

COURSE:
MULTIMODALITY IN LITERARY TEXT

Persuading with Abstraction: Rhetoric and Metaphor

Lecture 10

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Learning Objectives

1. Basic theory of metaphor
2. Metaphor domains
3. Rhetorical tropes: metaphor, hyperbole, metonymy, synecdoche, personification





Basic Theory of Metaphor

METAPHOR

In linguistics, metaphor is identified when words or phrases are used in a way that connects to a different context from the current speech or text. Linguistic metaphors involve using words and phrases in a way that goes beyond their usual or core meanings (Cameron, L., 2008). Semino (2008) also divided metaphor into various scopes, such as: in discourse, in literature, in politics, in science and education, and in advertising.

Examples of metaphors:

1. Laughter is the best medicine.
2. Time is money.
3. He is buried in a sea of paperwork.
4. His heart of stone surprised me.
5. Last night I slept the sleep of the dead.
6. The new parents had stars in their eyes.
7. Your heart is my piñata. (Chuck Palahniuk)
8. Life is a highway. (Tom Cochrane)
9. Love is a battlefield. (Pat Benatar)
10. Each friend represents a world in us. (Anais Nin)
11. You are sunlight and I moon. (Miss Saigon)
12. If music be the food of love, play on (William Shakespeare)
13. Adults are just obsolete children and the hell with them. (Dr. Seuss)

As CDA learners, it is important for us to evaluate the discourse which is **presented as a thing occurs, rather than a process**. Politicians, present "the changed global economy" to hide the fact that they contribute to this changing process as well. They play a role in the decision making of global economy which affects so many people's life.

The global economy we see today has come about intentionally because certain individuals and groups have pushed for it to serve their interests. The term 'the changed global economy' simplifies what this truly represents - a world economy where big companies expand into new markets to benefit from cheaper manpower costs and resources while leveraging their existing advantages in size and efficiency.

(Machin and Mayr, 2012)

It is essential to understand that metaphors are a common part of language and a key method for understanding the world. However, some metaphors can hold ideological importance. The metaphors we adopt can affect not only how we perceive and comprehend the world but also influence our actions, the institutions we create, and how we structure our societies (Machin and Mayr, 2012). Fairclough in Machin and Mayr (2012) highlights that metaphors can carry hidden ideological meanings because they can both hide and influence our understanding, all while making it seem like they are exposing it. This means that metaphors can be used to mask power imbalances in language. Metaphors, along with other language techniques, are useful tools for those who want to replace real, tangible elements like actions, identities, and contexts with abstract concepts.

Furthermore, Machin and Mayr also points out the Lakoff and Johnson's (1980) and Arnheim's idea (1969) that metaphor is one fundamental way in which humans organize their experiences. We use established metaphors to understand and relate the world. People use these metaphors to make their statements sound more convincing or to undermine the opposing views. Metaphors allow us to focus on one aspect of an experience while hiding the others.

'laughter is the best medicine'

02

**Metaphor
Domain**

Machin and Mayr (2012) use the term 'conceptual domain' because metaphor can express not only the language or visual communication but also the way of thinking and realization of human experience.

Machin and Mayr, 2012

Lakoff and Johnson (1980) explain metaphor creation using the term “source domain” and “target domain” with the following simpler breakdown:

Target domain: this is the main concept or idea we want to talk about using a metaphor

Source domain: this is the concept we use to create the metaphor and help describe the target domain.

“Your argument is half-baked” or “I have to digest his nasty comments.”

Cameron (2007) argued that when people talk about certain subjects, the conversation can be dominated by one particular **source domain**.

When we talk about broken relationships or broken hearts, we often use terminologies related to 'journey' such as:

1. They finally finish the **journey** they started four years ago.
2. They decide to **walk in different paths** from now on.
3. They have been through the **bumpy roads** which they can't stand anymore.
4. They look backwards to see **how far** they have come.
5. We are **off the track** and there is **no way back**.
6. This journey has never had any **destiny** from the beginning.

Meanwhile, reconciliation in relationships also draws the same conceptual domain or source domain:

1. Let us keep **moving forward** and set our **destiny**.
2. Do not give up with **the storms** might come later, we can get through it together.
3. Let us have rest when we are tired and continue **the trip** when we feel well.
4. **Home** is where you are.

This kind of comparison between relationship and journey has become a stable way of thinking when we talk about it. In this kind of case, we can see how metaphors shape our perspective about certain events or experiences and how metaphors can also serve a solution in understanding the meaning of the sentence better or make the sentence become more meaningful.

03

Rhetorical Tropes

Rhetorical Tropes

1. Metaphor
2. Hyperbole
3. Personification or Objectification
4. Metonymy
5. Synecdoche

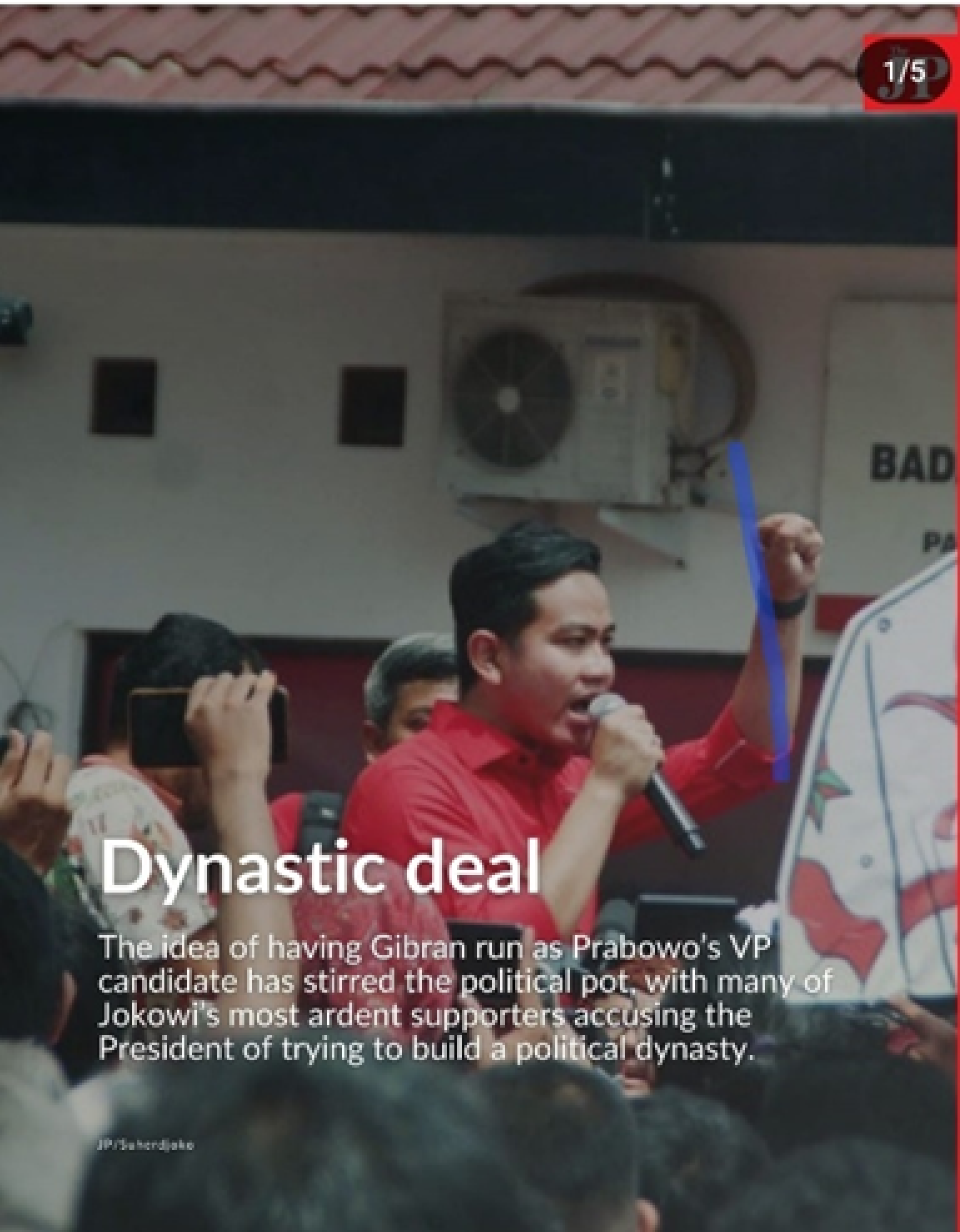
01. METAPHOR

It is the way we understand something through another thing. Or the way we express something using something else or another terminology.

"Love is a battlefield" - Pat Benatar

METAPHOR

Machin and Mayr (2012) also state that the use of metaphor can be found easily in the political speeches and articles in the media. Metaphors are used in politics to convey specific ideological messages. Metaphors can somehow trigger emotions and create political myths. These metaphors shape how we think about political issues, making it challenging to consider alternative viewpoints until we finally accept it the way it is served to the readers or viewers (Charteris-Black, 2011).



Dynastic deal

The idea of having Gibran run as Prabowo's VP candidate has stirred the political pot, with many of Jokowi's most ardent supporters accusing the President of trying to build a political dynasty.

“**Dynastic deal** – The idea of having Gibran run as Prabowo’s VP candidate has **stirred the political pot**, with many of Jokowi’s most ardent supporters accusing the President of trying to build a **political dynasty**.”

royal dynasty = dynastic deal and political dynasty

cooking process = stirred the political pot

Figure 1 (Lai, Y., and Suhenda, D., 2023)

02. HYPERBOLE

Oxford dictionary defines hyperbole as exaggerated statements that does not meant to be taken literally. As one of literary devices, hyperbole is used to draw emphasize through extreme exaggeration. The readers and listeners would be aware how the hyperbole exaggerates something (Deguzman, 2021).

“I have watched this film a thousand times”

Deguzman (2021) points out two functions of hyperbole:

1. To describe a feeling:

“I’m king of the world.”

2. To emphasize a point:

“So first of all, let me assert my firm belief that the only thing we have to fear is fear itself.”

“The demonstration was a mob rampage”

“the frenzied bloody attack”

“a strategic frontal assault”

By examining text for hyperbolic language, we can uncover what they conceal and how they assess persons, places and events.

03.

PERSONIFICATION/OBJECTIFICATION

Personification is one of literary devices that gives the characteristics of human into non-human things or inanimate objects. The non-human things can be in the form of animals, objects, or certain conceptual abstraction. While, the characteristics of human applied to these things can be about their emotions, behaviors, or actions that bring nonhuman things to life (Deguzman, 2021).

"The sun smiled down on us"

"the leaves are dancing with the wind."

In literary production, there are three functions of Personification (Deguzman, 2021):

1. To simplify the complex concepts
2. To add excitement in the text
3. To create vivid setting

In discourse analysis, the use of personification or objectification can conceal the actual agent and processes. For example, "**Democracy will not stand by while this happens**" (Machin and Mayr, 2012). In its literal meaning, democracy is a political system. However, politicians sometimes treat it like a person.

When they do it, they might say that they and their party, along with some other members in governments will not tolerate certain things. By giving democracy human qualities, they can hide who is really responsible.

04. METONYMY

In language, metonymy is substituting a name of an attribute or adjunct for the associated meaning. In other words, it is like using a word connected to something to talk about that thing itself (Deguzman, 2020).

“The White House has decided to remain silent.”

“Lend me your ears.”

Metonymy has important functions in language, going beyond just rhetorical device. It plays an essential role in **promoting effective communicating, enriching literary expressions, simplifying daily interactions, enhancing understanding, and fostering a sense of community** (Deguzman, 2020).

05. SYNECDOCHE

The use of synecdoche is when a part represents a whole and vice versa. It is a way for the speaker to avoid being too specific when they talk about something (Machin and Mayr, 2012).

"He buys a new set of wheels." = a car

"The country will not take sides in war." = the government and its citizens.

Summary and Conclusion

In this chapter, we explored that metaphor isn't just about fancy or poetic language; it's a fundamental part of how humans think. Metaphors help us make sense of complex ideas. But they can also be used strategically to simplify processes and highlight or downplay certain aspects. The widespread use of a metaphor can even impact how we structure our societies, like when we treat society as a marketplace where we all compete to offer our services. This affects how we run our schools and provide support.

We have also seen those rhetorical techniques, such as metaphors, are great for simplifying complex details, but they can be incredibly persuasive, guiding our understanding by connecting one thing to another in an emotional or simplistic way. In our analyses, it's important to spot these rhetorical techniques and then uncover the broader messages they convey. This means identifying what gets simplified or glossed over and how they promote sequences of actions.



Thank you



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Figure 1:

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