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## PREDOMINANT TRAIT OF PAKISTAN AND WESTERN POLITICS: A SERIES OF LANGUAGE POLITICS

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### **ABSTRACT**

*This research deals with the power of language in politics, specifically in the dimension of Metaphors and the Rhetorical Philosophy of Aristotle's Ethos, which famous politicians significantly used. It determines the art of speech of three politicians, Former Prime Minister Imran Khan and former Presidents of the United States, Donald Trump and Barack Obama, who are consistently in the public eye for a great command of rhetorical language. Furthermore, the data combines and fusion of their pre-election and post-election speeches. The structure and layout of the research are first to emphasize and identify their art of speaking and delivery by comparing and contrasting these speakers and, secondly, analyzing their characteristics of how each one of them has chosen the tool of rhetorical and persuasive strategies in a unique style to make a striking impression upon the audience. These public speakers are specifically chosen for this research as they are renowned for their great competence and excellence in stump oratory, which built massive trust and created a socio-cognitive influence upon the audience's mind. His research paradigm is based on a qualitative approach, and the design used in this study focuses on content analysis.*

**KEYWORDS**

*Socio-Cognitive Influence, Rhetorical Language, Power of Language, Persuasive Strategy, Word Play.*

**INTRODUCTION**

From decades to many centuries, it is not only the successful leaders but also the failed politicians who have gained victory in manipulating the entire world with their strong command of language strategies and the choice of words they have used. The power of words plays a prominent influence in politics that can either make a world or break a world. This is where the appealing tools of Ethos and Metaphors come into play. Ethos is when the orator attempts to draw the attention of the skeptical audience towards him to prove his credibility and trustworthiness. The speaker presents his image in such a manner that appeals to the audience that he is unbiased, unprejudiced, and a man with integrity (Ko, 2015). In Metaphor, we distinctly compare and contrast the ideas of two objects, although similes and metaphors look alike, there is an exception in that we exclude “like” or “as” from it.

The research examined three political figures, Imran Khan, Donald Trump, and Barack Obama’s rhetoric and persuasive strategies. One rhetorical strategy is the demonstration of Ethos, a compelling framework and a persuasive mode presented by the Greek philosopher Aristotle. The other rhetorical strategy is the Metaphor which is used as a figure of speech to create an immense spark in the political declamations. It further outlined the persuasive tactic of Ethos and Metaphors used by these three political figures, Imran Khan, Donald Trump, and Barack Obama, which not only attracted their audience towards them but also gained exceptional media limelight.

My research investigates the distinguishable and indistinguishable relationship between Ethos and Metaphorical patterns in the speeches of Imran Khan, Donald Trump, and Barack Obama. This particular dimension still needed to be focused upon in previous studies.

The target of this study had carried out the following objectives:

- To recognize the potential influence of Ethos and Metaphors used in the political speeches of Imran Khan, Donald Trump, and Barack Obama.



- To identify the similarities and differences between the Ethos and Metaphors used by the speakers Imran Khan, Donald Trump, and Barack Obama in their speeches.

### **RESEARCH QUESTIONS**

The following research questions underlying this study are:

- Why did Imran Khan, Donald Trump, and Barack Obama use Ethos and Metaphors in their speeches as prominent features to persuade the audience?
- When comparing and contrasting, what are the similarities and differences between using Ethos and Metaphors that Imran Khan, Donald Trump, and Barack Obama have used in their speeches?

### **SIGNIFICANCE OF THE STUDY**

This study focused notably on the rhetorical skills of Ethos and Metaphor to be more aware of their worthiness and excellence. Its usage can fill the gaps in our classroom's substandard oral displays, argumentative debates, and declamation speeches. It can also benefit the internal business stakeholders in designing their brand slogans and business taglines and using them in sales pitching to bring more clarity to their commercials.

The major limitation of this research is that when doing the content analysis of Imran Khan, Donald Trump, and Barack Obama's speeches, the study examined only one of Aristotle's rhetorical triangles, the "Ethos". It is because ethos itself gives a piece of great in-depth information and relevant analysis of the persona and character of the speaker.

### **SCOPE OF THE STUDY**

The scope of this research can be used in several fields. It can be tremendously profitable for individuals working in journalism, broadcasting, print media, digital media, marketing, sales pitching, and advertisement. These rhetorical devices can also attract the client and sponsors in business.

### **DEFINITION OF KEY TERMS**

***Ornamental***

Ornamental is an eloquent way to enhance the appearance of the speech by making it look more artistic, captivating, and enchanting.

***Plan of Action***

A plan of action is an elaborate, designed, and organized sequence of moves speakers use to achieve and accomplish their major goals.

**LITERATURE REVIEW**

There is a rhetoric change in the rhetoric used by Imran Khan in his speeches as they shed light upon the different dimensions of metaphors: journey metaphor, conceptual metaphor, and direction metaphor. In other words, the purpose is to identify and classify those extensive uses of metaphorical extension in his speech. To conclude, we can figure out and determine how his metaphors magnetized the audience and made a striking impression on people's minds.

One study (Mushtaq, Asim, Ahmad & Raza 2018) discussed metaphors used by Imran Khan that primarily focused on religious, social, and conceptual grounding, turning ordinary situations into something extraordinary. The conceptual metaphors are also designed so in such a way that the statements uttered by the speaker themselves hold great worth.

Another study (Razia, 2020) breaks down the use of metaphors into two main categories, Universal Metaphor and Cultural Metaphor that Imran Khan applied in his speech during the time of his political campaigning. These metaphors were specifically addressed to the new generation, and where he related those metaphors with his cricket journey to create a lasting impression on them. He further linked those metaphors with the youngsters to discuss the rise of double dealings and exploitation occurring in the country.

The next study examined the exciting interplay of metaphors in Imran Khan's speech that were exchanged between the two solid political parties.

The Ethos showed Imran Khan's credibility and integrity as a speaker. This strategy was used as an ornament to create a solid bond between the speaker and the masses. The speaker's ethos was prominent in social, political, racial, and economic aspects. To conclude from this description, we can say that the power of language used in Imran Khan's speech has even made the odds turn out in his favor.



Another study (Shah, 2020) examined that Imran's Khan ethos had influenced not only the people of his nation but also holds great mastery and domination influence overseas countries. Consequently, this speech consisting of his ethos was delivered during the hard times of the Covid outbreak in Pakistan, which gave him the advantage to display his best character as a Politician. To conclude, the data also revealed that to project his strong and compelling character, he used an excessive number of personal pronouns in his speech.

One study (Fanani, Setiawan, Purwati, Maisarah & Qoyyimah 2020) discussed Donald trump's use of ethos depicting declarative mood functions, especially when he shares his life story with the citizens to make them perceive that he is a candid representative free from all prejudice thinking.

Another study puts forward the analysis of Donald Trump's character and credibility through the use of ethos, where he presents himself as a fair leader in an unfair world and furthermore, becomes an upcoming role model for American Citizens.

Moving towards the usage of Metaphor, one study sketches that Donald trump uses ontological metaphors that not only brought light and fame but also provoked the emotions of American citizens both positively and negatively. Additionally, it discussed that they also hold the power to play with our intuitions and make us sentimental and passionate toward the speaker.

Another study (Ali, 2021) described that Donald Trump, in his immigration speech, had applied plenty of dead metaphors to gain public attention.

One study (Zhu, 2021) demonstrates that Trump's metaphors interpret well-grounded structures when delivering his speeches. The constitution of Metaphors further shapes the sentence structure, creates uniformity and makes it more memorable. To conclude, with the use of ethos and metaphors, Donald Trump was successful in gaining a massive spotlight and validation from the Native Americans as well as from many researchers.

One more study (Awier, 2019) described Trump's persistent use of Conceptual Metaphors where he praised the American citizens and gave a word of honor to provide them with their rights of health and freedom. To sum up, his metaphors revolved around the upcoming prosperous days of America. To put it another way, he also used these metaphors to present the importance of one's individuality and identity as an American.



Rhetoric skills in politics have the power to change entire history. The ethos defined in Barack Obama's speeches involved polite strategies, patterns of persuasion, rhetoric, repetition, and manipulation. To create a prestigious and high-profile image, he gives his best shot to achieve his set target.

Another study (Seifi, 2014) outlines Barack Obama's persuasive tactic of ethos, which frequently observed that to remain in the good books of American citizens, he manipulated the minds of the citizens into believing that he was an impartial and reliable representative to whom they can count on. He also assured them that in times of trials and tribulations, he will make all the odds turn out to be in their favor.

The next study (Aydemir, 2015) described the ethos of Barack Obama, who showed his character as a philanthropist who gave assurance and made a strong commitment to his citizens that he would always be at their service and bring great reform to their tax policy. This plan of action was executed not only to satisfy the needs of their citizens but also to create an atmosphere of trust between the speaker and listeners. It will further boost the confidence of the citizens that they have elected a kind, devoted, and benevolent president for their nation. To summarize, ethos was used here to exemplify him as a great humanitarian who is not only a magnanimous politician but also a generous gentleman.

Barack Obama further remains in the public eye for using Conceptual Metaphors in his inauguration speech when becoming the first President of the United States. Another study about Barack Obama analyzes the speech family of metaphors, which outlines its deep concepts, hidden meanings, and coherence. It further revealed the psychological techniques behind it that will be pleasing to the human ear. His use of metaphors is not stated in a direct manner but rather implied candidly and indirectly.

One study (Harandi & Jahantigh, 2017) states that during his Presidential campaigning, Barack Obama wisely used metaphors to brainwash the audience and build strong ties and solid unification with the American citizens, which helped him to win the elections. The study also clarified that one must be aware of the use of metaphors and similes they both are different and distinct in their use of nature. In other words, their purpose, motive, and grounds are separate and discrete from one another.

In this thesis, the research articles are used as a number of my sample size for reading and judgment. They are represented as my samples to contrast their



political speeches. So, to analyze my content, three samples related to these politicians focused on the rhetorical strategy of ethos, while the other three samples focused on metaphors. Therefore, approximately six research articles have been included as a sample size.

The politicians Imran Khan, Donald Trump, and Barack Obama gave these elements in their pre-and post-election speeches. It includes the analysis of six research articles and its detailed analysis follows.

Ethos and Metaphors are heavily loaded in the political world as a tool to show their dominance over the common citizens. The character of an orator is always anticipated in a distinguishing manner that makes him quite the opposite of the rest. The study (Saeed, Zammad, Khan, Khan, Atiq & Bhatti 2020) stated that after a victorious win in the elections and to evoke an exemplary image in the minds of the youngsters, Imran Khan exhibited a retrospect. He puts forward his lifetime journey when he addresses statements like, 'in my 22 years of experience', 'in this political struggle', and 'the movement which I started in 1996' clearly depicts his character and the usage of ethos to create a socio-cognitive impression upon his audience. Another move he implied was to manipulate them when he associated the primitive time and traditions of Pakistan with the citizens. For example, addressing statements like "The Prosperous Islamic State" and using personal pronouns to show his credibility. The study (Umar, Kamran & Khan 2019) discussed Imran Khan's metaphors to further astray the masses. It stated that he used 39% of metaphorical extension to activate the audience's unconscious cognitive abilities. It includes Conceptual Metaphors, which are further divided into 'Journey Metaphors', 'Direction Metaphors', and 'Forward/backward Metaphors'. A mark to remember is that he used the bilingual contrast of English and Urdu Metaphors in his speeches, such as 'Pakistan is off the track', 'ghaalat chale gaye', 'our National policies are down', 'downward' and 'rising up'. All these metaphors are one clear indication to present the country's early devastating and catastrophic days.

In contrast to this, the study (Fanani, Setiawan, Purwati, Maisarah & Qoyyimah 2020) illustrated the momentous event in Jerusalem where a President, Donald Trump portrayed his character in a relatively impactful manner. In addition to this, his speech which was greatly intact with ethos also remained in the public eye due to its intense controversial elements. This controversial factor is one of the major aspects that gave a rising prominence to his speech. In his speech, he



used declarative mood functions and personal experience. His credibility was visible with the usage of grammatical components, more often in the form of personal pronouns such as 'I' and 'he'. He further expressed in his speech that when he first entered his oval office, he promised to give serious thought and a novel approach to global challenges. This exhibits that he was striving to convince the masses that 'he' was a promising politician competent enough to resolve the Israel-Palestinian conflict alone. Furthermore, his decisions will prevail in future peace between these two states. The study (Ali, 2021) analyses the usage of Trump's Dead Metaphors in his immigration speech, which observes that his metaphors carry worth their weight in his plan of action to seek public attention. His prominent metaphorical expressions include 'criminal records a mile long', 'our country is a mess', and 'key battleground'. In particular, the specific elements of Nouns and Analogy are highly eminent in his dead metaphors.

The study (Seifi, 2014) demonstrates the ethos strategy of Barack Obama, which states that his utmost priority is optimistically getting the audience. His positive light specifies that he time and again uses patriotism to manipulate and provoke the sentiments of the masses, such as expressing about democratic societies and designing excellent plans and programs for the state. This benefits him to exhibit his qualified intelligence and prosper as a high-minded speaker. For instance, when he states that as a President, it comes under his serious obligation to guard his fellowmen as they do not belong to the country of Afghanistan. He further added that it is also the same country that rules upon its citizens, and the government determines their future according to their designed possibilities. He also mentioned the terror network, which serves only massacre and carnage. As a President, he was responsible for acting as a pillar for the American Citizens and maintaining peace and harmony in the State. Here, it is palpable and perceptible that he has presented his credibility as benevolent, compassionate, and tolerant before the crowd. Along with this, his ethos strategy further contains the usage of rhetorical questions, personal pronouns, and appeal towards authority, tenses, verbs, and reporting speeches of active and passive voice. The study (Hariyanto, Muhaimi & Amrullah 2019) illustrates his metaphors, which were delivered in 2008 before he became the President of the United States, the data reveals that in Berlin, the phrases of metaphorical extension that he used had caused a stir in the minds of the audience. Taking that into account, they determined not only the



speaker's eloquence but also galvanized the nation. His approach to using metaphorical extension contains phrases such as 'lay in ruin', 'build new bridges', 'swept across', and 'dry up'. To summarize this, it is easily perceivable that he has chosen these phrases very conscientiously, thoroughly, and diligently as an attempt to gather more supporters from other foreign states since cordial relations play a significant role in the protection of one's nation and further build a high-correlation with other neighboring countries.

## DISCUSSION

Ethos is a strategy to persuade the audience. Still, one must not be misogynistic about the fact that it is a kind of promise of the politician to fulfill his responsibilities as there is no assurance that comes with it. Ethos is a manipulative approach to intrigue one's mind and exerts its influence upon the audience. This is quite evident in Imran Khan's ethos, where he specifically emphasized his past when he stated his '22 years of experience to show his credibility in the political world. On the other hand, it is also evident in Donald Trump's ethos, who attempted to create a prestigious image in front of the masses using declarative mood functions. If we contrast the usage of Imran Khan's and Donald Trump's ethos, we find certain similarities. First and foremost, it shows their constant use of personal pronouns, and secondly, these two speakers have glanced upon their past and lifetime struggles to prove their credibility. However, this is not evident in the ethos of Barack Obama. He had not used his past as a tool to persuade the audience rather, he constructed a futuristic approach to convince them, especially when he raised his voice to protect the American citizens from the upcoming challenges. To further convince the audience, he discussed the importance of a democratic society and how they should live a liberated life free from all political oppressions.

Apart from this, if we analyze their usage of metaphors, we find a great difference in their medium of expression. Donald Trump and Barack Obama have used a Monolingual approach, that is, they have used their own national language in their metaphors which is the English Language. While Imran Khan used a Bilingual approach in his metaphors, he used his national language, Urdu, along with a combination of the second language of Pakistan, English. Next, Imran Khan's metaphors 'ghaalat chale gaye', 'downward', and 'rising up' show a direction, a track, and a new journey to bring reform to the country. On the other hand,



regarding showing a direction and a new vision, these conceptual metaphors also resemble a bit of Barack Obama's metaphor, especially when he states, 'build new bridges', 'swept across', and 'dry up'. Another element to consider into account is their grammatical components that bear similarities such as 'rising', 'up', 'new', 'downward', and 'dry' (adjectives). In comparing and contrasting these two speakers, it can be observed that there is a similarity and some correspondence between the metaphors of the former and the latter.

Regarding the usage of Donald Trump's dead metaphors, they hold some equivalence in the matter of being conceptual as well as some similarity in using adjectives such as 'key' and 'mile'. However, there are also other grammatical components in his metaphors, such as 'country', 'criminal', and 'battleground' are used as Nouns, and 'records' and 'mess' are used as Verbs. Moreover, Donald Trump's metaphors 'criminal records a mile long', 'our country is a mess', and 'key battleground' does not hold any direction or a journey rather, they are used as dead metaphors since they have lost their basic thought with the subject matter and also their true sense of uniqueness.

### **RECOMMENDATIONS**

The study can be very beneficial for many new researchers and analysts who are intrigued to learn more about the speech-making of political figures as it covers a new aspect and dimension of comparing and contrasting the Ethos and Metaphors of these speakers. The area to research on this subject matter, the power of language in politics, is extensive. It contains an immeasurable amount of Metaphors for these three politicians, which can also be analyzed further by many new researchers.

1. The political integrations of Imran Khan and Donald Trump's speeches signify that further study of their de-jure positions in interim government must be sought by the racial and non-racial remarks each person makes.
2. Monolingual and bi-lingual polygamy speeches should be studied extensively, contrasting with the ideological Metaphors and traditional background clauses.
3. An assumption related to my data analysis is that Metaphors in literature and linguistics are generally divided into allotted types,



categories, and standard classifications, but when comparing and contrasting their speeches.

4. There might be a possibility that they can further use the recently originated metaphorical words and concepts that may not belong to any specific category, area, or standard rules of metaphors as stated in the English Language.
5. For decades and centuries, successful leaders and unsuccessful politicians have used powerful language strategies and the choice of words they use to win victories by manipulating entire worlds. The power of words has a great influence on politics, creating or destroying the world. This is where the fascinating tools of ethos and metaphor come into play to grab the audience's attention and prove their credibility to a skeptical audience.
6. The speaker should present his image in a way that resonates with the audience and that he is an impartial, open-minded, and honest person. (Ko, 2015). The metaphor clearly contrasts and contrasts the ideas of the two objects. Similes and metaphors look the same, with one exception that excludes "like" or "like".

## **METHODOLOGY**

The research paradigm is qualitative in nature. The research design is categorized as Content Analysis. The aspect of the population is not applicable in this case as there is no population on which we can generalize our result.

The Sampling Technique used for this study is Purposive Sampling. Since it is content analysis, which is based upon reading and judgment, so for this study, I have handpicked approximately three cases to evaluate. Those three cases are given in the form of three politicians, Imran Khan, Donald Trump, and Barack Obama, along with the support of two separate research articles previously done on each politician

## **CONCLUSION**

To sum up the final analyses, we can observe that, in the usage of Ethos, Imran Khan and Donald Trump hold some close resemblance and correspondence in their way of persuading the audience by recalling and sharing their past life experiences, on the other hand, the ethos strategy used by Barack Obama was



quite the opposite as he had used a futuristic and a visionary approach to convince the citizens. To emphasize his approach, he showed an optimistic version of himself to the audience, full of hope and better expectations. Besides, in the usage of metaphorical extension, Donald Trump and Barack Obama have used a Monolingual approach that is they communicated in their native language, which is the English Language, while Imran Khan used a Bilingual approach that is using the fusion of two languages; Urdu and English Language. Apart from this, we also find some indistinguishable features and components of conceptual metaphors in the speeches of Imran Khan, Barack Obama, and Donald Trump. In this research, all the ethical considerations and guidelines are practiced appropriately. All the data collection and data analyses of the six research articles match the subject matter. Further, it also profoundly acknowledges the proper work of the author along with its proper references.

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