

## A COGNITIVE METAPHOR ANALYSIS OF DONALD TRUMP'S SPEECHES

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### Abstract

Metaphorical expressions carry layered meanings and serve a range of persuasive functions, especially within the political sphere. Their strategic use often aims to influence public perception and reinforce a speaker's credibility. Donald Trump's presidential campaign speeches during the 2016–2017 U.S. election cycle offer a compelling corpus for examining such rhetorical choices. This study analyzes the metaphors in these speeches by categorizing them into three types: structural, ontological, and orientational metaphors. Using a qualitative descriptive design grounded in cognitive metaphor theory, the analysis draws on Lakoff and Johnson's *Metaphors We Live By* (1980). Operating within a post-positivist paradigm, the researcher serves as the primary instrument in interpreting the data. The findings show that structural metaphors allow Trump to frame abstract ideas through more concrete conceptual structures; ontological metaphors provide moderate conceptual grounding by attributing entity-like qualities to abstract phenomena; and orientational metaphors offer minimal conceptual structure while shaping spatial or directional understandings. Across these categories, Trump's metaphors function to evoke emotion, shape audience perception, and construct a particular persona. Taken together, the metaphors project a worldview centered on resilience, national pride, and assertive leadership—features that contributed to the persuasive force of his political messaging.

**Keywords:** *Donald Trump; image schema; metaphor types; speech.*

### 1. Introduction

Speech holds a distinctive perspective and significant role within social and political events. It is a public act of expression through which individuals convey opinions, emotions, and ideas with the intention to influence or inspire others. Before assuming leadership, whether as a candidate or as the head of state, a president's speeches and public performances are designed to persuade citizens, raise morale, and strengthen public trust. To achieve these aims and leave a positive impression on the audience, presidents carefully select their words and refine their delivery through rhetorical skills and strategic communication.

Language, as the primary instrument of human interaction, becomes a powerful tool in the hands of those who possess or seek authority. It serves not only to express and disseminate ideologies but also to challenge opposing beliefs. Consequently, influential leaders must develop advanced discourse skills to navigate opposition, criticism, and complex political challenges. The role of language in shaping human thought, beliefs, and behavior is profound—and potentially perilous—since language operates across multiple levels of human experience: as both a mental system and a verbal product, in everyday communication as well as in the refined expressions of literature, religion, and politics (Khalidun, 2007).

Besides showing communication strategies, politics also reflects cultural differences across nations as language is a manifestation of culture and the leaders are representatives of their nations and hence their culture. Not only do metaphors are rooted in culture, but they are also one of the most effective communicative tools in politics to move the audience's feelings as well as to convey ideologies in a transparent and clear way that the speakers wish their audience to see and listen to. Hence, the focus of this study is the usage of metaphors in political speech become one of the influential aspects. Lakoff and Johnson (1980), "Metaphors are pervasive in daily life, not just in language but also in thought and action." The cognitive view on metaphor proposes the metaphorical theory, which means that people can express a concept in terms of another, thus enabling to understand some abstract concepts much clearer and easier by using words that have concrete referents.

Meanwhile, the use of metaphors in politics has complicated aspects, abstract, and far from people's daily experience. Otherwise, politicians can make those abstract political concepts more concrete for people to accept and understand easily. Moreover, Jeffery and Katz say that metaphors offer solutions to political problems or events. "They offer a course of action, and politicians hope their metaphors persuade the public to follow the prescription suggested by the metaphors" (Jeffery & Katz, 1996). Therefore, it will be of great significance to investigate the three kinds of metaphors that are employed in the speeches by presidents and to show how these metaphors are revealed.

Political speeches have been carefully made by talent before they are delivered to the public, thus it is not hard to see that most of the speeches of the president are inspiring, courageous, and claiming the promise of better days, even though some of them are addressed in the darkest days of America. In addition, the president will also use various rhetorical devices to create and grow the emotional impact, and to attain the goal of persuading people to support him, such as antithesis, parallelism and metaphor. In politics, the use of cognitive metaphors is deeply embedded in the human mental system, influencing how we conceptualize the world, and involves mapping an abstract "target" domain (emotion) to a more concrete "source" domain (such as a physical force or substance). Through experience, abstract concepts are often based on direct experience, sometimes indirectly through a series of metaphors that connect abstract concepts to concrete ones. Therefore, metaphors seem to be used more widely and demonstrate goals more effectively, which, to a greater extent, increases the power and clarity of language. As Jeffery and Katz (1996) state, "Metaphors in politics are applied to convey policies, convince or persuade the public to act or to characterize political opponents."

This study focuses on Donald Trump's speeches in the period 2016-2017, as a figure to the cognitive view which brings out the metaphor theory. Controversy often arises due to his statements, which may sound harsh or aggressive in diction, but in his speeches, he delivered his ambitions' firefly. The theory helps explain how people conceptualize their

reality and can provide new perspectives on familiar concepts. By making metaphorical thought patterns explicit, it can be used to explore new possibilities and generate new ideas. This section mainly deals with theoretical issues on the expression of metaphor in the view of cognitive linguistics and kinds of metaphors such as structural, ontological, and orientational metaphors of Donald Trump's speeches and relevant studies. Donald Trump said, "While America's infrastructure has fallen into despair and decay," they underlined that dropping posture typically goes along with the feeling of unhappiness or depression. Metaphor is conventionalized to the extent that it is automatic, effortless and generally established as a mode of thought among members of a linguistic community (Lakoff and Turner, 1989).

## **2. Literature Review**

### **2.1 Cognitive Semantics**

Cognitive linguists view metaphor as important and not marginal at all, emphasizing the construct of meanings and our embodied understanding of the situation. Lakoff (1987), *Cognitive Semantics*, is a new approach to the study of language which views linguistic knowledge as part of general cognition and thinking.

### **2.2 Figurative Language**

Figurative language as a language that uses words or expressions with a meaning is different from the literal interpretation. Figurative language is usually rarely used in our daily conversation. Figurative language is often found in literary works, such as articles in newspapers, advertisements, novels, poems, etc.

### **2.3 Metaphor**

Metaphor is loosely defined as a figure of speech in which we compare the common property shared by two quite different things. Metaphor is at the nexus of mind and language to define metaphor and understand its functions in language, thought, and culture. The late 20th century has witnessed an explosion in the study of metaphor, especially within cognitive science, where linguists, philosophers, and psychologists have offered a variety of proposals on metaphorical thought and language. (Gibbs, 1994). The nature of metaphor has been studied for quite a long time from different perspectives. Traditionally, metaphor is treated as part of figurative language such as simile.

### **2.4 Structural Metaphor**

A structural metaphor arises when the source domain provides rich knowledge structure for the target concept (Kövecses, 2010). The source target projects easily perceived and comprehensible mappings that deliver the metaphor to the target source in a comprehensible way. The conceptual metaphor can be represented as a mapping: "TIME PASSING IS MOTION OF AN OBJECT." The observer has a steady position and the things, objects, are moving towards him. In contrast, the following mapping can arise. In the aforementioned metaphorical expressions, time gains a steady fixed position and the observer is moving towards it. The understanding of both source domain and target domain make the metaphor clear and more comprehensible. One concept is metaphorically structured in terms of another (Lakoff and Johnson, 1980).

## 2.5 Ontological Metaphor

Ontological metaphor is less transparently projected from the source domain to the target concept. Their task is to provide new ontological status to general categories of abstract target concepts. The abstract notions can be referred to as entities. This can be achieved through the introduction of ontological metaphors that might serve the purpose of quantifying, identifying, referring, setting goals etc. In other words, they contribute to the comprehension of nonphysical objects as an entity. An abstraction, such as an activity, emotion, or idea, is represented as something concrete, such as an object, substance, container, or person. G. Lakoff and M. Johnson (1980) provide the following examples to manifest the use of ontological metaphors:

- a. I can't keep up with the pace of modern life. Life course is perceived as speed of some physical object. His emotional health has deteriorated recently. The pressure of his responsibilities caused his breakdown. Health, emotional state of a person or work appears to adopt some physical abilities not usual to the abstract notions.
- b. He went to New York to seek fame and fortune. I want to find true happiness in this life. (p.27). Fame and happiness are apprehended as physical objects that could be lost, found, moved etc. A physical object is mapped to the target domain as a human being. Such mappings allow us to perceive non-human entities through human characteristics, motivations, actions, etc.
- c. Inflation is eating up our profits. This fact argues against the standard theories. Life has cheated me. (p.33). The conceptual metaphor is built into the source domain is not just "INFLATION IS A PERSON" (as in the previous set of examples), but rather "INFLATION IS AN ENEMY". Such mapping contributes to the better understanding of not just the behavior of inflation but of the potential actions against it. Personification provides for the use of one of the most accessible and close to the human being source domains, namely, our own existence.

## 2.6 Orientational Metaphor

Lakoff and Johnson (1980), "Orientational metaphors can be opposed to structural ones in such a way that they do not build the metaphorical structure of one concept in terms of another, but rather "...organize a whole system of concepts with respect to one another." The nature of orientational metaphors lays deeply in our physical structure or culture. Thus, it is common to relate most positive feelings to movement up, and negative ones – to moving down. This could be due to the physical specifics of our body being straight up in reference to a positive state, and drooping posture manifesting sadness or unhappiness. The examples below illustrate the theory:

- I'm feeling up. My spirits rose. He's in high spirits. – I'm feeling down. He's really low these days. My spirits sank. (Lakoff and Johnson, 1980). Conceptual metaphors designating the use of orientational metaphors could be "HEALTH AND LIFE ARE UP" and "SICKNESS AND DEATH ARE DOWN". The common examples, such as "He is in top shape", "He is at the peak of health", and "He came down with the flu", "His health is declining" (Lakoff and Johnson, 1980) are explained by the physical basis common to everyone, i.e. "during an illness we tend to take lying position, while getting better suggests getting up and taking upward position".

## 2.7 Metaphorical Mapping

Metaphor is not just the notion of similarity or comparison between the literal and figurative meanings in an expression. The transference of metaphor in meaning is realized by constructing mapping between two domains. (Lakoff and Johnson, 1980). The cognitive process that relates literal meanings to extended meanings is known as mapping. As Radden and Dirven once pointed out that mapping is the projection of one set of conceptual entities onto another set of conceptual entities (Radden & Dirven, 2007). They take the sentence “The microprocessor is the brain of a computer for instance.” The metaphorical mapping is as follows: The brain is the organ inside your head that controls how you think, feel, and move. But it is obviously used in another sense. The shifting meanings from “organ inside your head” to “microchip of a computer”. In this sentence we no longer talking about people but computers. People and their brains belong to the conceptual domain “human being”, which comprises human aspects such as consciousness, rationality, emotions, etc. Microchips belong to the conceptual domain “electronics” which comprises computer technology and other digital equipment such as mobile phones and DVD. The structure of the domain “human being” is mapped onto the structure of the domain “electronic” and, as part of the structures, the “brain” as a body part is mapped onto “microchip” as a part of a computer. Thus, the way a microprocessor function in a computer is understood in terms of the way a brain functions in a human beings. Chen (2005) said that, “the words which express human body parts are easily to be mapped onto other semantic domains by the metaphor”. The human’s metaphor includes three types:

1. The structured mapping from the body part domain to the non-body domain. Example: He lives in the foot of the hill. This sentences uses metaphor of the part of human body on the word “foot”. The image of foot in above sentence is used to express of the position of place where someone lives.
2. The mapping from the non-body domain to the body part domain. Example: He is such a snake. This sentences uses metaphor of the animal on the word “snake”. The image of snake in above sentence is used to express language which used for hurting or destroying the feeling of someone with the words.
3. The mapping between two organs in the human part domain. The mapping relationship between the source domains to the target domain is relative. They can be mapped each other not only from the source domain to the target domain, but from the target domain to the source domain (Lu, 2005).

Metaphorical mappings from a source domain to a target domain are inherently partial. In each conceptual metaphor, only certain aspects of the source domain are utilized — a phenomenon known as *partial metaphorical utilization*. This partial structure of the source highlights and provides conceptual organization for only specific parts of the target concept. The aspects of the target that fall outside this highlighted region are considered *hidden* (Kövecses, 2010). “AN ARGUMENT IS A CONTAINER” means your argument has a lot of content. “AN ARGUMENT IS A JOURNEY” means we will proceed in a step-by-step argument. Concepts in general, source and target, are characterized by a number of different aspects. When a source domain is applied to a target, only some (but not all) aspects of the target are brought into focus.

## 2.8 Image Schemas

An image schema is a recurring structure within our cognitive processes which establishes patterns of understanding and reasoning the abstract outside world. As Lakoff (1987), points out that image schema are directly meaningful (“experiential” & “embodied”), preconceptual structures, which arise from, or are founding in, human recurrent bodily movements through space, perceptions, and ways of manipulating objects. Johnson (1987) argues that image-schematic structures possess two key characteristics: they are *non-propositional* and *imaginative* in nature. According to him, “they are preconceptual schematic structures that emerge from our bodily experience and operate continuously in our perceptual interactions, bodily movements through space, and physical manipulation of objects.” The *path schema*, for instance, derives from our understanding of an object’s movement from one location to another. It consists of a starting point, a goal, and a sequence of intermediate points that link the two.

## 3. Research Method

This study applies a qualitative descriptive method which focuses on the metaphorical cognitive approach as the objective. The collected data were analyzed using the cognitive approach proposed by Lakoff and Johnson (1980). The following procedures show how the data were collected to accomplish the objective of the study. Phase 1: Identification phase. In this phase, to read Trump's speeches and select the most appropriate ones for analysis. Phase 2: screening phase. To decide which speeches contain many metaphors by selecting words per sentence; classifying the data on metaphors; Phase 3: analyzing phase. The interpretation of data is based on three types of metaphors: “structural, ontological and orientational metaphors”; and finally drawing conclusions after the completion of the analysis.

Bogdan and Biklen (1982) define qualitative data analysis as “working with data, organizing it, breaking it into manageable units, synthesizing, searching for patterns, discovering what is important and what is to be learned, and deciding what the researcher will tell others”. Mouton (1996) describes methodology as the means or methods of doing something.

The 2016-2017 speech was chosen based on Donald Trump's political year in the presidential election. As a public figure with a contemporary cognitive perspective and metaphorical expressions, and a controversial figure in his country, his speeches sounded harsh, cruel, and ambitious through the diction of his statements. The speeches conveyed by Donald Trump are taken from the internet, [https://en.wikipedia.org/wiki/Donald\\_Trump](https://en.wikipedia.org/wiki/Donald_Trump). The reason behind giving the speeches is that they are designed not only to state the president’s political visions and missions, but also to return the spirit of nation to rebuild their country to be a free and successful country. Therefore, the president always gives the most beautiful and persuasive words to grasp people's sympathy and take advantage of emotional appeals. The data found are analyzed using the cognitive approach proposed by Lakoff and Johnson (1993).

## 4. Results and Discussion

This section focuses on identifying the use of metaphorical expressions based on linguistic features, sentences, phrases, and words, and their classification. Based on the four speech manuscripts, a total of 31 data points were found, with the following percentages of

expressions: 1 structural metaphor (3.2%), 19 ontological metaphors (61.3%), and 11 orientational metaphors (35.5%).

### Structural Metaphor

|   |                                                                                                                                                                                                                 |                                                                    |                                                                                                                                                                                                                                                                        |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | This week gives our country a special reason to take pride in that example, we are celebrating the 230th anniversary of our beloved Constitution – the oldest constitution still in the use in the world today. | <u>This week</u> gives our country a special reason to take pride. | The sentence refers to an action which is giving something which usually does by a human but in the this data that means the week has given a special reason for American taking pride and “this week” of the sentence as a motion of the constitution of the country. |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Ontological Metaphor

|   |                                                                                                                                                        | Sentence/<br>Phrase/Word |                                                                                                                                                                                   |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like <u>tombstones</u> across the landscape of our nation. | Tombstones               | The word refers to the tombstones which cannot make a move but in this data the tombstones as barrier that surrounds and sometimes stops American people to get their right.      |
| 2 | Drugs that have <u>stolen</u> too many lives and robbed our country of so much unrealized potential.                                                   | stolen                   | The word refers to an action which is taking something without permission which does by human or animals. But in this data expression that means the drugs have made people died. |
| 3 | Drugs that have stolen too many lives and <u>robbed</u> our country of so much unrealized potential                                                    | robbed                   | The word refers to an action which is taking something with carry away from someone. But in this data that means the drugs have broken chance of country.                         |
| 4 | Now <u>arrives</u> the hour of action.                                                                                                                 | arrives                  | The word refers to an action which does only if someone has or makes a trip. But in this data that means the time for doing something is coming.                                  |
| 5 | A new national pride will <u>stir</u> our souls, lift our sight, and heal our division.                                                                | stir                     | The word refers to an action which does make or mix something in a container. But in this data that means a new national pride will handle all of country’s spirit.               |

## Speech 2

(Remarks by President Trump in Joint Address to Congress)

| No | Data                                                                                                                                         | Linguistic Features                                     | Meaning                                                                                                                                                                                                               |
|----|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6  | We are a country that <b><u>stands</u></b> united in condemning hate and evil in all of its very ugly forms.                                 | <i>stands</i>                                           | The word refers to an action which does by feet. But in this data that means they are facing, fighting and surviving in all situations whereas in bad conditions and situations.                                      |
| 7  | Each American generation passes <b><u>the torch of truth</u></b> , liberty and justice in an unbroken chain all the way down to the present. | the torch of truth                                      | The phrase refers to a thing which can ilume the dark room. But in this data that means good chance of any problems will passes by American.                                                                          |
| 8  | and we will use it to <b><u>light up</u></b> the world.                                                                                      | light up                                                | The phrase refers to an action which is giving lighting. But in this data that means they will use the torch as a good chance for opening the way to rebuild their country.                                           |
| 9  | A new national pride is <b><u>sweeping</u></b> across our nation.                                                                            | sweeping                                                | The word refers to an action which is cleaning room or place. But in this data that means American pride will clean their country from any oppression.                                                                |
| 10 | Finally, the chorus became an <b><u>earthquake</u></b> , and the people turned out by small and large, all across our country.               | earthquake                                              | The word refers to a calamity which can smash some places. But in this data that means as the voice of poor people will be listened.                                                                                  |
| 11 | <b><u>America is willing to find new friends</u></b> , and to forge new partnerships, where shared interest align.                           | America is willing to find new friends.                 | The sentence refers to an action which is searching person for being a friend. But in this data that means America want to have cooperation with other country or with the world to rebuild their country.            |
| 12 | America is willing to find new friends, and <b><u>to forge new partnerships, where shared interest align.</u></b>                            | To forge new partnerships, where shared interest align. | The sentence refers to an action which does only to an iron. But in this data that means America try to have relationship with another country which have same vision and mission with them to rebuild their country. |



### Speech 3

*(Remarks by President Trump to the 72nd Session of the United Nations)*

| No | Data                                                                                                                                                                                                                                                                         | Linguistic Features | Meaning                                                                                                                                                        |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13 | This is the <b><u>beautiful</u></b> vision of the institution, and this is foundation for cooperation and success.                                                                                                                                                           | beautiful           | The word refers to something looks good. But in this data that means as the good plan for the institution.                                                     |
| 14 | This is the beautiful vision of the institution, and this is <b><u>foundation</u></b> for cooperation and success.                                                                                                                                                           | foundation          | The word refers to something as basic of a building. But in this data that means as the good plan will be the basic and strength of cooperation and success.   |
| 15 | In America, we do not seek to impose our way of life on anyone, but rather to let it <b><u>shine</u></b> as an example for everyone to watch.                                                                                                                                | shine               | The word refers to an action which does by sun for shining world. But in this data that means the life style of American will become an example for the world. |
| 16 | This timeless document has been the <b><u>foundation</u></b> of peace, prosperity, and freedom for the Americans and for countless millions around the globe whose own countries have found inspiration in its respect for human nature, human dignity, and the rule of law. | foundation          | The word refers to something as basic of a building. But in this data that means the timeless document will be a basic and strength of successful of America.  |
| 17 | That was the moment when America <b><u>awoke</u></b> , when we looked around and understood that we were a nation.                                                                                                                                                           | awoke               | The word refers to an action which does after sleep. But in this data that means America is back for returning the togetherness.                               |
| 18 | It is time for the entire world to join us in demanding that Iran's government end its <b><u>pursuit</u></b> of death and destruction.                                                                                                                                       | pursuit             | The word refers to an action which does by running. But in this data that means It is time for making free country from defeat.                                |

### Speech 4

*(Donald Trump's election victory speech)*

|    |                                                                                               |                 |                                                                                                                     |
|----|-----------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------|
| 19 | Now it's time for America to <b><u>bind the wounds</u></b> of division, have to get together. | bind the wounds | The phrase refers to an action which does for uniting something. But in this data that means covering the weakness. |
|----|-----------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------|

## Oriental Metaphor

### Speech 1

#### *Inaugural Address*

| No | Data                                                                                                                                      | Linguistic Features | Meaning                                                                                                                                                        |
|----|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | While America's infrastructure has <b><u>fallen into</u></b> disrepair and decay.                                                         | fallen into         | This phrase refers to something is going down. But in this data that shows a state of being unhappy or depressed.                                              |
| 2  | I will fight for you with every breath in my body and I will never, ever let you <b><u>down</u></b> .                                     | down                | This word refers to a position. But in this data that means never give up for their country.                                                                   |
| 3  | We've made other countries rich while the wealth, strength, and confidence of our country has disappeared <b><u>over</u></b> the horizon. | over                | This word refers to a position. But in this data that means the chance for America has lost.                                                                   |
| 4  | The time for empty talk is <b><u>over</u></b> .                                                                                           | over                | The word refers to something ends. But in this data that means there is no time for making something useless, this time to hardworking to rebuild the country. |

### Speech 2

#### *(Remarks by President Trump in Joint Address to Congress)*

| No | Data                                                                                                                                        | Linguistic Features                                | Meaning                                                                                                                                                                                    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5  | Each American generation passes the torch of truth, liberty and justice in <b><u>an unbroken chain all the way down to the present.</u></b> | An unbroken chain all the way down to the present. | The sentence refers to a form of chain which is all the way of them is down. But in this data that means the chance and justice of country will not disconnected for American generations. |
| 6  | And Ryan is <b><u>looking down</u></b> , right now – you know that – and he is very happy because I think he just broke a record.           | looking down                                       | This phrase refers to an action for looking which is pointing to down. But in this data that means Ryan was shy when Donald Trump told about him.                                          |
| 7  | And our neglected inner cities will see a <b><u>rebirth</u></b> of hope, safety and opportunity.                                            | rebirth                                            | The word refers to a second or new birth which does and feels by human or animals. But in this data that means there will come a new time for America to get free from oppression.         |

### Speech 3

*(Remarks by President Trump to the 72nd Session of the United Nations)*

|    |                                                                                                                                          |                                                                                                                                             |
|----|------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 8  | It is entirely up to us whether we fall into lift the world to new heights, or let it <b>fall into</b> a valley of disrepair.            | The phrase refers to a dropping posture. But in this data that means feeling of sadness or depression because fall into defeat and failure. |
| 9  | We will stop radical Islamic terrorism because we can not allow it to <b>tear up</b> our nation, and indeed to tear up the entire world. | The phrase refers to an action which does for something can easily tearing up. But in this data that means breaking up the nation.          |
| 10 | We will stop radical Islamic terrorism because we can not allow it to tear up our nation, and indeed to <b>tear up</b> the entire world. | The phrase refers to an action which for something can easily tearing up. But in this data that means separating the nation.                |

### Speech 4

*(Donald Trump's election victory speech)*

|    |                                                                                                     |                                                                                                                                                    |
|----|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| 11 | First, I want to thank my parents, looking down who I know are <b>looking down</b> on me right now. | The phrase refers to an action for looking which is pointing down. But in this data that means Donald Trump's parents underestimated Donald Trump. |
|----|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|

### The Interpretation of Meanings By Kinds of Metaphors

The data will be analyzed by categorizing according to the speeches which has been used and symbolized by **D** as data and **S** as speech. For example, D1, S3, which means the first data taken from the third speech.

#### Structural Metaphors

Structural Metaphors is a concept in which two concepts, one more abstract than the other, are interrelated. The time gains steady fixed position and the observer is moving towards it. On the finding analysis, there is found one datum which containing structural metaphors from four speeches.

**D1, S3:** *"This week gives our country a special reason to take pride in that example, we are celebrating the 230<sup>th</sup> anniversary of our beloved constitution – the oldest constitution still in the use in the world today"* The sentence is concluded as structural metaphors because the sentence tells that time is structured based on the motion and space. The sentence refers to an action which is giving something which usually does by human but in this data that means the week has given a special reason for American taking pride and "this week" of the sentence as a motion of the constitution of the country.

#### Ontological Metaphors

Ontological metaphors is a metaphor in which an abstraction, such as an activity, emotion, or idea, is represented as something concrete, such as an object, substance, container, thing or a person. On the finding analysis, there are found nineteen data which containing ontological metaphors from four speeches.

**D2, S1:**

*"Mothers and children trapped in the poverty cities: rusted- out factories scattered like tombstones across the landscape of our nation."* The word is concluded as ontological metaphors which tells about a thing which is represented as something concrete that refers to the tombstones which cannot make a move but in this data the tombstones as barrier that surrounds and sometimes stops American people to get their right.

**D3, S1:**

*"Drugs that have stolen too many lives and robbed our country of so much unrealized potential."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete that refers to an action which is taking something with carry away from someone that means the drugs have broken chance of country.

**D4, S1:**

*"Drugs that have stolen too many lives and robbed our country of so much unrealized potential."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete that refers to an action which is taking something with carry away from someone that means the drugs have broken chance of country.

**D5, S1:** *"Now arrives the hour of action."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete that refers to an action which does only if someone has or makes a trip that means the time for doing something is coming.

**D6, S1:** *"A new national pride will stir our souls, lift our sight, and heal our division."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete that refers to an action which does make or mix something in a container that means a new national pride will handle all of country's spirit.

**D7, S2:** *"We are a country that stands united in condemning hate and evil in all of its very ugly forms."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete. The word refers to an action which does by feet that means they are facing, fighting and surviving in all situations whereas in bad conditions and situations.

**D8, S2:** *"Each American generation passes the torch of truth, liberty and justice in an unbroken chain all the way down to the present."* The phrase is concluded as ontological metaphors which tells a thing which is represented as something concrete that refers to a thing which can illume the dark room that means good chance of any problems will passes by American.

**D9, S2 :** *“And we will use it to light up the world”* The phrase is concluded as ontological metaphors because it tells an activity which is represented as something concrete that refers to an action which is giving lighting that means they will use the torch as a good chance for opening the way to rebuild their country.

**D10, S2:** *“A new national pride is sweeping across our nation.”* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete that refers to an action which is cleaning room or place that means American pride will clean their country from any oppression.

**D11, S2:** *“Finally, the chorus became an earthquake, and the people turned out by small and large, all across our country.* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete. It refers to a calamity which can smash some places that means as the voice of poor people will be listened.

**D12, S2:** *“America is willing to find new friends, and to forge new partnership, where shared interest align.”* The sentence is concluded as ontological metaphors which tells an activity which is represented as something concrete. The sentence refers to an action which does only to an iron that means America try to have relationship with another country which have same vision and mission with them for rebuild their country.

**D13, S2:** *“America is willing to find new friends, and to forge new partnership, where shared interest align.”* The sentence is concluded as ontological metaphors which tells an activity is represented as something concrete. It refers to an action does only to an iron that means America try to have relationship with another country which have same vision and mission with them for rebuild their country.

**D14, S3:** *“This is the beautiful vision of the institution, and this is foundation for cooperation and success.”* The word is concluded as ontological metaphors because it tells an idea is represented as something concrete that refers to something looks good but in this data that means as the good plan for the institution.

**D15, S3:** *“This is the beautiful vision of the institution, and this is foundation for cooperation and success.”* The word is concluded as ontological metaphors that tells a thing which is represented as something concrete. The word refers to something as basic of a building that means as the good plan will be the basic and strength of cooperation and success.

**D16, S3:** *“In America, we do not seek to impose our way of life on anyone, but rather to let it shine as an example for everyone to watch.”* The word is concluded as ontological metaphors that tells an activity which is represented as something concrete. The underlined word refers to an action which does by sun for shining world that means the life style of American will become an example for the world.

**D17, S3:** *“This timeless document has been the foundation of peace, prosperity, and freedom for the Americans and for countless millions around the globe whose own countries have*

*found inspiration in its respect for human nature, human dignity, and the rule of law.*" The word is concluded as ontological metaphors that tells a things which is represented as something concrete. The word refers to something as basic of a building that means the timeless document will be a basic and strength of successful of America.

**D18, S3:** *"That was the moment when America awoke, when we looked around and understood that we were a nation."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete. The underlined word refers to an action which does after sleep that means America is back for returning the togetherness.

**D19, S3:** *"It is time for the entire world to join us in demanding that Iran's government end its pursuit of death and destruction."* The word is concluded as ontological metaphors which tells an activity which is represented as something concrete. The underlined word refers to an action which does by running that word means time for making free country from defeat.

**D20, S4:** *"Now it's time for America to bind the wounds of division, have to get together."* The phrase is concluded as ontological metaphors which tells an activity which is represented as something concrete which refers to an action which does for uniting something that means covering the weakness.

### **Orientational Metaphors**

Orientational metaphor derives from the fact that most metaphors that serve this function have to do with basic human spatial orientations, such as up-down, center-periphery, and the like (Kovecses, 2010:40). Lakoff and Johnson (1980), supported by saying, "We call them orientational metaphors because most of them have to do with spatial orientation: up-down, front-back, in-out, on-off, deep shallow, central-peripheral." There are found eleven data which containing orientational metaphors from four speeches.

**D21, S1:** *"While America's infrastructure has fallen into disrepair and decay."* The phrase is concluded as orientational metaphors, because the phrase does the activity with spatial orientation. The underlined phrase refers to something is going down that shows a state of being unhappy or depressed.

**D22, S1:** *"I will fight for you with every breath in my body and I will never, ever let you down."* The underlined word is concluded as orientational metaphors, because the word does the activity with spatial orientation. It refers to a position that means never give up for their country.

**D23, S1:** *"We've made other countries rich while the wealth, strength, and confidence of our country has disappeared over the horizon".* The word is concluded as orientational metaphors which shows the activity with spatial orientation. The word refers to a position that means the chance for America has lost.

**D24, S1:** *"The time for empty talk is over"* The word is concluded as orientational metaphors which shows the activity with spatial orientation. The underlined word refers to something ends that means there is no time for making something useless, this time to hardworking to rebuild the country.

**D25, S2:** *“Each American generation passes the torch of truth, liberty and justice in an unbroken chain all the way down to the present.”* The sentence is concluded as orientational metaphors which shows the activity with spatial orientation. The sentence refers to a form of chain which is all the way of them is down that means the chance and justice of country will not disconnected for American generations.

**D26, S2:** *“And Ryan is looking down, right now – you know that – and he is very happy because I think he just broke a record.”* The phrase is concluded as orientational metaphors which shows the activity with spatial orientation. The phrase refers to an action for looking which is pointing to down that means Ryan was shy when Donald Trump told about him.

**D27, S2:** *“And our neglected inner cities will see a rebirth of hope, safety and opportunity.”* The word is concluded as orientational metaphors which shows the activity with spatial orientation. The underlined word refers to a second or new birth which does and feels by human or animals that means there will come a new time for America to get free from oppression.

**D28, S3:** *“It is entirely up to us whether we lift the world to new heights, or let it fall into a valley of disrepair.”* The phrase is concluded as orientational metaphors which shows the activity with spatial orientation. The underlined phrase refers to a dropping posture that means feeling of sadness or depression because fall into defeat and failure.

**D29, S3:** *“We will stop radical Islamic terrorism because we cannot allow it to tear up our nation, and indeed to tear up the entire world.”* The phrase is concluded as orientational metaphors which shows the activity with spatial orientation. The phrase refers to an action which does for something can easily tearing up that means breaking up the nation.

**D30, S3:** *“We will stop radical Islamic terrorism because we cannot allow it to tear up our nation, and indeed to tear up the entire world.”* The phrase is concluded as orientational metaphors which shows the activity with spatial orientation. The word refers to an action which for something can easily tearing up that means separating the nation.

**D31, S4:** *“First, I want to thank my parents, who I know are looking down on me right now.”* The phrase is concluded as orientational metaphors which shows the activity with spatial orientation. On the underlined phrase refers to an action for looking which is pointing down. But in this data that means Donald Trump’s parents underestimated him.

## 5. Conclusion

Based on the analysis, it can be concluded that metaphors function as a strategic linguistic tool to shape audience perception, reinforce ideological messages, and express individual or collective ambitions, particularly within the domain of political and leadership discourse. The findings reveal that metaphorical expressions—structural, ontological, and orientational—constitute powerful rhetorical devices that reflect the cognitive framing of thought and persuasion. Each type of metaphor contributes differently to meaning construction. Structural metaphors organize abstract concepts through the mapping of

concrete spatial or temporal structures, allowing complex political ideas to be more accessible to the audience. Ontological metaphors transform intangible notions such as actions, emotions, or ideas into concrete entities, thereby humanizing and simplifying abstract realities. Meanwhile, orientational metaphors frame experiences in spatial terms—up, down, in, out—illustrating how physical orientation underlies emotional and ideological positioning. Taken as a whole, the study supports Lakoff and Johnson's (1980) conceptual metaphor theory, confirming that metaphor is not merely a stylistic ornament but a fundamental mechanism of human cognition and communication. Through metaphorical language, Donald Trump's speeches effectively construct persuasive narratives of strength, unity, and national pride, which contribute to his political persona and rhetorical influence.

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