

Analyzing the Use of Metaphorical Devices in the Political Speeches of Pakistani Political Figures

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Abstract

The study tends to focus and analyze the critical use of metaphors in political speeches of Pakistani famous figures. The aim of study is centralized to comprehend the tactics employed by the Pakistani figures to use metaphors in context of Pakistan. It is based on religious, societal and lingual background differences in Pakistan. The study follows qualitative approach and analyzes the content of speeches delivered by Parliamentary member of Pakistan, Bilawal Bhutto Zardari and Imran Khan, the then, Prime Minister of Islamic Republic of Pakistan. The metaphors have been used and analyzed in reference to highlight religious, societal, and lingual background differences in Pakistan. The conceptual framework employs metaphor identifier process (MIP).

The study has found as a result that peculiar use of metaphors by the political figures are based on the foreground theories to put a clear Image of their vision and could mold the opinions of public to favor of them. The study showed that political figures use religious, lingual, and societal concepts for foregrounding. The study itself can assist lay man and the researchers to comprehend the techniques employed by the political figures of Pakistan in order to create general opinion of public.

Keywords: Analysis, Devices, Discourse, Metaphors, Pakistani, Political,

Introduction

The analysis of a discourse critically is one of the approaches to analyze the textual part of study and talk on the discourse that becomes apparent from common societal politics to lingual critics. According to Van Dijk (1995), it is a political-socio paradigm that investigates the communicative discourse. Fairclough (1993) described the discourse analysis as the systemic insight that works to highlight hidden relations of determined elements and the causal practices of discursive actions in texts that sums up the wide range of socio-cultural constructions. The critical paradigm to analyze the practices of ideological shaped relations between power struggles and mind control of general public sustains the hegemony of authoritative parties. In order to maintain the hegemony onto minds of the

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general public, specific lingual devices are employed in speeches by the renowned political figures. They play a crucial role in communication that is required to make the meaning purposeful. The usage of metaphoric devices by political figures is characterized as one of its examples.

Background of Study

Communicative activities are necessary for politics. The cause of its importance lies to a fact that political based communication has been the lifeline in political links. It connects different societal parts and assembles it as the whole (Graber, 1993). According to Edelman (1964, 1971, 1977, 1988), it has been the capability of politicians for use of typical symbols and the metaphors towards their central motive in awakening of masses. The often-quoted cognitive researcher, Paivio's (1979) showed contentment to use metaphors. According to him,

"The metaphors are like eclipses of solar. They tend to hide objectives of real study and reveals most significant characteristics that are viewed by right telescopes (p. 150)." Paivio's (1979)

The hiding by its quality have been anticipated in field of politics and revealed by (Edelman, 1971). Therefore, the metaphors have been defined as peculiar patterns to perceive the responses of people. The speech of deterrence and capacity to strike is perceived as the game war; and the speech of legal murder has been perceived the slaughter to humans. Therefore, in order to utter a speech of democracy, it has been perceived vague instrument to achieve intense objectives. The metaphors tend to intensify the chosen perceptions while ignoring the others. It helps to concentrate on desired results that favor to the policies of public. It also helps ignoring the unwanted and the irrelevant consequences. The metaphor is a hidden way to highlight the wants and beliefs with ignoring what one does not like to see. The theory of metaphor was initiated by Lakoff and Johnson (2008) in the book named, *"Metaphors We Live By"*. This theory is long back that builds scholarships and take metaphor more than the ornamental devices in lingual structures. It takes the metaphor more than the conceptual instruments that structures, re-structures and create reality.

The renowned philosophers in this field are Nietzsche and Black. The overview on theories related to metaphors is given recently by Gibbs and Cameron (2008). The concept metaphorical theory (CMT) was initiated by Kövecses (2010). Publication of book by Lakoff and Johnson's (2008) brought more research in this field and original views have been modified. However, the situation has been changed. The concept metaphoric theory is changed from theory of metaphors that have been proposed

in the book, “Metaphors We Live By.” The critics related to CMT still assume it incorrect. They equate both theories together. Many theorists suggest that the metaphors are easily comprehended. However, according to Mio (1997), the meanings in the majority have been uncertain.

Problem Statement

Though, there have been a great contribution on analysis of political speeches with refer to use of metaphoric devices, however, still the discussion on a matter that in case, of the listeners knows political, societal and historic backgrounds for the metaphors used and their results. The present study will attempt to know the actual meaning of metaphor that could be comprehended. It is to know that framework of concepts will try to act on works of person and meaning to metaphor clear to listeners. This is a way to find levels of uncertainty in meaning to metaphor, if person had societal, political, societal, historic and conceptual backgrounds for the metaphor employed.

Pakistan supports multi-party system. The two main important wings are right and the left. The other parties are progressive and conservative in nature. The usage of language to every other political figure accord to narrative of politics and similar to employment of metaphorical lingual arrangement. Three main political clans in Pakistan are Pakistan People’s Party (PPP); Pakistan Tehrik-i-Insaaf (PTI), and the Pakistan Muslim League Nawaz (PMLN).

Aim of this Study

Study tends to analyze the employment of metaphoric elements in speeches of the renowned political personalities of Pakistan.

Objectives

The following objectives are assigned to this project.

- To explore lingual employment of metaphoric elements in routine life
- To find societal and concept-based meanings of metaphors
- To explore the influence of metaphoric elements on psychology of man

Research Questions

1. What kind of lingual, societal and conceptual religious metaphors have been commonly used in politics-based speeches?
2. How the uses of metaphoric elements tend to exploit construction of opinion to layman?

Implications of this Study

The research project can contribute to explore meanings from metaphoric elements that have been used in speeches of political figures on basis of background on religious, historic and the political based contexts. Later, study intends to state about the influence of words on the thoughts of layman. The differences in meaning given by metaphors have been found in study that is related to context of Pakistan. The context is separate to rest of the other World. It is due to fact of different backgrounds provided by metaphors in other countries on basis of peculiar conceptual, societal and historic views. Therefore, Study fixed its focus to select metaphors in speech texts through analysis and discuss within context to Pakistan. The use highlights societal perspectives that tend to bind with conceptual comprehensions of public in general based on historic and cultural backgrounds.

Justification of Study

The research project tends to provide insight comprehension of different aspects that employ metaphors in discourses of renowned leaders. The study sketches view of actual meaning to which the metaphors have been used in speeches and provide picture to the layman. The study tends to possibly give more insights in identifying metaphors that have been used in speeches of political figures. It takes the better views pf conceptual, lingual and the historic perceptions about uses of metaphoric elements. The present study can be used as a framework for the future scholars of same field.

Literature Review

Lakoff and Johnson (2008) stated that metaphor has been device used for imagination of poem and flourish rhetoric. It is matter for extraordinary language than ordinary. Metaphor has been viewed as one of the characteristics to language and it is mattered to regulate words than action and opinions. The reason, usually people perceive to use metaphor without using metaphor.

However, metaphor is found to be pervasive for routine communication and in thoughts with actions. The ordinary system of concepts is terms to perceive with action. They are basically metaphoric. Concepts to govern visions are not concerned with intellect only. They function for everyday below to daily details. The concepts are what one perceives and view World that is related to community. The system of concepts does play significant role to define realities of everyday life. Therefore, it is right to suggest that the system of concepts have been metaphoric in nature, the

perceptions, experiences and matter of daily routine. The system of concepts is typical to understand in normal routine. In majority of small things, one usually acts in routine, simply act and perceive are less automatic to certain facts. They are not more than obvious. One way is to view language. The communication has been largely based on system of concepts. The concepts arrange to act and thing. Language is concrete prove to put evidence for system to be like. The metaphors of concepts that tend to understand domains of experiences. They are abstract in nature to concrete form. The definition overall gathers metaphors of concepts that are products and process. The processes of cognition help to understand the aspect of process in metaphoric element. The results are pattern of concepts that define aspects of product.

Significance of Communication in Politics

Lippmann (1922) has been cited the most in literature of communication of politics. According to him, the domain of politics is difficult and abstract that could be experiences directly. It is because the world of politics has been creations for communication of public. The creation assists to lessen world of politics to the simpler figures that have been easy to manage. The motive of Lippmann has been to view fact about politics that are necessarily abstract and untouchable. This has been an unsaid theme used for politics that could be used to gain political benefits and motives. The theme directly addresses various writings. These were (Stone, 1988, Edelman, 1964, 1971, 1977, 1988; Miller, 1979; Blankenship & Kang, 1991; Graber, 1993). They all focused on viewing the media of nation. It emerged to be significant weapon for manipulation of thoughts.

Significance of Metaphors as tools to process Information.

According to use of abilities and need of simplifications that tend to state for metaphors and symbolic figures that can be helpful in arena of politics. The metaphors have been designed for processing of information that are discusses through cognition theories of politics by its advocates. Ortony's (1978) work on its discussion viewed the use of metaphors to convey information to a concise way. The advocates of cognitive thoughts contribute to provide new data that process different perspectives. The names are (Ottati and Wyer, 1990; Kinder and Sears, 1985; Fiske and Kinder, 1981; Sears, Lau, Tyler and Allen, 1980). Ashcraft (1994) have used this model that is under processes of cognition. The information has limited ability for process of selection. There are prior ideas known as

schema. They serve to be filters of information in minds. Example is if one having schema to understand the events of world related to liberal perceptions. It is then the perspectives have served for filter of those notions which are consistent in bias liberal to screen out ideas of conservative views. The work is at microscopic stage also. Example is of person that might have particular schema in comprehension in environment related to information. According to Ottati and Wyer (1990), schema do render for more attunes towards conserve of environment. It is opposed to the complaints against regulations design and its protection. It has been work for both selection of events and interpretation of ambiguous events that are consistent to pre-existing opinions. It happens at initial time to encode information, however, not for time at recall.

Iyengar (1990) and Iyengar and Kinder (1987) have seized to process model. They developed many themes that centered on heuristics of cognition. Kahneman and Tversky (1982) proposed heuristics of cognition. According to them it is rule to thumb that turns to mimic logic process. It is simple and avoids taking all information pieces. Decisions binding on heuristics have been constant to make decisions that rely on careful consideration of information. However, the decisions vary to maximal logic-based decisions. It is because the heuristics logic tends to make evaluations and choices that have been opposite or wrong to information available. Iyengar (1990) and Iyengar and Kinder (1987) focus on frame of heuristics. The decision differs that how the particular event has been framed. These presentations of news tend to invite the general public for use of simple heuristics in purposes of making decisions. Brady and Sniderman (1985) have peculiar attention to likelihood of the heuristics. This has suggested that the people need to decide about their bent of mind towards the politician and make greater decisions on index of likability. This has been true about self-evaluative response to their created dimension of conservative and liberalness. Brady and Sniderman (1985) have suggested that the abstract ideas to the conservatism with the liberalism have been difficult for people to understand. It is so; the public assess that, to which political figure they are inclined to, then to identify by dimension of conservative and liberal aspects. The metaphor has been specifically used to process information as suggested by Edelman (1971) as:

“The element of metaphors and the myths have been the devices to simplify and give meanings to the difficult and confused observations that call to the concern (p. 65).” Edelman (1971)

Edelman (1971) further viewed that the effect of metaphor evokes the relation of part-whole. It comes into two main forms. The certain use of metaphor becomes symbolic with its broad view of issues. It

solves metaphor to local addresses than to broader. This shows that political based metaphors tend to justify different actions.

President Roosevelt did use metaphors in speech for Great Depression with a new form of deal. The country felt in Depression that it's all directions have been lost. The certain programs of works of public have been put to place; there the metaphors became greater issue in all directions of country. The confidence was grown in country and so the U.S.A came out of Great Depression. Edelman (1971) stated that the metaphors justify different actions that have been effective at times, when anxiety in public is heightened, public have to assure a sense of organization in problems to the hand that addresses the government. This has been the reason for the Cold War success. The metaphors are used for success of general safety given to countries. The issues like spending of defense is accepted and by large the public. According to Thompson (1998), the second course of implication to generate metaphors for part-whole integrity tends to help understand difficult issues that are relevant for general populace. This make public to feel as part to process of politics that is supportive to make decisions for elite class of politics.

Edelman (1964) even suggested that the goal to discourse of politics have been for metaphors in novel that tend to mobilize opinions of public. These have been using metaphors in simple to repeat it continuously. Politicians have been often using metaphors to resonate towards latent views that become either or the symbolic speeches. The metaphors that have been repeated resulted into dulling faculties critically. It also awakens them. The chronic repeat of phrases and clichés have simply served to condition, it is uncritical and honored the time habit in politicians that are mentally in rest to audiences.

The set of information that is conveyed to audience by speaker is related to business. It is said that taxes have been high, and public spend it lavishly. Therefore, according to Edelman (1964), the speaker tries to avoid himself as well the audience to think and for all people, present, of joining favored ritual that consists of denounced symbols to spend. Stone (1988) contributed to connect problems of politics with their stories. The stories carried three parts, the beginning, the middle part, and end to introduce change. The stories include villains, the victims and heroes. It is like battle of good with evil. Stone (1988) stated that:

“The metaphors have been significant devices that are used to represent strategies in analysis of policies. They tend to represent a comparison of one object to other, however, it is subtle. They imply narration of story with prescription of action.” Stone (1988)

The ideas to use metaphor for part-whole relation prescribe the action of story. This leads to use metaphor in form of persuasion. Mio (1997) stated that the studies on topics of metaphor to politics proved with empirical evidence towards pervasive usage for metaphoric devices. It has been effective in use of persuasive metaphoric devices that are uncertain to theorists' beliefs.

Therefore, it has been objected for use of metaphor that politicians that is uncertain to present meanings to people that belonged to different cultural backgrounds.

Research Methodology

The research adopts qualitative approach. The speeches of renowned political figures, Mr. Imran Khan and Mr. Bilawal Bhutto Zardari have been taken to identify metaphors through the metaphoric identify process (MIP). It was first presented by the Pragglejaz Group (2007). The procedure follows three basic steps. They are:

1. Proper read of whole text that establishes overall comprehension of given meaning.
2. To determine lexis in given text
3. The determination of lexis in text to establish meaning within context, the ways it applies to entities, relations and even attributes towards situation that evoked text.

It is to follow what is after and before to the lexis, it is on lexis, to determine if this has principal contemporary provided meaning to new contexts that contrasts to the provided one.

The objectives to basic meanings are tend to as

1. Concrete (It has easy evoked than feeling senses)
2. It must be concerned to actions of body.
3. It does have a precision.
4. It must be historically old.
5. The principal meanings have not been significantly frequent in meaning for the lexis units.

If lexis is principle and current in meanings of the contexts to other, then it must decide to other contextual based meaning.

Process of Data Collection

The two political speeches of renowned politicians, Mr. Imran Khan and Bilawal Bhutto Zardari were taken from daily motion. The speech of Mr. Imran Khan was translated into English

from Urdu. The speech of Mr. Bilawal Bhutto was translated into English from Sindhi. The expert of language translation was hired to help in translation of speeches.

Analysis of Content

After the collection of data, it was analyzed by the researchers according to the rules set by experts. Group (2007) was a group of scholars from a variety of disciplines who prepared a comprehensive method of the identification of metaphors and called metaphor identification procedure (MIP). The data collected was analyzed within set rules by the researcher. According to the rules of metaphoric identify process, the process checked metaphors. It starts with a check on metaphor that is based on context of its use. It is compared to its contemporary importance, late to historic perception. The results explain the terms.

Findings of Study

Meaning Derivations from Speeches of Political Figures

| Name | Contextual | Historic Events | Contemporaneous Connotative | Religious Ideologies | Total Metaphors |
|------------------------|------------|-----------------|--------------------------------|----------------------|-----------------|
| Imran Khan | 08 | 04 | 10 | 10 | 32 |
| Bilawal Bhutto Zardari | 13 | 04 | 25 | 0 | 42 |
| | 21 | 08 | 35 | 10 | 74 |

The table above shows use of metaphors by the Pakistani political figures in their speeches.

Contextual

The surroundings decide about use of metaphor in discourse that occurs. The metaphor is comprehended in given peculiar situation of speech. The writing in text of metaphor do affects the meaning. The context is association of words with societal settings that is either written or spoken. The context itself is used for proper comprehension of words that people usually tend to avoid in meaning making. Through this, the reader can infer question within speech. The lingual patterns and listener assist to comprehend of the said words.

The use of words *goats* by Mr. Bilawal Bhutto Zardari in parliamentary speech of 2018, tend to convey message of no particular connotative form of meaning. According to him, he signifies *goats* to all parliamentarians that are under rule of the speaker. However, the same words have been differently used by Mr. Imran Khan. According to him, the people of Sindh are *goats*. It is because people belonging to Sindh province have no real sense to demarcate between two paths of righteousness and wrongdoings. They are under direct rule of the feudal system and political figures in Sindh. According to the results, Mr. Imran Khan employed 8 metaphors that signified contextual form of meanings in speech; however, Mr. Bilawal Bhutto employed 13 metaphors that represented context-based meanings. Therefore, the frequency of Mr. Bilawal's political speech has been observed for more metaphors.

Representation of Historic Events

The meanings related to historic events are meant as the metaphoric devices that are concerned to historic perceptions. This tends to state the entire present scenario in connection to examples in past. This let audience to comprehend about the entire story or an event that is in present. This awakens few concepts related to opinions and ideas. The schema is related to the metaphors that have been used.

The use of metaphors to relate historic events and eras tend to mold the mindset of people. Mr. Imran Khan in his speech uses the phrase, *Riyaast e Madina*, (The state of Medina). This denotes to holy reverence and importance given to state of Medina by the Muslims of Pakistan and around the World. In a speech recorded, Mr. Imran Khan has used 4 metaphoric devices to relate with historic events in his speech. Mr. Bilawal Bhutto Zardari used the metaphoric devices that are, "*Roti, Kapra aur Makaan*" (slogan of Pakistan People's Party), "*Bibi kaa Khuwaab*" (Vision of Ex-Prime Minister Late Benazir Bhutto about her country), "*1973 kaa Aaien*" (Mr. Zulfikar Ali Bhutto participated in formation of 1973 constitution) and "*Pakistan banna aaitmii taakat*" (Pakistan became atomic power in era of Ex-Prime Minister, Late Mr. Zulfikar Ali Bhutto).

From the speech of Mr. Bilawal Bhutto Zardari, it was come to know that he used 4 metaphoric devices to relate speech with historic events. The frequency of both was same in use of historic speeches.

Contemporaneous Connotative Meanings

The metaphors that can be easily perceived by the masses in general are represented under this section. The audience can perceive, imagine and actually feel them easily. They can be contextual, historic or both. The political speeches of both political figures were recorded. Mr. Bilawal Bhutto Zardari uses the words like, “*selected Prime Minister*” to connote to present Prime Minister of Pakistan, Mr. Imran Khan. He connotes “*Maulana Diesel*” to Maulana Fazul- ur-Rehman, “*Mazdoorraun kii jaamaat*” (PPP is the party of poor; it supports the poor people of Sindh). These 3 metaphoric devices have been used in speech of Mr. Bilawal Bhutto Zardari.

However, Mr. Imran Khan used the following metaphoric devices. They are *Jab Baarish hoti hai tau paani aata hai, jab ziaayada baarish hoti hai tau ziadya paani aata hai*” (this statement is connoted to immature politics of Mr. Bilawal Bhutto Zardari, who still needs time to become a successful leader), “*Ghabraana Nahi hai*” (To the audience, you do not need to create the panic in state of disastrous situation) and others. From the results it has been known that Mr. Imran Khan used 10 metaphoric devices and Mr. Bilawal Bhutto Zardari have used 25 metaphors.

Therefore, from the results it was known that Mr. Bilawal Bhutto Zardari has used more metaphoric devices in his speech to influence minds of public.

Religious Ideologies

Religious connotative meanings refer to peculiar ideologies that tend to evoke prominent religious teachings and perceptions. Pakistan was founded on ideological basis of Islam. It was renamed as Islamic Republic of Pakistan in 1956 constitution. The general audience perceives that the leader with sound religious teachings is a better politician. Mr. Imran Khan usually employs religious metaphoric devices more in speeches. According to the results, Mr. Imran Khan employed more religious based metaphoric devices than Mr. Bilawal Bhutto Zardari.

Mr. Imran Khan used Islamist metaphoric devices like, “*Khulfa e Rashidaa kaa Daur*” (Reminds of Golden Era of Islam in leadership), “*Inshaa Allah*” (If Allah wills). His speech started with a verse of Holy Quran, that meant as, “*I am created to worship (Allah) and I Do pray You (Allah)*”; many a times Mr. Imran Khan aspired to make Pakistan, “*Riasat e Medina*” (the exemplary state that offers all reverences from Muslim World). Mr. Imran Khan used 10 metaphoric devices in speech. From the use of religious metaphoric devices, the political figure tries to imply that he is truly a leader

of Muslim state and worships to one God. This influences the general public. However, Mr. Bilawal Bhutto Zardari did not use any religious based metaphoric devices in speech.

Discussion

One of the objectives of language is communication. It is used to express ideas, notions and feelings. In communication, it is often the persons usually tend to avoid direct share of concepts and emotions. They employ metaphors to subtly convey meanings to the listeners. This is a better way to avoid awkwardness and to be safe in a communicative stance. However, the choice of metaphoric devices may depend on one person to another. It is because the educational background and nurture is changed from one person to another. The educated people often use standard form of language and avoid using slang version. However, the actual choice of metaphor is done to make conversation safer. The oft-quoted cognitivist Paivio's (1979) compared metaphor with an eclipse and stated about its use as:

“The metaphors have been like solar- eclipse. They hide main object related to any study and reveals at very same time about important and simulative characteristics that are viewed by right side of telescope” Paivio's (1979)

The speeches delivered by politicians often have metaphors. It is because they need more metaphors compared to other orators of community. According to Van Dijk (1995), politicians tend to represent themselves positive and negative to others. The politicians that have been selected for present study are well educated and possessed great stance. They use language that is found different to other political figures of Pakistan, like; Chaudhary Shujaat Hussain, Imran Ismael and Sheikh Rasheed. Therefore, they use language that is refined overall.

The use of metaphoric devices like Medina State, trustworthy and truthful leader tends to represent qualities of educated and religious leader of state. The other devices by Mr. Bilawal Bhutto Zardari to state about vision of Prime Minister of state show that these both leaders have sound educational background. The common use of religious metaphoric devices usually manipulates visions of audience. The leaders use them to mold minds of less aware audience that their leaders run state based on principles of religion, Islam. The rules will be implemented on will of Allah. Mr. Imran Khan and Nawaz Shareef usually employ religious speeches many a times in speeches. However, Bilawal

Bhutto Zardari and Bhutto family have been found less to utilize religious metaphoric devices. Aristotle said that Man is recognized social; therefore, it is hard for man to live alone without societal and lingual backgrounds. The share of common set of ideology is necessary for its survival in community. It is so, society and language do affects each other at many levels. The context plays a vital role to define language. Example is *shopper*. In context of Pakistan, it means a carrying plastic bag. However, in other states, it is referred to vendor. Therefore, every society has its own lingual background. Similarly, renowned political figures of Pakistan utilize the names of animals to portray negative to others. The example is *Donkey*. Mr. Bilawal utilized the word donkey to show specific societal grown background in mind. In context of Pakistan, *donkey* is connotatively represented as silly. If one refers *donkey* to other, it is regarded as sign of insult to other. Similarly, Mr. Imran Khan utilized the metaphor. *taangaa party*. It presents a specific social background. Many people do comprehend that party, which does not have more than two seats.

Many metaphoric devices do have more meanings. They denote various connotations. Kövecses (2005) pointed out different metaphors that are present in a language. The concept-based metaphors have a significant place of its use in discourses of politics. Leckoff and Johnson (2008) defined the conceptualized metaphoric devices that are systematic in nature. They correspond between the main two experiences. It means that the comprehension of one assists the other. Therefore, politicians often use conceptual metaphors to stimulate schemas of public that let people to take decision between right and wrong. The use of two words *Saadiq* and *Ameen* in political conversation after the verdict of Supreme Court against Miyan Nawaz Shareef (the ex-Prime Minister of Pakistan) connoted specific conceptualized metaphor. These metaphors utilized against Miyan Nawaz Shareef were in contrast to literal use of its peculiar context. According to Kövecses (2005), this novel use of metaphor is referred “context-stimulated use of metaphor”. It is therefore, whenever, Mr. Imran Khan uses the words, *Saadiq* and *Ameen* to indicate to names of Miyan Nawaz Shareef, they act like context stimulated. The words are conceptual employment of metaphors. The people comprehend in general about the decision of Supreme Court against Mr. Muhammad Nawaz Shareef to de-post from post of PM with use of articles, 62 and 63. Therefore, conceptualized metaphors are associated to frame of humans. The second important research object of this project was to find the influence of metaphor on public and its exploitation on their opinions.

Metaphors have been significant to convey information to more concise way Ortony (1978).

Majority of political figures use metaphors to indirectly convey messages to followers. Many have master over it to construct solid opinion against their audiences. The example is use of word “*select*” by Mr. Bilawal Bhutto Zardari to Mr. Imran Khan (the then Prime Minister of State, Pakistan) tried to convey the message that Mr. Imran Khan have selected first by establishment. On basis of plan, he has been declared winner in elections of 2018.

Thus, it is on the side of political orator to construct an image of its opponent leader. The regular practice to use metaphoric devices by and again for purpose of propagation let for a time being appears true for the audience in general. The audience as voters feels to share sympathy to political leader that creates environment in favor of his or her motives. Therefore, it is on the political figures to use metaphors in build of the narratives that is in favor of them. The narratives show historic, contextual, and religious use of metaphors in support.

The use of metaphors assists the leaders to follow their motives, creates a soft-corner to win more sympathy. The sympathy with a sense that leader to which they follow has been deprived basic right to rule their people. Therefore, their followers should stand at one platform to support the vision of party and rule in next referendum.

Limitations of Study

Current study limits its scope to take speech of the head of three political parties. The use of metaphors by the political figures, the conceptual, societal, political, and historic impacts on people has been analyzed. The time limitations in collection of data restricted the researcher to analyze one of three main parties in Pakistan. The one political speech of each leader is focused. Therefore, results from this study cannot be overgeneralized.

Conclusion

The use of metaphorical devices in a language is one of the significant acts to convey message in a form of communication. It is precise and tends to pursuit the audience towards different political agendas of leaders. These devices tend to create novelty in conversation of politicians. The political figures hold important positions in a society. Therefore, they are well accounted with the overall structure of societal norms, taboos and values in a society. The smartness in political leaders is gauged by the use of specific metaphorical devices in their communication with their civilians of society. The

techniques to use lingual strategies intelligently by the political leaders are readily accepted in the audience. It is because the civilians are treated psychologically that are binding on their concepts. Keeping this view in front, the political leaders of Pakistan often use metaphorical devices to convey several meanings in one phrase that accomplishes their varied personal objectives. Therefore, the language is exploited by the political figures that tend to serve their own narratives. It results into successful support of audience for their political leaders in times of election. The general public is far away from the actual circumstances in a society. The ideological mindsets of voters are constructed on narratives of their favorite leaders.

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