



## A RHETORIC ANALYSIS OF POLITICAL SPEECHES OF HILLARY CLINTON AND LAKOFF'S MODELS OF METAPHOR

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### ABSTRACT

The main objective of this paper is providing a way for testing Lakoff's models of use of Rhetoric in Speeches. According to Lakoff's *Moral Politics* (1996), the notion of morality has different interpretations for different people who conceptualize it according to two sets of metaphors. The sets metaphorically express various aspects of morality, and they offer us a way for realizing why some people favor certain political ideology while others reject it. Why the two major American political parties are at odds over so many social unrelated issues like economy, health care, abortion and domestic programs. The disagreement is not a mere issues of political ideologies, rather it is a disagreement over radically different interpretation of morality that derive from ideal family meaning. This paper tries to analyze the political speeches of Hillary Clinton with reference to Lakoff's models of Metaphoric usage of language.

**KEY WORDS:** Rhetoric Analysis – Hillary Clinton- Donald Trump- Political speeches- Use of Metaphoric language - Lakoff Model

A *Rhetoric Analysis* of Metaphors used in the Speeches examines the emergence of morality in the Democratic nominee Hillary Clinton's electoral speeches. It attempts to uncover underlying discursive literal and metaphorical structures in her presidential campaign discourse. The researcher's goal is to verify whether or not Hillary Clinton introduces herself as a progressive leader who embraces all nurturing moral values that are assumed by Lakoff (2004). The abstract nature of values such as care, fairness, health care, education and the like necessitates the use of literality and metaphors which provide an incite for their conceptualization.

On the one hand, the investigation is based on a semantic point of view that relies on an application of Lakoff's (1996) Family based models of political morality which include the **Nurturing Parent** and the **Strict Father** models. On the other hand, the study derives from Lakoff's (2004) publication as he gives *values* a central position for the testing of his predicted models.

Moreover, the investigation tries to answer Lakoff's (2004) raised question of how different people make a link between morality and individual concepts of health, wellbeing, wealth, strength or more precisely *frame* such concepts according to their particular own understanding and definition of moral criteria. In other words, the study sheds light on how metaphors can *frame* a link between morality and the real world. According to this view, individuals who are sharing certain moral system will metaphorically *frame* issues by adopting the same way of thinking.

Indeed, as far as Conservatives and Democrats do not share the same set of moral criteria, thus they are expected to *frame* reality in two different ways. Therefore, differences in framing issues mean differences in their policy and actions as manifested in their speeches. In other words, different framing leads to different 'facts' and consequently influence individuals' attitudes, behavior, and values. The analysis shows that the 30 selected speeches rely heavily on constructed frames, such as the family frame and the battle frame. Finally a discussion of the analytical findings concludes the thesis. According to our results, it might seem that Clinton's



main purpose of her campaign discourses is to construct a narrative of herself as President of the United States of America, and additionally, she pushes the boundaries of the historical perception of the American presidency in regards to gender.

This is done through the use of a methodology based on a close readings and careful classification of the values according to their Rhetoric function. An eye of a critic is also involved in the analysis as it is shown through comments followed each turning point. The empirical approach and the specific aim of this research seek to identify literal instances of value implication and those metaphorical expression that hint to certain moral values. Moreover, lexical items of potential PVs and CVs are also included to present a comprehensive investigation of Hillary Clinton's political rhetoric.

The study provides a new effort to analyze election speeches on the basis of modern cognitive-semantic and critical approaches to moral values' interpretation. Furthermore, this study builds upon the findings of previous studies on Lakoff's family based models employed in other political discourses; it draws attention to the need for more study of moral values in American political discourse in general. The model speeches Hillary Clinton which are taken for the analysis ranges from January to February 2016. They are appended with clear cut division of "Date of Speech", "Metaphorical Expressions" and "PVs- Metaphorically evoked".

#### Metaphorical expressions in progressive (Pvs) paragraphs

Speech January 31,2016	Metaphorical Expressions	PVs Metaphorically evoked
PAR 3	[...] real and lasting prosperity must be <b>(built)</b> by all and shared by all <b>(Pv1)</b> .	<b>1. We/I: co-operation</b> between all Americans.
PAR 4	[...]. He said there's no mystery about what it takes to <b>build</b> a strong and prosperous America <b>(Pv1)</b> [...]	<b>1. We/I: co-operation</b> between all Americans.
PAR 14	[...]. I'm running to make our economy <b>(work)</b> for you and for every American <b>(Pv1)</b> . [...] We can <b>move together</b> beyond racial barriers <b>(Pv2)</b> .	<b>1. Fairness:</b> create equal chances for all Americans. <b>2. We/I:</b> co-operation.
PAR 19	[...]—to turn the tide so these <b>(currents)</b> start working <b>(Pv1)</b> for us more than against us.	<b>1. We/I:</b> acting for the common good of all American people.
PAR 26	[...] but by how many children <b>(climb)</b> out of poverty <b>(Pv1)</b> ...How many start-ups and small businesses <b>(open)</b> and <b>(thrive)</b> <b>(Pv2)</b> ...How many young people go to college without <b>(drowning in debt)</b> <b>(pv3)</b> ...[...]	<b>1. Care:</b> much nurturance for kids. <b>2. Opportunity:</b> support for middle class. <b>3. Care:</b> investing/ financial support for high education.
PAR 34	If you'll give me the chance, I'll <i>wage and win four fights</i> <b>(Cm1)</b> for you. The first is to make <b>the (economy work)</b> <b>(Pv1)</b> for everyday Americans, not just those at the top. To make the middle class mean something again with <b>(rising) wages</b> <b>(Pv2)</b> and <b>(broader) horizons</b> <b>(Pv3)</b> . [...]	<b>1. Cm</b> <b>1. Fairness:</b> create equal chances for all Americans. <b>2. Fairness:</b> fair distribution of wages/taxation. <b>3. Opportunity:</b> offer



		green jobs for middle class.
PAR 35	The <b>middle class needs more (growth) (Pv1)</b> and more fairness. [...]	<b>1. Care:</b> much nurturance for working families of middle class.
PAR 37	[...] There are union leaders who are investing their own pension funds in putting people to work to <b>(build) tomorrow's economy (Pv1)</b> . We need <b>everyone to come to (the table) (Pv2)</b> and work with us.	<b>1. Opportunity:</b> create opportunities for all Americans. <b>2. We/I: co-operation</b> between all Americans.
PAR 38	In the coming weeks, I'll propose specific policies to: Reward businesses that invest in long term value rather than the quick buck—because that leads to <b>(higher) (growth) for the economy (Pv1)</b> , higher wages for workers, and yes, bigger profits; everybody will have a better time.	<b>1. Care:</b> investing/ fiscal support for more developed economy.
PAR 40	We will unleash a new generation of entrepreneurs and small business owners by providing <b>(tax relief), (cutting red tape) (Pv1)</b> and making it easier to get a small business loan. We will restore America to the <b>cutting edge of innovation (Pv2)</b> , science and research by increasing both public and private investments.	<b>1. Fairness:</b> fair taxation/ fair distribution of wages. <b>2. Care:</b> investing/supporting scientific researches.
PAR 43	Now, this will <b>(create) millions of jobs (Pv1)</b> and countless new businesses and enable America to lead the global <b>(fight)</b> against climate change. We can <b>build</b> clean energy systems by investing in renewable sources <b>(Pv2)</b> [...]	<b>1. Opportunity:</b> offer chances for green jobs. <b>2. Care:</b> caring for the environment.
PAR 45	[...]. Now, <b>(build)ing an economy (Pv1)</b> for tomorrow also requires <b>(investing)</b> in our most important asset, <b>our people (Pv2)</b> , beginning with our youngest.	<b>1. Care:</b> caring for the economy. <b>2. Care:</b> investing/ financial support for small businesses.
PAR 50	Now, <b>the second (fight) is to strengthen America's families (Pv1)</b> , [...]	<b>1. Care:</b> financial support for working families.
PAR 69	[...]. With that same spirit, <b>together we can win these four (fight)s (Pv1)</b> . We <b>can (build) an economy (Pv2)</b> where hard work is rewarded.	<b>1. We/I: co-operation</b> between all Americans. <b>2. Fairness:</b> fair distribution of wages/ taxation.
PAR 71	[...]. But <b>I've (spent) my life (fighting) for children, families, and our country (Pv1)</b> . And I'm not stopping now.	<b>1. We/I:</b> work for good of all Americans.



PAR 78	The story of America is a story of <b>(hard-fought)</b> , hard-won progress. And it continues today <b>(Pv1)</b> . New <b>(chapters are being written)</b> by men and women who believe that all of us—not just some, but all—should have the chance to live up to our God-given potential.	<b>1. We/I:</b> unity/social and national unity. <b>2. Opportunity:</b> opportunities must be for all Americans.
PAR 80	I wish my mother could have been with us longer. I wish she could have seen Chelsea become a mother herself. I wish she could have met Charlotte. I wish she could have seen the <b>America we're going to (build) together (Pv1)</b> , an America, where if <b>you do your part, you (reap) the rewards (Pv2)</b> . Where <b>we don't leave anyone out or anyone (behind) (Pv3)</b> an America where a father can tell his daughter: Yes, you can be anything you want to be even president of the United States. Thank you all. God bless you. And may God bless America.	<b>1. We/I: co-operation</b> between all Americans. <b>2. Fairness:</b> fair distribution of wages/taxation. <b>3. Responsibility:</b> commitment for all Americans.

Speech February 17,2016	Metaphorical Expressions	PVs metaphorically evoked
PAR 19	there is no better example of that progression than our president. And for all the partisan resistance President Obama has faced every day, remember—and celebrate—he <b>(brought) our economy back</b> from the <b>(brink)</b> of another <b>Great Depression (Pv1)</b> . On his watch, 14 million <b>jobs have been (created) (Pv2)</b> , health care has been brought to 18 million people, <b>the auto industry was (saved) (Pv3)</b> , and so much else. Now, he would be the first to say—as we've heard him say—that despite our best efforts and our highest hopes, <b>America's long (struggle) with race (Pv4)</b> is far from finished.	<b>1. Protection:</b> protect the American economy from harm. <b>2. Opportunity:</b> offer green jobs for all Americans. <b>3. Care:</b> support for the industry sector. <b>4. We/I:</b> respect the diverse American society.
PAR 25	[...]. <b>We can (reduce) poverty, we can (build ladders) of opportunity (Pv1)</b> . So I'm proposing a comprehensive new commitment to equity and opportunity for African American communities. <b>That means a real plan to (create) jobs (Pv2)</b> . [...]	<b>1. We/I:</b> work for the good of all Americans. <b>2. Opportunity:</b> offer green jobs.
PAR 26	[...], <b>(unlocking) the full extent</b> of the contributions they can make to themselves, their families, and our country <b>(Pv1)</b> . We need to make sure we're not only <b>(creating) good jobs (Pv2)</b> , but <b>(connecting) black communities to where the good jobs are (Pv3)</b> .	<b>1. We/I: Equality/</b> equal chances for African Americans. <b>2. Opportunity:</b> offer green jobs for all. <b>3. Care:</b> caring for the



		community.
PAR 36	Let's finally, once and for all, eliminate the remaining disparity in sentencing between crack and powder cocaine. Let's <b>(rebuild) the bonds of trust</b> between law enforcement and communities by <b>creating more</b> opportunities for people to actually interact with one another to <b>(build) relationships (Pv1)</b> . Let's the end <b>the epidemic</b> of African Americans being killed by police or dying in custody <b>(Pv2)</b> .	<b>1. Care:</b> caring for the diverse American community and social relations. <b>2. Fairness:</b> fair Judicial laws for all.
PAR 37	I think you know—because I sure believe—there are many police officers out there every day inspiring trust and confidence, putting themselves on the line to save lives. So let's learn from those who are doing it right, and apply those <b>(lessons)</b> across the country <b>(Pv1)</b> . [...]	<b>1. We/I:</b> empowering the Americans.
PAR 55	it taught me that, even if you're young and you don't have a <i>powerful job (Cm1)</i> , [...]. We <b>(fought)</b> to bring investments and jobs to neighbourhoods that needed them <b>(Pv1)</b> , to improve health care <b>(Pv2)</b> , to get cleaner air and water for low-income communities <b>(Pv3)</b> .	<b>1. Opportunity:</b> offer green jobs. <b>2. Social rights:</b> health care for all Americans. <b>3. Protection:</b> protects the poor from harm.
PAR 59	[...]. We have to demonstrate a sustained commitment to <b>(build)ing opportunity (Pv1)</b> , <b>(create)ing prosperity (Pv2)</b> , and righting wrongs. Not just every two or four years, not just when the cameras are on and people are watching, but every single day.	<b>1. We/I:</b> Acting for the common good of all people. <b>2. Care:</b> caring for the communities.
PAR 60	So here's what I ask of you: Hold me accountable. Hold every candidate accountable. What we say matters—but what we do matters more. And you deserve leaders who will do whatever it takes to <b>(tear down) all the barriers</b> holding you back <b>(Pv1)</b> , and then replace them with those <b>(ladders) of opportunities</b> that every American deserves to have <b>(Pv2)</b> .	<b>1. We/I: unity/</b> calling for social and national. <b>2. We/I: Equality/</b> equal chances for all Americans without discrimination.
PAR 68	we can <b>(heal) any divide (Pv1)</b> . We can <b>(build) a future</b> that is far, far better than our past <b>(Pv2)</b> . That is my hope for our country, that is my goal for this election, and I promise to keep <b>(fight)ing</b> right alongside all of you <b>(Pv3)</b> , every day, to make the United States a place where all men and all women are treated as equals—just as we are, just as we deserve to be. That is my hope for America. Thank you all very much.	<b>1. We/I: unity/</b> calling for social and national unity. <b>2. We/I:</b> work for the good of all Americans. <b>3. We/I:</b> respect of all religions and ethnic backgrounds.



Speech February 21 , 2016	Metaphorical Expressions	PVs metaphorically evoked
PAR 2	This is your campaign. And it is—it is a campaign to <b>(break down)</b> every <b>barrier</b> that holds you back <b>(Pv1)</b> . We're going to <b>(build)</b> <b>ladders of opportunity</b> in their place, so every American can go as far as your hard work can take you <b>(Pv2)</b>	<b>1. We/I: unity/</b> calling for social and national unity. <b>2. We/I: Equality/</b> equal chances for all Americans without discrimination.
PAR 5	[...]. In South Carolina, I met kids trying to learn in <b>crumbling (Cm1)</b> classrooms and neglected communities. [...]. So Americans, Americans are right to be angry. But we're also <b>hungry (Cm2)</b> for real solutions.	<b>1. Cm</b> <b>2. Cm</b>
PAR 7	if we listen to the voices of Flint and Ferguson, if we <b>(open our hearts)</b> to the families of Coal Country and Indian Country <b>(Pv1)</b> , if we <b>(listen)</b> to the hopes and heartaches of hardworking people across America <b>(Pv2)</b> , it's clear there's so much more to be done.	<b>1. Care:</b> caring for the communities. <b>2. Care:</b> support for hardworking families of middle class.
PAR 9	[...], and <b>(break down barriers)</b> that keep so many people on the sidelines of the economy <b>(Pv1)</b> , especially women. [...]	<b>1. Fairness:</b> fair distribution of wages/taxation.
PAR 10	Don't you think it's time to face head-on the reality of systemic racism and investing in communities that have been left out and <b>(left behind) (Pv1)</b> ? that means <b>(reforming)</b> our criminal justice system, our immigration systems <b>(Pv2)</b> . [...]	<b>1. We/I: Equality/</b> equal chances for all Americans without discrimination. <b>2. Fairness:</b> fair Judicial laws for all.

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