

**FACE-GIVING (*BAGI MUKA*) AND FACE-PROTECTING (*JAGA MUKA*)
THROUGH METAPHORS: ANALYSIS OF VERBAL INDIRECTNESS
STRATEGIES AND POLITENESS IN POLITICAL DISCOURSE**

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INTRODUCTION: FACEWORK

- Facework is fundamental to human interaction.
- In many languages there are special terms for face-giving and face-saving.
- In Malay/Indonesian, we have terms such as *bagi muka* ‘give face’ and *jaga muka* ‘protect face’.
- Facework is important in daily life, not only in the personal domain but also the professional and public domains as well.

FOCUS OF THIS TALK

- We focus **on facework in political discourse** from a cross-cultural perspective.
- In particular, we focus on politicians’ use of metaphor as a verbal indirectness strategy:
 - constructing positive political identities for self
 - constructing negative political identities for rivals

METHODOLOGICAL FRAMEWORK

- Conceptual Blending Theory (Fauconnier & Turner 2002)
- Interactional Linguistics framework (e.g. Selting & Couper- Kuhlen 2001)

DATA

- Data for our analysis come from recent election campaigns in Asian regions, including Singapore and Hong Kong.

- Findings from a perception study will also be discussed to examine the effects of metaphor in enhancing, maintaining, or damaging a speaker's public image.

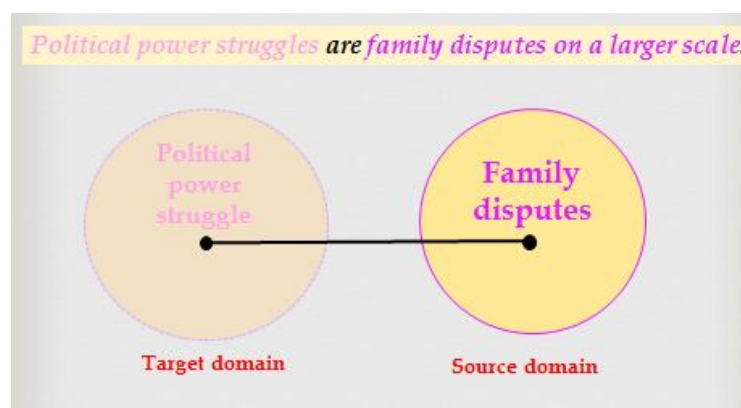
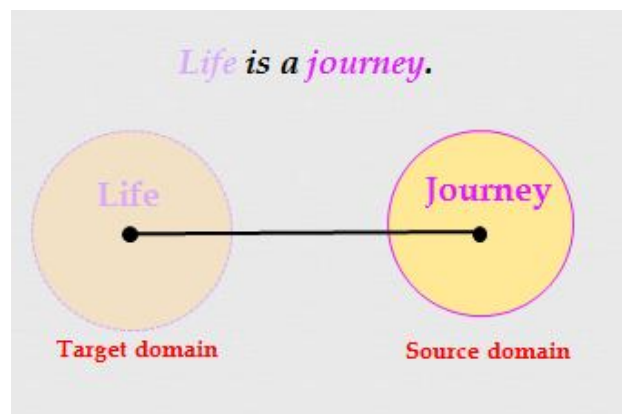
OBJECTIVES

- To examine how electoral candidates construct political identities through the use of metaphors in electoral discourse:
 - Constructing favorable political identities for self
 - Constructing unfavorable political identities for rivals
- To analyze the facework implications of these political metaphors.

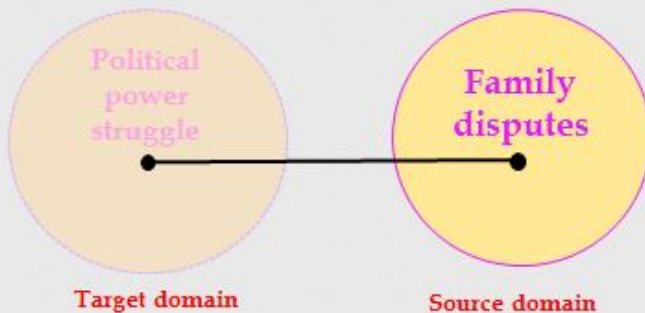
WHY USE METAPHORS?

- Metaphors are "innovative and creative; they do not stem from pre-existing similarities, but *induce* similarities between different objects" (italics added).
- In this way, they help trigger a sense of *awe*, *wonder* and *delight* in us and "contribute to our new understanding and perception of the world".
(Yeung, Yung & Fan 2013: 7; citing Hausman 1989)

Metaphor as conceptual mapping (Lakoff & Johnson 1980)

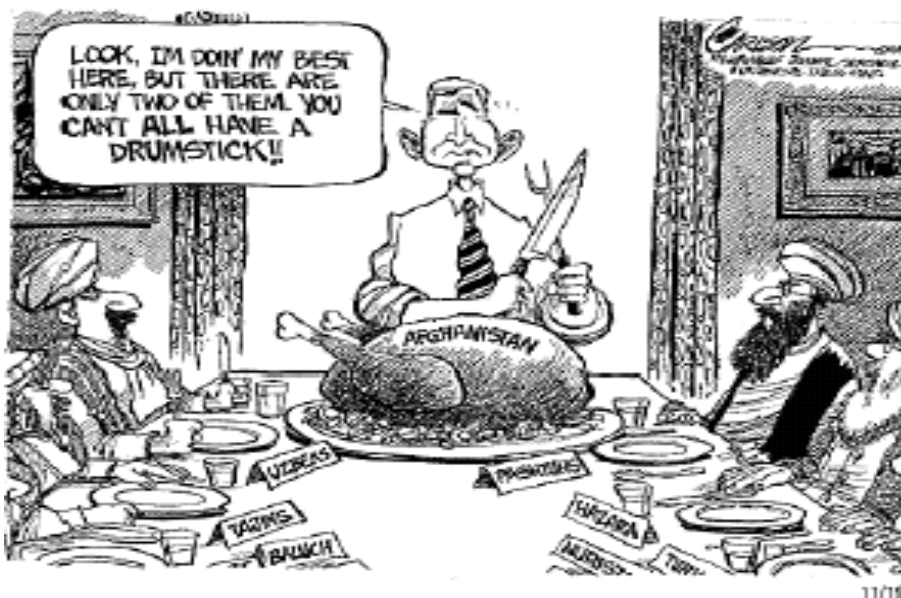


Political power struggles are family disputes on a larger scale.



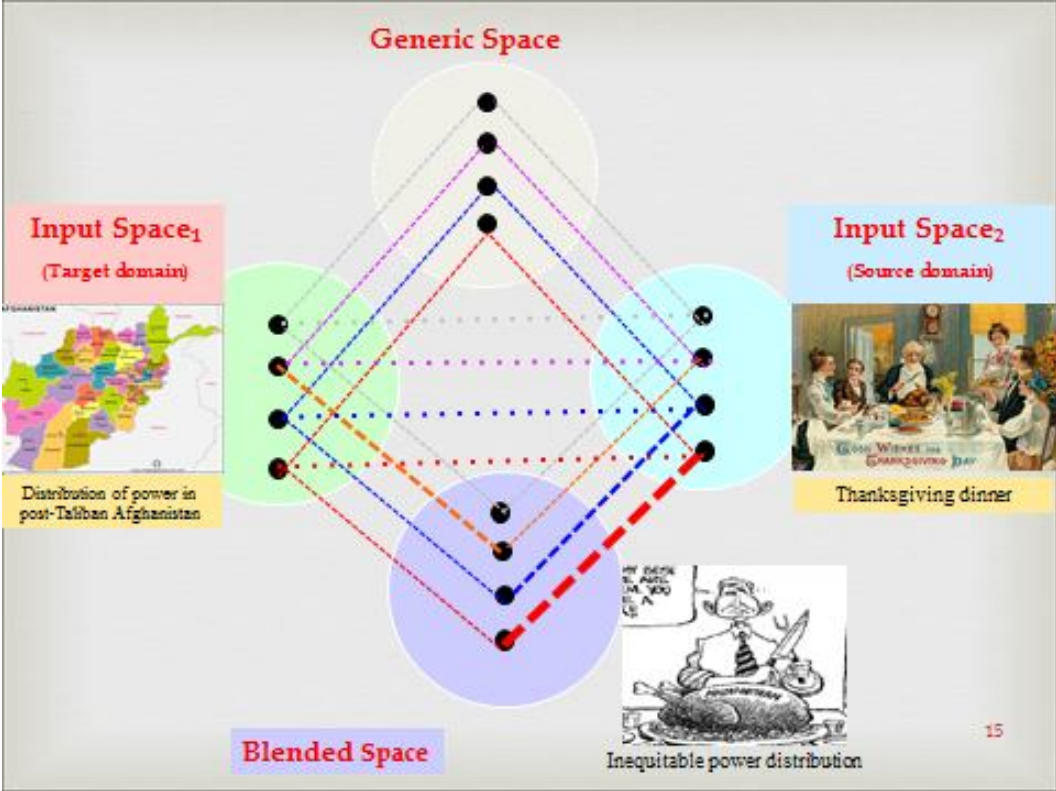
Metaphor and conceptual blends

(Turner & Fauconnier 1995; Fauconnier & Turner 2002)



November 2001, *The Arizona Republic*





VARIOUS TYPES OF VISUAL METAPHORS

Forceville (1996, 2010) identifies 3 different types of visual metaphors:

- Simile
- Hybrid metaphor
- Contextual metaphor

Simile
mapping based on resemblances
(Forceville 1996)

3



The Adidas swimsuit is a second skin as smooth as the skin of a dolphin.

The Adidas-clad swimmer has the sleekness (and speed) of a dolphin.

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This visual metaphor is a simile because the source domain and the target domain are visually presented SEPARATELY.

3



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Another simile



photo source: (Chinesecg, 2013)

Hybrid metaphor

convergent mapping of different domains into one
(Yeung, Yuen & Fan 2013)



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This visual metaphor is a hybrid metaphor because both the source and target domains are MERGED TOGETHER into a single entity.



'Ready to bake at home.'



1

Another hybrid metaphor

2



Contextual metaphor

contextualized mapping
(Forceville 1996)



*A Clerget shoe,
like the tie,
is a most beautiful
accessory.*

La chaussure en beauté

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This visual metaphor is a contextualized metaphor because the intended meaning of the target domain is understood within the context of the source of the source domain.



*Clerget shoes
are not just
for the feet.*

*Wear them
with pride.*

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WHY LOOK AT VISUAL METAPHORS IN POLITICAL DISCOURSE?

- Metaphors abound in political discourse, often with no shortage of them in electoral speeches.
- Political leaders often use metaphors to establish common ground with the public.
- At the same time, they also often use metaphors to criticize their rivals, and thus indirectly promote themselves.
- Metaphors are an excellent means to narrativize and characterize oneself and others.

METAPHORS IN POLITICAL DISCOURSE

- Metaphors are highly valued because:
 - they add a touch of novelty and wit to what is said, and thus greatly enhance the speaker's positive self-image;
 - at the same time, they can also be used as verbal indirectness strategies to mitigate potential face-threats to both speaker and addressee.(Kuo 2003; Obeng 1997; Wilson 1990)

POLITICAL METAPHORS AND HUMOR

- Political metaphors are often accompanied by humor (sometimes with a heavy dose of sarcasm as well).
 - This combination is frequently used to criticize rivals without excessive violations to politeness maxims.
- (Kiley & Shuttleworth 1971; Inge 1990; Lewis 2006; Taskona 2009)

NARRATIVE THEORY

- Narration and renarration of political events
 - contextualize individual stories into a bigger picture
 - meanings framed by socio-cultural and political contexts
 - a tool of manipulation biasedly constructed according to an underlying purpose(Mona Baker, invited talk at HK PolyU, March 30, 2016)

- Constructing political identities through narration/renarration during election campaign events
 - Donald Trump vs. Marco Rubio (Feb, 25, 2016)
<https://www.youtube.com/watch?v=CR0k5xdUxBs>

Narrative theory and political discourse

	Trump	Rubio
Construction of political identities	For self: successful entrepreneur For rival: inexperienced politician	For rival: untrustworthy and failed businessman
Narration/ Renarration	"I've hired tens of thousands of people over at my job. You've hired nobody . You've had nothing but problems with your credit cards, etc." (00:16-00:21) "I took \$1 million and I turned it into \$10 billion , more than \$10 billion." (3:04-3:08)	"You've hired a thousand people from another country... People can look it up... 'Trump Polish workers', you'll see a million dollars for hiring illegal workers ." (00:17-00:45) "Here is the guy who inherited \$200 million dollars . If he hadn't inherited two hundred million dollars, you know where Donald Trump would be right now? Selling watches in Manhattan!" (2:40-2:48)

SPECIFIC RESEARCH QUESTIONS

- **How do politicians use (visual) metaphors in electoral discourse?**
- **How effective are these (visual) metaphors in helping electoral candidates construct positive political identities for themselves and negative ones for others?**

OUR ANALYSIS OF THE 2012 HONG KONG ELECTORAL DISCOURSE

- Some visual metaphors used in the 2012 Hong Kong Legislative Council Election Debates
 - ☞ **The ladder metaphor**
 - ☞ The cushion metaphor (if time permits)
 - ☞ The actor metaphor (*Journal of Pragmatics*; Chan & Yap 2015)
 - ☞ The anime-lover metaphor (*Journal of Pragmatics*; Chan & Yap 2015)
 - We probably won't have enough time to cover metaphors in the 2015 Singapore electoral discourse (but see Wong et al. 2016)
 - ☞ e.g. *Over the past 50 years, Singapore has evolved from an unassuming sampan to a luxury cruise liner.*
 - Conceptual blending analysis of (visual) metaphors
 - Perception study on the effectiveness of these metaphors
- Over the past 50 years, Singapore has evolved from an unassuming sampan to a luxury cruise liner.

DATA SOURCE

- Database: 5 televised debates hosted by RTHK
- Period: 18th August – 1st September 2012
- 50-60 minutes each
 Total minutes of data: 290 minutes

- Total no. of metaphors: 48 (visual and non-visual ones)
- Gift-giving session (送大禮環節) inside the debate:
Candidates can present gifts, either to the public or to particular rivals. Most of the candidates would make use of this chance to attack the opponents.

Frequency of characterization metaphors in political discourse

Types of metaphors	Number of tokens
Characterization	32
Event	3
Illness	2
Ball	2
Plant	2
Stone	2
Bag	1
Paper	1
Plate	1
Seat	1
Rubbish	1

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Positive vs. Negative Metaphors



Intended referent	Metaphors with positive connotations	Metaphors with negative connotations
Self	5	0
Opponents	0	43

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Constructing political identities through metaphors during election campaign events



The Ladder Metaphor

<https://www.youtube.com/watch?v=HXMZhpHsn4>

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DAB vs. LSD

Democratic Alliance for the Betterment and Progress of Hong Kong vs. League of Social Democrats

DAB 民建聯

- ☞ Chan Han Pan (CHP) 陳恒鏞
- ☞ The largest party in LegCo
- ☞ Centre-right
- ☞ Conservative
- ☞ Pro-Government
- ☞ Very pro-Beijing

Using 3 ladder metaphors



Presents a ladder to the Hong Kong people, wishing them good prospects under the government's housing and youth development policies

The 'ladder gift' is also used to ridicule the Democratic Party.



DAB

民主建港聯盟

真誠為香港

NTWest_47:52-48:24_ChanHanPan

01 CHP:	我哋	喺	今日	喺	呢度	送	俾	個	梯
	ngo5 dei5	lei1	gam1 jat5	hei2	lei1 jat1 dou5	sung3	zoeng1	toi1	bei2
	1PL	PRT	today	at	here	give	CL	ladder	DAT

02	全港	嘅	市民	。
	cyun4 gong2	ge3	si5 man4	
	all.Hong.Kong	ATTR	citizen	

Visual humor

'We are here today to present a ladder for all Hong Kong citizens.'

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真誠為香港


03 希望 呢 我哋 房屋 政策 呢 係
 hei1 mong6 le1 ngo5 dei6 fong4 uk1 zing3 coak3 le1 hai6
 hope PRT 1PL housing policy PRT COP

04 有 房屋 嘅 階梯
 jau5 fong4 uk1 ge3 gaai1 tai1
 EXIST house ATTR ladder

05 令到 副房 嘅 市民 呢 可以 快啲 上到 公屋
 ling6 dou3 tong1 fong2 ge3 si5 man4 le1 ho2 j5 faai3 di1 soeng5 dou2 gung1 uk1
 make sub-divided.units ATTR citizen PRT can quickly enter-POT public housing

'hoping that our housing policy is **the ladder** for (solving) our housing (problems), so that those who live in sub-divided units **can move into public housing estates** more quickly.'

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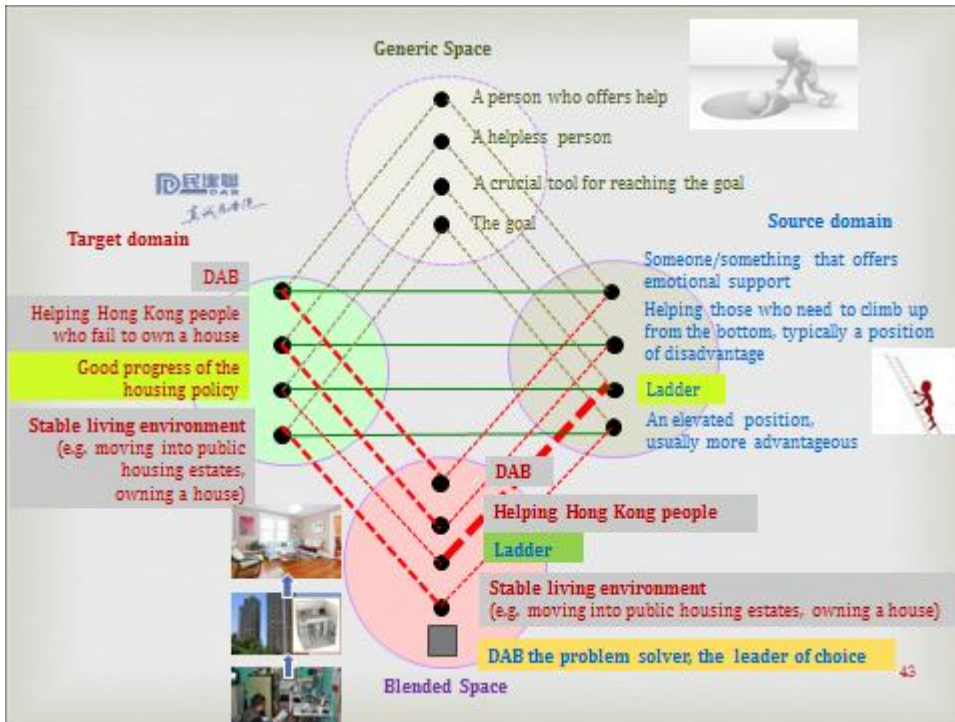

真誠為香港

06 小朋友 嘅 後生 嘅 朋友 呢 可以 買得起 樓
 siu2 pang4 zik1 hai6 hau6 saang1 ge3 pang4 jau5 le1 ho2 ji3 maa15 dak1 hai2 lau2
 children that.is young ATTR friends PRT can buy-POT house

07 中產 呢 亦 都 唔 需要 做 房奴
 zung1 coan2 le1 jik6 dou1 m4 seoi1 jiu3 zou6 fong2 lou4
 middle.class PRT also EMP NEG necessary do housing slave

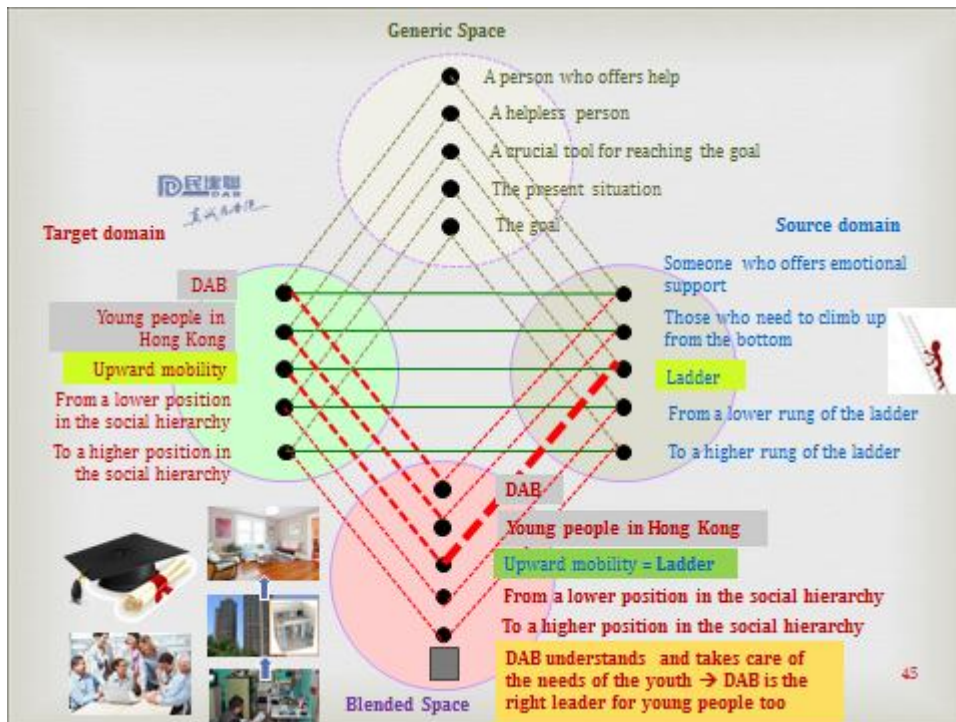
'(We also hope that) the next generation **can afford to own a house**, (while) the middle class do not need to be the slaves of housing.'

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08	亦都	係	要	送	俾	全港	啲	青年人
	jik6dou1	hai6	jiu3	sung3	bei2	cyun4 gong2	ge3	cing1lin4jan4
	also	OP	need	give	DAT	all.Hong.Kong	ATTR	youngsters
09	希望	啲	大家	喺	屋業	、	學業	、
	hai1mong6	le1	daai6gaa1	hai2	zi3jip6		hak6jip6	
	hope	PRT	everyone	at	home.ownership		studies	
10	職業	同埋	創業	方面	啲			
	zau6jip6	tung4maai4	cang3jip6	fong1min6	le1			
	career	and	start.up.business	aspect	PRT			
11	有	一	個	向	上	流動	啲	階梯
	jau5	jat1	ga3	hoeng3	soeng6	lau4dung6	ge3	gaa1tai1
	EXIST	one	CL	towards	up	mobility	ATTR	ladder


'(I would) also give it to all youngsters in Hong Kong, hoping that there will be a way (lit. ladder) for upward mobility in terms of home ownership, studies, career opportunities and business entrepreneurs.'



Democratic Party 民主黨

- ☞ Third largest party in the Legislative Council
- ☞ Centrist
- ☞ Pro-democracy
- ☞ **Constant internal strife** since handover in 1997
 - ☞ Discord between the young Turks (members advocating reform) and members from Meeting Point, who are considered as founding members of the Party
 - ☞ Members from the young Turks camp left the party one after another owing to their dissatisfaction with the party

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 真誠為香港

12	更加	須	將	呢	個	禮物	送	俾
	gang3gaa1	jiu1	zoeng1	lei1	go3	lai5mat6	sung3	bei2
	moreover	need	BA	this	CL	present	give	DAT

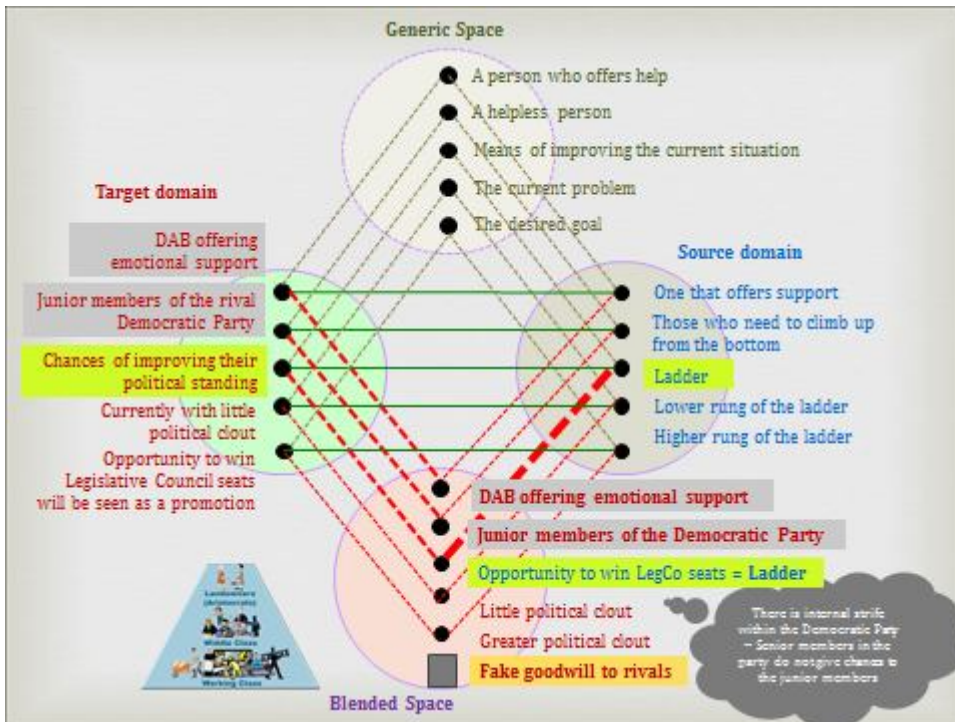
13	民主黨	係	第三	梯級	
	Man4Zyu2Dong2	ga3	dai3saam1	toi1dei2	
	Democratic Party	ATTR	third	tier	

'Fake goodwill' (sarcasm)

14	希望	你哋	有	機會	(-)	可以	爬	上	嚟
	hai1mong6	lei5dei6	jau5	gai1wui6	ho2ji5	paa4	soeng5	loi4	
	hope	2PL	have	chance	can	climb	up	RSV	

'(I) should also present this gift to (the members) of the third tier of the Democratic Party, hoping that you have a chance to climb up (i.e. enter the Legislative Council).'

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DAB vs. LSD

Democratic Alliance for the Betterment and Progress of Hong Kong vs. League of Social Democrats



LSD 社會民主連線

Using 1 ladder
counter-metaphor

- ☞ Tsang Kin Shing(TKS)曾健成
- ☞ Left-wing
- ☞ Pro-democracy
- ☞ Pro-labour


Mocking DAB by using the ladder metaphor but invoking a different source domain – the ladder as the jumping-site for suicides

Intended meaning:
The DAB is not helping HK people but making them more desperate.



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NTWest_48-24-48:36_TsangKinShing



01 TKS:	民連聯	送	呢	架	呢			
	man4gin3lyun4	sung3	lei1 zoeng1	toi1	lei1			
	DAB	give	this CL	ladder	PRT			

02	係	運	港人	呢	嘍	天	棚	抽	高	一	啲	跳	樓
	hai6	bik1	gong2jan4	lei1	hai2	tin1paang2	kam4	gou1jat1di1	tiu3	lau2		tiu3	lau2
	OOP	force	Hong Kong people	PRT	at	roof	climb	higher				jump.offbuilding	

03	因為	梁振英	上	樓	之後	呢		
	jan1wai6	Loeng4Zan3Jing1	soeng5	coeng4	zi1hou6	lei1		
	because	Leung Chun Ying	come.to.power	after	PRT			

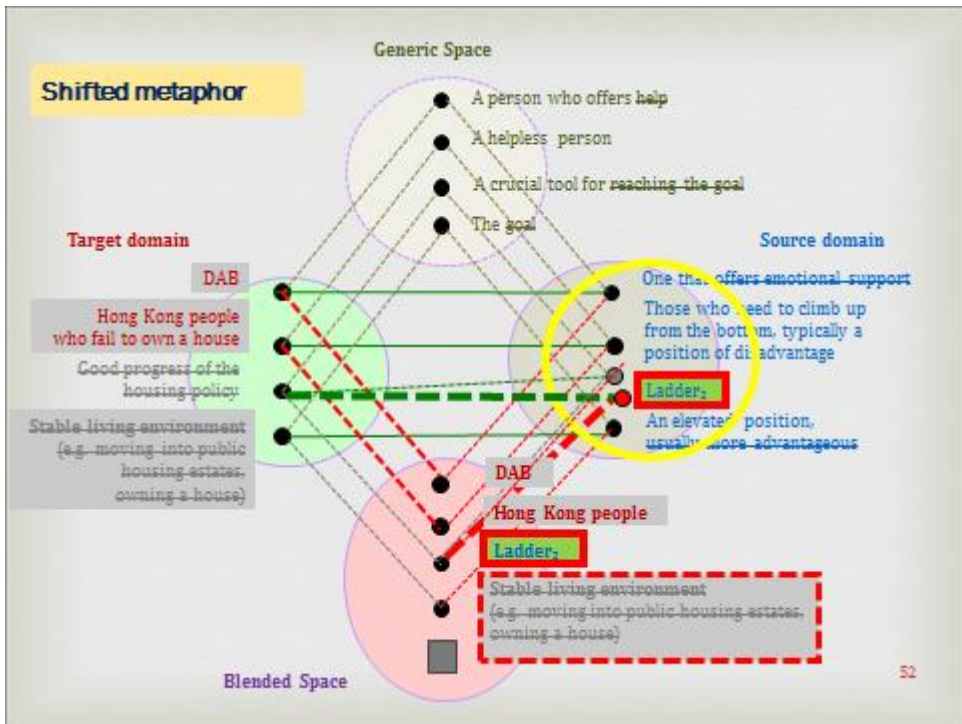
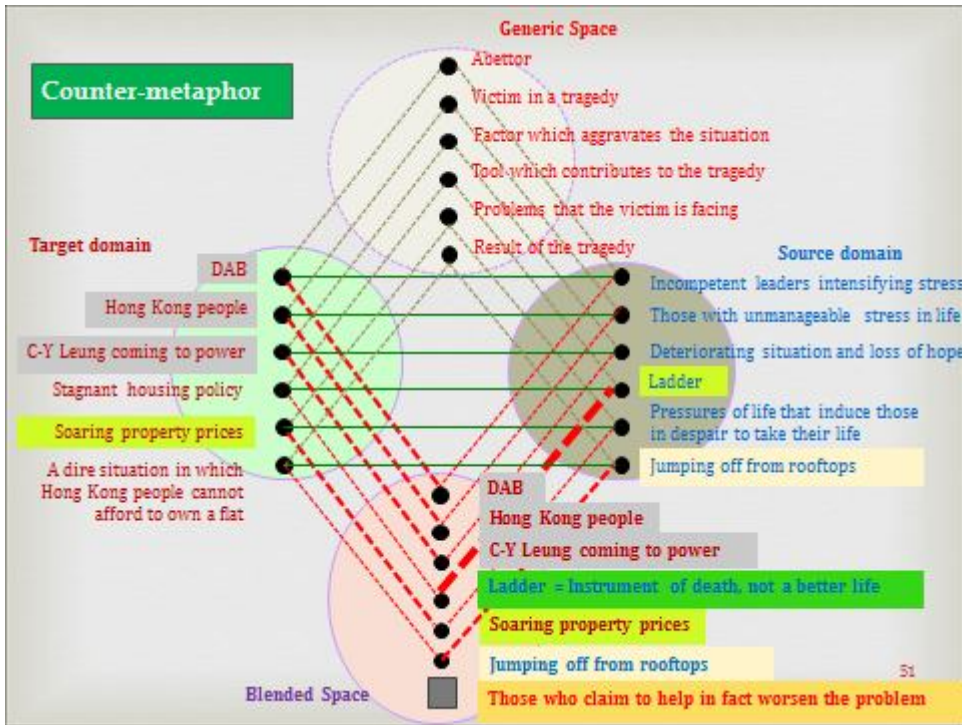
04	樓價	再	升	多	一	成		
	lou4gaa3	zoi3	sing1	doi1	jat1	sing4		
	housing price	again	go.up	more	one	tenth		

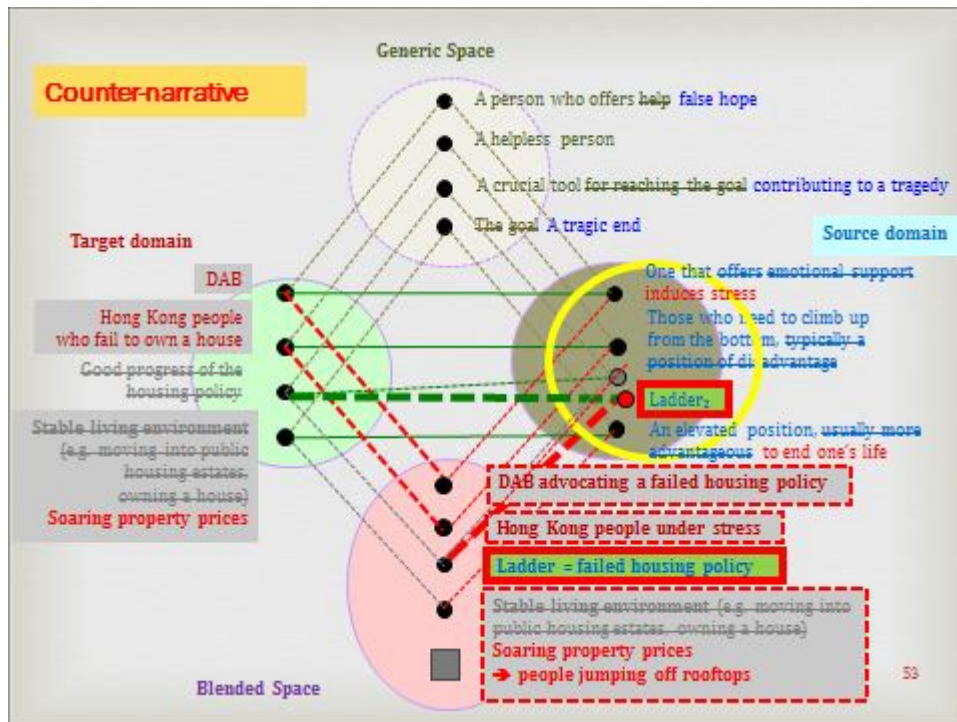
Caustic sarcasm

DAB presented this ladder so as to force Hong Kong people to climb up higher and jumping off the roof. Because the housing price has gone up by ten percent since Leung Chun Ying came to power.

Accusations need to be backed up by reason or evidence.

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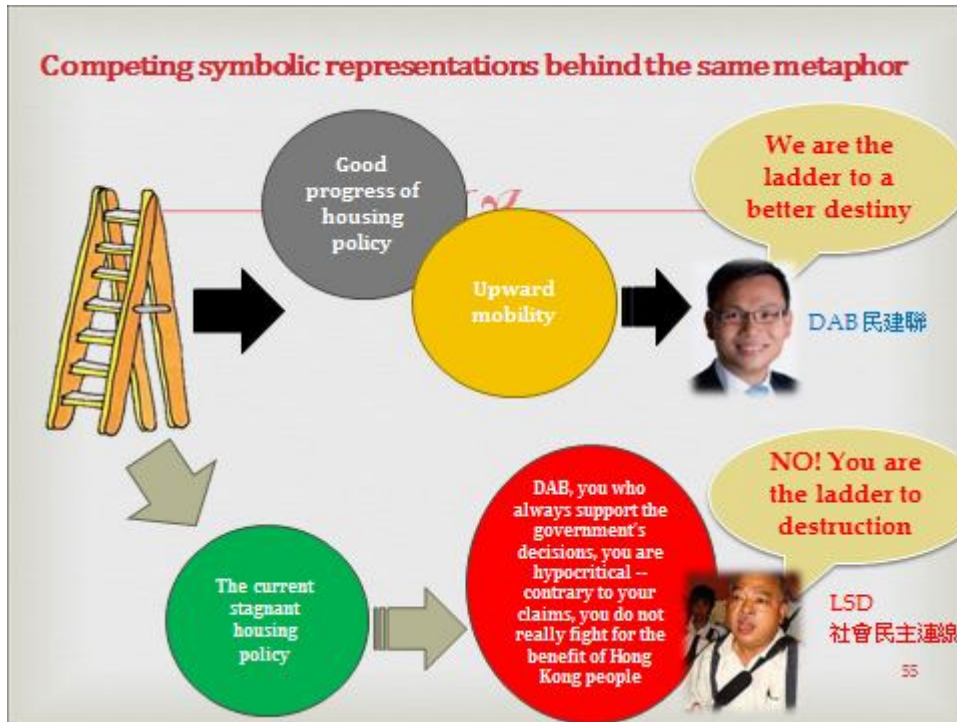




What the ladder metaphor symbolizes

The ladder was used to symbolise the following:

- (1) The progress of the housing policy (by Chan)
- (2) Upward mobility – a better life for the general public and career development opportunities for the younger generation (by Chan)
- (3) Encouragement to rival party – seen as ‘fake goodwill’ and hence a sarcastic remark (by Chan)
- (4) The current stagnant housing policy, which becomes a tragic inducement for some who despair to unfortunately end their life (by Tsang)

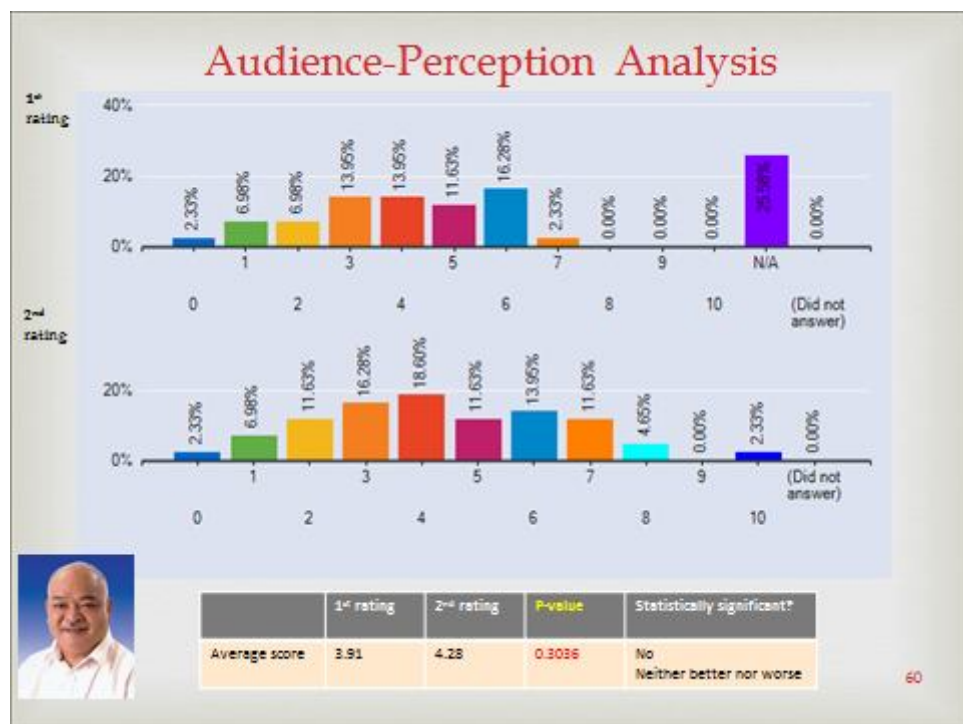
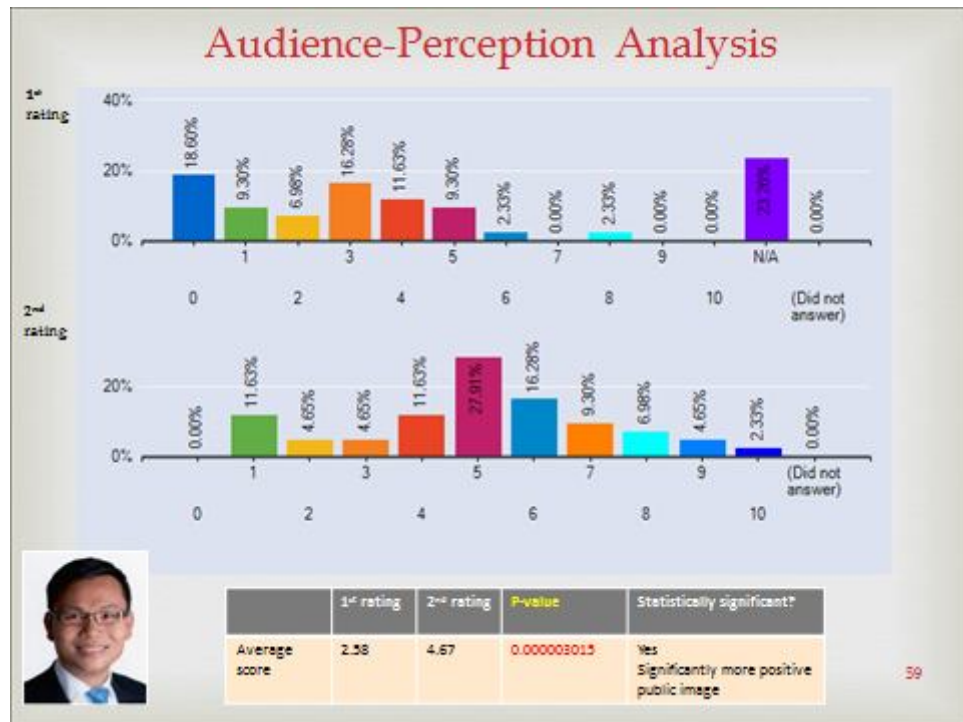


WHAT THE 'LADDER' METAPHOR DOES

- The ladder metaphor provides a narrative whereby **political identities are constructed and reconstructed** by rival parties.
- This is possible because symbolic representations behind a given metaphor can be interpreted differently by different political parties and these different interpretations are then used to compete for the audience's attention.
- Heightens the curiosity of the audience.
- Engages the audience in deeper thinking through a rich network of mental maps.
- Provides a visual cue to make a more lasting impact in the memory of the audience.
- Creates a positive public image for oneself
- At the same time can create a negative image of rivals through verbal indirectness, without openly flouting politeness maxims.

AUDIENCE-PERCEPTION ANALYSIS OF THE 2012 HONG KONG LEGISLATIVE COUNCIL ELECTION

- To examine how politicians' use of visual metaphors help them to construct a positive image for themselves and negative ones for their rivals when aggressively campaigning for votes
- Pre-test and post-test computerized questionnaire
 - 43 participants were asked to indicate their impression of the public image of each candidate using a 10-point Likert scale.
 - Participants were then shown videos of political candidates using (visual) metaphors and were asked to rate each candidate again.
 - The two ratings were analyzed statistically.
 - Comparisons were made for (visual) metaphors in which the candidates
 - (a) promoted themselves,
 - (b) discredited others,
 - (c) or did both.



CONCLUSION

1. Politicians need to construct a positive political identity for themselves, and they sometimes also engage in constructing a negative political identity for their rivals, particularly during election campaigns.
2. Because both the act of self-promotion and the act of other-denigration can be face-threatening to the political candidate himself/herself, verbal indirectness strategies are often deployed to help mitigate the face threats through indirect but clever talk.

3. Among these verbal indirectness strategies is the use of (visual) metaphors as witty and ‘relatively safe’ narrative strategies to characterize oneself and/or others.
4. Skillful politicians can use (visual) metaphors not only to promote themselves and discredit others, but when attacked, they can also use (visual) metaphors to reconstruct their damaged identities as well, sometimes to the detriment of their attacker.
5. Conceptual blend analyses help us better understand the contribution of metaphors in the construction of memorable mental images.
6. Our perception study reveals that during the 2012 Hong Kong Legislative Council Election, skillful politicians were often able to either improve or at least maintain their positive public image ratings through clever use of (visual) metaphors.

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OVERVIEW

1. Narrativizing through (visual) metaphor
2. Narrative theory and the construction of political identities
3. Use of (visual) metaphors in Hong Kong political discourse
 - 3.1 The ladder metaphor
 - 3.2 The cushion metaphor (if time permits)
4. A conceptual blending analysis of (visual) metaphors in HK electoral discourse
5. A perception study on the public image of political candidates before and after their use of (visual) metaphors
6. Conclusion