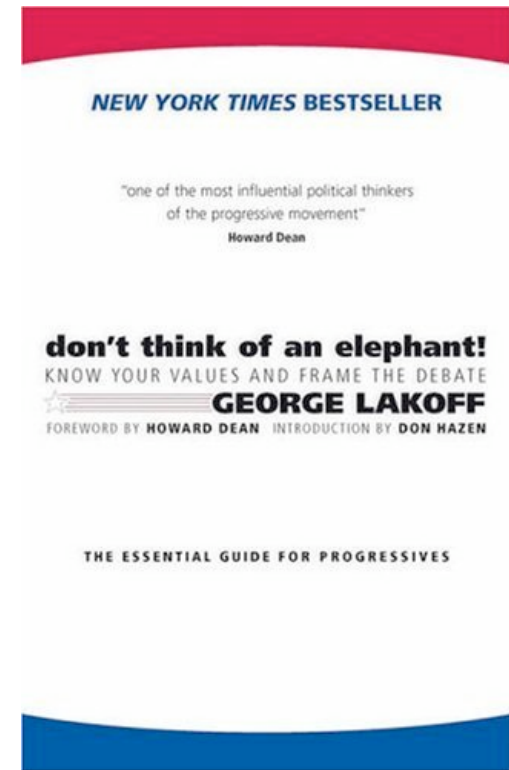
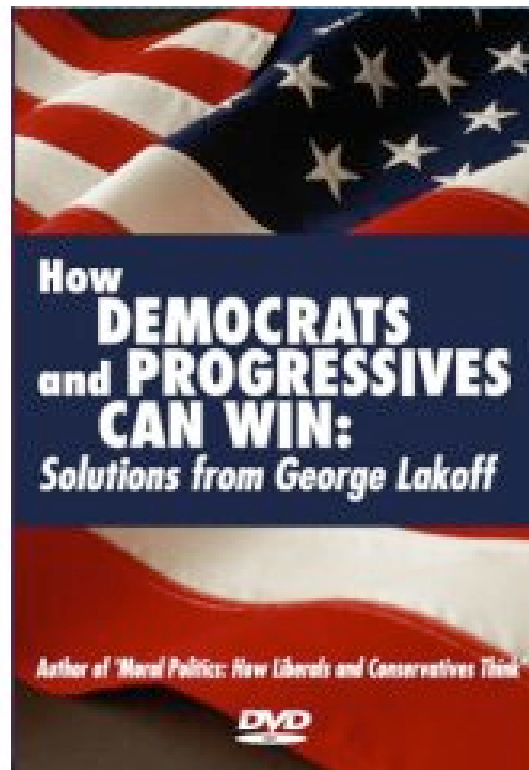
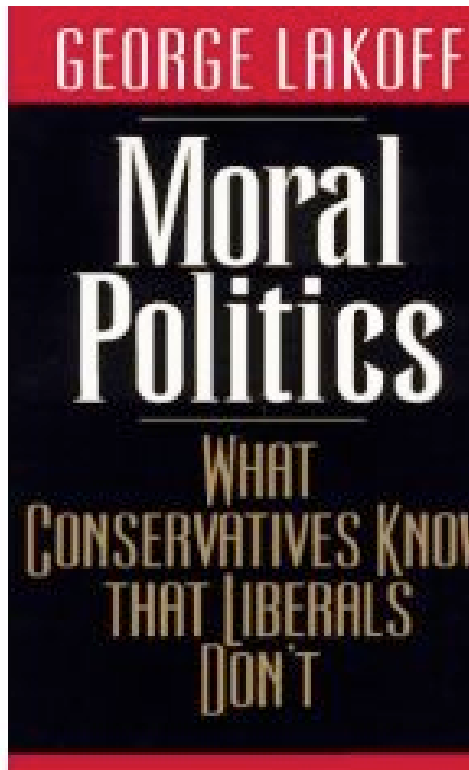


Cognitive Linguistics Meets Language Ideologies: Should liberals use conservatives' metaphors?



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Departments of Linguistics¹ & Psychology²
NWA V 2006

The fate of the world may depend on the metaphors we use!

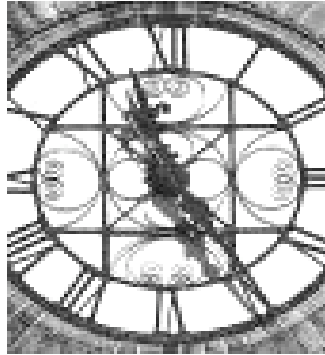


Liberals should talk like Conservatives

Liberals should use the same rhetorical strategies that Conservatives use:

- Reframe issues in terms of new metaphors.
- If the metaphors don't exist, invent them!

Conceptual Metaphor Theory



time

long vacation

short concert

approaching deadline



ideas

rising expectations

middle class

low price

$$X_f = \frac{\left(\sum_{i=1}^{n_f} w_{if} c_{xif} X_{if} \right)}{\left(\sum_{i=1}^{n_f} w_{if} c_{xif} \right)} + b_f$$

math

large sum

small divisor

narrow distribution

(Clark, 1973; Gruber, 1965; Lakoff & Johnson, 1980, 1999; Talmy, 1988)

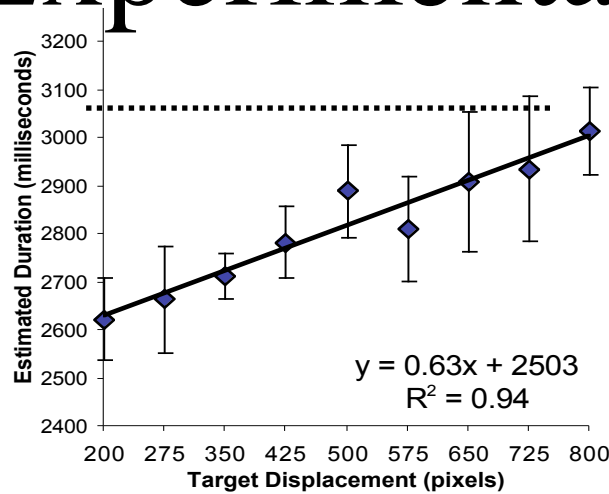
But do we *think* in Conceptual Metaphors?

CMT: People talk in metaphors, therefore they think metaphorically.

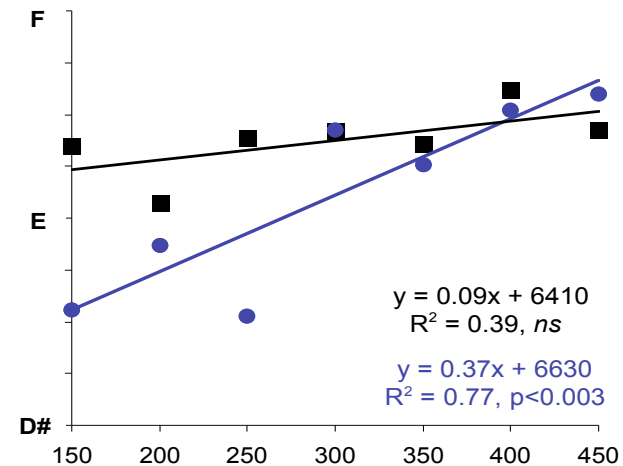
Skeptic: They may talk metaphorically, but how do you know they really *think* metaphorically?

CMT: Just listen to the way they talk!

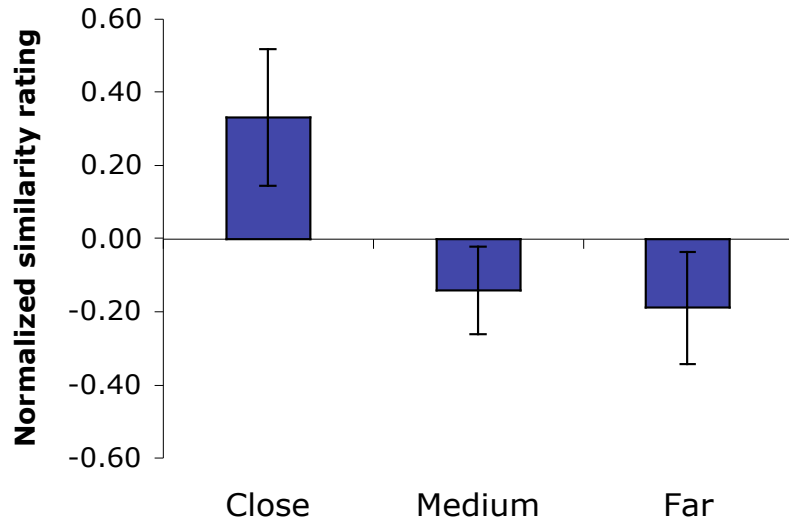
Experimental evidence for CMT



LONG TIME = LONG DISTANCE



HIGH PITCH = HIGH LOCATION



SIMILARITY = PROXIMITY



GOOD = UP, BAD = DOWN

(Casasanto, In Press; Casasanto & Boroditsky, 2003; Casasanto & Lozano, 2006)

But, wait...

Maybe Liberals should talk like Conservatives

...but only if what works for Conservatives
will also work for Liberals.

Our Plan

1. A closer look at this proposal
 - What does Lakoff suggest Liberals do?
 - Will these suggestions work?
2. Conceptual Metaphor & Language Ideologies
 - Are all metaphors created equal?
 - Do Liberals and Conservatives expect people to talk differently?
 - Do different metaphors have different social meaning?

Rhetorical
Strategies



Votes

Reframing Taxes

Conservatives' Metaphor:

“Tax relief” activates TAX = AFFLICTION

Liberals' New Metaphor:

“Country Club dues” activates TAX = MEMBERSHIP FEE

(Lakoff, 2004)

Renaming Tort Reform

Conservatives:

Tort Law needs “reform”

Tort Law

Trial Lawyer

Frivolous lawsuits

Liberals:

--> Tort Law protects us

--> Public Protection Law

--> Public Protection Attorney

--> Protection from corporate negligence

(Lakoff, 2004)

Shades of Newspeak?



Liberals

Tort is Public Protection Law
Taxes are Country Club Dues

Conservatives

Clear Skies Initiative
Operation Iraqi Freedom

Orwell's 'Ingsoc'

War is Peace
Freedom is Slavery
Ignorance is Strength

Shades of Newspeak?



Liberals' objection:

“Those conservatives are bad people; they are using Orwellian language. They are saying the opposite of what they mean. They are deceivers. Bad. Bad.”

(Lakoff, 2004. Pg. 22)

Shades of Newspeak?

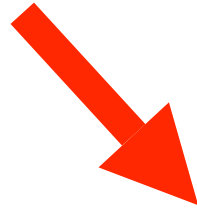


FAQ

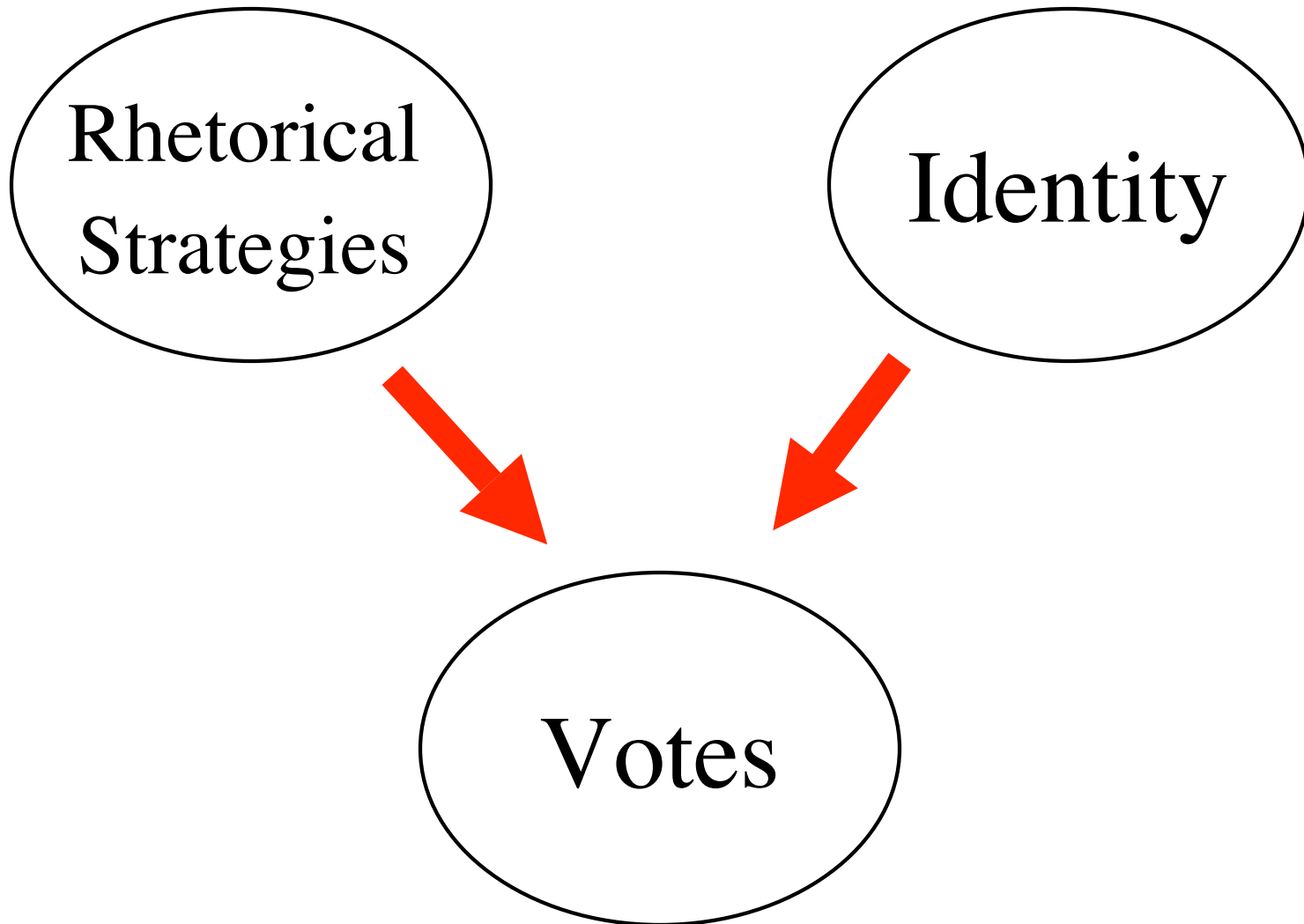
The notion of reframing sounds manipulative. How is framing different from spin or propaganda?

(Lakoff, 2004, pg. 100)

Rhetorical
Strategies



Votes



Identity & Voting

“People do not necessarily vote in their self-interest. They vote their identity.

They vote for who they identify with.”

(Lakoff, 2004, pg. 19)

Identify and win!



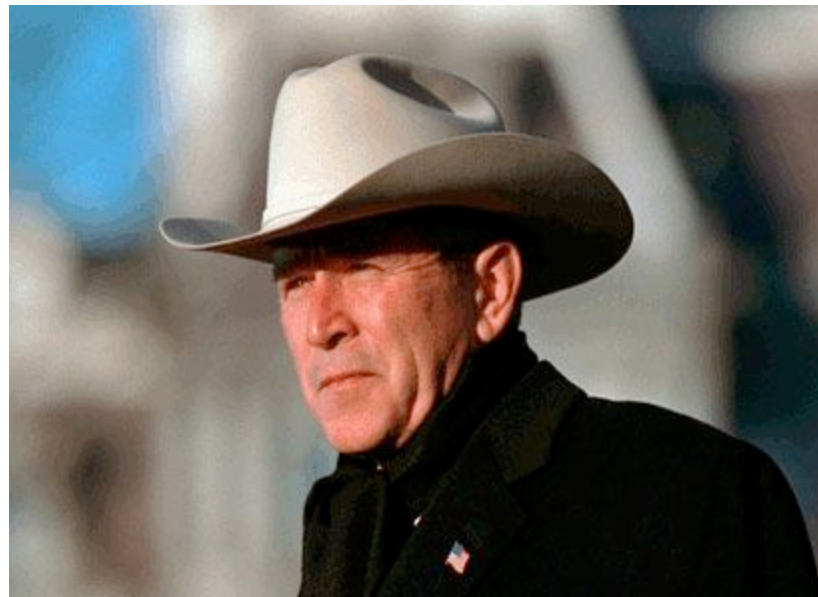
**Bush to a room full of
Southern Baptist clergy:**

“How do I speak to the soul of
the nation?”

Bush to his speechwriter:

“I want you to hear this...”

Identify and win!



Identify and win!

Kerry on Bush's 2004 Republican Convention Speech:

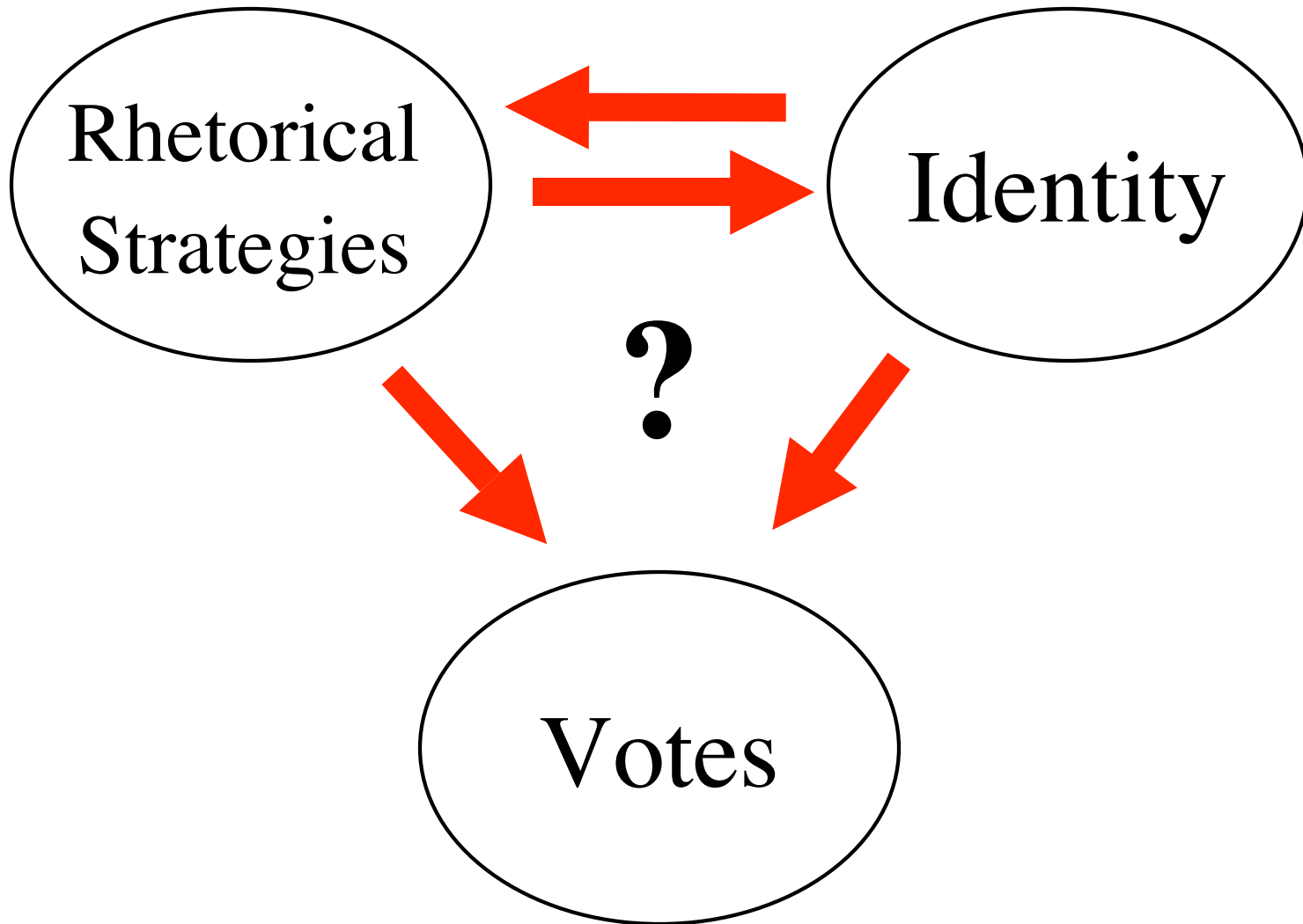
“All hat, no cattle.”

Mis-identify and lose!

JOHN KERRY



**ALL HAT
NO CATTLE**



Rhetorical Strategies as Sociolinguistic Resources

- Rhetorical strategies like renaming / reframing with new conceptual metaphors have social meaning.
- People have language ideologies about them!
- These rhetorical strategies may be linked to a Conservative identity.

Our Plan

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2. Conceptual Metaphor & Language Ideologies
 - Are all metaphors created equal?
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 - Do different metaphors have different social meaning?

Not just buzzwords...

Naming for Framing

Novel

Loaded

Rare

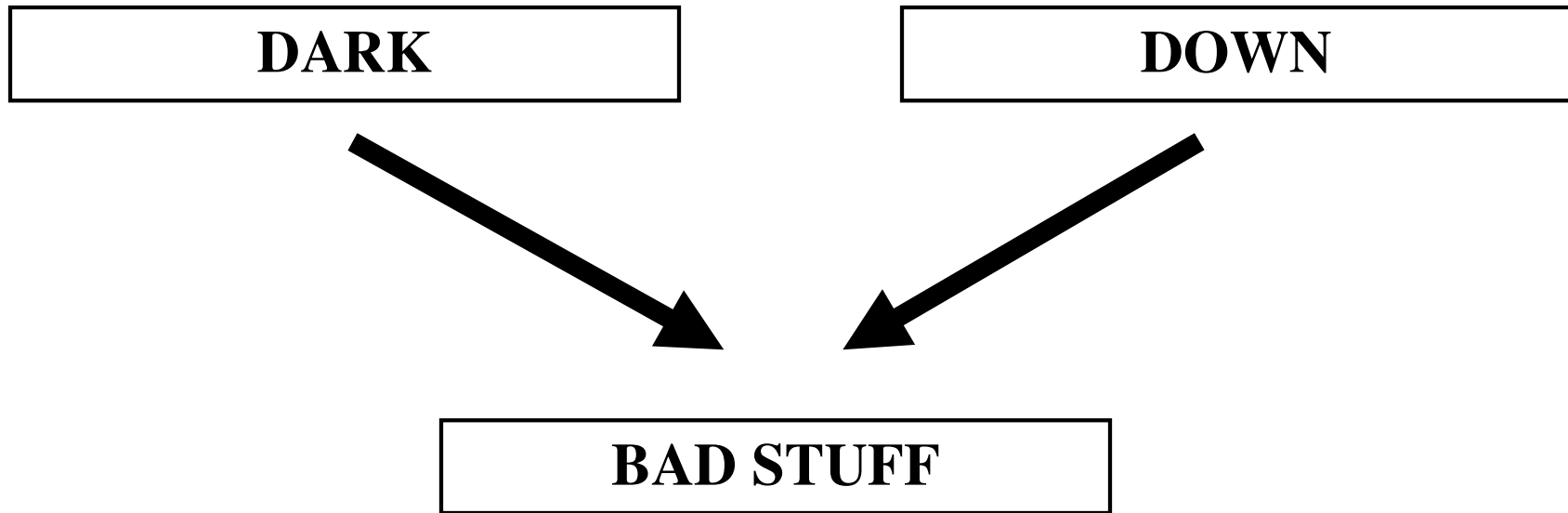
Ordinary Metaphors

Conventional

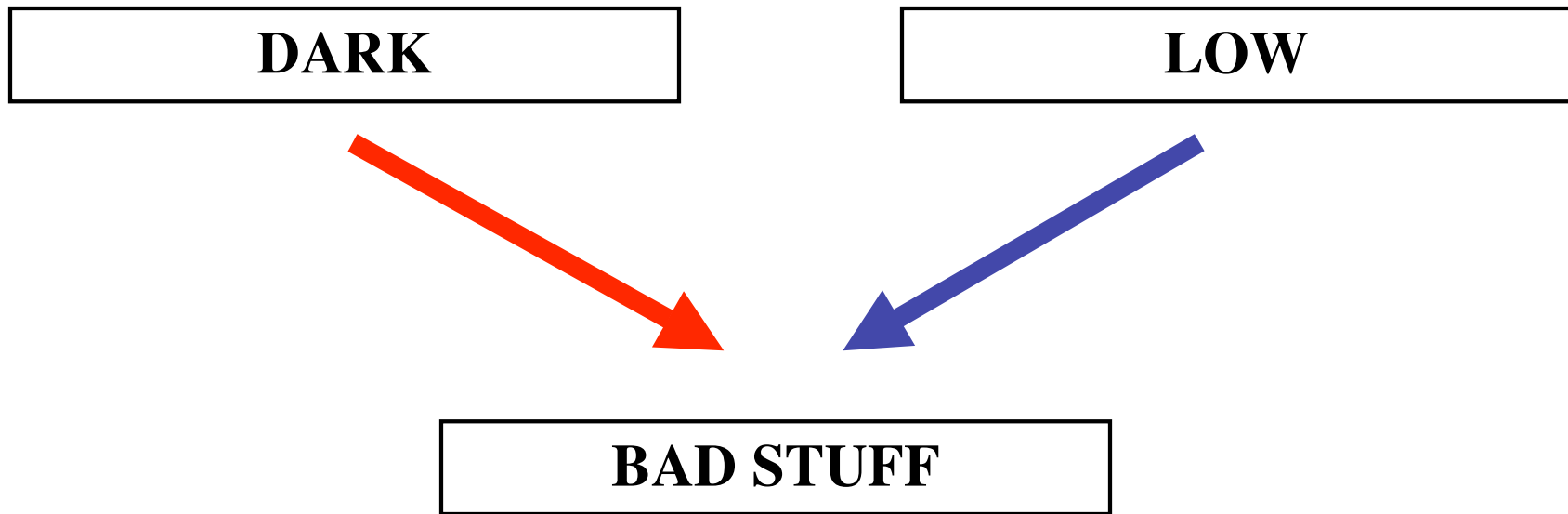
Neutral

Ubiquitous

Two ordinary metaphors



How do Conservatives and Liberals use ordinary metaphors?



Bush's metaphors

...the only way to defeat the terrorists is to defeat their **dark** vision of hatred and fear...

(President Discusses Progress in War on Terror to National Guard, Feb. 9, 2006)

...one day this untamed fire of freedom will reach the **darkest** corners of our world.

(President Bush's second inaugural address, Jan. 21, 2005)

You [veterans] were there for **dark** times...

(President Bush's speech to the American Legion National Convention, Aug. 31, 2006)

Kerry's metaphors

...the credibility of this administration is so **low**, that they have great difficulty...

(Interview with Larry King, July 8, 2004)

...from that moment on, it's been **downhill** with North Korea.

(Senator John Kerry on 'FOX News Sunday', Oct 15, 2004)

...this administration has let them **down**...

(Transcript of John Kerry Responding to Attacks on his Remarks)

How 'metaphorical' are these metaphors?

a dark time



a low point



Experiment 1

Which is more metaphorical?

Question 1

- A. There's a **dark side** to entering politics.
- B. There's a **down side** to entering politics.

Which statement seems more metaphorical (A or B)? _____

Which statement makes entering politics sound worse (A or B)? _____

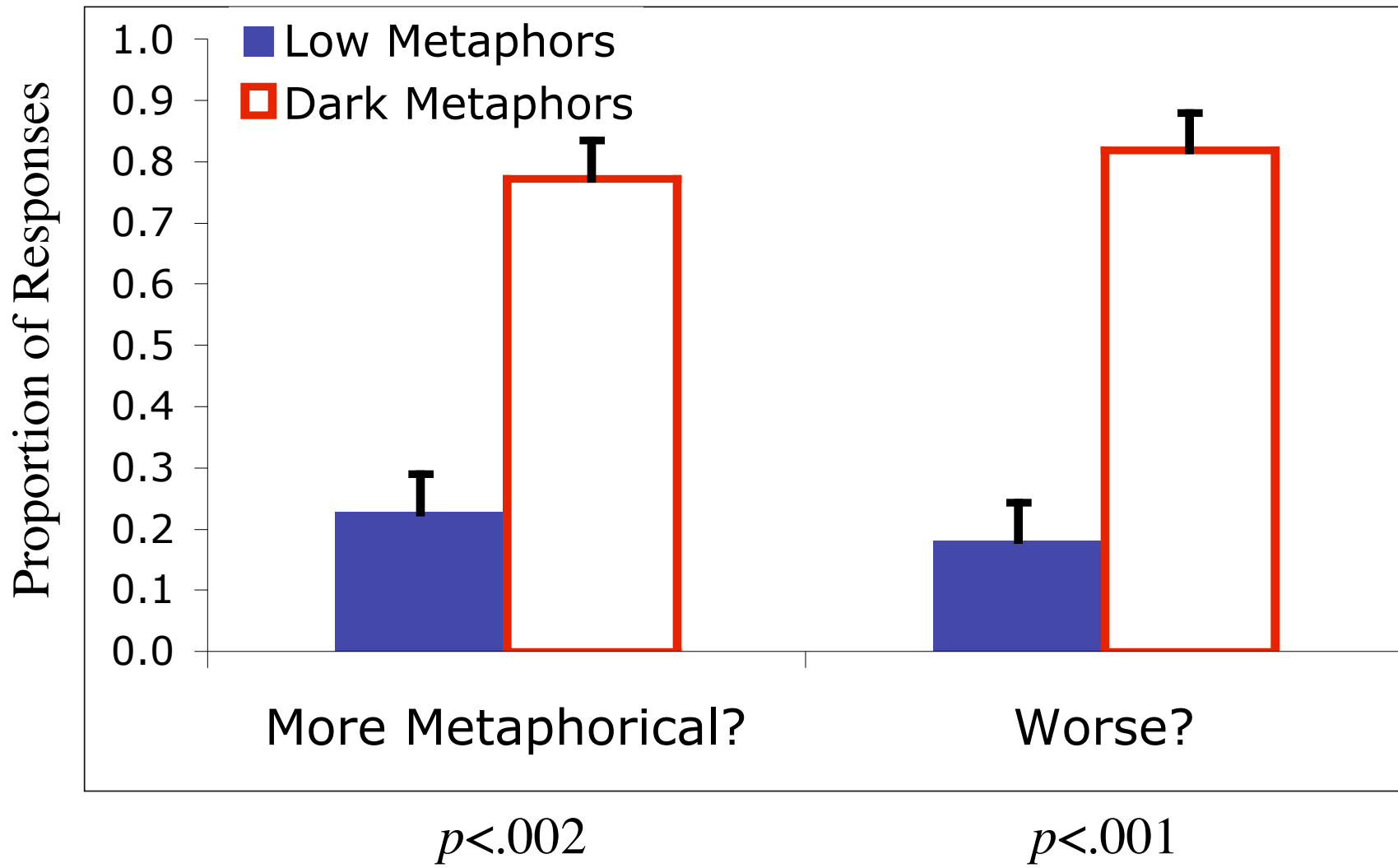
Question 2

- A. It was a **dark time** in our country's history.
- B. It was a **low point** in our country's history.

Which statement seems more metaphorical (A or B)? _____

Which historical era sounds worse (A or B)? _____

Not all metaphors are created equal.



Experiment 2

Do Liberals and Conservatives expect different metaphors?

We all want to make a difference, but there's a **down side** to entering politics.

Or

We all want to make a difference, but there's a **dark side** to entering politics.

Not at all likely 1 2 3 4 5 6 7 8 9 Very likely

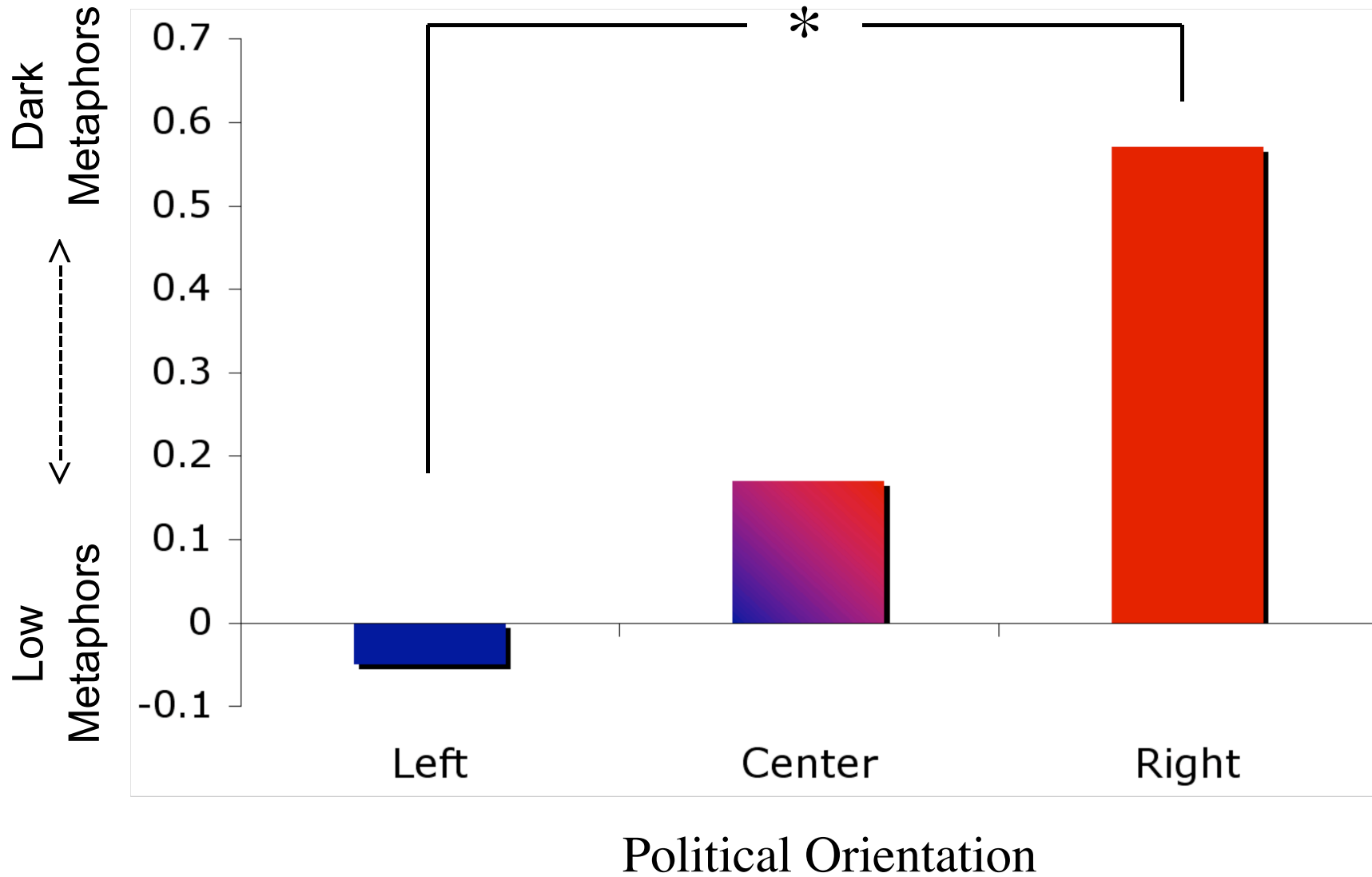
The Great Depression was a **dark time** in America's history.

Or

The Great Depression was a **low point** in America's history.

Not at all likely 1 2 3 4 5 6 7 8 9 Very likely

Politics affects metaphor attribution



Experiment 3

Do we expect different metaphors from Liberals and Conservatives?

We all want to make a difference, but there's a **down side** to entering politics.

Very Liberal 1 2 3 4 5 6 7 Very Conservative

We all want to make a difference, but there's a **dark side** to entering politics.

Very Liberal 1 2 3 4 5 6 7 Very Conservative

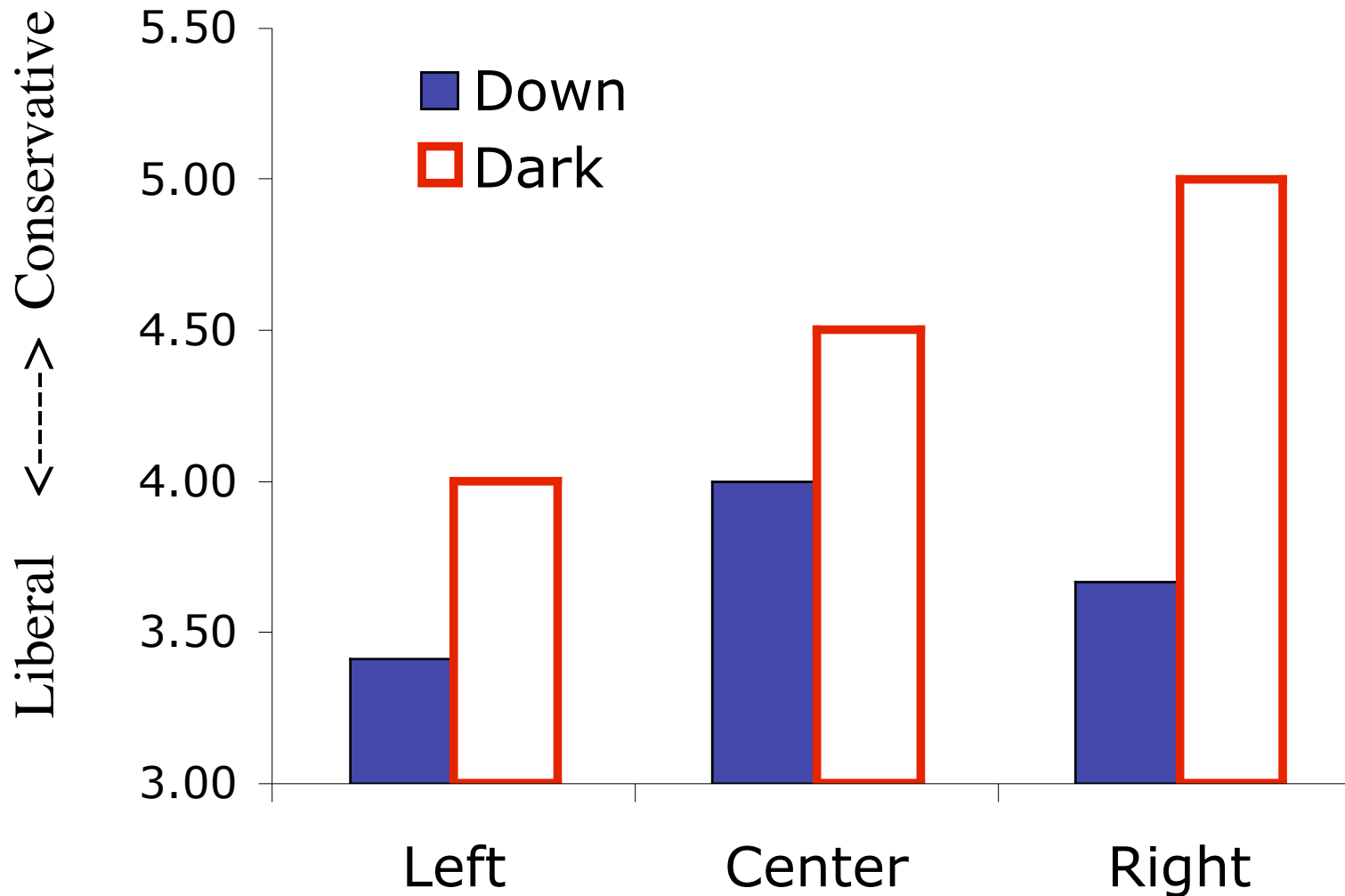
The Great Depression was a **dark time** in America's history.

Very Liberal 1 2 3 4 5 6 7 Very Conservative

The Great Depression was a **low point** in America's history.

Very Liberal 1 2 3 4 5 6 7 Very Conservative

Some metaphors are more conservative than others



Interaction of Metaphor X Political Orientation ($F(2,62)=3.34, p=0.04$)

Summary

- DARK is BAD metaphors are more “metaphor-y” than DOWN is BAD metaphors.
- Conservatives expect people to use DARK is BAD metaphors more, but Liberals expect people to use DOWN is BAD metaphors more.
- Everybody thinks DARK is BAD metaphors are more conservative than DOWN is BAD metaphors.

More “metaphor-y” metaphors are both expected by conservatives and attributed to conservatives.

Different types of metaphors have different social meaning!

How can Liberals communicate their message?

1. Choose rhetorical strategies that are consistent with a liberal identity.
 - Avoid alienating other liberals.
2. Avoid rhetorical strategies that they can't use authentically.
 - Avoid alienating conservatives.

How can we help?

Cognitive Linguistics tells us that how we talk about issues affects how people think about them.

Sociolinguistics tells us that how we talk about issues affects how people think about *us*!

JOHN KERRY



**ALL HAT
NO CATTLE**

Thanks!

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