Contents

| Lic | t of E | ioures and Tables | viii |
|----------------------------|-------------------------------|---|------------|
| List of Figures and Tables | | | ix |
| Ac | Acknowledgments | | |
| 1 | Intr | oduction | 1 |
| 2 | Political Discourse in the US | | |
| _ | 2.1 | Political discourse and rhetoric: from classical | |
| | | oratory to contemporary speech-making | 7 |
| | 2.2 | Speech-making as a form of political campaign | |
| | | communication | 20 |
| | 2.3 | Political discourse as a battleground for competing | |
| | | worldviews | 34 |
| 3 | Cog | nition and Politics | 40 |
| | 3.1 | Exploring the cognitive links between metaphor, | |
| | | morality and politics | 41 |
| | | 3.1.1 Lakoff's family-based models of political morality | 47 |
| | | 3.1.2 A critical look at Lakoff's models | 57 |
| | 3.2 | Conceptual metaphors in political discourse: an overview | 63 |
| | 3.3 | Linguistic applications of Lakoff's metaphorical | 7.5 |
| | 2.4 | morality models | 75 |
| | 3.4 | A new procedure for applying Lakoff's models to | 92 |
| | | the analysis of American political language | |
| 4 | | hodology and Introduction to the Analysis | 101 |
| | 4.1 | Corpus selection and implementation of hypotheses | 101 |
| | 4.2 | Obama's election campaign as a narrative space | 110 |
| 5 | | Expression of Values in Obama's Speeches | 114 |
| | | General results | 114 |
| | 5.2 | Neutral paragraphs | 117 |
| | | 5.2.1 Marking a temporal sequence 5.2.2 Criticizing adversaries | 117 120 |
| | | | 123 |
| | | 5.2.3 Communicating key notions 5.2.4 Expressing patriotism | 125 |
| | | 5.2.5 Asking for commitment | 129 |
| | | 5.2.6 Showing closeness to people | 131 |
| | | 5.2.7 Introducing a topic | 134 |
| | | 5.2.8 Concluding remarks on neutral paragraphs | 134 |

| | 5.3 | Nurturant paragraphs | 135 |
|---|------|---|-----|
| | | 5.3.1 Care | 137 |
| | | 5.3.2 We | 140 |
| | | 5.3.3 Social rights | 142 |
| | | 5.3.4 Fairness | 143 |
| | | 5.3.5 Opportunity | 145 |
| | | 5.3.6 Protection | 146 |
| | | 5.3.7 Responsibility | 147 |
| | | 5.3.8 Freedom | 147 |
| | | 5.3.9 Strategies for presenting values | 148 |
| | | 5.3.10 Concluding remarks on nurturant paragraphs | 162 |
| | 5.4 | Contra Strict Father paragraphs | 163 |
| | 5.5 | Mixed paragraphs | 172 |
| 6 | Valu | ies and Metaphors in Obama's Speeches | 175 |
| | 6.1 | Metaphors in the corpus: an introduction | 175 |
| | 6.2 | Metaphors in value-laden paragraphs | 176 |
| | 6.3 | Metaphorical values | 178 |
| | 6.4 | Using metaphorical fixed phrases | 180 |
| | | 6.4.1 Fairness: fair taxation/distribution of money | 180 |
| | | 6.4.2 Care: supporting nurturant professions (teachers) | 182 |
| | | 6.4.3 We: empowering people | 184 |
| | | 6.4.4 Self-discipline/self-reliance | 185 |
| | 6.5 | Fight as a source domain for different values | 186 |
| | 6.6 | Values relying on the general source domains of motion, | |
| | | orientation, construction and a few others | 190 |
| | | 6.6.1 We: cooperation | 190 |
| | | 6.6.2 We: unity | 194 |
| | | 6.6.3 Opportunity: opportunity for children, | |
| | | opportunity for everyone | 196 |
| | | 6.6.4 Care: help for the people in need | 198 |
| | 6.7 | Metaphorical (re)building and repairing | 198 |
| | 6.8 | Concluding remarks on values and metaphors | 200 |
| 7 | Valu | ies and Lexical Preferences in Obama's Speeches | 202 |
| | 7.1 | Obama's lexical preferences | 202 |
| | | 7.1.1 Words providing context | 204 |
| | | 7.1.2 Words describing content(s) | 205 |
| | | 7.1.3 Words searching for appeal | 206 |
| | | 7.1.4 Further considerations on highly frequent words | 212 |
| | 7.2 | Obama's lexical choices and Lakoff's models | 215 |
| | | 7.2.1 Gender and family words | 215 |
| | | 7.2.2 Potential NP words | 218 |

221

7.2.3 Potential SF words

| 8 Conclusion Balling Balling Bolling Bolling Bolling Bolling Balling Bolling B | 225 |
|--|-----|
| Appendix 1: Metaphorical Expressions in Value-laden Paragraphs | 230 |
| Appendix 2: Frequency of Metaphorical Expressions in Value-laden Paragraphs | 289 |
| Appendix 3: Highly Frequent Words in the Corpus | 292 |
| Notes | 295 |
| Bibliography | 299 |
| Index | 308 |