

THE POWER OF METAPHORS IN POLITICS: A COGNITIVE ANALYSIS OF METAPHORS IN KISWAHILI NEWSPAPERS IN TANZANIA

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ABSTRACT

This paper explores the power of metaphor in politics by employing a cognitive analysis of metaphorical statement used in Kiswahili newspapers. The paper explores the meanings and messages embodied in political metaphors and its influence in the society in Tanzania. Fundamentally, this paper aims at identifying types of metaphors which are mostly used in political discourse, the role of such metaphors in politics and meanings embodied in them. Consequently, the paper critically analyses and discusses the power of metaphors in politics by using a cognitive theory of metaphor. The collection of data began with the gathering of metaphors from newspapers. Then further data was gathered through interviews, documentary reviews and questionnaire methods. The paper finds that, metaphors used in politics are simple, complex and extended metaphors. Furthermore, the paper argues that metaphors are dominant in the transmission of meanings; intentionally, metaphorical statements are symbolically used to transfer messages in a metaphorical way and with great impact to the intended society. Therefore, it is argued in this paper that a use of metaphorical language is an immediate and effective device for behaviour change of the society and the choice of metaphor for a particular message is done consciously.

Keywords: Metaphor, Politics, Power, Metaphorical Language, Cognitive Analysis.