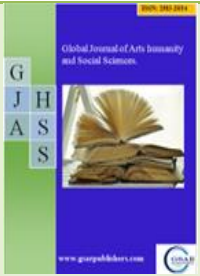
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Conceptual Metaphors and Ideologies in the Inaugural Speeches of Selected United States Presidents

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Abstract

Extant studies on presidential inaugural speeches in the United States often focused on persuasive effects of metaphors from the stylistic, pragmatic, socio-linguistic and cognitive perspectives. Not much attention was paid to conceptual metaphors and ideologies used. Therefore, this study was designed to investigate language use in inaugural speeches of selected United States' presidents, with a view to determining the conceptual metaphors and ideologies projected in them. George Lakoff and Mark Johnson's conceptual metaphor theory and Jonathan Charteris-Black's critical metaphor analysis served as the framework, while the descriptive design was adopted. The selected presidents were Barack Obama and Donald Trump. Their first inaugural speeches were sourced from the White House. The data were subjected to critical discourse analysis. Three dominant source domain metaphors identified were JOURNEY, BUILDING and PERSONIFICATION. They were used to conceptualise the socio-economic and political issues identified in the speeches in order to persuade the American citizens. Conceptual metaphors identified were AMERICANS AS TRAVELERS ON A CHALLENGING PATH, AMERICANS AS DARING TRAVELERS, AMERICAN ECONOMY AS A WEAK HUMAN BEING, AMERICAN ECONOMY AS A BUILDING. The ideologies reflected in the speeches were nationalist ideology which centred on allegiance to American nation. Messianic ideology which projected a deliverer from bad governance and reformist ideology projected positive changes/improvement in governance. The conceptual metaphors and ideologies serve to secure the citizens supports.

Keywords: Conceptual Metaphor, Cognitive Linguistics, Inaugural Speeches of the U.S Presidents, ideologies.

Introduction

Language has been described in different ways by scholars, however one common denominator in the definitions is its indispensability among human beings. The continued existence of human beings today is made possible because language is used for communication among men. As rightly stated by Egbokhare (2004) language is a phenomenon that permeates all aspects of human behaviour. It is used for communication in commerce, religion social relation, politics and so on. Language is a tool by which politicians propagate their beliefs and values to the people. It is doubtful if a politician can successfully function if he/she does not possess language to communicate to the people. Chitton (2004) notes that politics no doubt has both linguistic and communicative dimensions. This is why language scholars have continually enquire into instances of the use of language in political discourse

with the aim of understanding how language is used to persuade the people. This position has since been stressed by Fairclough (2001) as he emphasises the need for linguistic investigation in political discourses as that will assist language scholar(s) to bring to fore the effectiveness or otherwise of such political discourse and to also help the scholar to understand politics and its workings.

Conceptual Review

Political discourse

The inauguration addresses of selected presidents of the United States, which are a kind of political discourse, are the subject of this research. Therefore, there is a need to define the concept. According to Grabber (1981:196), political discourse occurs "when political actors in and out of government discuss political matters", for political purposes." Also, political discourse is defined by Johnson and Johnson (2000:1) as "the formal exchange of opinions



on which of various different courses of action should be adopted to solve social issues". Political discourse, according to Bayley (2005), includes policy papers, ministerial speeches, government news releases, press conferences, inauguration addresses, legislative discourse, party manifestos (or platforms), election speeches, and other types of political discourse. Reyes (2011) also describes political discourse as a genre in which top politicians communicate/speak publicly. These kinds of speeches are frequently delivered in public forums where politicians attempt to convey their political agenda.

From these definitions, it is observed that political discourse exists in various forms/genres; it could be oral or written text produced mainly by political actors and politicians for the public. The definitions implication is that political discourse may be defined as any oral or written communication piece created by political actors (politicians, political organisations/parties, presidents, members of parliament and the like), for the goal of presenting political agenda to the public through a variety of linguistic strategies/devices. Inaugural speeches, in the United States which are a type of political discourse, are delivered every four years on assumption of office by the newly elected president. As an important genre of political discourse, conversations on inaugural speech resonate for quite a long period as analysts give different interpretations to it. This is why presidents need to be careful in their choice of metaphors when communicating with their citizen.

Theoretical Review

Cognitive Linguistics

Cognitive linguistics is a theoretical framework that reviews language as an integral part of human cognitive, emphasizing the role of mental processes in shaping language structure and meaning. According to Vyvyan Evans and Melanice Green (2006), "Language offers a window into cognitive function, providing insights into the nature, structure and organisation of thoughts and ideas. This perspective highlights the interconnectedness of language and cognition, suggesting that linguistic knowledge involves not just knowledge of the language, but knowledge of our experience of the world as mediated by the language (Dirk Geeraerts and Herbert Cuypkens, 2007).

Cognitive linguists argue that language is grounded in embodied experience and that our understanding of abstract concepts is often rooted in metaphorical mappings from more concrete domains. For example, George Lakoff's work on conceptual metaphors demonstrates how cognitive models are formed through interaction with the world (Lakoff, 1987). The cognitive models are individual while cultural models are shared across a social group or culture influencing how we categorise and understand the world around us.

As a researcher, I believe that cognitive linguistics provide valuable insights into the complex relationship between language, cognition and culture by examining how language reflects and shapes our understanding of human thought and behaviour.

Statement of the Problem

Language scholars have carried out linguistic investigations on presidential speeches such as acceptance speeches, inaugural speeches, concessionary speeches, presidential campaign speeches, military leaders/Heads of States speeches and so on. Scholars that have researched in political language in general include (Ayeomoni, 2007; Oni, 2012), the roles of language in conflict rhetoric (Oha, 1994; Adegoju, 2005) metaphor in presidential speeches (Vestermarck, 2007; Taiwo, 2010; Agarkovienne, 2014) have been studied. These studies have been carried out from the stylistic, pragmatic, socio-linguistic and cognitive metaphor perspectives. The lacuna created from the existing studies on inaugural speeches in Nigeria subsists in the examination of metaphorical language use in inaugural speeches of selected United States presidents with a view to determining the source domains, conceptual metaphors and ideologies projected in them.

Aim and objectives of the study

The aim of this study is to analyse how conceptual metaphors and ideologies have been used in selected inaugural speeches of presidents of the US to achieve persuasive goals. Hence, the study seeks to examine the conceptualisation of political ideas by these political leaders. The specific objectives of the study are to:

- i. identify the linguistic metaphorical expressions and their source domains in the inaugural speeches;
- ii. interpret the metaphorical expressions in the inaugural speeches; and identify the conceptual metaphors they invoke;
- iii. relate the metaphors used to the underlying ideologies.

Research questions

Based on the objectives stated above, the study intends to address the following research questions:

- i. What linguistic metaphorical expressions and source metaphors are identified in the inaugural speeches?
- ii. What conceptual metaphors are derived from the interpretation of the metaphorical expressions in the selected speeches?
- iii. Establish the ideologies underlying the inaugural speeches.

Scope of the study

The study examines the first inaugural speeches of two political leaders of the United States, namely Presidents Barack Obama and Donald Trump. The inaugural speeches of these presidents were chosen because they succeeded each other on different political platforms. President Obama came into office on the platform of Democratic Party but was succeeded by President Donald Trump on the platform of Republican Party. The study covers the exploration of source domains, conceptual metaphors and the ideologies underlying the inaugural speeches. The work would add to the extant studies on metaphor in presidential inaugural speeches.

Theoretical Framework

Conceptual Metaphor Theory (CMT)

Essentially relevant to this study is conceptual metaphor theory proposed by Lakoff and Johnson (1980). This is an approach to metaphor study that treats metaphor as a conceptual rather than a purely linguistic phenomenon. They referred to such idea as conceptual metaphor. Lakoff and Johnson (1980:3-13) argue that metaphor is pervasive in everyday life, not just as language but also in thought and action. According to Lakoff and Johnson (2003:9) "the essence of metaphor is understanding and experiencing one kind of thing in terms of another". Musolff (2012:302) adds that "due to its conceptual orientation, metaphor is regarded as a "vehicle for understanding" an essential factor in constructing "social realities". Conceptual metaphor theory (CMT) is one of the central areas of research in the field of cognitive linguistics. The contribution of Lakoff and Johnson to the field is the declaration that linguistic expressions are representations of conceptual ideas in the mind. Kovecses (2002:4) claims that cognitive linguistic metaphor is defined as understanding one conceptual domain (A) in terms of another conceptual domain (B). The phenomenon that conceptual domain (A) is conceptual domain (B) is regarded as conceptual metaphor. The domain (B) is called the source domain as it provides metaphorical expression to understand the conceptual domain (A). Whereas the domain (A) that is understood in this way is called the target domain, the conceptual correspondences between the two domains are regarded as mappings (Kovecses 2002:6).

Critical Metaphor Analysis (CMA)

Critical metaphor analysis is an approach to discourse analysis that has its orientations from critical discourse analysis. The approach was propounded by Charteris-Black 2004 as a method to account for metaphors in natural discourse. The approach involves three stages of analysis. Identification, interpretation, and explanation. The study will assist in the identification of metaphors, their classification according to their linguistic content or source domains and interpretation of conceptual metaphors. It will also assist in identifying the ideologies underlying language use through the analysis of metaphors (Charteris-Black, 2005).

Methodology

The study employed Charteris-Black's 2005 approach to metaphor analysis. It entailed quantitative and qualitative method of analysis. The quantitative analysis involved the identification of metaphors/metaphorical expressions and grouping them under the source domain metaphors reflected in those metaphorical expressions. This was followed by qualitative analysis and this was done by isolating relevant extracts containing linguistic metaphorical terms and interpreting them. Also identified were the ideologies projected by the presidents.

The Data

The primary data used for the study consisted of two inaugural speeches of selected presidents of United States namely, Barack Obama (2009) and Donald Trump (2017). The secondary data were the social contexts as they were crucial to the analysis of metaphor

when using Critical Metaphor Analysis (CMA). This involved the social life and experience of the people of a nation at that period in time.

Method of Data Analysis

In this study, Charteris-Black (2011) methodology of critical metaphor analysis is applied. The inaugural speeches of Presidents Barack Obama and Donald Trump underwent three stages: identifying the metaphor, interpreting it, and explaining it.

The Prevailing Social Context in the United States prior to the Elections of Presidents Barack Obama and Donald Trump.

In analysing metaphor in political speeches using framework of Critical Metaphor Analysis (CMA), it is important to study the social context to give another version of reality instead of only the main data. Charteris-Black (2011:15) stresses that "it is impossible to understand the cognitive implications of metaphorical use of language without associating it with the complimentary social context where it took place". Chilton (2004) also notes that a text does not hold meaning in itself but rather from audience previous experiences. It is therefore in recognition of the importance of context in CMA that a brief summary of the prevailing socio-political context prior to the elections of the selected presidents is briefly narrated/given. The insights into the prevailing socio-political context are obtained from the media and the opinion poll conducted by the *World Digest* 2012.

The Washington Post

Before the election of Barack Obama as President, the United States was led by George W. Bush. While Bush was in office, the United States had been confronted with socio-political and economic problems. This was revealed by the Washington Post headlines in 2006 Thus: "Some Americans are hungry, yet the USDA refuses to label them as such." The U.S. government responded to the headlines by Elizabeth Williamson saying, "America will never be hungry again," but they may face food problems. Besides the socio-economic issues occasioned by food insecurity, Bush administration also faced problems when he engaged the U.S. in a war against Iraq and Afghanistan militia in Afghanistan, which had economic consequences on the United States. As a result, in 2008, President Bush reduced his diplomatic posts by 10%. This gave other countries the impression of bad relations. All these culminated in the loss of presidential election by the Republican Party that led to the emergence of Barack Obama of the Democratic Party as president of the United States of America. On the election of President Obama, he addressed these issues in his inaugural speech and allayed societal fears and promised to proffer solutions to the problems faced by the country.

Opinion Poll by World Digest 2012

Way back in 2012, when the first tenure of President Barack Obama was approaching an end, an opinion poll was conducted by the *World Digest* concerning the United States' role in the world and the impact on her domestic and foreign policies. The feedback obtained from the opinion poll revealed the American's support



for, or against her domestic and foreign policies on issues of international engagement, hegemonic rule, multilateral cooperation and international institutions, the global interest, and the national interests, concern US is doing disproportionate amount internationally and promoting democracy and human rights. Below is the summary of the feelings of the citizens of the United States preceeding the 2016 United States' presidential elections.

A large majority of Americans support US involvement in the globe and oppose the concept of the US becoming more isolationist. Strong and rising majorities, on the other hand, are dissatisfied with fundamental features of the United States' current position in the globe and perceive it as disruptive. A clear basis for this is the fact that support for US military involvement in the Middle East has waned.

Also, a large majority of Americans oppose the United States' role as hegemon or dominant international leader. Americans seem shockingly unconcerned about maintaining the United States' status as the world's lone superpower. Similarly, a large majority favours the United States working via international organisations (particularly the United Nations) and supports strengthening international institutions. International law and the strengthening of international judicial institutions are supported by large majorities. Further, there were expectations as regard US engagement in collective security mechanisms

In addition, a considerable majority of Americans would expect a US foreign policy that serves altruistic aims (unrelated to US national interests). Thus, the country's foreign policy should be directed toward the global interest rather than the national interest.

Sourced from: <http://www.americans-world.org/digest/overview/us/usrole>.

Apart from the revelations of the opinion poll, there was also popular anger among Americans against President Obama's administration on account of unfair economic system. Donald Trump of the Republican Party capitalised on this minuses and promised to effect a change when elected. President Donald Trump inaugural address is marked by compelling language which is geared towards persuading the American citizens that he (Trump) would transfer authority from Washington D. C. to the people of the United States.

Data Analysis

The identification of what count as metaphors in this study is based on Charteris Black's (2004) submission and this involves manual close reading of the data with the aim of identifying the metaphors that demonstrate incongruity or semantic tension (either at linguistic, pragmatic or cognitive levels) given a shift in domain. The metaphors identified help to provide the source domain that a particular metaphor found in the data belongs to. Based on the foregoing, the quantitative analysis carried out revealed prevailing source domains as JOURNEY, BUILDING AND PERSONIFICATION as shown in the table below:

Source domain metaphor	Data 1: Obama's Inaugural Speech	Tokens	Data 2: Trump's Inaugural Speech	Tokens
JOURNEY	journey (x3), short-cuts, path, long-rugged path, begin again, forward, route, lead, travelled.	10	course, historic movement, from this day forward, America is totally unstoppable, carnage	5
BUILDING	lay a new foundation, transform	2	rebuild, rebuilding	2
PERSONIFICATION	America has carried on, our economy is badly weakened, we have remained a young nation, America is a friend of each nation, the city and country alarmed at our common danger came forth to meet it.	5	the wealth, strength and confidence of our country has disappeared over the horizons, one by one the factories shuttered and left our shores.	2

Having carried out the quantitative analysis, the next is the qualitative analysis of the result and this involves the conceptual interpretation of the source domains identified in the inaugural speeches of the selected United States' Presidents

Journey Metaphors

In journey metaphors, politicians actions are conceptualised as purposeful movements towards a desired destination. The conceptualisation assumes a predetermined goal, implying that progress towards the destination is inherently valuable. Typically, journey metaphors cast policies in positive light, emphasising the importance of reaching valued endpoint. Hunston and Thompson (2000:14) note: 'Something that is good helps to achieve a goal, while something that is bad prevents or hinders the achievement of a goal. Therefore journey metaphors imply social effort towards achieving worthwhile goals.

The journey tokens in *short-cuts*, *path*, *long-rugged path*, *begin again*, *move forward*, *lead* are used to inform the American citizens by President Obama that for social goals to be achieved/actualised, the Americans must be determined to overcome all difficulties along the path to social goals. The journey or movement towards socio-political goals which has been obstructed has to be resumed, as seen in the metaphorical expression *begin again* meaning to move forward or start the journey anew towards achieving social goals. The mappings correspondences between the source domain (JOURNEY) and the target domain (POLITICS) in President Obama's inaugural address are shown below:

Elements of the Mapping	Source Domain Journey	Target Domain Politics
Journeying on a road	journey(x3) travelled, <u>move</u> forward, <u>begin again</u> , lead	→ movement towards achieving socio-political goals
The road to take	sure route, path	→ the political strategies to <u>achieving</u> socio-political goals
Obstacles/impediments on the road	the long-rugged path	→ difficulties/encumbrances encountered

From the mapping above the metaphorical use of journey metaphor highlights the difficulties confronted in a bid to achieve social goals. The metaphorical expression **the long-rugged path** which is equivalent to source domain notion of journey metaphor signals the idea of tedious movement or difficult journey towards achieving social goals. The path to achieving the social goals is a difficult one, as it is filled with encumbrances as corroborated by Trump by the use of 'carnage' a kind of impediment along a path or road, nonetheless, the two presidents assure the citizens that they will overcome the impediments and make life more meaningful for the American citizens. The tokens project the attainment of social goals as journeying to a destination.

These are evident in the following extracts:

1. Our **journey** has never been one of **shortcuts** or settling for less...
2. It has not been the **path** for the faint-hearted...
3. Rather, it has been the risk-takers, the doers, the makers of things... who have carried us up **the long rugged path** towards prosperity and freedom... For us, they packed up their few worldly possessions and travelled across oceans... endured the lash of the whip... Time and again these men and women struggled and sacrificed and worked till their hands were raw so that

we might live a better life.

4. This is the **journey we** continue today...
5. We must pick ourselves up, dust ourselves off, and **begin again** the work of remarking America...
6. The question we ask today is... whether it works... we intend to **move forward**...
7. The success of our economy has always depended on the ability to extend opportunity because that is the **surest route** to our common good... every man woman and child who seeks a future of peace and dignity.
8. And we are ready to **lead** once more...
9. So let us mark this day with remembrance of who we are and how far we have **travelled**...
10. Let it be said by our children that when we were tested we refuse to let this **journey end**, that we did not turn our back nor did we falter...

Obama Inaugural Speech

11. Together, we will determine the **course** of America and the world for years to come... all changes **starting right here, and right now**, because this moment is your moment: it belongs to you...
12. You came to become part of a **historic movement** which the world has never seen before.
13. The American *carnage* stops **right here** and stops **right now**.
14. From this day **forward**, a new vision will govern our land...
15. We must speak our minds openly, America is totally **unstoppable**.

Trump Inaugural Speech

From the inaugural speeches of the two U.S. Presidents, excerpts (1), (2), (3), (4), (6), (14) and (15), journey metaphors suggest idea of movement or journeying on a path to making life better for American citizens. The metaphorical expressions which are equivalent to source domain notion of journey metaphors that signal the idea of movement are our journey, *begin again*, *move forward*, *historic movement*, *starting right now*, from this day *forward*, and *unstoppable*. Apart from the idea of movement, the journey that is being embarked on for the prosperity of the U.S. citizens is described as the path or route that can only be taken by a courageous traveller ready to confront the challenges that will be encountered on the way to achieving prosperity and freedom for the U.S. citizens. This is rendered in the metaphor terms *path*, *rugged path*, *carnage* in excerpts (2), (3) and (13). The two U.S. leaders admit that though the path of the journey to prosperity, freedom and well-being of the U.S. citizens is laden with obstacles and encumbrances, nonetheless, it is the part to take to make life very abundant for their citizens. This excerpt below taken from President Obama's inaugural speech captures this.

Rather, it has been the risk-takers, the doers, the makers of things - some celebrated, but more often men and women obscure in their labor - who have carried us up the **long rugged path** towards prosperity and freedom.

From the metaphors above, President Obama expresses the belief that the journey to posterity may be difficult to finish, still, with strong determination, he and others are ready to make life more comfortable for the American people.

Journey metaphor as used by President Obama in excerpt (3) in: the **long rugged path** towards prosperity and freedom entails hardships and difficulties encountered on the destination to achieving worthwhile socio-political goals, nonetheless, Obama insists that the difficulties and encumbrances notwithstanding, this route is the *surest route* to good ending as evident in excerpt 7 in:

The success of our economy... depended on the ability to extend opportunity because that is the **surest route** to our common good. Arriving at such decision that will lead to better future for the United States citizens is manifestation of Obama's 'right thinking'. In excerpt (8), Obama negatively evaluates the immediate past administration of George W. Bush for not being able to retain the usual frontline position in the nation's quest to achieving social goals for their citizens. He assures his subjects that with his coming into office, America will be restored to its leadership position among the comity of nations of the world. This is evident in the metaphor *lead* in the expression, "And we are ready to *lead* once more".

In excerpt (13), Trump also sees the path to progress and development hindered/obstructed by *carnage* as found on road path blocking the flow of traffic or movement but that the carnage must be got rid of henceforth. Trump is optimistic that the fresh journey America is embarking on would bring about a better and prosperous future for the citizens of the U.S.

Journey metaphors used by Trump also illustrate issues of development in terms of journeying or traveling along a path to a destination as seen in excerpt (14).

From this day **forward**, a new vision will govern the land... America is **unstoppable**.

However, we can observe the use of personification in: 'America is unstoppable'. Trump used personification to attribute positive values to America as a person in terms of being strong-willed. That is, America cannot be hindered stopped from achieving her set goals no matter the difficulties on the path to achieving them. This suggests that Trump attempts to 'sound right' by trying to tell the right story.

Also, excerpts (8) and (11) contain journey metaphors in the lexicon 'lead' which is a verb and 'course' a noun. The metaphor *lead* suggests that the U.S. is a leading nation in the journey to achieving social goal i.e a search for a peaceful and stable world. This idea is extracted in Obama's speech. '... we are ready to 'lead' once more'. Similar idea is also seen in Trump's inaugural speech in: 'Together we will determine the 'course' of America i.e the path to take America's destination and even the world at large.

The journey metaphors of the U.S. Presidents do not allude to their democracy as a fledging one, nonetheless they both consider the journey as the path to take as not being for the faint-hearted as they

acknowledge, there are obstacles along the path. Both Obama and Trump however, used journey metaphor to express the view of starting the journey towards prosperity for the U.S. citizens afresh.

The conceptual metaphors derived from the metaphorical expressions in Obama's journey metaphor is: AMERICANS AS DARING TRAVELLERS ON A DIFFICULT PATH while those derived from Trump's journey metaphor is: AMERICANS AS TRAVELLERS ALONG A PATH TOWARDS SOCIAL GOALS.

Building Metaphors

Building metaphors are a common feature of political discourse, where abstract concepts are conceptualised as physical structures. Lakoff (1996) notes building metaphors often frame complex social issues as concrete, manageable entities Charten's-Black (2005) claims by examining building metaphors in political discourse, researchers can gain insight into the ways in which politicians construct and communicate their vision for society. This study explores the use of building metaphors in inaugural speeches, shedding light on the cognitive and rhetorical devices that underpin their persuasive power.

Building metaphorical tokens as used in President Obama's speech imply that the base of the American economy has been destroyed by the out-gone Bush's administration; therefore, there is the need to 'lay a new foundation', on which the economy of the U.S. will be built 'to transform it'. The metaphorical terms employed by President Obama found conceptual mappings between the source domain BUILDING and what they describe or the target domain AMERICAN ECONOMY and AMERICAN EDUCATION.

Mapping elements	Source Domain <u>building</u>	Target Domain American economy and American education
<u>Erecting a new solid base for the American economy</u>	lay a new foundation	→ initiating new policies/ideas
<u>new innovations</u>	transform	→ positive changes

As can be seen from the mapping correspondence, the metaphorical term in President Obama's speech *lay a new foundation* highlight the need to initiate new policies that will rejuvenate American education system. Also, the metaphorical token 'transform' suggests that the United States education sector needs changes both in content and physical structure. This can be in terms of financial intervention and some other educational policies that will lead to positive changes.

The building metaphor terms used by President Trump similarly suggest effecting positive change in the American building architecture by way of changes in policies. The corresponding conceptual mappings between the source (BUILDING) and target domains (AMERICAN NATION) identified in building lexicons are: rebuild, rebuilding.

Mapping elements	Source Domain Building rebuild, rebuilding	Target Domain American nation change of strategies/policies
<u>reconstruction</u>		→

Let us consider examples of extracts of building metaphors from the presidential speeches starting with Obama's inaugural speech in the following:

16. The state of our economy calls for action, **bold** and **swift**... to **lay a new foundation** for growth...
17. We have chosen **hope** over **fear**, **unity of purpose** over **conflict and discord**... We will **transform** our schools and colleges and universities to meet the demand of a new age.

Obama Inaugural Speech

18. We the citizens of America, are now joined in a great national effort to **rebuild** our country and to restore its promise for all of our people.
19. We will get our people back to work **rebuilding** our country with American hands...

Trump Inaugural Speech

Obama and Trump used building metaphors in their inaugural speeches, though they were scantily used. Those identified in the inaugural speech of Obama are found in excerpts (16-17) in the metaphoric expressions: *lay a new foundation* and *transform*. Excerpt (16) suggests initiating new policies that will revive the economy of United States which is in a bad state.

Obama's choices in extract (17) accentuate fear and discord that characterised American lives. As the new leader, he assures that fear, conflict and discord will cease in American nation. The linguistic expression in: "we will transform our schools" implies that there will be positive change at all levels in the United States schools. This suggests that the schools were in deplorable state and decay, therefore, the sordid state of the schools requires new changes which Obama promised to effect. The same messianic ideology is projected by President Trump in extract below. Trump promised to stand by the struggling families by implementing policies that are favourable to the less privilege Americans. Also in excerpt (17), Messianic ideology is projected by President Obama. Messianic ideology refers to ideas that project a leader as a deliverer. Messianic ideology is demonstrated by issues that relate to transformation and efficiency against inefficiency and also by means of polar antonyms and contextual synonyms. The extracts from Obama's inaugural speech illustrate this:

We have chosen **hope** over **fear**, **unity of purpose** over **conflict and discord**... We will **transform** our schools and colleges and universities to meet the demand of a new age.

Obama Inaugural Speech

The establishment protected itself, but not the citizens of our country, their victories have not been your victories, their triumphs have not been your triumphs, and while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land. That all changes starting right here, and right now.

Trump Inaugural Speech

In other words, the economic policies of the outgone ruling republican party/government that were not well thought out have been responsible for the bad state of the American economy. The situation therefore requires the new government to initiate new

policies that can revive the economy. Obama tries to inspire the citizens of America with the use of this metaphor. Excerpt (17) suggests bringing about positive change in the education sector of the United States. This implies that the state of Schools, Colleges and Universities in the US was in parlous state and therefore needed urgent intervention of the newly installed government to reverse the ugly trend.

The building metaphors identified in Trump's inaugural speech are: *to rebuild* and *rebuilding*. These are found in excerpts (18) and (19). Their use suggests that the United States' nation building architecture had been altered by his predecessor i.e President Obama. Excerpts (18) and (19), in particular, imply that the American nation building system is fraught with manifest wrong political and economic policies which have had negative consequences on the United States in all ramifications. Trump negatively evaluates his predecessor President Obama. Trump therefore, persuades the Americans to rise to the challenge of rebuilding their country by themselves.

The underlying conceptual metaphors instantiated from the use of building metaphorical expression **lay a new foundation** in President Obama speech is THE AMERICAN ECONOMY IS A BUILDING while the expression **rebuild** and **rebuilding** in Trump's speech realized the conceptual metaphor 'AMERICAN NATION NEEDS REBUILDING'.

Personification Metaphor

Personification is a metaphorical device that attributes human-like qualities, emotions, or actions to abstract concepts, objects or entities. Lakoff and Johnson (1980) stress that personification permits us to understand abstract concepts in terms of human experiences, facilitating comprehension and emotional resonance. Charteris-Black (2005) notes that in political discourse, personification metaphors are effective in shaping public opinion, conveying complex policy issues and creating memorable narratives.

The metaphorical expressions, *country... came forth to meet it,...* *badly weakened*, *young nation*, *friend*, *the wealth and confidence of our country disappeared over the horizons*, *factories shuttered and left our shores* are used as State-as-a person metaphors. The metaphorical expressions in America 'carried on', 'came forth to meet it', 'young nation' and 'friend' were used to portray America positively. However, the metaphoric term 'badly weakened' was deployed to describe the state of American economy as a sick person. "The wealth, strength and confidence of our country" are tokens that illustrate excessive spending by the US on other nations of the world.

In Obama's source domain person terms/notions, the conceptual correspondences between the source domain (a PERSON) and the target domain (an AMERICAN NATION) were:

Mapping elements	Source Domain: A person	Target Domain American nation
Persevered	America has carried on	→ moved on, on the ideals
<u>courageous</u>	came forth to meet it	→ confront the socio-political challenges to a standstill
<u>sick/unhealthy</u>	badly weakened	→ American economy is sick
<u>youthful</u>	young nation	→ America is still a growing nation
<u>friendly</u>	friend	→ America is a friend to peace loving nations

From Obama's metaphorical use of personification, metaphorical use of person metaphor highlights Americans as people with stoic characters, strong, courageous and determined people who have had a history of confronting difficult challenges and ultimately surmounting them.

The metaphorical tokens of person-like characteristics are attributed to abstract entities like **wealth, strength, confidence** and inanimate object **factories**. The conceptual mappings between the source domain of (a PERSON) and the target domain (AMERICAN ECONOMY) identified in Trump's address are:

Element of the mappings	Source Domain Personification	Target Domain American economy
<u>vanished</u>	the wealth, strength and confidence of our country has disappeared over the horizons	→ non-functional
<u>moved</u>	"... factories shuttered and left our shores"	→ departed/changed location

The following extracts from Obama refer to THE NATION or THE STATE as a PERSON and the ECONOMY as a HUMAN BEING while the extracts taken from the speech of Trump depict the American economy as being in a dire strait.

20. Yet, every so often, the oath is taken amidst gathering clouds and raging storms. At these moments, **America has carried on** not simply because of the skill or vision of those in high office but because we, the people have remained faithful to the ideals of our fore-fathers and true to our founding documents.
21. **Our economy is badly weakened**, a consequence of greed and irresponsibility on the part of some, ...
22. **We remain a young nation**, but in the words of scripture, the time has come to set aside childish things.
23. **America is a friend** of each nation, and every man, woman and child who seeks a future of peace and dignity.
24. At the moment when the outcome was most in doubt, the father of our nation ordered these words to be read to the people: "Let it be told to the future world ... that in the depth of winter, when nothing but hope and virtue could survive ... **that the city and the country, alarmed at one common danger, came forth to meet (it)**".

Obama Inaugural Speech

25. We've made other countries rich while **the wealth, strength and confidence of our country has disappeared over the horizon**.
26. **One by one, the factories shuttered and left our shores**, with not even although about the millions upon millions of American workers.

Trump Inaugural Speech

In excerpts (20) and (22), in the expressions *America has carried on* and *We are a young nation*, the United States is conceptualised as a person. In excerpt (20), the verbal group *has carried on* and in excerpt (22) the nominal group *a young nation* is human characteristics attributed to an abstract entity, which in this case is the United States of America. The metaphor in extract (20) is employed by Obama to evoke nationalist and emotional feelings in the United States' citizens as a nation of people who never quit facing challenges. In excerpt (21), American economy is conceptualised as a living organism and as such America economy is personified by President Obama. The metaphor portrays the American nation economy as a terribly sick person. Also, excerpt (23), *America is a friend* implies that America an abstract entity incapable of making friend, is given the characteristic of a person friendly to all other peace loving states conceptualised as persons. Thus, Obama evaluates America and other nations that seek peace positively. The same excerpt (24) projects nationalist ideology. Nationalist ideology is revealed by a person who believe that his nation is superior to others. The inaugural speech of President Obama of the United States reveals the construction of in-group ideology to project nationalist ideology. President Obama used the in-group, out-group strategy to evaluate American and other nations that strive for a future peace and dignity positively, while those that do not are evaluated negatively. In other words, good attributes are attributed to America and other nations in the in-group (US) while bad qualities are attributed to the out-group (THEM). The nationalist ideology is expressed in the extract below:

America is a friend of each nation, and every man, women and child who seek a future peace and dignity.

In excerpt (24), the metaphor invokes a cognitive and emotional feelings of America about her heroic deeds of the past. It reminds the Americans of their characteristic attribute to confront any threat to their collective existence. It reminds the Americans about their cherished values of hardwork, endurance, equality, freedom and their stoic character to confront any threat to their collective survival.

In excerpts (25) and (26) isolated from the inaugural speech of Trump, person-like characteristics are attributed to abstract entities like *wealth, strong and confidence* and inanimate object *factories*. The use of the verbal groups *has disappeared, shuttered and left* in these instances triggers the metaphor as they refer to actions attributed to persons. The metaphors imply that the economy of America has fallen to the lowest ebb in all ramifications as that is the reason why the factories are closing or shutting down as they could not withstand the subsisting harsh conditions/policies put in place by the out-gone government. This accounts for their movement to more friendly environments where they can operate and survive. From excerpts (24) and (25) America is presented as a person who was once economically strong and has enriched others as its own expense, such that the economy of the state-as-a person is now in the lowest of the low, having squandered their wealth and strength. The excerpts also speak of factories that are shut down in

the United States, the consequence of which is the millions that are thrown into the job market.

From the metaphorical tokens extracted from President Obama's speech, Obama used personification, person-like qualities and attributes for abstract entities which in this instance, the USA is conceptualised as a state that is good. In other words, the US is positively evaluated as evident in the use of adjective, 'friend' for the U.S. and other nation of the world who seek peace. Other nations outside this group are conceptualised as bad group. They are portrayed negatively as bad States. The effect of using personification in this way by the President of the U.S. shows that the Presidents has 'right intentions' as the metaphor is used to establish their integrity (ethos) of the US.

Polarization ideology is used by President Tump in his inaugural speech. Trump does this to divide the American populace by describing the policies of the previous government of President Obama as elitist and anti-masses. He condemned the policies as unfavourable to the poor Americans who constitute the vast majority. He does this to secure "their support". This is evident in the extract below:

For too long, a small group in our nation's capital has **reaped the rewards of government** while the people have borne the cost. Washington flourished but **the people did not share in its wealth**. Politicians **prospered**... but the jobs left and factories closed.

From this speech, President Trump intended to turn the majority populace against the minority rich ostensibly for his own political gain.

The conceptual metaphors derived from the interpretation of the metaphor terms/notions are: AMERICA AS A FRIEND TO OTHER PEACEFUL NATIONS and AMERICAN ECONOMY IS A WEAK HUMAN BEING.

Conclusion

From the analysis above, it is revealed that (conceptual) metaphors were deployed by Presidents Obama and Trump in their first inaugural speeches to conceptualise socio-economic and political issues to achieve various persuasive purposes among which are legitimization of political actions, evocation of emotion, as evidence Trump's evocation of feelings of gloom about the state of America economy, creation of divisions, polarization and positive/negative evaluations. In addition, the exploration of the primary and secondary data, mapping of the source and target domains assisted in the cognitive and pragmatic interpretation of the metaphors used by Presidents Obama and Trump. The analysis also revealed the ideologies underlying the use of metaphors in the inaugural speeches. From the interpretation and description, one can conclude that the two presidents deployed metaphors in the inaugural speech to inspire, assure, and persuade their subjects, giving them hope that their countries socio-political challenges will be solved as they assumed office of the president.

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