EPISTEMOLOGY
'Ilmiyyāt

POLITICS OF METAPHOR: AN ANALYSIS OF CONTEMPORARY PAKISTANI POLITICIANS' INTERVIEWS

Saddam Hussain[1], Dr. Asim Aqeel[2], Dr.Muhammad Javed Iqbal[3], Dr. Tariq[4]

ABSTRACT

Metaphor is the epicenter of any political discourse through which messages and ideologies are delivered. This paper focuses on the use of metaphors in the selected interviews of contemporary Pakistani politicians. The research aims to bring forth the purpose and ideology conveyed through the use of certain metaphors by the politicians. Critical metaphor theory and socio-cognitive approach were employed as the theoretical underpinning for this research study. The selected data consisted of eight English interviews given by four contemporary Pakistani politicians to the international media, on different occasions. All of the eight interviews were analyzed through the process of identification which is based on the identification of themes and then examples in particular categories. The findings revealed frequent usage of particular type of metaphors by the selected politicians. The most common metaphoric themes included battle, journey, hope and emotion. These categories depict how politicians frame their language to convey their ideologies. Overall, the interviews present a vast array of metaphors, which indirectly shows the persuasive strategies. The research recommends the study of metaphors in other areas of political discourse.

Keywords: Metaphor, political discourse, Interview, Politician

INTRODUCTION

Ignoring the fundamental role of language in human society is even harder to imagine. The two cannot be separated from each other - coexist and prosper together in a natural setting. This signifies the pivotal role of language, as carrying out the business of society covers every aspect of life, such as social, economic, religious, and political. This significant role of language is considered to be a powerful tool of communication in the world. In this regard, discourse is specified as a language in use. However, discourses do not merely involve the use of language, but a powerful combination of linguistic choices, tools, and strategies to achieve certain desired results. More importantly, discourses manifest ideologies, thought patterns and beliefs aiming at influencing listeners/ readers" thinking/ psyche. In discourse, the use of language is a matter of tactful and thoughtful process through which the addressees are inclined towards a particular

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[1]Lecturer in English, University of Malakand, Pakistan
[2]Assistant Professor, Department of Humanities and Linguistics, University of Agriculture, Faisalabad, Pakistan
[3]Lecturer, Center of Languages and Translation Studies University of Gujrat, Pakistan
[4]Lecturer in English, University of Malakand, Pakistan

ideology. The matter of fact is that ideologies are not promoted directly; rather they are negotiated through language and are conveyed through a proper channel. This channel is the use of rhetoric elements, namely; discourse markers, vocabulary items and metaphors (Müller 2005). The aforementioned tools and choice of words cover a vast selection of other elements amongst which metaphor has a significant role. Most of the time, implied meanings are conveyed through metaphors. As for the nature of metaphor, it is known as a linguistic component whereby a deeper meaning is conveyed than the surface one. It is clear that metaphor is the basic element of discourse which plays an active role in the process of conveying messages (Müller 2005). Historically, metaphor is attributed to Aristotle, who called it the use of transference in meaning. This transference of meaning is made on two levels; one is the source domain, whereas the other is the target domain of meaning. The former adds to its linguistic construction and the latter is the target for which metaphor has been used. The use of metaphors either in the source domain or in the target domain indirectly changes meaning that influences audience. Lakoff (1993) defines the term "metaphor" as referring to "a cross-domain mapping in the conceptual system", and the term "metaphorical expression" as referring to "a linguistic expression (a word, a phrase, or sentence) that is the surface realization of such a cross-domain mapping" (p.203). To conclude, metaphor conveys meanings in cross-domains, in a way that meanings are not clear at a superficial level.

It is worth mentioning that the use of metaphors has a dense and strong communicative purpose in a variety of discourses. Metaphors are widely used in advertisement discourse for convincing buyers and potential customers. Moreover, print media use metaphors to convince readers. Political discourse is also an important domain where metaphors are used to persuade audiences. Politicians use metaphors to achieve several purposes to persuade audience, to bring forth the issues easily, to make supporters and to maintain a strong party position. This relationship of language and its influence on people is not devoid of power; rather it has a close connection with the power structure. As in one place, Fairclough (2000) states that power is "enacted" and "exerted" in discourse. The present paper discusses the identification of language by Pakistani politicians in their English interviews and finding various domains for their used metaphors.

LITERATURE REVIEW

2.1 Political Discourse

In common understanding, „politics" is the constituent of social life that has an association with governance, civic system and other legislative procedures of a country or individual. This is either the agreed or the imposed system of an area driven by conventional procedures of legislation. In this regard, politics seems to be a broader field of study wherein numerous activities take place. Politics, then, ranges far beyond governance and represents all aspects of our lives.

Political discourse is a subcategory of a discourse, which works on two levels: functional and thematic. Political speeches are the results of politics created historically by politicians and it is historically and culturally determined. It is thematic in the sense that topics are mainly related to political activities, ideas and acts (Fairclough 1995). Political activities, acts and speeches include many strategies and techniques to promote ideology of a speaker. These techniques are very important to know, in order to get a clear understanding of the political discourse. Rhetoric strategy

is one of the strategies in political speeches which is called the art of speaking mainly used in political speeches.

As for discourse, politics is broadly intermingled with language, for politics will have no meaning if the language does not reverberate. This relationship between language and politics originated from the classical history of Greece. The instructions of Greek philosophers gave insights into politics and language. In this respect, the renowned examples are Plato, Aristotle and Cicero. The idea of „political animals‟ was attributed to human beings by Aristotle for the first time. Aristotle called speech to be the yardstick of knowledge about good and bad, just and unjust in public dealings. He associated it with human beings who can make the difference between good and evil. Therefore, he calls human beings to be political animals (Sinclair 1992). Thus, speech is more than a mere „voice‟ produced by animals. In the time of the Roman Empire, the tradition of verbal persuasion and motivation played a vital role in public speaking or political oratory.

Language plays an important role in political discourse; hence, it seems to be a good field for research. This form of discourse is not limited to a few political speeches or talks on formal occasions. Political discourse entails the past, the present happening and the future expectations of doing politics. This is possible only through language, which proves to be an important and everyday political activity. However, language is dense with various strategies and frameworks that come into use (Fairclough 2001). Usually, these strategies include adept use of oratory, argumentation, metaphors and embellished vocabulary.

Political discourse is not only applicable to general politics, but, it deals with the official as well as unofficial politics. It involves people as members, citizens, voters and demonstrators of the political field**.** All these members take part in the political process and political discourse. Subsequently, this act of political texts and contexts are responsible for accomplishing political aims and in the decision making process. In this respect, political discourse is bound to happen contextually. It does not assimilate the talks outside political realms. That is why; this is known to be a discursive practice. The Political system inculcates the socio-cognitive counterparts of individuals. This reaction is the outcome of political ideologies that are defined by the leaders of specific parties (Verba, Schlozman et al. 1993).

Political discourse analysis goes in connection to critical discourse analysis. Both the fields cannot be separated from each other, rather they intermittently take place in analyzing text. Therefore, the field is sometimes termed to be critical political discourse analysis because it deals with power abuse and power domination through discourse. Such conditions emerge with political inequality and an unjust political system (Van Dijk 1993, Fairclough 1995). Moreover, many of the discourse analysts put this paradigm into political science rhetoric. The roles are enacted through their communication in a state. It is an interdisciplinary field that is allegedly studied and analyzed through discourse orientation (Gamson, Gamson et al. 1992).

In fact, language executes the elemental function in politics that has the power to persuade or dissuade people through its rhetoric element. This very element of language makes people shape their mindsets and take decisions accordingly. According to Bhatia (2006) politicians politically use language to achieve their political motives; and have a strong influence on the audience. In this regard, he is true in saying that politicians through political discourse acquire communicative purpose, in the most subtle ways. Since language is an essential tool in

making the discourse stronger enough, thus political discourse cannot be detached from language. It is the medium of language through which political thoughts are expressed.

Political discourse has many shapes and colours; and, an interview is one of them. It is a kind of discourse by which the politicians share their thoughts with listeners on national as well as international level. More specifically, the interviews given in the English language have worldwide importance. These interviews convey a clear image of politicians to international media, which may bring fame or blame to one"s name. The interviews have various linguistic elements through which the message is conveyed directly or indirectly to the audience. Among these elements, metaphor is the one, through which the message is spread in a more elaborative and indirect form.

In this regard, Lakoff and Johnson (2008) state that metaphors are the building blocks of politics. They further say that without the use of metaphors political discourse is like a "fish without water". It means that metaphors have a great deal of importance in Political discourse analysis that constructs the meaning-making process. However, the use of metaphors is valuable in the field of rhetoric where metaphors are used as rhetorical tools for the audience and adherents of a political ideology. Metaphors are like political actors that shape the minds of citizens in a political set up.

Keeping in view the above-mentioned description, it is quite obvious that the Pakistani political arena is dense in this regard. The choice of language in the Pakistani political context is strategic and metaphoric. Pakistani politicians use certain tools and strategies that have a metaphoric function and are used to shape the minds of listeners/audiences. It has an impact upon the political set up, where the voters and supporters participate in large numbers for the sustenance of their leaders. They, the supporters, are influenced and their support is sought for every coming election.

2.2 Political Interviews

Generally, concerning formal communication, an interview is a medium through which the information is collected in a structured form. It is a face-to-face interaction of interviewees with an interviewer. The purpose of interview is to gain information formally. Nowadays, TV interviews are in vogue as such types of interviews take place in a TV show or a formal occasion. The interviews being taken on media has significance for the audience(s). The purpose of this type of interview is to know about certain things and to convey the ideas of the interviewer to the audience in a formal shape. In the modern era, the journalists may be seen sitting beside the interviewers for taking an interview. The sole objective of TV interviews is to highlight the interviewees to public. TV interviews have gained much importance in the last years. This develops the relationship of interviewees with the public in general (Clayman and Heritage 2002).

Interview of political personalities is an important dimension of print and electronic media. On one hand, they earn ratings for the channels and on the other hand, they publicize the ideologies and views of politicians concerned, on national and international matters. According to Bull, Elliott et al. (1996), political interviews as aired on media provide easy access to the interviewees, in order to understand their concerns and beliefs. It is a democratic way of knowing about the ideologies and planning of the interviewees.

In short, for the discovery of reality and hidden facts, an interview is the best channel of communication. The journalists have a critical and creative approach to interview for the purpose of extracting facts from the interviewees. This technique is applied in such a manner through which tactful questions are asked which bring about the real image of the interviewees. It becomes a tool for knowing about the complexities of politics and political bias (Heritage 1985).

2.3 Political Interviews in Channel of Communication

The information flow is in various dimensions like forward and backward. The information flow from one person to another or a group is termed as communication. Communication needs to have a channel, whether inside an organization or outside. Communication can be in written or in verbal form. In written, memo, letters, application and other media can be used. On the other hand, in verbal face-to-face interaction, interviews, and debates can be included. It depends on the participants and on their level as to what extent; they have an understanding of the channels. A breakdown in communication affects the flow of information and sometimes, the information is conveyed wrong. Thus, misinterpretation causes deleterious effects for the people. Hence, it affects the whole system of communication; in order to avoid these problems, an effective communication channel needs to be implemented.

There have been drastic changes in communication channels available to people in the last decade. A puzzling question for organizers is the channel of communication with people because many of the people are not available for face-to-face interaction. For this very purpose, media is taken into consideration for comfortable communication. Some of the possibilities for doing communication may be video conferencing, electronic messages, and mobile technology. Thus, communication is divided into three major types; they are: formal, informal and unofficial.
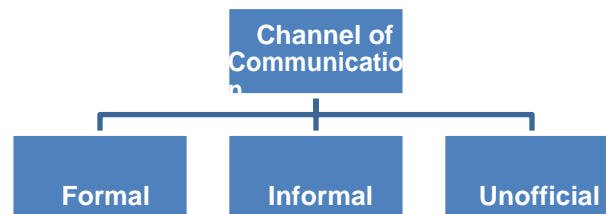

Fig: Channel of Communication
Retrieved from *http://mangementchallenge.weebly.com/communication-channels.html*

Among the mentioned types, formal communication is the type of communication that is used for the transmission of information such as the policies, goals and procedures of an organization. In this type of channel, the messages are transferred in a chain of command. This process is a systematic process of information flow that is a top down approach. The information flows from the high ups to their subordinates and then, they share the information with the other staff members. Formal communication also encompasses some of the parts of informal and unofficial communication. It is considered to be a good channel of communication for the rapid flow of information.

Within a formal environment, the information flow is not necessarily meant to be in the form of a formal channel. Informal communication network always exists in a formal

environment. A visible example of formal communication is the systematic process of communication that does not go out of the web of communication. In order to strengthen the efficacy of information, informal communication makes its way to go outside of this web. This disrupts the communication channel and the chain command, albeit the manager has to find a balance between the two types.

Formal communication is always interpersonal within an organization. This may include the parts of informal communication as well for the efficiency of information flow. The third type of communication, which is not part of this circle, is an unofficial communication channel. The unofficial communication channel is that type of communication, which happens to take place outside an organization. It is a type of „grapevine" communication that a person may have heard it through the grapevine. Thus, unofficial communication is for the head of an organization that s/he has to keep secret. In short, the unofficial communication channel carries messages that are circulated through a grapevine. The aforementioned are the three types of communication channels. Political interviews may be located in all of the three communication channels, as it shares perspectives in almost all of these types. Thus, it is important to see as to what kind of metaphors are used in political discourse. The present study is an endeavor to examine Pakistani political discourses from the perspective of metaphors. The prime concern of the present study was the metaphors used in political discourse and the message that was conveyed by different politicians.

2.4 Objectives

This research aimed:

- To identify the different types of metaphors frequently used by Pakistani politicians in their interviews
- To find out the significance of metaphors in influencing the meaning-making process of political discourse

2.5 Research Questions

1) What are the metaphors frequently used by the politicians in their interviews?
2) Why do the politicians convey their messages by employing metaphors?

3 METHODOLOGY

The research design used in the present study was qualitative in nature. The source data was the interviews of contemporary Pakistani politicians. Two interviews of each politician were analyzed, available in English language. The method of analysis was adaptive which was taken from the theory known as a critical metaphor theory which is also known as a contemporary metaphor theory. Critical metaphor theory and analysis deals with the linguistic as well as the cognitive part of language realization. Through this method, it was possible to present the identification of metaphors with their themes. Critical metaphor analysis has its paradigms for the analysis of data. The first paradigm of this theory was taken into consideration that is the identification of metaphors. It is the phase of analysis, which finds out the nature of a metaphor used by a politician. It should be noticed that metaphors in political discourse analysis have several kinds and they are categorically used for different purposes. This stage of analysis helped

in finding out the nature of the metaphors used in political interviews of the selected politicians" interviews.

After collecting the relevant data, the data was arranged in tables along with themes and their examples (See Appendix). The metaphoric themes were studied and analyzed through the content analysis of the text. The research questions were properly answered through the process of analysis. Regarding its qualitative nature, the source domain was the themes and the target domain was its qualitative analysis. In the thematic table, examples have been given of the expressions and statements in which metaphors were employed.

3.1 Sampling Technique

The sampling technique for the present study was non-probability sampling. Further, in non-probability sampling, a purposive sample was utilized. The following politicians were selected, whose interviews in English language were available for analysis: Bilawal Bhutto Zardari, Imran Khan, Shahbaz Sharif and Pervez Musharaf. The selction of the interviewees was based on their position in their respective parties. The selected samples for data collection with their position in the party were; Shahbaz Sharif PML (N), Imran Khan (PTI), Pervez Musharraf PML (Q) and Bilawal Bhutto Zardari (PPP).

4 FINDINGS

The process of analysis followed a systematic pattern. First of all, a detailed picture of the obtained data is presented in the form of tables individually for each politician. The themes have been presented under the heading of the source domain, whereas the target domain is its interpretation. Furthermore, different examples have been tabulated for each theme and the abbreviated forms are used for the names of each politician (See Appendix). Afterward, a detailed analysis in the form of discussion and interpretation is provided.

4.1 METAPHOR IDENTIFICATION: THEMES

According to the Critical Metaphor theory, identification is the process of categorizing metaphors from the selected discourse. In this process, the first step is identification of metaphoric themes from the selected interviews. All of the prominent themes have been considerably selected first and then identified from the interviews of the nominated samples. The themes identified in this process are given below:

The first theme in the process of data analysis is the battle metaphoric theme (See Appendix). Battle metaphor is that kind of metaphor, which shows a kind of combative discourse. This type of theme is used in the given interviews to explain the time of chaos, crises, emergency, or uncertain situation. A Battle metaphor has an emotive function because the discourse is turned into a dramatic fight with the use of this metaphor. This metaphor is used by speakers to appeal to the emotions of the listeners to make them feel the seriousness of the situation.

In addition, the other metaphoric theme is the journey metaphor (See Appendix). This kind of metaphor explicates the position of the hearer or the speaker. In the present study, the interviewee used the word in abstract notions most of the time to show his displacement from one ideological position to the other. In other words, it displayed the movement of the interviewees in the ideological domain.

The third prominent metaphor is the "emotion metaphor" (See Appendix) which is used for making an event more memorable. These are such kinds of metaphors that are used to stimulate the emotional response of the listeners or audience. The leaders, who try to pacify the situation, use this metaphor by making emotional remarks.

The fourth category is "dead metaphor" (See Appendix) which mostly conveys the message of hopelessness. Dead metaphor is used for a situation that either causes destruction or a tumult. The use of this metaphor appears in the time of crises. Most of the politicians use this metaphor to degrade the image of another party or some group in opposition.

The final prominent category is "Hope metaphor" (See Appendix) which is used to give the message of hope and prosperity. The politicians, using hope metaphors, are hopeful for the future of the country. They also make use of this metaphor to convey optimism to their listeners.

4.2 DISCUSSION

Metaphors perform several functions in discourse. The present study indicates that conceptual metaphors perform cognitive functions. Conceptual metaphors provide the implicit meanings of the discourse. Going through the studies conducted on metaphors, the terms used in the metaphoric sense to refer to the outside textual domain. The textual domain is not in relation to the current textual domain, but mapping the domains makes it meaningful. Thus, metaphors are grounded in sociocultural experiences through which the mapping of metaphors becomes unidirectional and systematic (Lakoff 1993).

The pioneering work of Lakoff and Johnson, „Metaphors we live by" (1980) it is stated that everyday language is composed of conventional metaphors. The metaphors contribute to meaning making process and shape cognition. The concepts stem from writers" minds, which are presented through semantic related metaphors (Lakoff and Johnson 2008). In the present study, content analysis of the interviews relates to the identification themes, whether the politicians speak affirmatively or negatively on a particular topic. The analysis connects the use of a source domain to a target domain. The representation of all themes in the interviews was made in order to determine which metaphors are dominant. Most of the concepts pertain to emotional attachment, which has a strong relation with social sectors. The use of metaphors invigorates a message and makes it more memorable. There are metaphors, which arouse an emotional response. The uncertain situation is always referred to for arousing emotions of the people. It is also a strategy used by political leaders to settle the matters and pacify their audience by presenting some emotional remarks. The emotional remarks are often personified with authority (t Hart and Tindall 2009).

Next, emotional metaphors are used with the past reference, which is known to the people of the time. The political leaders consider the uncertain situation of a country as a threat that takes place through the media. Through this, they seem to have a national interest which they want to politicize it to nation as regulators of patriotism and national interest (Abma, Adler et al.). A particular example in the present study is of "dead metaphor". Unlike the name indicates dead metaphor is the common metaphor used in daily discourse. This is a stereotyped expression, which is often found unnoticed, but it is pertinent to perception of the world. In literature, such types of expressions are regarded as „cliché-ridden" expressions, which have lost their originality, but only the conventionalized norms hold them to be intact. However, dead

metaphors have a good impact on the concepts formed in the minds. The effect of dead metaphors is due to conventionalized characteristics that we perceive indirectly and unconsciously (Goatly 2005). The metaphor of JOURNEY is common in a political discourse because the journey is a domain which most people are familiar with. According to a survey conducted by Charteris-Black (2005) the linguistic realization of these metaphors is most common in the discourse of the leaders. The metaphors of movement enhance persuasion because they conceptualize any political activity so that it is referred to as a journey with positively evaluated destination (Koller and Semino 2009).

5 CONCLUSION

The study was based on eight interviews of four selected Pakistani politicians. Two interviews of each politician were analyzed. The interviews were selected from reliable online sources. Moreover, the interviews available on international media in English language were analyzed. This research study comprises one thread of identifying metaphors of Pakistani politicians" interviews. Political interviews were analyzed according to the content analysis of metaphors. The density of metaphors was shown through a tabulated form representing themes and sources. It was analyzed that more or less political discourse strengthens with higher use of conceptual metaphors. It was thoroughly discussed in the present paper that metaphors play a pivotal role in discourse, especially in political discourse. Likewise, in political interviews, metaphors are carriers of revealing the hidden ideologies and messages. The themes indicated that the interviews were extensively imbued with metaphors. The metaphors used in the interviews by Pakistani politicians had political motives.

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APPENDIX

1. IMRAN KHAN (IK)

Metaphor Theme/ Category	Example	Interview Number
Battle	(…)Contest is with them	1st interview
Structural Metaphor	Amnesty was given to the biggest criminals It is not even corruption, it''s plunder (…) The flood of target killing (…) the young people want a change (….) Expatriate community who helped in economy (….) We are treating on collapse (….) In a political settlement there is no military settlement	1st interview
	(…) It does not mean that there was some regret in my past… (…) Spirituality is a bigger thing than just what a play boy''s life is (…) My motto was to fight the political mafias (…) They plundered the country and the other is to protect their looted wealth (…) The lure of money is very bad…	2nd Interview
Orientational Metaphor	(…) Due to criminal leading the country corruption goes to the roof The parties have gone down in Pakistan because of corruption (…) As corruption rises, as discontent rises throughout western borders Millions of people are outside Pakistan… (…)The hope lies in future in the overseas Pakistanis (…) Every year the violence has grown up	1st interview
	(…) both of the leaders of the parties have their wealth lying	

	outside in banks, billions of amount is lying outside (…) Pakistani civilian in the back of the city of Lahore were shot	2nd interview
Journey Metaphor	The great Indian leaders went out of the Indian sub-continent… The corrupt leaders come in to our country	1st Interview
	The corrupt leaders come in to our country	2nd Interview
Ontological Metaphor/Activity Container	(…) Going through all the poles (…) We should not have gone into it (…) A country that has nothing to do with 9/11 Anyone who does not go along with the US Policy is either with us or against us… (…) It is just exacerbating the situation (…) Anyone who poses this policy is un islamist (…) The great leaders of the past began to look upon their own societies differently and then did something.	1st Interview
	(…) took part in freedom struggle I did not want to be successful in my party but my fight was to bring a change The work of politicians is to make more money	2nd Interview
Dead Metaphor	(…) Whenever criminals running the country (…) If PTI is not succeeded this will be the biggest upset in Pakistan (…) Either Pakistan is incompetent or whatever… (…) These are failed policies (…) The country has lost 35000 people dead (…) The economy has lost 70 billion dollars (…) I objected to this insane war on terror (…) The war on terror has devastated our country (…) You have got to become either a right wing or a hard liner (…) the issue should not be settled militarily	1st Interview
	(…) I got western education (…) The two parties in Pakistan are mafias (…) There is so much money in it, there is so much gambling in cricket (…) We have the common aim and common goal	2nd Interview

2. BILAWAL BHUTTO

Metaphor Theme/ Category	Example	Interview Number
Battle	(…) We have to beat them in the battle fields (…) they are fighting us (…) They are attacking us in Karachi, they are attacking us in north Waziristaan	1st Interview
Structural Metaphor	(…) I do appreciate the outrage Islamic extremism and the military dictatorship are equally responsible for my mother‟s death… States actually considered Pakistan a military ally in our common war on terrorism and extremism. (…) US found a treasure trove of evidence in bin laden compound (…) We have the common aim and common goal which we must achieve together Musharaf threatened my mom in the past… (…) Where Pervez musharaf sabotaged my mother‟s	1st Interview

	security even he knew that there would be attack on her It‟s too unfortunate that our relation has been deteriorated in relation to the past year (…) CIA Agent shot and killed two innocent Pakistani civilians (…) He murdered my mother	
	(…) With the grass root (…) If we need to strengthen the global war on terror Politics is a dirty and dangerous game (…) The face of Pak should not be Usama bin e Ladan (…) The national consensus has been squandered	2nd Interview
Journey	(…) We would like to eradicate the Taliban from Pakistan (…) My father is the only one to lead successful military operation (…) We have built the national consensus	1st interview
Emotion	(…) The politicians are confusing the issue because they are cowards because they are scared (…) My mother buried her brother and lived in exile	2nd Interview
Ontological Metaphor/ Activity Container	(…) Alqaida issued the instruction to Musharaf to carry out the attack (…) The politicians rolling around the issue (…) I will work with the grass root	1st Interview
Ontological Metaphor/ Visual Container	I have seen my mother facing the troubles… (…) I have seen raising her three children practically as a single mother where my father was in prison. I never saw myself being in politics, I did not want to join politics	1st Interview
Hope	This country has tremendous potentials to rise… I am hopeful that Pakistan should get rising… (…) This country is full of hope not fear	1st Interview
Dead Metaphor	(…) which we must achieve together (…) Musharaf threatened my mom in the past (…) Where Pervez musharaf sabotage my mother‟s security even he knew that there would be attack on her (…) It‟s too unfortunate that our relation has been deteriorated in relation to the past year (…) CIA Agent shot and killed two innocent Pakistani civilian (…) He murdered my mother	1st Interview
	The national consensus has been squandered	2nd Interview

3. SHEHBAZ SHARIF

Metaphor Theme/ Category	Example	Interview Number
	(…) The judges have been pressurized by Musharaf and cronies (…) Now Musharraf to have bulldozed his way through to	

Structural Metaphor	become president (…) he is part of the problem not part of the solution Perpetrators do not want Pak to be in peace and tranquility	1st Interview
	(…) It's making a mockery of electoral process	2nd Interview
Orientation	(…) All states will be melt down (…) All that has gone under his watch (…) his spirits are very high (…) It is the conspiracy of Musharraf to keep Nawaz Sharif out of pak (…) Musharaf has last opportunity to rise above his vested interest Nawaz sharif should take Pak out of this deep hole	1st Interview
Journey	(…) To return to Pakistan as citizens and live normal life (…) Musharraf put him on the plane and treated him like a convicted felon and sent him back to Jedah (…) Nawaz Sharif would come very soon	1st Interview
	(…) And we've always maintained it that all exiled leaders must return to Pakistan and be with the people and serve Pakistan (…) When Benazir Bhutto returned to Pakistan in the time of Zia (…) The political leaders have sacrificed their time and money (…) Benazir's return was a very good development for Pakistan (…) Terrorist activities have not only fanned but they have spread through Pakistan (…) We have to retrieve Pakistan from the brink of disaster and chaos and anarchy.	2nd Interview
Emotion	(…) Nawaz sharif is very dejected and the way he is mishandled in Islamabad (…) He was malhandled, he was dragged, he was harmed, he was driven to a plane through a deception plane (…) What happened about the assassination of Benazir Bhutto, I think was the most deplorable condition	1st Interview
Ontological Metaphor/ Activity Container	(…) Musharraf defied that decision brazenly and committed the contempt (…) He will rig the election	1st Interview
	(…) The whole process was done in a very peaceful manner	2nd Interview
Ontological Metaphor/ Visual Container	(…) Stories appeared in print media in Pakistan about these tactics (…) I want to see it in 2018 election of Pakistan	1st Interview
Dead Metaphor	(…) He is not the one to save Pakistan from trouble Shaking hand with a dictator will not usher into democracy but will strengthen dictatorship (…) The results are obvious after providing (…) Many people died in Karachi (…) Musharraf committed the abduction	1st interview
	(…) Who has been ruling Pak at the barrel of his gun (…) He will rig the election and rule Pak like despot	

	(…) General Musharraf, in the last 8 years has not only failed to control terrorism but it spilled terrorism	2nd interview

4. PERVEZ MUSHARRAF

Metaphor Theme/ Category	Example	Interview Number
Structural Metaphor	(…) India is carrying out the militancy aiding, abetting militancy in Balochistan (…) Pakistan is in the lead role of terrorism and extremism is being stabbed in the back by Indian intelligence (…) We will guard against both the internal as well as external threats to our country	1st Interview
	(…) It"s only the detectors who try to weaken Pakistan they try to cast aspersion on these two organization (…) I can tell u if u weaken the ISI and military you will weaken war on terror (…) Undermining Pak army and ISI is undermining Pakistan (…) 2000 was the year of turbulence in Pakistan. It was because of politicizing the issues in Pakistan	2nd interview
Orientation	(…) It means that the Indian military should move off from our borders, they are on our borders (…) We have to put our economy on upsurge, which means investment should come up	1st Interview
	(…) We are trying to handle Taliban, Talibanization, Alqaida which is spilling over the sectors of Pakistan (…) The handling and holding of our assets, both are under an exceptionally good custodial controls	2nd Interview
Activity Container	(…) We are handling very complex situation which needs a clear perception	2nd Interview
Dead Metaphor	(…) There are issues, this a mountainous terrain, inaccessible, yes indeed there are sanctuaries, there is support and harbouring him (…) We need to strengthen the army and ISI of Pakistan	1st Interview