

ECONOMY metaphors in political discourse

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Keywords: conceptual metaphors, ECONOMY metaphors, political discourse, cross-linguistic analysis, source domain concepts

This study investigates how economy is portrayed through conceptual metaphors in political discourse. The material consists of fourteen presidential inaugural speeches in Taiwan from 1948 to 2016, given by six presidents. Our goal is to examine how metaphorical expressions on economy are related to the development of political transformation in Taiwan and to compare the ECONOMY metaphors between Taiwan Mandarin and American English. To extract metaphorical expressions of economy, “the searching for target domain vocabulary strategy” (Stefanowitsch & Gries, 2007) is applied in this current study. First, *jīngjì* ‘economy’, the lexical item referring directly to the concept ECONOMY, is searched in the fourteen speeches. Second, the extracted cases are examined to see whether the target lexical item is embedded in metaphorical expressions (Lakoff & Johnson 1980; Lakoff 1993). In total, 73 metaphorical expressions of economy are found. Based on the patterns of collocations and intertextual cross-references, five groups of conceptual source domains are identified: LIVING ORGANISM, BUILDING, MEACHINE, WAR, and TREASURE. The types of metaphors manipulated in different period of time show a significant correlation with the democratization process in Taiwan, which has gone through three stages of democratization: period of martial law (1948-1987); transition to democracy (1990-1996); democracy consolidation (2000-2016). The metaphor ECONOMY IS A WAR is only observed in the first stage, considered as national mobilization for suppression of the communist rebellion period, whereby democracy symbolizes a new order that needs to be constructed from turmoil, so does economy (e.g.,...to *defeat the enemy in economy*). The metaphors ECONOMY IS A LIVING ORGANISM and ECONOMY IS A BUILDING are used in both the second and third stages. However, the manifestation is based on different grounds. During the second stage, when the focal point is to establish the foundation of democratic system, a solid economic system and economic liberalization are in need (e.g.,...to *establish a solid economic system and aim for economic liberalization*). During the third stage when several milestones in the journey of democratization have been achieved, Taiwan still encounters some upcoming obstacles such as diplomatic dilemma and global economic catastrophes. Thus, the emphasis in this stage is to reconstruct and innovate the economic system to ensure and accelerate economic growth (e.g.,...to *develop a brand-new economic system and accelerate economic growth*). In addition, some cross-linguistic similarities and differences are found in the metaphorical expressions of ECONOMY between Taiwan Mandarin and American English in their respective political discourses. To map onto the target domain concept ECONOMY, the source domains are similar in both Taiwan Mandarin and American English. Both languages apply LIVING ORGANISM, BUILDING, MEACHINE, and WAR as source domains. But, one critical difference is observed: the idea of economic growth is conveyed through the source domain PATH in American English (Boers & Demecheleer, 1997) (e.g., ... to *make some advances on the security of the assets of closed banks*), while it is delivered through the source domain LIVING ORGANISM in Taiwan Mandarin (e.g., ... to *accelerate economic growth*). This reflect that the concept of economic growth is conceptualized differently in two languages, which evidences that socio-cultural factors may influence how people use metaphors to understand abstract concepts. The findings demonstrate not only the correlative patterns of ECONOMY metaphor with the political transformation in Taiwan but also provide some insights into the cross-linguistic analysis of metaphors in political discourse.

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