine-Krise eskalierte und Russland die Krim annektierte, verhinderte die deutsche Kanzlerin, dass sich die Auseinandersetzung zu einem militärischen Großkonflikt zwischen Russland und der Ukraine auswuchs.*" /It was Merkel's masterpiece of foreign policy/ (http://www.spiegel.de/29/11/2018)

The special group in the German dissection consists of so-called professional metaphors, which have already become part of the professional language, in our case political language, and in a normal communication the very aspect of metaphoricality is slowly disappearing, or the recipients are not aware of it. These are examples where individual quality characteristics are used as media for the transfer of figurative images:

"*Zudem sollen die schweren Waffen abgezogen werden.*" /Heavy weapons should be withdrawn./ (https://www.lpb-bw.de/ukrainekonflikt.html)

"*Härtere Sanktionen gegen Russland sind geplant.*" /Tougher sanctions against Russia are planned./ (https://www.welt.de/ 04/03/2015)

In relation to the hart component in the metaphorical term, it is necessary to point out its high frequency even when reflecting another major political event of the present, namely the issue of Brexit, where it is precisely the qualitative feature used to transmit figurativeness in the emergence of the already expert metaphors of "weicher Brexit, harter Brexit". In the case of "harter Brexit", we are also faced with the term "sauberer Brexit".

In the event of "*hard Brexit/harter Brexit/sauberer Brexit*", it is about Britain leaving the European Union without any deal,

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[2] See Polčicová (2007) for more details.
[3] When researching other professional languages of economic, technical, legal focus, in addition to the above models of image, we also found the possibility of creating a metaphorical model with an incentive to human knowledge of several fields of science at the same time (medicine, philosophy, psychology, sociology, theory of communication, ethnology, etc.), with motivation, with human knowledge of historical contexts, intercultural specificities of individual people or with the motivation of knowledge of the developmental stages of man and criteria determined by the society in which the person lives. See Polčicová (2007) for more details.
[4] For a more detailed typology of the imagery of professional languages on the example of professional economic language, professional legal language and professional technical language, see Polčicová (2007).

which would mean a number of disadvantages for both sides in many areas of social, economic and political life₅. Thus, for the metaphorical expression, the methamphetamine was used as adamant, stubing, difficult and problematic.

In the case of "*soft Brexit/weicher Brexit*", it is about establishing relations between the UK and the European Union as much as those between Norway and the EU₆. To transfer figurativeness, the seme soft was used as a retreating, supple, acceptable, pleasant.

"Unmöglich, einen harten Brexit auszuschließen, ohne den gesamten Austrittsprozess zu stoppen". [7] /It is impossible to rule out a hard Brexit without stopping the whole process of leaving./
(http://www.manager-magazin.de/18/01/2019)

"Was bedeutet «harter Brexit» und «weicher Brexit»?" /What does a hard Brexit and a soft Brexit mean?"/
(https://www.sueddeutsche.de/16/01/2017)
"Unter hartem oder sauberem Brexit versteht man einen klaren Bruch mit Brüssel./ Hard and soft Brexit means a clear split with Brussels./
(https://www.sueddeutsche.de/16/01/2017)

Die (Theresa May) *hat ihr Kabinett jetzt zu einem "weichen Brexit" verdonnert."* /It was pushed by her cabinet on a soft Brexit/
(https://www.faz.net/08/07/2018)

The political dissuasion also uses to a large extent the qualitative property of the chemical element, or the characteristic of the chemical element of the products produced, such as hardness, stability, strength, resistance as a figurative transfer seme for describing a particular typological characteristic of politicians, which at the same time becomes a kind of typology of the political style of the actor. A typical example is Chancellor Angela Merkel in the headline of an article published on the migrant crisis in Europe:

"*Angela Merkel. Die eiserne Kanzlerin und ihre Befehlspolitik.*" /Angela Merkel. Iron Canclay and its order policy/
(https://www.epochtimes.de/12/03/2016)

The principle of figurative transfer is also associated in political language with the names of other major world politicians, such as The New World. Otto von Bismarck or Margaret Thatcher. On the subject of Brexit, we have encountered a similar metaphorical term in Theresa May's character:

Sie selbst bezeichnet sich gern als "bloody difficult woman" - als verdammt schwierige Frau, die in der Tradition von Margaret Thatcher eisern ins Feld zieht.
(https://www.tagesschau.de/15/01/2019) [8]

On the example of the occurrence of these metaphors, on the example of significant social events, we could create another conceptual metaphor typical for the 21st century. We would call it *Politik ist ein hartes Geschäft.*

The following examples of metaphorical expressions with a uniform base of figurative transmission of the subject and its properties create another conceptual metaphor of the first half of the 21st century which we named *Politik ist ein Feuerspiel.*
"Brandherde sind die Städte Lugansk, Odessa, Charkow, Slawjansk und Donbas." /Outbreaks of conflict are the cities of

Lugansk, Odessa, Kharkiv, Slawjansk and Donbass./
(https://www.lpb-bw.de)

"Es sei immerhin gelungen, zu vermeiden, dass die Auseinandersetzung in der Ostukraine zu einem handfesten militärischen Konflikt anwüchsen, der zu einem Flächenbrand mitten in Europa eskaliere." /It would be appropriate to prevent the dispute in Eastern Ukraine from escalating into a fierce armed conflict that could escalate throughout the area in the centre of Europe./
(https://de.sputniknews.com/25/10/2016)

"Die Feuerpause ist allerdings brüchig, die Regierung in Kijew und die Separatisten im Osten der Ukraine berichten von Verletzungen der Waffenruhe." /However, the fighting break is fragile, with the government in Kiev and separatists in Eastern Ukraine reporting ceasefire violations./
(https://www.lpb-bw.de)

In this model, we will also refer to the terms *Waffenruhe, Feuerpause* /truce, combat break/ which we often encounter in German. These are already lexical metaphorical terms with the synonymous parallel of the professional term *Waffenstillstand.*

"Eine Waffenruhe, die von Kiew und den prorussischen Separatisten am 5. September 2014 in der Vereinbarung von Minsk unterzeichnet wird, tritt am Abend in Kraft und gibt erstmals Anlass zur Hoffnung." /The ceasefire, which was signed between Kiev and pro-Russian separatists on March 5, 2015, was signed by Kiev and pro-Russian separatists. The Minsk Convention of 19 September 2014 enters into force and gives everyone reason for hope./
(https://www.lpb-bw.de)

5.2 Metaphorical model with nature base

Another metaphorical model that we have identified on the basis of a uniform base is a metaphorical model whose motivation for the creation of figurativeness was nature, natural phenomena, respectively animals. Metaphorical expressions of this type are mainly used by politicians. An example of this are the remarks made by the Federal Minister for Foreign Affairs regarding the enforcement of the Minsk Agreements:

"Diplomatie ist ein hartes Geschäft. Lösungen lassen oft lange auf sich warten. So ist der Fortschritt bei der Umsetzung des Minsker Abkommens in der Tat eine Schnecke", sagte Steinmeier. /"Diplomacy is a tough deal. Solutions will keep a long wait for each other. The enforcement of the Minsk Conventions is progressing at a snail´s pace ," Steinmeier said./
(https://de.sputniknews.com/25/10/2016)

5.3 Metaphorical model with a base of intellectual knowledge

In German political language, there are also metaphors built on the basis of the transfer of the base with the motivation to know the historical context of individual people.

In reflecting the Ukrainian crisis, we were met with the metaphorical expression r. *"Merkel bekräftigte ihre Bereitschaft, zusammen mit Frankreich im Normandie-Format weiter mit Moskau und Kijew zu sprechen."*/ Merkel reaffirmed her readiness to continue talks with Moscow and Kiev with France in Normandy/.
(https://www.faz.net/29/11/2018)

The *Normandy format* was created during a meeting of top officials of Russia, Ukraine, France and Germany in Normandy during the June anniversary celebrations of the allied landings. The political language currently refers to one of the attempts to settle the armed conflict in Ukraine, composed of Russia, Ukraine, Germany and France which is preferred by Ukrainian President Petro Poroshenko.

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[5] The relationship between Great Britain and the remaining 27 countries of the European Union should be comparable to that of the European Union and Canada. EU citizens would have to apply for a work permit if they wanted to live and work in the country. A free trade treaty would also be needed so that no tariffs are imposed on goods and services. According to experts, it would take several years to draw up such agreements.
[6] Norway is not a member of the EU, but has a direct access to the European internal market. In return, it must contribute to the EU budget, allow EU citizens in the country to work freely and live, as well as take over most of the EU's legal system.
[7] Remarks by Theresa May during the Proceedings of the House of Commons of the British Parliament.
[8] Commentary on Theresa May's personality: Fails - all along the line.

Reflecting on Brexit, we were met with a metaphorical expression in a commentary on the reaction of a possible further referendum:

"Die Brexiteers würden ihre Jahrzehnte alte EU-Feindschaft nach einer knappen Referendums-Niederlage nicht einfach vergessen. Stattdessen würden sie wohl ihre ganz eigene Dolchstoß-Legende stricken: Die Brüssel-freundlichen Eliten hätten den Willen des Volkes, nein, die Demokratie selbst hinterrücks gemeuchelt."/... Instead, they would have snatched their own dazzle-sting legend: Brussels-leaning elites would have snatched an insidious knife in the back of their own people, /not democracy/no, democracy itself. / (http://www.spiegel.de)

The term *Dolchstoß-Legende*/legend of Germany's dazzle from the back is known from the Weimar era as the legend that destroyed German democracy and, along with the humiliating conditions of the Treaty of Versailles and the economic crisis, brought the Nazis to power in Germany that subsequently unleashed one of the world's greatest war conflicts. According to that legend, which originated a few years after the end of The First World War, the German army was not defeated in combat, but received a blow to the back by the defeatist population and the political elite of the period.

6 Conclusion

The common breakthrough of politics as a social phenomenon and the language of politics as its bearer is multi-industriality. One of the tools of this trait in language expression is precisely a metaphor. Political communication actors point to a number of functions of these means of an expression by using metaphors in their speech. Research on metaphors helps to correct and interpret a multi-brainedness in a political communication correctly.

At the same time, the metaphor is inherently the bearer of modification and updating of the world. It is a part of the political debate and a component of the conceptualisation of the world. It is one of the names of current events in society in contemporary Germany where the themes of Brexit and the Ukrainian crisis resonate.

We examined metaphors in a political text from a linguistic point of view, where we can clearly define that the German political language is rich in metaphorical elements that gradually penetrate into the nucleus of vocabulary and become professional language terms in which their metaphoricality is gradually lost. The metaphor is a part of many statements made by politicians as one form of naming contemporary reality in the political action. It is also a tool for influencing the views of the addressees by bringing the language of the people closer. Through metaphors, politicians appeal to citizens, trying to get them on their side. In vain, W. Bergsdorf assumes that language is a decisive factor in political success. (Bergsdorf, p. 15)

Several metaphor theories offer ways of categorizing metaphorical statements up to the creation of certain metaphorical systems that could characterize conceptual thinking at some stage of society's development precisely on the basis of the use of metaphors.

We have compiled specific types of conceptual metaphors of the present period in German political language on the basis of its reflection on specific socio-political topics, namely Brexit and the Ukrainian crisis. By the very possibility of creating metaphorical models in political language, we pointed out the systematicity and structure of the given means of expression. The metaphor can thus connect the requirement of expertise, topicality and popularity.

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