

EVENT STRUCTURE METAPHORS IN POLITICAL SPEECHES ON COVID 19 CRISIS DELIVERED BY THE GOVERNMENT LEADERS

Elçin ESMER¹

¹(Turkish Language Teaching/ Mersin University, Turkey)

Corresponding author: Elçin ESMER

ABSTRACT : The study aims to describe the use of the event structure metaphors in the political speeches delivered by the government leaders around the world (America, England, China, Indonesia, Turkey, Canada, France, Greek, Germany, Italy, Russia, Sweden, Japan) during the Covid 19 crisis. Thus the study will illustrate how politicians conceptualize the Covid 19 crisis to protect their image and reputation. The data of the study consists of fifty eight political speeches on Covid 19 crisis given by the government leaders around the world from December 2019 to March 2021. The data is obtained from the internet. In line with the aim of the study, the research uses a descriptive survey design. Qualitative method were applied by using Critical metaphor analysis methodology that is part of Critical discourse analysis. Data analysis was done based on Lakoff's Event Structure Metaphor Theory (1992) and Benoit's (2018) image repair strategies. Also, the corpus is analysed using the Antconc software program. The results reveal that the political leaders employed two of Benoit's (2018) image repair strategies, the reduce offensiveness and the evasion of responsibility, via the event structure metaphors to protect their image and reputation during the Covid 19 crisis.

KEYWORDS : Covid 19 crisis, image, metaphor, political leaders' speech, reputation

I. INTRODUCTION

According to the cognitive linguistics approach metaphor and thought is closely correlated with each other and human beings think in metaphors whether consciously or not. Lakoff and Johnson (1980), the pioneers of the cognitive linguistics view of metaphor, defines that metaphor is an understanding one conceptual domain from the perspective of another conceptual domain. Also they state that the use of metaphors make concepts more understandable.

The conceptual metaphor includes a source field (more concrete or physical concepts such as war) and a target field (more abstract concepts such as politics). There is no direct similarity between source and target field. The selection of source areas depends on human factors that reflect non-real and previously non-existent similarities between a source and a target area (Kövecses 2010). Also, the source-to-target mappings can change according to people's world views, background knowledge and experiences (Lakoff and Johnson 1980; Kövecses 2010). For instance, in some cultures "love" can be seen as dance, lovers can be seen as performers and their goal is to act in aesthetically and balanced way; on the other hand in some cultures "love" can be seen as a war, lovers are rival and their goal is to defeat each other.

However some conceptual metaphors are not experience based. Grady (1997) and Lakoff and Johnson (1999) divided conceptual metaphors into two groups: Primary metaphors and complex metaphors. Primary metaphors (e.g. Purposes are destinations; time is motion) are experience based, especially based on common bodily experience. The metaphors are likely to be universal. On the other hand complex metaphors are not experientially based and less universal. They are a combination of primary metaphors. For instance the complex metaphor a purposeful life is a journey is comprised of two primary metaphors: People should have purposes in life and People should act so as to achieve their purposes.

According to Lakoff (1993) the metaphorical mappings occur related with each other in the inheritance hierarchical structures in which the lowest mappings inherit the structures of higher mappings. The hierarchical structure consists of three levels and provide the prominent generalization. The lexical items in the highest level, that is, level 1 can be used metaphorically in the lowest levels 2 and 3. Lakoff (1993) exemplifies this situation as follows.

Level 1: THE EVENT STRUCTURE METAPHOR

Level 2: A PURPOSEFUL LIFE IS A JOURNEY

Level 3: LOVE IS A JOURNEY; A CAREER IS A JOURNEY

As stated in Lakoff (1992), since the specific events are conceptualized as sub-states of general events, the metaphor used above in the level (2) utilizes the structure of the event structure metaphor. Also the event structure metaphor in the highest level are more general and universal than the metaphors in the lowest level. The lowest level metaphors are more cultural specific.

Event structure metaphor theory characterizes the events including abstract notions like states, changes, processes, actions, causes, purposes, and means via metaphor in terms of space, motion, and force (Lakoff 1993; Lakoff and Johnson 1999).

According to Lakoff and Johnson (1999) event structure metaphor has two main metaphors that allows us to understand what events and causes are: The location event structure metaphor and The object event structure metaphor. Both of them are combination of the primary metaphors Changes are Movements and Causes are forces.

The two main metaphors will be explained below.

1. The location event structure metaphor: Events are conceptualized in terms of locations. The metaphor entails the following metaphors.

STATES ARE LOCATIONS

CAUSES ARE FORCES

CHANGES ARE MOVEMENTS

CAUSATION IS FORCED MOVEMENT

ACTIONS ARE SELF-PROPELLED MOVEMENTS

PURPOSES ARE DESTINATIONS

MEANS ARE PATHS

DIFFICULTIES ARE IMPEDIMENTS TO MOTION

PROGRESS IS FORWARD MOTION

2. The object event structure metaphor: Events are conceptualized in terms of objects. The metaphor entails the following metaphors.

ATTRIBUTES ARE POSSESSIONS

CHANGES ARE MOVEMENTS OF POSSESSIONS

CAUSATION IS TRANSFER OF POSSESSION

PURPOSES ARE DESIRED OBJECTS

ACHIEVING A PURPOSE IS ACQUIRING A DESIRED OBJECT

Moreover Lakoff and Johnson (1999) emphasized that the above list can be extended via combining the metaphors each other. Thus the additional entailments can be created. For example ACTIONS ARE SELF-PROPELLED MOVEMENTS and PURPOSES ARE DESTINATIONS are combined and create the new compound metaphor Purposeful Action Is Self-Propelled Motion to a Destination. The new metaphor also consists of the other entailments such as Making progress is forward movement.

Also according to Lakoff and Johnson (1999) some metaphors occur in location-object pairs called duals such as Causes are Forces and Changes are Movements; States are Possessions and Attributes are Possessions. In the location event structure metaphor, "Changes are Movements" metaphor denotes the motion of the event-changing from an old location to new location or vice versa; "Causes are Forces" metaphor shows causation is the forced movement of an affected entity to a new location. On the other hand in the object event structure metaphor, change is the thing changing and it is seen as acquisition or loss of the thing; causation is the transfer of an object to or from an affected entity. In other words causation is considered as taking or giving an object. Lakoff and Johnson (1999) exemplify this situation as follows:

I got a headache. [Change is acquisition -- motion to]

My headache went away. [Change is loss -- motion from]

The noise gave me a headache. [Causation is giving -- motion to]

The aspirin took away my headache. [Causation is taking -- motion from] (p.225).

As seen in the following examples taken from Lakoff and Johnson (1999), states are possessions and attributes are possessions are also duals.

• I'm in trouble. [Trouble is a location]

• I have trouble. [Trouble is an object that is possessed] Lakoff and Johnson (1999) explains the duality

in the examples above as follows:

"In both cases, trouble is being attributed to me, and in both cases, trouble is

metaphorically conceptualized as being in the same place as me (co-location) -- in

one case, because I possess the trouble-object and in the other case, because I am in the trouble-location.....STATES ARE LOCATIONS and ATTRIBUTES ARE POSSESSIONS are duals, since possession and location are special cases of the same thing -- co-location – and since states and attributes are also special cases of the same thing -- what can be attributed to someone”(p.21).

In addition to them, according to Lakoff and Johnson (1999) the following metaphors have a dual:
 Actions are self-propelled movements (to or from locations) and ACTIONS ARE SELF-CONTROLLED ACQUISITIONS OR LOSSES (action is the thing/object gaining or losing)
 PURPOSES ARE DESTINATIONS:
 Purposes are desired locations and achieving a purpose is reaching a desired location
 PURPOSES ARE DESIRED OBJECT, and ACHIEVING A PURPOSE IS ACQUIRING A DESIRED OBJECT(or ridding oneself of an undesirable one).

Moreover some researchers (e.g. Simon-Vandenberg 2003; Martin and White 2005) focus on the interpersonal functions of metaphor. According to them, metaphors have a role in reflecting the stance of the text producer and also affecting the attitude of the text receiver. Hence the choice of metaphor involves the context in which the text is produced.

Lakoff and Johnson (1980) state that metaphors have the power to define the reality with a coherent entailments that focus on some features of reality and conceal the others. Thus the features of reality defined by the metaphor is seen as true by society. Political speech is one of the most prominent examples of persuasive text genre. The speech aims to convince voters and party supporters to take action as expected by politicians or to change or weaken their current attitudes and beliefs (Van Dijk 1997, Kucukali 2014). Many studies (e.g. ;Charteris-Black 2005; Lakoff 1991,2008 ;Vestermarck 2007; Cammaerts 2012) have investigated the function of metaphors in political discourse. According to these studies metaphors are used strategically by political actors to emphasize or soften their views, ideas and ideologies against their opponents and this way they try to influence society on the behalf of themselves and construct us/them dichotomies.

With the emergence of Covid 19 crisis in late December 2019 and the spread around the globe through the spring months of 2020, some studies (e.g. Neshkovska&Trajkova 2020; Dada, Ashworth, Bewa&Dhatt 2021; Esmer 2021; CastroSeixas 2021; EfeoğluÖzcan 2022) were conducted on the use of the metaphors in the political speeches about the Covid 19 spread. The studies mainly focused on the lowest level metaphors that are more culture-specific. The results of the studies revealed that war metaphor was heavily used by the politicians. As stated above, event structure metaphors enable us to understand the conceptual domains such as actions, causes, purposes, states, changes in terms of motion, space and force. Most of human being elementary experiences such as being in a container, resisting some physical force, walking along a path are universal bodily experiences that bring about the various types of image schemas (Johnson 1987, Lakoff 1987, Kövecess 2010). As stated in the previous studies (e.g. Johnson 1987, Lakoff 1987, Kövecess 2010) the potential universality of the event structure metaphor comes from the image-schematic experiences that are shared by all human beings belonging to different cultures. Thus the same conceptual metaphors emerge in the different languages.

The covid 19 is a universal crisis that has affected all countries over the world in a similar way. Hence all people have passed through the common experiences and challenges with the covid 19 such as staying at home, limited communication with other people, necessary changes in social life, the anxiety about the future, death fear, depression. Thus they have had the common image schemas related with the Covid 19. Moreover the pandemic is a test not only for individuals but also for governments. With the emergence and spread of the Corona crisis all leaders like in other crisis situations had to protect not only the public safety but also their image and reputation. According to Corporate Social Responsibility approach there is a close relationship with the reputation management and crisis management. Successful reputation management leads to be successful in crisis management (Tucker &Melewar, 2005). Crisis effects the organizations reputation and image. To repair or protect their reputation image organizations should develop rhetorical strategies, that is, crisis communication. Thus they present an effective crisis response.

Benoit (1997) put forward the theory of image restoration discourse that focuses on message options. The theory defines what a Corporation actually means to say when faced with a crisis. Benoit (2018) classified the image repair strategies as follows:

Table 1. Benoit's (2018) image repair strategies
 Strategy Definition

Denial Simple Denial: Did not perform act (or act did not occur or act did no harm)

Shift Blame: Another performed the act

Evade Responsibility for Event Provocation: Offensive act responded to actions of another

Defeasibility: Lack of information or ability

Accident: Mishap

Good Intentions: Meant well

Reduce Offensiveness Bolstering: Stress accused's good qualities

Minimization: Act not serious

Differentiation: Act less offensive than similar acts

Transcendence: More important values

Attack Accuser: Source of accusation not credible (or deserved what happened)

Compensation: Reimburse victim

Corrective Action: Plans to solve problem or prevent recurrence

Mortification: Apologize

During the literature review it was seen that there is no study that directly analyses the use of the event structure metaphors in the political speeches about the Covid 19. Also it was observed that there is one study that analyzed how politicians used the war metaphor in order to manage the covid 19 crisis. The study aims to describe the use of the event structure metaphors in the political speeches delivered by the government leaders around the world (America, England, China, Indonesia, Turkey, Canada, France, Greek, Germany, Italy, Russia, Sweden, Japan) during the pandemic. Thus the study will illustrate how politicians conceptualize the Covid 19 crisis to protect their image and reputation.

II. METHODOLOGY

2.1. Research design

The study used a descriptive survey model which enable researchers to identify the characteristics of the observed phenomenon as-is (Baškarada 2014, 1). Qualitative method were applied by using Critical metaphor analysis methodology that is part of Critical discourse analysis.

Critical Discourse Analysis (CDA) views language as social practice and focuses on the relation between language and power (Fairclough and Wodak 1997; Wodak and Meyer 2009). According to Charteris-Black (2004), metaphor is essential to CDA since it is used to form a coherent view of reality. Critical Metaphor analysis (CMA) put forward by Charteris-Black (2004) aims to disclose the implicit intentions of language by using conceptual metaphor theory.

2.2. Data and analysis

The corpus used for this study, comprising approximately 265258 tokens, consists of fifty eight speeches on the Covid 19 delivered by the government leaders around the world (America, England, China, Indonesia, Turkey, Canada, France, Greek, Germany, Italy, Russia, Sweden, Japan) from December 2019 to March 2021. The speeches were obtained from the governments' official web sites. Data analysis was done based on Lakoff's Event Structure Metaphor Theory (1992) and Benoit's (2018) image repair strategies.

The metaphor identification procedure (MIP) developed by Pragglejaz Group (2007) was used to define metaphorically used words in the data. The procedure consists of five steps as follows:

- (1) Read the whole text or transcript to understand what it is about. Decide about the boundaries of words
- (2) Establish the contextual meaning of the examined word
- (3) Determine the basic meaning of the word
- (4) Decide whether the basic meaning of the word is sufficiently distinct from the contextual meaning
- (5) Decide whether the contextual meaning of the word can be related to the more basic meaning by some form of similarity. If yes, mark the lexical unit as metaphorical

Moreover the corpus was analyzed by using corpus linguistic software package Antconc 3.1. including a range of functions: concordances, concordance plots, word clusters, n-grams, word lists and keyword lists.

III. FINDINGS AND DISCUSSION

The event structure metaphor "Purposeful Action Is Self-Propelled Motion to a Destination" is the entailment of the metaphors "Actions are Self-Propelled Movements" and "Purposes are Destinations". Within the scope of the study it was observed that the metaphor entails the following metaphors:

Amount of Progress is Amount of Distance Moved
 Achieving A Purpose is Reaching A Destination
 Progress is Forward Motion Along A Path/ Making Progress is Forward Movement
 Lack of Progress is Lack of Movement
 Starting A Purposeful Action is Starting Out
 Difficulties are Impediments to Motion

Moreover the metaphor and its entailments underlie the source-path-goal image schema. As mentioned before Charetis-Black (2005), the metaphors underlying the image schema are used by the politicians to imply that the politicians have the power to attain their purposes. Thus they try to create solidarity with their citizens in order to build up public support effectively as seen in the following examples.

The use of these metaphors in the data will be discussed respectively below.

According to Muradian (2016) change generally carries a positive semantic connotation in human experience as it is often seen as moving forward. Therefore Muradian (2016) states that the metaphor "Progress is Forward" is the sub-metaphor of the metaphors "Change is Motion/Movement" and "Change is Progress/Advancement" generated from the progress image schema. In this study it was also observed the metaphor "Making Progress is Forward Movement" has positive semantic prosody and it is the subcase of "Change is Motion/Movement and Change is Progress/Movement" as stated by Muradian (2016).

In the following examples the leaders emphasized the progress they have made or will make. The source is the begin of covid 19 pandemic. According to Chilton (2004) the path schema shows the politicians' plans, policies, ideas like progress and national history in political discourse. The path in the following examples is the progress that the leaders have made or are making towards fighting with Covid 19 and improving their citizens lives. Their goal is to win the fight with Covid 19 and return the social and economic life before Covid 19. The travellers, that is, the leaders, are active subjects on the path. The below examples exhibits the positive progressive change. Based on the metaphor, the politicians, active subjects, imply that they have power to change the situation, win the fight and restore the social life back as soon as possible. This way they encourage their citizens and give assurance to them to attain the purpose.

Example 1. *We are making progress on vaccination*

Example 2. *We have made progress*

Example 3. *The progress we have made on vaccinating this country is a great American story.*

Example 4. *We keep moving forward*

Example 5. *We have made incredible progress in starting to vaccinate nearly three quarters of our seniors and now putting vaccination sites within 5 miles of 90 percent of all Americans, that still isn't enough as far as we're concerned.*

Example 6. *we are making progress -- with fewer hospital admissions, fewer COVID patients in ICU, and real signs now that we are passing through the peak.*

Example 7. *We are moving aggressively to accelerate the process of developing a vaccine*

Example 8. *We are moving the country in the right direction*

As seen in the following examples the metaphorical expression "step" is the linguistic reflection of the complex metaphor "actions are self-propelled motions" based on the source-goal-path schema in the data. Wong stated that since the word step is concrete and measurable noun it makes the abstract concept "political progress" concrete and thus the policies adopted by the politicians have positive evaluations via the word. Also Semino(2008) emphasizes that each step taken shows that the agent is closer to his/her goal on the path. In other words, the more the steps taken means the closer the goal. Similar observations were obtained within the scope of the study.

Example 9. *To this end, it is necessary to introduce measures that are one step stronger; that is our assessment.*

Example 10. *Necessary steps are being taken so as to prevent Turkey from facing such problems.*

Example 11. *We're taking steps now in the midst of the COVID-19 pandemic.*

In the examples above the phrase "the steps taken" is used for the actions/measures taken by the leaders to control and beat the covid 19. The metaphorical expression indicates that each action taken by the leaders, although some of them are difficult, while moving on the path make the country be close to the desired final goal. Thus leaders try to get the public support by creating a positive perception about their policies on Covid 19.

Moreover in the study it was seen that the metaphor "Achieving A Purpose is Reaching A Destination" based on the path schema was used by the politicians. In the data the adopted policies or actions taken by the leaders are represented metaphorically the desired purposes they intended to achieve to reach the end point of the path marking the overcome of the covid 19.

Grady (1997) stated that the metaphor have correlations between performing an action and moving and achieving a purpose and moving to a spatial location and hence the metaphor is the subcase of the metaphor “Changes are Movements”. Similar to Grady’s (1997) statement, as illustrated in the following examples (12) to (18) it was seen that the metaphor entails that the actions performed by the leaders enable them to control the covid 19 and this way they move the countries from the bad situation at the starting point of the covid to the better situation at the present. Therefore the metaphor consists of the complex conceptual metaphor “Caused Change of Action is Control Over An Entity Relative to A Location”, which is the subcase of the metaphor “Change of Action is Change of Motion”.

Example 12. by adopting an approach particular to Japan, we *have succeeded in bringing the current wave of infections almost to an end* in as little as a month and a half.

Example 13. due to our support under Operation Warp Speed and to some of the incredible scientists involved, they’ve *reached phase three trials* by September, *far ahead of schedule*.

Example 14. As soon as tomorrow we *will be able to turn the page on this first chapter* across all our territory

Example 15. We *will turn corner on* this virus

Example 16. We grieve at every precious life that has been lost to the invisible enemy, but through the darkness we can see the rays of light. *We see that tunnel, and at the end of that tunnel, we see light*.

Example 17. I believe *we are coming now to the end of the first phase of this conflict*.

Example 18. *We are not so far away*

In the examples above based on the near image schema the politicians implied that they were decisively acting to get covid 19 under control via the adopted policies and they were almost close to the desired destination, that is, to completely beat the covid 19. Thus they represented themselves as responsible actors and constructed the positive self-presentation. With highlighting the positive attributes of us, they try to give assurance to the public.

On the other hand in the following examples based on the far image schema the politicians imply that they were not yet close to the desired destination. In other words, they facilitated the public understanding that the situation is still grave and they shouldn’t give up fighting with the virus. Hence the politicians try to avoid responsibility and mitigating blames or accusations for the lack of control of the pandemic in order to construct their positive image.

Example 19. In fact, *we aren’t even there — we aren’t halfway yet*.

Example 20. we’re bolstering our defenses, but *this war is far from won*

Example 21. I said earlier this week, we’re in a race against this virus and *the race is far from over*.

Example 22. ...as fast as we’re going, and *we still have a long way to go to finish* this vaccination effort. In fact, *we aren’t even there — we aren’t halfway yet*. But being at 90/90 just three weeks from today should give hope to the country.

Example 23. ..but *we’ve got a long way to go*.

Example 24. *We are a long way off*

Example 25. *The hardest part is ahead of us*

Example 26. *Things will get even more difficult in the weeks to come*

In addition to the metaphors, the metaphor “Starting A Purposeful Action is Starting Out A Path” was seen in the data. As stated by Kort (2017), the metaphor “Starting A Journey Towards A Destination to Reach” implies a schema that gives positive evaluation. The following examples illustrates the politicians’ positive image.

Example 27. *We started preparing for this*

Example 28. The emergency use of Covid 19 vaccines *has also started*.

Example 29. We are now in a position *to begin to move in steps to three level*

Example 30. France *will begin easing Covid 19 lockdown*

The examples above highlight the point at which subjects begin to move, that is, the source of a path. By emphasizing the starting point, the politicians implied that they are determined to reach the final point and that they are doing or will do whatever is necessary for the benefit of the people. Thus, they construct their positive image and give confidence to the public.

Moreover in the data it was observed the conceptual metaphor “Amount of Progress is Distance Moved” that focuses on the distance measured from the point of origin on the path. As seen in the following examples, the conceptual metaphor also represent their positive self representation. In the examples, the politicians used the metaphor to emphasize their success achieved from the beginning of Covid 19 to the present and thus they implied that their plan to defeat the corona were successfully being carried out.

The following examples illustrates the metaphor “Speed of Action is Speed of Movement” by focusing on the fast manner on the path in which the subjects accomplish a task. In the examples (31) to (6) the politicians emphasized their achievements via the quick response and fast decision-making progress during the pandemic. Thus they represent their policies on the covid 19 positively and they create the positive us image.

Example 31. so far we’ve been able to vaccinate people at *a relatively fast pace*.

Example 32. What happened during the crisis was that the state started offering digital services at an *incredibly fast pace*.

Example 33. *We have also quickly launched* the inoculation process

Example 34. *It has reacted quickly*

Example 35. *It is carried out quickly*

Furthermore in the data it was also seen that the metaphor “Difficulties are Impediments to Motion” that is submapped under the metaphors “Purposeful Action is Self-propelled Motion to A Destination” and “Life is A Journey” as stated by Lakoff and Johnson (1999). According to Lakoff and Johnson (1999) the event metaphor entails that an entity come across an difficulty when progressing along a path to destination; the difficulty can prevent completion of purposeful action and barriers on path can prevent motion along that path to goal; the difficulty can increase time and effort needed to accomplish objectives and the barriers on path can increase time and effort needed to reach goal. Therefore the metaphor “difficulties are impediments to motion” underlies the force and path schema. Moreover Lakoff and Johnson (1999: 202) classified the types of difficulties which correspond to the impediments to movement:

Difficulties are blockages

Difficulties are features of the terrain,

Difficulties are burdens,

Difficulties are counterforces

Difficulties are the lack of an energy source.

If an entity moves in a opposite to another moving entity, it will block the further progress of the latter entity; the latter entity can not be reach the intended destination or it will take more time to reach the destination (Pena-Cervel 1999). Therefore “the difficulties are blockages” and “the difficulties are counterforces” are interrelated with each other.

In the following examples the covid 19 is represented as metaphorical counterforce and blockage force that does not allow people to progress along their daily life and requires people effort and time to overcome and return the normal life. It can be said that the politicians prepare the people for the difficult conditions that will be met by emphasizing that the difficulty is serious. Thus they tried to lessen their responsibility and avoid blames for the lack of control of the pandemic to protect their positive image.

Example 36. *We are facing the crisis*

Example 37 *We faced with a threat*

Example 38. *We are facing with real difficulties*

Example 39. The COVID-19 pandemic that is plaguing the world, including Indonesia, *has hit us hard*.

Example 40. Wuhan, the Chinese city *hit hardest* by the COVID-19 outbreak at the time.

Example 41. *Facing the virus*, we should enhance solidarity and get this through together.

The other conceptual metaphors that was seen in the data are “Causes are Forces/ Causation is Forced Movement” and “Causation is Transfer of Possession”.

“Causes are Forces” and “Causation is Forced Movement” are seen closely related each other and so they are treated together in the literature (Roush,2016). Therefore In this study, these metaphors were evaluated as a single metaphor together. According to Pena-Cervel (2004) “the causation is forced movement/causes are forces metaphor” is generally motivated by the force schema, mainly by the compulsion image schema, and the path schema. Moreover Pena-Cervel (1999) defines that the main logic which underlies the conceptualization of the metaphorical expressions motivated by the compulsion image schema as follow:

“If any external force (either in the form of an emotion or of any other abstract entity) is seen as if endowed with will-power, it will be able to cause any passive subject to move and to exert control over such a subject; if you are taken from a source to a destination along a path, then you must pass through each indermediate point along the path; and the further along the path you are, the more time will have gone by since starting” (p.192).

Also as stated in literature “Causes” and “Causation,” is the submapping of “Changes are Movements” since it refers to causes of changes in the state, condition, or status of an object or entity. it was seen that it entails the metaphor “Changes are Movements” in a similar way in the data.

In the following examples the path and force schema underlie the expressions. The metaphor includes the following mappings. The travellers, that is, people and party leaders are passive subjects; Corona is the force; the path is the spread of the corona that leads to the subjects to the specific state or emotion; end point or destination is the specific state or emotion.

Example 42. *We are forced to do*

Example 43. *We have been forced to close the schools*

Example 44. *The covid 19 pandemic has forced the government*

Example 45. *They are forced to live in fear.*

In the following example the active trajector, the pandemic, is the Cause, the people is the Affected Entity, and death is the Resulting state or end point. In this sentence with the logic of compulsion image schema the pandemic has a power, the people, including the leaders are passive and they can not control the force. The leaders imply that they are helpless in the face of the pandemic.

Example 46. Because this pandemic *is causing thousands of deaths* in many countries as it continues spreading; as well as the first serious casualties in our country.

The following example illustrates the metaphor “Caused Change of State is Caused Change of Location” composing with “Causes are Forces/ Causation is Forced Movement”.

Example 47. *..a truly significant number of business operators are facing turmoil that brings their business to the edge.*

In the example above the turmoil caused by the Covid 19 is the active trajector that causes the business sector, passive entity, to go to the metaphorically point in a space, the edge. In accordance with the logic of the path image schema the business world is negatively influenced by the turmoil.

Moreover in the example (48) the metaphor “Causes are Transfer of Possessions” is made of the metaphor “Caused Change of State is Caused Change of Location”. The metaphor “Causation is Transfer of Possession” is motivated by the force schema and also the combination with the path and container image schemas that underlies the process of meaning construction. In this expression the source domain is represented by a path which includes the following conceptual cues

The traveller is perceived as a passive subject

The path is whatever leads to the subject to a specific emotion

The end point or destination is a state of sadness and mourning which is seen as a container

The force involves movement

Example 48. *I know that this virus brings new sadness and mourning to households across the land*

In the example above the virus is the active trajector that causes the households that are passive entities being in sadness and mourning, the metaphorically bounded region. In accordance with the logic of the container image schema the household is negatively influenced by the virus.

In these cases above the subjects do not seem to have any control over the situation, is unintentionality carried away along a path by the force and the subjects enter the new situation. The present situation is uncontrollable and therefore equilibrium has been lost in the normal life. Based on these observations it could be stated that the metaphor causes are forces/causation is forced movement has negative semantic prosody in the data. The politicians tried to protect their positive image by accepting the uncertainty and ambiguity in the situation and thus they mitigate their responsibilities.

Moreover in the data the metaphor “Changes are Movements (Change is Motion)” was seen. As seen in the following examples the metaphor combines with the metaphor “States are Locations” and emphasize the change of state as a movement from one bounded region in space to another as stated by Lakoff and Johnson (1999) and Pena Cervel (2004). In Grady (1997) terms motion involves locations and change involves states therefore the metaphors “States are Locations” and “Change is Motion” are related with each other. The metaphor underlies the path and container image-schemas. Also the metaphor entails the metaphor “Lack of Control Over Change Will Be Viewed As Lack of Control Over Motion” in the data as illustrated below.

Example 49. *we realize we will be entering a stage* where we do not know what the impact of relaxing our measures will be.

Example 50. *We don't know how this (virus) will affect humanity. We are entering an era with likely radical changes in the global, economic, political and social order,*”

Example 51. *We are entering what may well be the toughest and deadliest period of the virus*

The examples above illustrates that the travellers, that is, the people around the world unintentionality entering into a bounded region or container which is difficult and unknown via the covid 19 force. The unwanted change in the situation had the people come to a worse position than the before Covid 19. In these examples politicians accept the reality and thus reassure the public.

Also in the data the metaphorical mapping “States are Locations” (states are bounded regions in space, that is, containers) that entails the sub-metaphor “Harm is Being in A Harmful Location” was observed based on the path and container image schemas. The metaphor takes the harmful situation as given and describes the subjects’ position with respect to the unintentionality change in situation. In this sense the following examples exemplify the peoples’ position with respect to the unintentionality change in the normal life because of the spread of the harm Covid 19. The politicians express their concern/sympathy for any victims of the crisis and this way they try to lessen their reputational damage.

Example 52. The health and lives of people is still *in danger*

Example 53. They *are in danger*

Example 54. The failure to take this virus seriously — precisely what *got us in this mess* in the first place — risks more cases and more deaths [sic] — deaths.

Example 55. To pursue a beggar-thy-neighbor policy or just watch from a safe distance when others are in danger will eventually land one *in the same trouble* faced by others.

In addition, The metaphor “States/Attributors are Possessions” that entails the metaphor “Harm is Having Harmful Possessions” was seen in the data. As stated by Pena Cervel (1999) states are regarded as transferable physical entities and the metaphor underlies the path image schemas. Also according to Pena Cervel (1999) a harmful entity can affect a person and he /she can not avoid it despite of being aware of its potential harm. The following examples in the sense of the path image schemas illustrate that the possession covid 19 is an harm and travelling entity whose destination is the people. Therefore it affects the people and they can not avoid the effects of it.

Example 55. I know a lot of Canadians abroad *are still having trouble finding* a flight to bring them home, so I want to give everyone an update.

Example 56. *We had a problem*

All examples above illustrated the change in the situation that had the people come to a worse position and state than the before Covid 19. In these examples the politicians represented themselves as passive entities and therefore they had no control over the change of state. The politicians tried to protect their positive image by mitigating their responsibilities via these metaphors.

As seen in the following examples politicians describe the war as a location based on a path image schema. As stated previously by Mohammed AlRubaian (2019) describing the war as a location entails the metaphor “States are Locations” that combines with the metaphor “Long Term Purposeful Activity is Walking A Long A Path”. The following examples exemplify that the politicians emphasize the journey that will lead to a desired end point, that is the defeat of Covid 19 and the returning to the normal life. This way they highlight the positive attributes of us and give assurance to the public to attain the purpose.

Example 56. *We are at war*

Also the examples (57)to(58) illustrate the metaphor “States are Locations/Containers” that combine with the metaphor “Change is Motion”. As seen in the examples the metaphor entails the orientational metaphor “Having Control or Force is up-Powerlessness is Down”. The politicians imply that they gained power against the covid 19 and they can control the situation. Thus they represented themselves as powerful actors and constructed the positive self representation.

Example 57. Turkey *was in a better position* compared to other countries thanks to reforms in health care and infrastructure. “

Example 58. *We are in a position* to begin to move

IV. CONCLUSION

The analysis of the corpus revealed that the political leaders employed two of Benoit’s (2018) image repair strategies via the event structure metaphors: The reduce offensiveness and the evasion of responsibility image repair strategies.

The event structure metaphors were used by the politicians to protect their reputation and image. The event structure metaphor ““Purposeful Action Is Self-Propelled Motion to a Destination” and its entailments explained above in detail were used to deploy the reduce offensiveness image repair strategy, mainly corrective action. The politicians emphasized that they have taken or will take necessary steps to manage the Covid 19 crisis via the metaphors. Thus they try to create solidarity and give assurance to the public with highlighting the positive attributes of us.

Moreover in the data the events structure metaphors “Difficulties are Impediments to Motion”, “Causes are Forces/Causation is Forced Movement/Causation is Transfer of Possession”, “Changes are Movements”, “States are Locations”, “States are Possessions” and “Achieving A Purpose is Reaching A Destination based on far image schema” were used to deploy the evasion of responsibility image repair strategy, mainly defeasibility. The politicians tried to protect their positive reputation and image by emphasizing that they had no control over the Covid 19 crisis via the metaphors. Thus they mitigate their responsibilities for the negative and unexpected outcomes of Covid 19.

As stated above the study was designed based on the qualitative research methodology. Moreover the study did not include the contrastive analysis. This study constitutes a descriptive starting point for further contrastive studies. Further studies can be carried on whether there are any statistical differences in the usage of the event structure metaphors in the politicians speech on the covid 19 to protect their image and reputation based on the quantitative research method.

REFERENCES

- [1] G. Lakoff, and M. Johnson, *Metaphors we live by* (Chicago: University of Chicago Press,1980).
- [2] Z. Kövecses, *Metaphor a practical introduction* (New York: Oxford University Press, 2010).
- [3] J.E.Grady, *Foundations of meaning: primary metaphors and primary scenes*,doctoraldiss.,University of California, Berkeley,PHD,1997.
- [4] G. Lakoff, and M. Johnson, *Philosophy in the flesh: the embodied mind and its challenge to western thought* (New York: Basic Books,1999).
- [5] G. Lakoff, The contemporary theory of metaphor, in A. Ortony (Ed.), *Metaphor and thought* (New York, NY: Cambridge University Press, 1993) 202-251.
- [6] A.M. Simon-Vandenberg, Lexical metaphor and interpersonal meaning, in A.M. Simon-Vandenberg, M. Taverniers and L. J. Ravelli (Eds), *Grammatical metaphor views from systemic functional linguistics* (Amsterdam: John Benjamins, 2003) 223–255
- [7] J. R. Martin, and P. R. R. White, *The language of evaluation appraisal in English* (New York: Palgrave Macmillan, 2005).
- [8] V.Dijk, What is political discourse analysis?,*Belgian Journal of Linguistics*, 11(1), 1997, 11–52.
- [9] C.Küçükali, *The perceptions, attitudes and political strategies of "die linke"* (Berlin: Humboldt-Universität zu Berlin, 2014).
- [10] J. Charteris-Black, *Politicians and rhetoric: The persuasive power of metaphor* (Basingstoke & New York: Palgrave-MacMillan, 2005).
- [11] G.Lakoff, Metaphor and war: The metaphor system used to justify the war in the gulf, *Peace Research*, 23, 1991, 25-32.
- [12] G.Lakoff, The neural theory of metaphor, In R.W. Gibbs (Ed.), *The Cambridge handbook of metaphor and thought* (Cambridge and New York: Cambridge University Press,2008) 17-38.
- [13] I.Vestermark, *Metaphors in politics: A study of the metaphorical personification of American political discourse, an extended essay*(Denmark: Lulea University of Technology and Culture, 2007)
- [14] B. Cammaerts, The strategic use of metaphors by political and media elites: The 2007- 11 Belgian constitutional crisis, *International Journal of Media & Cultural Politics*, 8(2/3), 2012, 229-249.
- [15] S. Neshkovska, and Z. Trajkova, Coronavirus–inspired metaphors in political discourse, *Thesis*, 9 (2),2020, 99-132.
- [16] S.Dada, H.C. Ashworth, M.J.Bewa, and R.Dhatt, Words matter: political and gender analysis of speeches made by heads of government during the COVID-19 pandemic, *BMJ Global Health* 6(1), 2021, 1-12.
- [17] E.Esmer, Covid-19 metaphors in Turkish and foreign political leaders’ speeches,*Proc.IV.International Conf. on Covid 19 Studies*, İstanbul, 2021,28.
- [18] E. Castro Seixas, War metaphors in political communication on Covid 19, *Frontiers in Sociology*, 5, 2021, 1-10
- [19] E. EfeoğluÖzcan, Pull the weeds out or perish: Using pandemic metaphors to strengthen in-group solidarity in Turkish political discourse, *Metaphor and Symbol*, 37(2), 2022, 171-184.
- [20] M.Johnson, *The body in the mind: The bodily basis of meaning, imagination, and reason* (Chicago: University of Chicago Press,1987).
- [21] G.Lakoff, A cognitive theory of metaphor [Book review], *Philosophical Review*, 96 (4), 1987, 589-594
- [22] Z. Kövecses, *Metaphor a practical introduction* (New York. Oxford University Press, 2010).
- [23] L.Tucker, and T.C. Melewar, Corporate reputation and crisis management: The threat and manageability of anti-corporatism. *Corporate Reputation Review*, 7, 2005, 377-387.
- [24] W. L.Benoit, Image repair discourse and crisis communication, *Public Relations Review*, 23 (2), 1997, 177-186.

- [25] W. L. Benoit, Production of image repair strategies in the 2016 American presidential debates, *Langage et Société*, 164 (2), 2018, 25- 38.
- [26] S. Baskarada, Qualitative case study guidelines, *Qualitative Report*, 19(40), 2014, 1-25.
- [27] N. Fairclough, and R. Wodak, Critical discourse analysis, in T. Van Dijk (Ed.), *Discourse Studies: A Multidisciplinary Introduction* (London: Sage, 1997) 258- 284.
- [28] R. Wodak, and M. Meyer, Critical discourse analysis: History, agenda, theory and methodology, in R. Wodak and M. Meyer (Eds.), *Methods of Critical Discourse Analysis* (London: Sage, 2009) 1- 33.
- [29] J. Charteris-Black, *Corpus approaches to critical metaphor analysis* (Basingstoke: Palgrave Macmillan, 2004).
- [30] P. Group, MIP: A method for identifying metaphorically used words in discourse, *Metaphor and Symbol*, 22(1), 2007, 1–39.
- [31] G. Muradian, The conceptual metaphor change is motion and its extension in science fiction, *Journal of Global Research in Education and Social Science*, 7(2), 2016, 121-126.
- [32] P. Chilton, *Analysing political discourse theory and practice* (London: Routledge, 2004).
- [33] E. Semino, *Metaphor in discourse* (Cambridge, UK: Cambridge University Press, 2008).
- [34] S. Kort, *Metaphor in media discourse: Representations of 'Arabs' and 'Americans' in American and Arab news media*, doctoral diss., University of The West of England, Bristol, PHD, 2017.
- [35] S. PenaCervel, Subsidiarity relationships between image-schemas: an approach to the force schema, *Journal of English Studies*, 1(1), 1999, 187-207.
- [36] D. R. Roush, The expression of the location event-structure metaphor in American sign language. *Sign Language Studies*, 16(3), 2016, 389–432.
- [37] S. PenaCervel, The image-schematic basis of the event structure metaphor, *Annual Review of Cognitive Linguistics*, 2(1), 2004, 127-158.
- [38] H. Mohammed AlRubaian, *Thirteen years apart... the Iraq wars. A critical cognitive analysis of the use of metaphors in the representation of the two wars*, doctoral diss., Universidad Complutense De Madrid, Madrid, PHD, 2019.
- [39] S. PenaCervel, Subsidiarity relationships between image-schemas: an approach to the force schema, *Journal of English Studies*, 1(1), 1999, 187-207.
- [40] D. R. Roush, The expression of the location event-structure metaphor in American sign language. *Sign Language Studies*, 16(3), 2016, 389–432.