

## Chapter One

### Introduction

#### 1.1 Background to the Study

Language is a fundamental element used by humans for the purpose of communication. There are highly technical usages of the word “language” reflecting the way the term has been figuratively applied to all forms of human endeavours, such as the language of politics, the media and the like. Language is essentially a tool for expressing social reality. It plays a communicative role in all forms of discourse. In political discourse, politicians engage in different rhetorical uses of language to achieve their political goals. One of the obvious rhetorical strategies used in political discourse is indirect language. This is made possible by the changeable nature of word meanings which, according to Warren (qtd in Taiwo 193), is negotiable and dynamic. This nature of word meaning makes it possible to assign references that are not usually found in dictionary descriptions.

Indirect language is often used when politicians have to talk about political risk topics, and often directly linked to certain factors like the protection of their careers, their desire to gain political and interactional advantage over their opponents, politeness, and so forth, (Obeng50). The concept of corruption is one abstract phenomenon that is frequently evoked by journalists in news reporting and editorials with an underlying assumption that the meaning is universally self-evident. Although scholars and journalists might work with an implicit assumption that there is a universal understanding of what constitutes corruption (Karklins 4–5), it is in fact a highly contested concept that triggers discussion and scholarly arguments. Corruption, as noted by Heidenheimer (3), has had different

meanings and expressions throughout the centuries. For Carl Friedrich, it is a kind of behaviour which deviated from the norm, actually prevalent or believed to prevail in a given context, such as the political (15). Contemporary attempts to define corruption tend to cluster around a more restricted notion, that of abuse of public power for private gain. The problem of defining corruption is further complicated by the fact that the semantic universe of this concept is populated by additional related concepts whose meaning partially overlaps corruption; such as bribery, embezzlement, favouritism and nepotism. It is believed that these concepts have almost the same magnitude of abstraction and lack universal definition as a result of the nature of the overlap within a socio-cultural context (Bratu and Kazoka 6–7). However, the general assumption of corruption is that it is widespread, intertwined in the society, rampant and ubiquitous. It is out of control. It thrives and it is deeply entrenched in the society. Okunrinmeta and Alabi (69) noted that corruption occurs when the moral fabric is weakened and vices such as avarice, materialism, short cut to affluence, glorification and abrogation of ill got wealth are celebrated at the expense of honesty, hard work, patriotism, community service, commitment and selfless devotion, which ought to have been taken as symbols of national pride.

News is actually a product of journalistic process, an end result of “..a systematic sorting and selecting of events and topics according to a social constructed set of categories” (Fowler 12). The media are the custodian of information on the content and structure of contemporary social reality (like corruption) and, to a great extent, decide the significance of events in the world for a given culture or social group (Ezeifeke 174). The diction, the grammatical constructions, and the meanings conveyed by the media have a significant

role to play on the particular point of view a particular discursive event is to be framed. The media, therefore, can be a platform to project the dominant worldview and, in this way, control public opinion, decide what gets written, how they should be written and the effects intended by such texts.

One particular vivid form of providing images and a means by which the media achieve these feats has been credited to the use of metaphorical language. In cognitive linguistics, metaphors are understood as tools that define one conceptual domain in terms of another. They provide images that are better suited to making a thought more tangible and more striking than if it were presented directly without any sort of disguise (Ricoeur 60). Metaphors are believed to be practical tools that construct the meaning of a complex phenomenon like corruption, offering powerful templates for what corruption might look like. Because a metaphor is an emotionally impactful rhetorical device, politicians rely on it as a linguistic resource in difficult periods in their political career to sway the people to their side. The linguistic metaphors used by the politicians as reflected in the media and the conceptual metaphors resulting from such expressions are usually a reflection of the ideological leanings of such political leaders. This is evident in the review of corruption state in Nigeria conducted by Okolo in June, 2018, which placed the country 12 steps backwards comparing the result of the year 2014. This points to the fact that the use of metaphors to strangle corruption is probably on the pages of newspapers and not in context of real life. Politicians deploy these sorts of metaphors to manage difficult situations and convey problematic expressions in order to avoid conflict and command solidarity. The ubiquity of these linguistic metaphors in discourse relating to corruption and the cognitive origin of the conceptual metaphors they signal for an explanation of

conceptual metaphors necessary for understanding their role in shaping the discourse in which they are used and in encoding the ideologies associated with such discourse.

## **1.2 Statement of the Problem**

News reports, especially headlines and editorials are characterized by unusual verbs, metaphorical coinages and puns that make certain elements in the news highly sensational. Due to their love for emotive effects, journalists generally employ metaphorical phrases such as a “a haven of peace”, “a politics of the stomach,” “the price of peace”, whose meanings, if expressed in non-metaphorical terms, might pass unnoticed. Words, especially in the newspapers, are brisk and often involving the use of metaphors as alternatives to longer expressions. In most corruption - related headlines and editorials, the concept of corruption is mentioned without any explanation – as if it were a free floating abstract entity whose meaning was self evident. When metaphorical language on corruption is used, it is usually salient. This makes metaphor a ready tool in the hands of politicians for creating virtual reality. The presence of a typical metaphorical language on corruption in the media is usually deceptive and tends to conceal assessment of the phenomenon in the real life situations. Thus, this work is devoted to ascertaining the effect of this metaphorical language on the populace in taking decision on the issues that affect them in the polity.

### **1.3 Purpose of the Study**

This study aims to investigate how corruption, an abstract concept, is represented in the print media in Nigeria from January to December 2016. It will reveal a dimension in the language use of the media in Nigeria by focusing on the use of metaphors as a discursive means of mediating and challenging the wide spread of corruption in the Nigeria. It will equally uncover the conceptual metaphors used to portray the semantic complexity of corruption, the function and their rhetorical appeal.

The study also intends to examine the ideological implications of the choice of certain conceptual metaphors to depict corruption by the media and political leaders in Nigeria. Finally, it tries to establish the possible aspects of corruption hidden by the media and politicians as a result of the choice of some conceptual metaphors and the implication in a given discourse. It will equally reveal to the public how metaphors as linguistic tools can be manipulated by the media and politicians for pragmatic and strategic reasons.

### **1.4 Significance of the Study**

It is hoped that this work will be of immense benefit to the public, especially in the following ways: it will help create awareness on the people, the media and the politicians on the pervasiveness and negative effect of metaphors in conceptualizing corruption. The study will allow the public to have a deeper look into the sources for the metaphorical comprehension of corruption. It is equally useful to the media as it will reveal how metaphor can be used to intensify the emotionality of statements in order to express the author's position and realize conception of the recipients. In the same vein, it exposes to the

politicians and the media how to create a new world of experience through the complex interaction of meaning, language and life. The study will also create awareness on the journalists on both the benefits and the risks entailed in employing corruption metaphors to project their meaning for the masses.

The study will help politicians to discover how conceptual metaphor could be used as a face saving-strategy in taking political decisions and, as well, a means of secretly introducing political ideology to the polity. The study will educate the political class that perceiving corruption as an 'adversary' might have both mobilizing and demotivating effects. On the one hand, the image of adversary triggers the desire to fight and combat; on the other hand, as corruption never reaches zero level, the ensuing fight might seem never ending, thus becoming demotivating and disillusioning. Finally, the rich knowledge of conceptual metaphor and nature of corruption that are exposed in this study will help students and scholars to enrich themselves with corruption terms. It is quite obvious that by all these, this work would have added to the existing literature on corruption metaphor and as well extended the frontier of knowledge in this direction.

### **1.5 Scope of the Study**

This study is delimited to the linguistic perspective of discourse on corruption as presented by the media. The study is based on the use of conceptual metaphor of corruption within the second quarter of the Mohammadu Buhari's administration. It covers the conceptual metaphors used to depict corruption in the selected newspapers in Nigeria: structures, and functions.

## **1.6 Research Questions**

This study is guided by the following research questions:

1. What are the underlying conceptual metaphors used to depict corruption in Nigerian political discourse in the selected newspapers?
2. Which metaphors are more prevalent – conventional or novel; and what are the implications of this choice in the newspapers?
3. What rhetorical appeal is achieved in the choice of these conceptual metaphors?
4. What are the ideological implications of these metaphors both on the side of the media and the political elite?
5. Are there possible aspects of corruption hidden by the use of those metaphors in the selected newspapers in Nigeria?

## **Chapter Two**

### **Review of Relevant Literature**

#### **2.1 Conceptual Framework**

This section examines the various relevant concepts crucial to a clear understanding of this work: metaphor – conceptual and linguistic metaphor, types conceptual metaphors (structural, orientational and ontological), conventional and novel metaphors, language of politics, language of the media, metaphor of corruption, Metaphor Identification Procedure (MIP), and the empirical studies that justify this work.

##### **2.1.1 The Concept of Metaphor**

Charteris-Black (17) describes metaphors as being “...a communicative resource by which language users may enhance the expressiveness of their message through the most economical means available to them.” He states that metaphor is any word or phrase that causes semantic tension at the linguistic, cognitive and pragmatic levels which result in a shift in domain use and having persuasive potential of influencing opinions and judgement (15). Metaphors are not merely properties of language, that is, linguistic phenomena but rather metaphors are properties of thought otherwise called cognitive phenomena (Lakoff and Johnson 7). This, according to them, leads to the study of conceptual metaphors which are not limited to meaning based on similarity but also to a conceptualization of an experience or thought in terms of another. The simplest way of explaining metaphor, therefore, is to say that a reference peculiar to one word is transferred to another

that is better suited to making it more tangible or more striking than if it were presented directly and without any sort of disguise (Ricoeur, 60). Speaking on the effect of metaphor in the communication process, Szwedek concisely states:

Our immaterial words are perceived, or rather constructed, in terms of material things. We can understand all other elements of our lives (processes, phenomena) only by assigning material features to these abstract elements – without in fact knowing what exactly we are talking about. Undoubtedly, what keeps a variety of our words in unity, in cohesion with our basic world, as well as in harmony with our primitive physical experience of matter, is objectification (238).

As Cameron (12) puts it, two domains (source and target) are usually activated on the mind of a discourse participant and that leads to the noticing of incongruity, the resolution of which results in the construction of a meaning for the expression. Cameron (10) identifies four components of metaphor, namely – focus, frame, topic and vehicle. Focus (i.e. the lexical item) is also known as the vehicle of the metaphor while topic is the ongoing discourse. The rest of the phrase or sentence against which it appears incongruous is the frame of the metaphor. To Aristotle, understanding metaphor is about the process of finding similarities within differences. Aristotle suggests that in order to reach an interpretation, hearers would need to draw on shared cultural understanding. This would mean that metaphor combines both semantic and pragmatic processes because the discourse context and background knowledge of discourse participants contribute to the comprehension of metaphor (qtd in Semino 8).

An important aspect of metaphor is its multi-functionality. Gibbs noted that there are traditionally three functions of metaphor. The first, he said, is the ability of metaphor to

delineate ideas that would be very difficult, even impossible, to express using literal language.

The second function of metaphor is to provide a compact and condensed way of communication and the third function is to convey information in a vivid way (124). Drawing upon the cognitive theory, another function of metaphor is that it enables us to comprehend complex and abstract aspects of reality in terms that are more concrete, familiar and easily imaginable (El Rafaie 360). Furthermore, metaphor fulfils a number of social functions, mainly to persuade, entertain and establish intimacy between the speaker and the hearer (Semino 28). It also works as an effective ideological weapon due to the fact that by mapping structure from a source domain to a target domain, the metaphor necessarily foregrounds some aspects of the concept while hiding others. Shibles collaborates this when he observes that a good knowledge of metaphor enables us to see what is possible to say and how to say it, (23). Metaphor is unconsciously entrenched in our language semantic system that we use them naturally and unconsciously. The study hopes to bring out these salient but crucial roles of metaphor as a means of reasoning and building ideologies in politically related discourse.

### **2.1.2 Conceptual and Linguistic Metaphors**

A conceptual metaphor, according to Charteris-Black (15), is a formal statement of any idea that is hidden in a figure of speech which can be inferred from a number of linguistic metaphors and help to resolve their semantic tension at the linguistic level. He, thus, defines linguistic metaphor as any word or phrase that causes semantic tension at the

linguistic, cognitive and pragmatic levels resulting in a shift in domain use and having persuasive potential of influencing opinion and judgement (21).

This is elaborated by Ezeifeke(178) when she says that linguistic metaphors are entities, processes and attributes in the target domain which are lexicalized using words and expressions from the source domain while the underlying image schema structure or cross domain mappings evoked by these linguistic metaphors is the conceptual metaphor. This underlying metaphor is usually described in the uppercase: TARGET DOMAIN IS SOURCE DOMAIN. Lakoff and Johnson (5-8) illustrate this using ARGUMENT IS WAR as in “He attacked every weak point in my argument”. “Your claims are indefensible” TIME IS MONEY as in “That gadget will save you hours”. “I have invested a lot time in her”. IDEAS ARE FOOD as in “I can’t digest all the facts in this paper”.

Semino defines conceptual metaphor as sets of mappings across different concepts where one can understand conceptual domain in terms of other domain (226). To better illustrate this, she uses the conventional metaphor HAPPY IS UP, which was originally presented by Lakoff and Johnson (15) and later used also by Deignan (14). In this example, the domain of direction (UP) is used to illustrate the domain of emotion (HAPPY). The domain that is being described metaphorically here, the domain of emotion, is what is known as the target domain. The other domain that provides the metaphors –in this case, direction is typically the more concrete domain and known as the source domain. In the example of HAPPY IS UP, the understanding and traits of the source domain are mapped into that target domain, through expressions like ‘I’m felling up’. ‘That boosted my confidence’ and ‘I am feeling on top of things’; the conceptual metaphor is realized (Deignan14).

Conceptual metaphors could be seen as existing basically at the level of thought, requiring metaphorical expression (linguistic metaphors) to become realized. Cognitive theorists (Lakoff and Johnson) argue that language serves as an evidence for the existence of conceptual metaphor since it is through everyday linguistic expressions that conceptual metaphors are realized. Thus by analyzing discourse, we can arrive at metaphors by which we conceptualize aspects of discussed reality. Linguistic metaphor therefore refers to the realization of conceptual metaphors and their meanings are often described in two terms: topic and vehicle (Deignan 14). The vehicle is a symbol for the literal meaning of a word whereas the topic represents the word in its metaphorical meaning. Using HAPPY IS UP as an example, “UP” represent the vehicle with its meaning of “direction away from the ground” and it also carries the metaphorical meaning of HAPPY. Hence, linguistic metaphors are distinctively different from conceptual metaphors, in that the linguistic metaphors are seen as realization of the conceptual metaphor. Lakoff and Johnson (14) distinguished three main types of conceptual metaphors: structural, orientational and ontological.

### **2.1.3 Types of Conceptual Metaphor (structural, orientational and ontological)**

Lakoff and Johnson identified three types of conceptual metaphors which include: structural, orientational and ontological metaphors.

Structural metaphors represent cases where one concept is metaphorically structured in terms of another (Lakoff and Johnson 14). That is to say that the target domain has a systematic feature of the source domain and the source domain provides a relatively rich

knowledge structure for the target. The typical instances of this conceptual metaphor include: ARGUMENT IS WAR, TIME IS MONEY, LOVE IS A JOURNEY and so on. For example, the conceptual metaphor ARGUMENT IS WAR provides one instance of a structural metaphor where the concept of argument is structured relatively to the concept of war. This metaphor is reflected in our everyday language by a wide variety of expressions as illustrated:

### ARGUMENT IS WAR

Your claims are indefensible

He attacked every weak point in my argument

His criticisms were right on target

I demolished his argument

I have won an argument with him, you disagree? Okay, shoot.

If you use that strategy, he will wipe you out.

He shut down all of my arguments. (Lakoff and Johnson, 5)

The cross-domain mappings involved in this metaphor do not only account for the meaning of its individual linguistic realization but also for the understanding of the concept of an argument and its essence. We can actually win or lose an argument. We see the person we argue with as an opponent. We attack his position and defend our own. We gain and lose ground. We plan and use strategies. If our position is indefensible, we can abandon it and take a new line of attack. Many of the things we do in arguing are partially

structured by the concept of war. Although there is no physical battle, there is obviously a verbal battle and the structure of an argument: attack, defense, counter-attack and so on, reflects this. Arguments and wars are two different kinds of things, verbal discourse and armed conflict and the actions performed are different actions but an argument is partially structured, understood, performed and talked about in terms of war. The concept is metaphorically structured, the activity is metaphorically structured and consequently the language is metaphorically structured. A portion of the conceptual network of the battle partially characterizes the concept of an argument, and the language follows suit. The second example, TIME IS MONEY, further buttresses how a metaphorical expression can give insight into the metaphorical nature of the concept that structures our everyday activities. This is shown in the linguistic realization of this conceptual metaphor as illustrated below:

#### TIME IS MONEY

You are wasting my time

This gadget will save you hours.

I don't have the time to give you.

How do you spend your time these days.?

That flat tyre cost mean hour.

I have invested a lot of time in her.

I don't have enough time to spare for that.

You are running out of time.

You need to budget your time.

Put aside some time for *ping pong*.

Do you have much time left?

You don't use your time profitably.

I lost a lot of time when I was sick.

Thank you for your time. (Lakoff and Johnson, 8)

Time in our culture is a valuable commodity. It is limited resources that we use to accomplish our goals. Because of the way that the concept of work has developed in modern western culture, where work is typically associated with the time it takes and time is precisely quantified, it has become customary to pay people by the hour, week or year. In our culture TIME IS MONEY in so many ways; telephone message units, hourly wages, hotel room rates, yearly budget, interest on loans and paying your debt to society by serving time. These practices have arisen in modern industrialized societies and structure our basic everyday activities in a very profound way. Corresponding to the fact that we act as if time were a valuable commodity, limited resource even money, so we conceive of time that way. Thus, we understand and experience time as the kind of thing that can be spent, wasted, budgeted, invested wisely or poorly, saved or squandered.

TIME IS MONEY, TIME IS A LIMITED, and TIME IS A VALUABLE COMMODITY are all metaphorical concepts. They are metaphorical since we are using our everyday experience with money, limited resource and valuable commodities to conceptualize

time. These metaphorical concepts form a single system based on sub-categorization, since in our society, money is a limited resources and limited resources are valuable commodities. These sub categorization relationships characterize what is called ‘entailment relationships’ between the metaphors. TIME IS MONEY entails that TIME is A LIMITED RESOURCES, which entails that TIME IS A VALUABLE COMMODITY. The relationship can be seen in the following;

MONEY	TIME IS MONEY
is	entails
A LIMITED RESOURCES	TIME IS A LIMITED RESOURCE
is	entails
A VALUABLE COMMODITY	TIME IS A VALUABLE COMMODITY

Of the expressions listed under the TIME IS MONEY conceptual metaphor, some refer specifically money (*spend, invest, budget, profitably, cost*), others to limited resources, (*use, use up, have enough, run out of*), and still others to valuable commodities (*have, give, loose, thank you for*). These are examples of the ways in which metaphorical entailments can characterize a coherent system of metaphorical concepts and a corresponding coherent system of metaphorical expressions for those concepts. The unidirectional nature of this structuring provokes the listeners to transfer features from the source to the target domain (Saeed 350). Politicians capitalizing on this strategy structure corruption phenomenon, which is abstract in terms of more concrete concept such that

experiencing it in this domain enables the citizens quantify the magnitude of havoc capable of being caused by it, in order to gain advantage to them.

2. Orientational metaphor gives a concept a spatial orientation (Lakoff and Johnson 14) which has a strong experiential basis grounded in both physical and cultural experience. These spatial orientations arise from the fact that human beings have bodies of the sort and that they function as they do in the physical environment. The metaphors structure concepts linearly orienting them with respect to metaphorical linear orientations (Lakoff and Johnson 195). Lakoff and Johnson list the following pairs of orientational metaphors: HAPPY IS UP-SAD IS DOWN, CONSCIOUS IS UP –UNCONSCIOUS IS DOWN, MORE IS UP- LESS IS DOWN, GOOD IS UP – BAD IS DOWN. According to these examples, it is obvious that upward orientation is coupled with a positive evaluation whereas downward orientation is coupled with a negative one. This suggests that target concepts in orientational metaphors are structured in a coherent and uniform manner (Kovecses10). Considering the UP-DOWN spatial orientation metaphor, Lakoff and Johnson cited William Nagy in his intensive study which gives English expressions to illustrate the fact that metaphorical orientations are not arbitrary but arise from the fact that humans have bodies of the sort and that they function as they do in the physical environment, (10).

#### HAPPY IS UP, SAD IS DOWN

I am feeling up, that boosted my spirit. My spirits rose. You are in high spirits; thinking about her always gives me a lift. – I am feeling down. I am depressed. He is really down these days. I feel in depression, my spirits sank.

Physical basis: dropping posture typically goes along with sadness and depression while erect posture always with a positive emotional state.

#### CONSCIOUS IS UP, UNCONSCIOUS IS DOWN

Wake up, I am up already. He rises up early in the morning – he fell asleep. He dropped off to sleep, he is under hypnosis, and he sank into comma.

Physical basis: Humans and most mammals sleep lying down and stand up while they are awake.

#### HIGH STATUS IS UP, LOW STATUS IS DOWN

He has a lofty position. She will rise to the top. He is at the peak of his career. He is climbing the ladder. – He has little upward mobility. He is at the bottom of the social hierarchy. She fell in status.

Physical and social basis: status is correlated with (social) power and (physical) power is up.

#### VIRTUE IS UP, DEPRAVITY IS DOWN.

He is high minded. She has high standards. She is upright. She is an upstanding citizen. That was a low trick. Don't be underhanded. I would not stoop to that. That would be beneath me. He fell into the abyss of depravity. That was a low-down thing to do.

Physical and social basis: good is up for a person. To be virtuous is to act in accordance with the standards set by the society. Virtue is up because virtuous actions correlate with social wellbeing from the society's view point. Since socially based metaphors are part of

the culture, it is the society's points of view that count. Equivalent examples can be provided for centre – periphery, left – right, front – back, near – far, and others (Lakoff and Johnson 15-18). These set of metaphors have a strong experiencing basis grounded in both physical and cultural experience and as such a strategy that enables a silent introduction of entire belief and value system thus become already tools in hands of politicians in bringing in their value system and ideologies.

3. Ontological metaphor often referred to as physical metaphors, according to Lakoff and Johnson (461), involves the projection of entity or substance status upon something that does not have that status inherently. Such conventional metaphors, they say, allow one to view events, activities, emotions, idea as entities for various purposes (e.g. in order to refer to them, categorize them, group them or quantify them. For example, one finds ontological metaphors such as:

My fear of insect is driving my wife crazy. (referring)

You have got too much hostility in you. (quantifying)

The brutality of war dehumanizes us all. (identifying aspects)

The pressures of his responsibilities caused his breakdown. (identifying causes)

Here is what to do to ensure fame and fortune. (setting goals and motivating action)  
(Lakoff and Johnson 27).

Ontological metaphors such as these are hardly ever noticed because they are basic to our everyday conceptualizing and functioning. But they are nevertheless conventional metaphors by means of which one understands either nonphysical or not clearly bounded

things as entities. Koveces (39) adds that ontological metaphors enable us see more sharply, delineated structures where there is very little or none.

The conceptualization of experience under the conceptual domain of material or tangible things helps one extract experiences and ideas out, and see it as objects or concrete substances. According to Tran Van Co (67), the semantization of experience by terms allow one to extract a part of experience and interpret them. Once one can conceptualize the experience into a specific object or material, he can classify, group, quantity etc. As a result of this, he can reason about the experience. Even if the boundary of things in the objective world is not clear, they can still be classified as range of mountains, corners of street, the row of trees etc. Setting such boundaries is so as to serve the purpose of communication of humans like defining a geographical areas or a location for appointment. In so doing, metaphor delineates ideas that would be very difficult or even impossible to say using literal language.

According to Lakoff and Johnson, experience in an interactive process with the specific object or substance is the foundation for a wide variety of conceptual metaphor in which events, activities, feelings, ideas etc. are considered as the essence (30-31). They noted that ontological metaphors such as INFLATION IS AN ENTITY, THE MIND IS A MACHINE, THE MIND IS A BRITTLE OBJECT, IDEAS ARE FOOD, COUNTRY IS A CONTAINER and INFLATION IS A LIVING ENTITY enable us to make sense of some more abstract, intangible concepts by relying on our experiences with physical objects (25-34). The conceptual metaphor IDEAS ARE FOOD has its conspicuous realization in our everyday conversation including:

What he said left a bad taste in my mouth.

All this paper has in it are raw facts; half-baked ideas and warmed over theories.

There were too many facts in the paper for me to digest them all.

I can't just swallow that claim.

The argument smells fishy.

Let me stew-over that for a while.

Now, there is a theory you can really sink your teeth into.

We need to let that idea percolate for a while.

That's food for thought.

He is a voracious reader.

We don't need to spoon-feed our students.

He devoured the book.

Let's let that idea simmer on the back burner for a while.

This is the meaty part of the paper

These metaphors enable one to understand the similarities between the abstract concepts of idea and the concrete one of food. The mapping is shown in this way:

Thinking is cooking.

Let me stew over that for a while.

Accepting is swallowing.

I can't just swallow that claim.

Considering is chewing.

Let me chew over the proposal.

Understanding is digesting.

I can't digest all the facts.

Mental well-being is physical nourishment. He thrives on stuff like this

(Kovecses, 73)

Lakoff and Johnson noted that these conceptual metaphors appear frequently and are used so commonly that people take them for granted. Hence, these categories will be guides to discovering the structures of the conceptual metaphors used to depict corruption in the selected newspapers in Nigeria.

#### **2.1.4 Conventional and Novel metaphors**

Metaphor can appear in many different shapes, but two distinctions are important to notice: conventional and novel metaphors. Conventional metaphors could be described as being phrases or words that are socially acknowledged and that often appear in dictionaries along with a more basic non-metaphorical meaning (Semino, 277) whereas novel metaphors could be defined as expressions that are used unconventionally outside of the mappings that they are normally associated with (Deignan 35). Semino (227) maintains that conventional metaphors are phrases that originally were used metaphorically but over the course of time have turned literal.

To illustrate a conventional metaphor Semino (227) uses the noun “cross roads”. Conventionally, the word is used as a metaphor for situations where a decision has to be made, example, “I am at a crossroad. Should I marry or not?”. This also tallies with the

definition found in the Macmillan dictionary online, where being in a crossroad is defined as to be at a stage in your life when you have to make a very important decision (Macmillandictionary.com2017). This highlights another aspect of conventional linguistic metaphors, that is, its meaning is normally included in dictionaries alongside with the non-metaphorical meaning-in this case, a place where two roads meet. In short, a conventional metaphor concluded by Semino is a socially recognized word or phrase that may carry one or several metaphorical mappings (227).

However, as history has shown, conventional metaphors may also adopt more novel forms (Steen 6). The word *flood* is a common conventional metaphor in the English language that carries the meaning of a great quantity, but after the tsunami incident in Asia in 2004, floods became replaced with tsunami as a more vivid form of expression that led to a revitalization of the conventional metaphor and the motivation behind it. This in turn led to the word tsunami becoming conventionalized enough to be used by both a Dutch newspaper reporting on a film festival “a tsunami of documentaries” as well as by a Dutch right wing politician referring to the influence of Muslim (Steen 6). Novel linguistic metaphors could, therefore, be seen as expressions that are used both unconventionally outside of the conceptual mapping they are normally associated with (Deignan 35) as well as in relation to other more conventional conceptual metaphors (Semino 229). Alchison (180-181) posits that novel metaphors do not automatically become set in place once uttered or written. In other words, for a novel metaphor to gain foothold and become accepted, they need to resonate enough on a level that captures the feeling of the current cultural climate. If not, creative metaphors run the risk of being too clinched and repetitive

for people to even bother about them (Anderson 6), hence the choice of conventional metaphors for this study.

### **2.1.5 Metaphor and Politics**

Contemporary researches on political language offer ample evidence that metaphor is ubiquitous in political discourse where it plays a key role in defining issues, setting agenda, reflecting ideologies and shaping public opinion. The necessity of metaphor in political discourse is aptly captured in Thompson's vivid simile – "politics without metaphor is like a fish without water" (186). Metaphors as noted by Mio (118) can make the public feel a part of the political process (through its power of simplifying language) and supportive of decisions made by the political elite, rendering their value systems more susceptible to manipulation. Also, metaphors represent one of the most significant instruments of persuasion and propaganda in the language of political rhetoric, owing to their ability to transform the abstract onto the concrete (Radic-Bojanic and Silaski 141), suggesting that political metaphors can justify causes of action and can be used to create political reality (Mio 118). Politicians use these metaphors consciously, since the fact that by using metaphors they choose which aspects of a concept will be emphasized. Creators of a text more or less consciously reveal their value judgment and ideological stances. The intersection of metaphoric language and political discourse is one of the many instantiations of embodied cognition. According to Thompson, politics presents a complex domain of human experience that is laden with serious consequences and yet too abstract for ordinary citizens to understand. Drawing on these embodied experiences, metaphors

serve to link the individual and the political by providing a way of establishing relations, reifying abstractions and framing complexities into manageable terms (185 – 186)

Mio(97) identifies the three basic mechanisms that enable a conceptual metaphor to perform its persuasive function in political discourse as simplification, manipulation of underlying symbolic representations and the emotional appeal.

Firstly, if a political issue is too complex or abstract for an average supporter to grasp, a metaphor can be used to simplify it. For example, the conceptual metaphor POLITICS IS GAME can transform the complexity of a political issue into a simple contest.

Secondly, after enough repetitions, metaphorical connections can become so entrenched as to go on unnoticed. In other words, what was initially understood to be metaphorical can become implicit and accepted as truth at an unconscious level (Mio 122).

Additionally, metaphors are often used by politicians either for self representation or to evaluate others and their actions. With all these in mind, it is safe to state that metaphors conceal an underlying persuasive function that is often not immediately transparent (Chateris-Black 9) by manipulating the fundamental conceptual structure of the human cognitive system. This in turn can be used to silently shape the collective consciousness of the public and to pave the way for ideologies that represent the building blocks of entire belief and value system. He proposes metaphor as one of the main tools in political persuasion and presents its ability to arouse emotions as one of the key mechanisms in persuasion. According to him, metaphors change how we understand and think about politics by influencing our feelings and thoughts, suggesting that emotional impact is a very vital role of metaphor (32). In other words, the social role of metaphor in the

construction of an ideology is motivated by a rhetorical purpose of arousing the emotions in order to persuade (Charteris-Black 251). He claims that to heighten the emotional impact that politicians often resort to metaphors in order to justify their arguments and present them as rational. In this sense, political metaphors are understood to advocate only the desired stances affiliated to particular groups which are reminiscent of Lakoff and Johnson's notion of highlighting and hiding. In the same direction, this study hopes to discover how the menace of corruption is structured in metaphors so as to shape the collective consciousness of the public on the ideology that corruption is an evil capable of destroying a whole nation.

#### **2.1.6 Metaphor and the Language of the Media**

Carey in his article on press reportage stresses the similarity in the construction of the news and fiction. The reception of both is dependent on the willed credulity of the readers. He asserts that, "...reportage relates by definition to reality outside the text" but admits that there is no means of judging its truth, though truth is the only thing that qualifies it as reportage and distinguishes it from fiction (58). He concludes; "we are left with a paradox, reportage depends for its impacts on authenticity, and has no means of validating it"(64). Simplicity and clarity of language use, which is the basic function of metaphor according to Gibbs (124,) is a major characteristic of most newspaper reports, due to the fact that it is written and also read by people in a hurry (Brook 104). This is unlike the news magazine where the use of language is considerably high and refined. The magazines usually have long paragraphs with variety of sentences that follow the conventional order in grammar

but newspaper reports are written in shorter sentences and in units of paragraphs that may have other subheadings. Context induced metaphor use has been observed as a robust phenomenon in headlines. Hundreds of examples of this observed by Kovecses are seen every day. They seem to have clear pragmatic functions, such as trying to witty or humorously drawing the reader's attention, being sensational and so on, (136). He asserts that the exact nature of the process is not yet fully understood and described nor there is any full list of its potential pragmatic functions but it seems that this way of creating headlines is a true mega trend in media discourse.

Foregrounding is another common feature of newspaper reporting, where the subject matter of the sentence is introduced before the speaker in a reported form. This style is probably to make the report more sensational and the desire to emotionally catch the attention of the audience who always read in a hurry. Headlines of major newspapers are characterized by unusual metaphorical expressions, verb coinages and puns that add to the sensational appeal of the reports. Due to their love for emotive effects, journalists generally employ metaphorical usages such as "milking Nigeria dry", "bathing with corruption" or "corruption strangles the national economy" whose meanings are right with them, capturing, unlike if used in conventional order. Reports in the newspapers often feature brisk and sharp words and expressions that involve the use of metaphors as a preference for longer and conventional expressions. For instance, such usages like cabal", "unity in corruption", mayhem" and so on, have since become part of the Nigerian media register. Words from other fields are often employed and made to function intertextually through conceptual mapping. This no doubt demonstrates how the discourse of other fields is integrated in the media reports for the purpose of simplicity and clarity.

However, media discourse has a high percentage potential of misuse of metaphor. One of the most interesting and important properties of conceptual metaphors is that they can create virtual realities. Metaphorically created virtual realities can offend, shock, stigmatize, make fun of, belittle, distort, lie, deceive, manipulate and so on, (Kovecses, 137). For instance, the virtual reality in which a man hugs his car and loves it like one would do to a family member is simply a deceptive reality designed to improve sales. Creating fears in people and playing with their emotion are the observable features of many conceptual metaphors in the media.

In order to understand and validate the ethical appropriateness of such conceptual metaphors, one needs to understand the structures and functions of these metaphors and their hidden implications. Conceptual metaphor theory could greatly contribute to this understanding. This is the hallmark of this study to ascertain the level of the use of metaphor to create virtual reality in the acclaimed fight against corruption in Nigeria.

### **2.1.7 Corruption in Nigeria**

Corruption is the biggest challenge that successive governments in Nigeria have battled with. It is clear to every citizen that the level of corruption in the country is very high. It is found in every sector of the economy. Corruption as a term is uncertain and indeed devoid of any straight forward definition. Its definition depends on who is defining and from what perspective. There is no generally accepted or encompassing definition for the term.

Corruption is assumed to be a dishonest or fraudulent conduct by those in power, typically involving bribery. An illegitimate use of power to fulfil selfish interest. This notion of

corruption spreads over all the scholarly definition generated on the concept. Corruption defined by Uzochukwu (1) is "...the giving of a bribe to an official so that the truth will not be told"; it involves the embezzlement of public funds for personal use and any act which is considered to be criminal to the law of a particular society. Iroanusi attempting a definition of corruption states that;

if an employee receives any property or benefit or otherwise of any kind for himself or for other persons over and above his just wages on account of anything done or to be done by him in the performance of his duties, then he will be said to be guilty of corruption, (2).

The concept of corruption is a phenomenon that is so difficult to define, yet it percolates every structure of the society. It affects the military, as well as soils the hands of the civilians. Mumullan(183) added that a public official is corrupt if he or she accepts money or money's worth for doing something that he or she is under a duty to do or to exercise a legitimate discretion for improper reason. Thus, any act or behaviour or omission, committed intentionally in order to influence the actions of another, the influencing and the influenced respectively has corrupted a system which is detrimental to the entire society. Malam Adamu Ciroma concludes his, when he said that corruption is the deliberate binding of the system to favour (friends or limit foes), any misbehavior, deviation, from, or perversion of the system or misleading Nigerians or giving them wrong or distorted information about things they ought to know, (qtd in Okolo&Akpokighe32). The problem of defining corruption is further complicated by the fact that the semantic universe of the concept is populated by additional related concepts whose meaning partially overlaps corruption, such as bribery, embezzlement, favouritism, and nepotism,

(Bratu&Kazoka 6–7). They argue that these concepts have almost the same magnitude of abstraction and lack universal definition as a result of the overlap within a socio-cultural context.

### **War Against Corruption in Nigeria**

Prior to his assumption of office as president of the Federal Republic of Nigeria, President MohammaduBuhari outlined the blueprint of his government. His campaign strategy was principally anchored on the fight against corruption and the massive looting of Nigeria's wealth by political cabals. As he moved from state to state, he told Nigerians that his government would not condole corruption but would combat it with the last drop of his blood.

And so it was that as Buhari stepped into government, he again re-echoed to Nigerians that he is for everyone and for no one. His statement gave hope of a united fight for all Nigerians, irrespective of the individual's tribe or religious affiliation. Even his party bigwigs were agitated at the statement, which threw them off balance as it was perceived that Buhari would confront anyone, undermining whose ox is gored, all for the unity of Nigeria. As he stepped into office, he started what seemed like a systematic war against corruption he campaigned for. The anti-graft war was endorsed by the President of the United States. The United States Secretary of States, John Kerry, at the World Economic Forum held at Switzerland extolled Buhari's anti-graft war. In October 2015, the United Kingdom pledged her support for Buhari's anti-corruption war. According to Grant Shapps, the Minister for International Development, "UK is fully committed to helping

Nigeria increase its security, stability and prosperity”. “We would continue to provide capacity building, technical and investigative support to Nigeria to tackle corruption. Corruption in Nigeria also affects the UK directly, (Channel Television news, October, 15, 2015). Some Nigerians described the war as ‘perfect’ while others described it as selective. William Kumuyi, the founder and General Overseer of Deeper Christian Life Ministry described Buhari’s anti-corruption war as a step in the right direction, (Vanguard, 11 /2/ 2016).

However, many other Nigerians criticized and accused the President of leading a selective war. Chief OluFalae, a prominent Nigerian politician and former Secretary to the Federal Government of Nigeria, in an exclusive interview captioned “Buhari’s anti-corruption getting out of hand” accused Buhari of embarking on a selective fight against corruption. In another related report titled “Heavy Knocks for Buhari’s Anti-corruption “, by the Punch newspaper in January 9, 2016 DeboAdeniran, the Executive Chairman of the Coalition Against Corrupt Leaders claimed he had on several occasions petitioned the President and the anti-graft agencies, the Economic and Financial Crimes Commission, and the Independent Corrupt Practices and Other Related Offences Commission, levelling corruption and misappropriation of funds against Fashola, the former governor of Lagos State and incumbent Minister of Power, Works and Housing in the cabinet of President Buhari. He also mentioned that several allegations of corruption and misappropriation of funds were slammed on KayodeFayemi, a former and governor elect of Ekiti State, Kemi Adeosun, the incumbent Minister of Finance, RotimiAmaechi, a former governor of Rivers State and current Minister of Transport. He expressed concern on why these people have not been invited by the anti-graft agencies for questioning. He concludes that

Nigerians are dissatisfied with way the anti-corruption war is being fought and decried that the government may not achieve anything better than what used to be the case before Buhari assumed office.

### **Recent Review of Corruption in Nigeria**

According to the review conducted by Okolo in June, 2018, Nigeria which is acclaimed the most populated country in Africa has been ranked high in corruption by Transparency International and other notable organizations that monitor corrupt practices around the world. These groups do not have anything good to say about Nigeria at all. Okolo observes that high corruption rating affects almost all Nigerians who migrate to foreign countries, as almost all parts of the world have the perception that since Nigeria is corrupt, so are all Nigerians (1). The ranking of Nigeria by the corrupt practices monitoring agencies has never been encouraging since 1999, as illustrated below.

In the end of 2014, towards the last lap of the administration of Goodluck Jonathan, Nigeria was ranked 136 out of 174 surveyed countries (Transparency International, 2014). The result shows that there is an improvement to the previous ratings, though things were still not well. Nigeria was the 38th most corrupt country in the world in the year 2014. With the emergence of a new government in the year 2015, many Nigerians had the great hope that corruption in the country would be minimized. In that year, political power left the People's Democratic Party to All Progressives Congress. One of the campaign promises of the President (Mohammedu Buhari), which subsequently became his slogan, was massive eradication of corruption in the country. Irrespective of the campaign

promises, again Nigeria was ranked low in transparency and high in corruption in the year. In the year, 2015, out of the 168 countries surveyed, Nigeria was seen at the bottom of the table at number 136. Over two-thirds of the 176 countries and territories surveyed in the year 2016, year index falls below the midpoint of Transparency International scale of 0 (highly corrupt) to 100 (very clean). In that year's survey, Nigeria sat at number 136 on the table with Guatemala, Kyrgyzstan, Lebanon, Myanmar and Papua New Guinea. From the calculation, it shows that Nigeria and the mentioned countries were ranked between 36th and 40th most corrupt in the year 2016.

In the year 2017, there was no remarkable improvement in transparency in the country, irrespective of the promises by the present administration to fight corruption to a zero level. It appears that the former president Goodluck Jonathan did quite better than this administration when compared with his, of 2014 before he left the office. Okolo pathetically revealed that in the latest corruption index released by Transparency International today, Nigeria has relapsed deeper into corruption and has moved 12 steps backwards from 136-148 in respect to the 2014 results. Yet, in Nigeria today the massive support enjoyed by the present administration is the supposition that it is fighting corruption. The question then, is, does the administration really fight corruption or just in words? In the mass media, corruption is constructed not just as a passive case of economic fraud but as a tangible entity whose overt effects are visible on every facet of national life. Also, a recent study in Nigeria shows that metaphors as lion, dog, hyena, vulture, cobra, locust, leech, tortoise and virus among others share some traits with the corrupt officials in Nigeria that they depict in the selected works of the study. The corrupt officials are greedy, selfish, dangerous, discriminatory, exploitative, oppressive, brutal, callous,

cunning, reckless, unreliable and morally rotten. According to Okunrinmeta and Alabi (69), they are highly destructive to Nigeria as a nation.

### **2.1.8 Metaphor Identification Procedure**

Until most recently, no explicit procedures had been established to identify both linguistic and conceptual metaphors in cognitive linguistic metaphor research. Consequently, metaphor researchers tended to rely on unilateral introspection in identifying both linguistic and conceptual metaphors (Anash8). This approach was criticized as potentially causing researcher bias in metaphor research (Deignan 25). However, in recent times, several proposals to systematize and make metaphor identification more explicit have been put forward, such as the Praggeljaz group approach, that is, the Metaphor Identification Procedure (MIP). This study adopts the MIP approach in identifying linguistic metaphor and Steen's five step procedure to inferring conceptual metaphors.

In line with the Metaphor Identification Procedure, the following steps as contained in the procedure are taken in identifying linguistic metaphors from the selected newspapers: the headline news, editorials and articles relating to corruption are read to establish the general understanding of their meaning, then the researcher divides the texts into lexical units after which it is determined whether any of the lexical units in the texts had been used metaphorically (indirectly). Where lexical units are believed to have been used metaphorically, the researcher determines whether they had more basic meanings than the contextual meanings, whether the basic meaning relates to a more concrete meaning, a more precise as opposed to a vague meaning or a historical older meaning. The method

also includes checking corpus based dictionaries if in doubt about the meaning of a word. If the contextual meanings are different from the basic meanings, the researcher decides whether the two meanings contrast but can be understood in comparison with each other. If the contextual meaning is related to the basic meaning by some form of similarities, then the lexical units are marked as metaphorical.

Steen's five step procedure in identifying conceptual metaphors is a logical reconstruction of what presumably takes place when researchers assert that a lexical unit has been used metaphorically. It incorporates both linguistic metaphor identification and conceptual metaphor identification:

Identifying metaphor focus

Identifying metaphor idea

Identifying metaphor comparison

Identifying metaphor analogy

Identifying metaphor mapping(Ansah 9)

The first three stages of Steen's procedure are covered under the MIP above. Indeed, the step (3) corresponds to MIP's final stage which begins the conceptual metaphor identification: identify source and target domains and establish general connections between them. Consequently, stage (4) and (5) of Steen's procedure are applied in inferring conceptual metaphors from linguistic metaphors. The fourth step involves making more specific connections between two elements in the source and target domains in such a way that the elements in the two domains fulfil analogous functions in the two

similar domains. The identification of such metaphorical analogies becomes the basis for coming up with a list of correspondences (with their entailments) in the final step of metaphorical mapping. The expressions are then grouped according to their conceptual categories – their relatedness in terms of what other domains of experiences, that is, source domains they could be associated with. After identifying the source domains, elements in them are then identified and mapped to arrive at the conceptual metaphors that license the linguistic metaphors.

## **2.2 Empirical Studies**

Several studies that examine the various aspects of the comprehension and production of conceptual metaphor have been carried out in the recent past. Some of these are examined below:

Charteris-Black (2004) devoted a large portion of his book, *Corpus Approaches to Critical Metaphor Analysis* to examine a corpus of fifty-one inauguration speeches of US presidents from George Washington to Bill Clinton, which covered a period of about 200 years. The analysis revealed metaphoric themes in the domains of conflict, journey, building, fire, physical environment, religion and body parts. In US inauguration speeches, the analysis showed that the above metaphors were deployed in the speeches in order to project covert ideology of the speakers by showing some experiences which the speakers and their audience share in common. This helped the speakers to exert influence on the general public. Charteris-Black further compared the metaphors used in the British party political manifestos and American Presidential inauguration speeches. He concluded that

conflict metaphors were used more in the British party manifestos and speeches than the US inauguration speeches for the purpose of creating US versus British dichotomy and for positive self-representation and negative representation of others.

MounaHamrita (2016) employed the theory of critical discourse analysis and conceptual metaphor theory to study the metaphorical and ideological representation of the political opponent in the Hardline Islamic Discourse in Tunisia. The aim was to examine the ideological connotations of the metaphorical expressions communicated in the language of a Tunisia Hardline politician, RhidhaBelhadj. The study revealed the use of metaphors of Alienation, Evil, Demon and War to represent political opponents and politics. The study concluded that metaphorical expressions as manifested in the language of the politician have the potential of having negative effects in the Tunisian post-revolution context.

Ezeifeke (2013) used the tools of Critical Discourse Analysis, Conceptual Metaphor Theory, Critical Metaphor Analysis to appraise the myriad of conventional metaphors used by The Guardian newspapers in its reportage of the Nigeria Union of Teachers' strike as a result of teachers' demand for a new salary structure. The findings revealed the newspaper's unconscious ideological solidarity with the power elites. The study concluded that it was either a deliberate strategic attempt to formulate new as well as exploit pre-existing conceptual frames as respective apparatus against the NUT demand for special salary structure or the lack of awareness of the negative effects of these metaphors. Among the conceptual metaphors identified in the study include: SACRIFICE (TEACHERS' PROFESSION), REWARD IN HEAVEN (TEACHERS' SALARY), WAR/CONFLICT (TEACHERS' STRIKE), COG IN THE WHEEL (TEACHERS' STRIKE), DEAD ISSUE (TEACHERS' SALARY), VILLIAN (TEACHER).

Okunrinmeta and Olugbenga (2014) while exploring the metaphors of corruption used in Soyinka's *Samarkand*, Osundare's *Waiting Laughters* and Olafioye's *The Parliament of Idiots* examine how corruption is conceptualized within the Nigerian cultural setting. They highlight the attributes that corrupt public officials in Nigeria share in common so as to portray how destructive they are, to the Nigeria economy. They reveal that the metaphors of lion, dog, hyena, vulture, cobra, locust, leech, tortoise, and virus among others have been used as source domains for the officials in Nigerian cultural perspective. Their analysis shows that the referent of these animals is destructive since they share the attributes of brutality, recklessness, pretentiousness, greed, selfishness, wastefulness, callousness, among others. They claim that the society associates the corrupt public officials to these animals since these officials have unleashed havoc on Nigeria as a nation.

Ekpenyong and Bassey (2014), while analyzing the language of corruption and anti-corruption in Nigeria, discovered that corruption has taken its own vocabulary and linguistic ethos. They reveal that a pool of gradable metaphors, synonyms, collocations, idioms, clichés and coinages are used by Nigerians to x-ray corruption and engage anti-corruption crusade. They concluded that with the large scope of expressions used by Nigerians to engage the issues, corruption practices are being challenged with the aim of reducing or possibly eradicating it, for the enhancement of national development.

Taiwo (2008) in an article titled "Metaphor in Nigeria's Political Discourse" examines the use of metaphors in selected Nigerian political discourse using the conceptual metaphor theory of Lakoff and Johnson (1980). The study focused on the use of metaphors by Nigeria political actors in political discourse in Nigeria. The study revealed that Nigeria

political actors were metaphorically conceptualized as political builders who build the nation. The study also revealed how politicians present the metaphors of politics as battle and as a journey. It is a battle against socio-economic problems and battle between the politicians and the electorates. It is a journey towards nationhood.

Agbo, Kadiri and Ijem (2018) conducted a study on the ideological and conceptual metaphors in the speeches of past Nigeria heads of state and presidents, from Sani Abacha to Goodluck Jonathan using the theory of critical metaphor analysis. The aim of this was to examine how these speeches were able to create a particular linguistic style, conceptualize the speakers' experience and transmit their ideologies for rhetoric and argumentation purposes. The study showed that the speakers use metaphors as tools to enact power asymmetry. It revealed that the speakers used metaphors strategically to identify with the people so as to create a bond between them and the lead. He concluded that the speakers at various speeches employed metaphor as linguistic tools to manipulate their audience mentally and polarize between them and their conceived enemies and dominate their audience, conceal, and conceptualize experience in order to reframe realities to suit their interests.

From the foregoing, it is quite clear that a lot has been done on metaphor which in deed shares the power of metaphor in shaping the way we conceptualize reality. All these studies no doubt have contributed immensely to the existing literature on metaphors of corruption. However, this study is unique because it does not only bring out the conceptual metaphors in political discourse but it specifically narrows it to corruption. It further looks at the structures, functions and the ideological effects of the choice of these conceptual metaphors by political actors.

### **2.3 Summary**

This chapter highlights the concept of metaphor as a key word in this work, identifying the basic functions of metaphor in a communicative process. Conceptual and linguistic metaphors were contrasted and conceptual metaphor discussed in detail, outlining some of the basic concepts in it, such as types of conceptual metaphor. Additionally, two types of metaphor - conventional and novel metaphors were identified and discussed, after which the conventional metaphor was revealed as the focus of this work, as these metaphors are socially recognized words or phrases that may carry one or several metaphorical mappings (Semino 227) and Lakoff and Johnson claim that they are pervasive in our ordinary everyday thinking and acting (453). Also highlighted were the crucial roles of metaphor in politics, and in the media, exploring the basic mechanisms that endear metaphor to political and media discourse. The method of metaphor identification and retrieval in written discourse and text called Metaphor Identification Procedure (MIP) according to Semino (11) was as well highlighted. Finally, some empirical studies on metaphor were discussed which exposed the missing gap in metaphor of corruption that this work hopes to bridge.

## Chapter Three

### Theoretical Framework and Methodology

#### 3.1 Theoretical Framework

##### 3.1.1 Conceptual Metaphor Theory

The study adopts the general Conceptual Metaphor Theory (CMT) framework of metaphor analysis. The theory is geared towards highlighting the role of cognition in the interpretation of discourse. The theory postulates the impact of the mind in structuring human language and claims that there is an intimate relationship between language and culture and cognition and how the mind processes information in a given social context. It assumes that language is a window onto cognition, and that linguistic expression in part reflects cognition processes and structures. Consequently, CMT systematically links metaphorical expressions to underlying conceptual metaphors by positing conceptual mapping between two conceptual domains. Conceptual Metaphor Theory sometimes called Cognitive Theory of metaphor was developed by researchers in the field of cognitive linguistics. Prior to this theory, the classic theory of linguistics views metaphor as a novel poetic language rather than ordinary language. Metaphorical expressions were assumed to be mutually exclusive with the realm of ordinary everyday language. The theory was taken for granted and accepted by most people for centuries. However, Lakoff George, a linguist and Mark Johnson a philosopher in 1980 challenged this traditional view of metaphor and developed a new theory known as “the cognitive view of metaphor”.

The theory was made popular with their publication of the work *Metaphors We Live By*, in the same year. In this theory, Lakoff and Johnson claim that metaphor is pervasive in everyday language, not merely in poetic language but also in people's thought and action. "Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature (3). It is more related to the cognitive thinking of how the mind infers and perceives a specific metaphor. This theory is used to understand abstract concepts in terms of more concrete ones. The theory postulates some basic concepts that generate the similarities that foster understanding.

### **3.1.2 The Systematicity of Metaphorical Mapping**

The fact that metaphorical concept is systematic, the language used to talk about that aspect of the concept is systematic. For instance, in the conceptual metaphor ARGUMENT IS WAR, the expressions from the vocabulary of war, example, *attack a position*, *indefensible*, *strategy*, *new line of attack*, *win*, *gain ground* and so on, form a systematic way of talking about the battle aspect of arguing. It is no accident that these expressions mean what they were when we used them to talk about argument. A portion of the conceptual network of battle characterizes the concept of an argument and the language follows suits (Lakoff and Johnson 8). Since metaphorical expressions in our language are tied to metaphorical concepts in a systematic way, we can use metaphorical linguistic expressions to study the nature of metaphorical. Mapping is technically used to refer to understanding one domain in terms of another in a set of fixed correspondence between a source and target domain. This correspondence is structured in a fixed partial and

systematic way between the constituent elements of the source and target domains. Saeed observes that due to its systematicity, features of the source and target domain are joined so that the metaphor may be extended or have its internal logic (348). This is made possible because of the rich additional knowledge of structures about the source domain that is transferred to the target domain in the process of cross-domain mapping. In other words, as noted by Lakoff and Johnson, since metaphorical concepts are defined in terms of non-metaphorical concepts, they show entailment relations parallel to those for the corresponding non-metaphorical concepts (197). Owing to the fact that metaphoric mappings carry rich inferences, it is possible to use additional knowledge about the source domain in order to make sense of some possible features of the target domain (Evans and Green 298). This systematicity of metaphorical mapping enables political actors to find a way of manipulating language in order to achieve their political goals.

### **3.1.3 Highlighting and Hiding Nature of Metaphorical Mapping**

The very systematicity that allows us to comprehend one aspect of a concept in terms of another (example, comprehending an aspect of arguing in terms of battle) will necessarily hide other aspects of the concepts. In allowing us to focus on one aspect of a concept (example, the battling aspect of arguing), a metaphorical concept can keep us from focusing on other aspects of the concept which are inconsistent with that metaphor. By regarding something as a representative of something else, we highlight certain elements of the concepts that we want to emphasize, but with the very act of representation, blind spots appear. For instance, in the midst of a heated argument, when one is intent on

attacking the opponent's position, and defending his position, one may lose sight of the cooperative aspect of arguing. Someone arguing with you can be viewed as giving you his time, a valuable commodity, in an effort at mutual understanding (Lakoff and Johnson 10). In the media, those aspects of corruption that are not captured by a particular metaphorical image used by the journalist disappear almost imperceptibly in the background. This aspect of conceptual metaphor serves as an already tool in the hands of politicians for persuading their followers and influencing them for political goals.

#### **3.1.4 Source and Target Domains**

Lakoff and Johnson postulated the two conceptual domain; the source and target domains. They contend that metaphorical mappings preserve the image schema structures of the source domain in a way consistent with the inherent structures of the target domain (215). The source domain is said to consist of a set of literal entity, attributes, processes and relationships linked semantically in terms of spatial, casual and temporal relationships derived from basic human experience stored in the mind. This metaphorical link is made possible by the cross-domain mapping between the source domains which is concrete to comprehend a metaphor in the target domain that is abstract. The mapping is stated formulaically as X IS (AS) Y where X is the target domain while Y is the source domain. The conceptual mapping is usually stated in the uppercase – TARGET DOMAIN IS SOURCE DOMAIN. The target domain is the key to the operating metaphor while the source domain is the key to the guiding metaphor (those introduced by a mediator as an intervention). However, these two types may represent ends of a continuum. The source

domain is opened by introducing a metaphor. The metaphor is “apt” to the degree that it has corresponding elements and relationships. Once the better known physical experienced, vivid, or practical source domain is opened, transfer occurs back to the target domain. Conceptual metaphor organizes the lesser known, usually more abstract (target domain) in terms of better known, usually more directly and concretely experienced (source domain). Besides a source domain being experienced, it can also come from shared cultural understanding. Thus, conceptual theory provides a useful cognitive framework for resolving the incongruities of linguistic metaphors by establishing a similarity between two apparently dissimilar entities.

## **3.2 Research Methodology**

This section outlines the research strategy: the research method, the research approach, the source of data for the study, the method of data collection, the population of the study, sample and selection of sample, the instrument for data collection, the method of data collection and method of data analysis.

### **3.2.1 Research Design**

This study adopts the qualitative research design often called documentary research method in order to achieve its objective. This approach is considered appropriate because it offers a complete description and detailed analysis of the small samples required in this study without limiting its scope.

### **3.2.2 Sources of Data**

The source of data for this study is textual data collection from selected newspapers in Nigeria.

### **3.2.3 Population of the Study**

There is a myriad of newspapers in Nigeria, about forty-one in number that claim national circulation, (Nigerianfinder.com.dail). These are considered as the population of the study.

### **3.2.4 Sample and Sampling Techniques**

The online versions of five out of the forty-one newspapers in Nigeria that made the population were selected for this study. These were purposively selected according to their content in relation to the subject of the study: *The Punch*, (17 texts), *The Vanguard*, (11 texts), *The Guardian*, (10 texts), *The Sun*, (9 texts) and *The Daily Trust*, (9 texts). These yielded a total of fifty-six metaphorical data used for the study all collected within the second quarters of the Buhari's administration, (2016). The researcher considers this sample appropriate as the research design does not require large sample size.

### **3.2.5 Instrument for Data Collection**

Transcripts of the newspaper publications on corruption are the instruments for data collection.

### **3.2.6 Method of Data Collection**

Data consisting of metaphorical expressions and sentences were extracted majorly from the on-line editions of these newspapers. The preference of this edition is for easy accessibility and comprehensiveness in corpus retrieval. The researcher read closely the headlines, editorials and articles related to corruption to identify the metaphorical expressions and sentences that formed the data for this study. As stated above, the Metaphor Identification Procedure (MIP) according to the Pragglejaz group will guide the retrieval of data.

### **3.2.7 Method of Data Analysis**

This study is a complete and detailed description of the conceptual metaphors in the selected newspapers; the structures and functions they produce on the people within the scope of this work. The analysis is rooted in the basic guideline as presented by Cameron and Low (qtd in Charteris Black 34), that is, the collected metaphorical expressions will be grouped according to the general metaphor category they represent. The lexical items used in encoding each metaphorical expression are itemized to determine the prevalent metaphor – whether conventional or novel and the systematicity of the mapping with the concept of corruption. Thereafter, these conceptual metaphor categories are analyzed using Steen's conceptual metaphor identification procedure based on the three types of conceptual metaphor: structural, orientational or ontological to determine the conceptual mapping into source and target domain. Consequent to the interpretation and explanation of the metaphorical expressions and the metaphor keywords, the conceptual keys are

determined. The result of these conceptual keys are used to suggest the understanding or thought patterns which construct or constrain people's belief and action. In line with this approach, the metaphorical keywords (lexical factors) will be estimated and the conceptual metaphor will be determined. Finally, conceptual metaphors used by these newspapers to portray corruption will be revealed. The procedure for the data analysis is summarized below in the following steps:

Step 1: Identify the linguistic metaphors from the selected Nigerian newspapers.

Step 2: Identify the metaphor keywords (linguistic codes) used in encoding the metaphor.

Step 3: Encode the metaphor based on the MIP and in terms of semantic tension, role in persuasion and cross domain mapping.

Step 4: Group metaphors according to the conceptual metaphor they represent

Step 5. Identified metaphors are interpreted and explained based on the three types of conceptual metaphors to determine the mapping into source and target domains.

Step 6: Discuss the findings generated from the proceeding

## **Chapter Four**

### **Data Presentation and Analysis**

The data yielded fifty-six corruption metaphorical expressions and sentences from the five selected newspapers in Nigeria, based on the Pragglejaz Group model. These metaphorical expressions fall into six general conceptual categories. They include corruption as war, disease, cruel human being, vermin, weed, and dirt, all of which pertain to fundamental human experiences central to survival, each of which partially structures the experience of harm in terms of physical threat to existence and survival of man. Below are the texts and analysis of the metaphorical expressions that relate to the various conceptual categories inferred and the function of these conceptual mapping.

#### **Research Questions (1&2)**

What are the underlying conceptual metaphors used to depict corruption in Nigerian political discourse in the selected newspapers?

Which metaphors are more prevalent – conventional or novel and what are the implications of this choice in the newspapers?

#### 4.1. Corruption as war:

1. You do not *wage war* against financial corruption while indulging in nepotism. *The Punch*, 24/11/16.
2. My administration (Buhari) inherited an economy *ravaged* by mismanagement, corruption and nepotism. *The Punch*, 14/5/16.
3. EFCC takes the *anti-corruption crusade* to IDP camps. *The Sun*, 25/8/16.
4. This *battle* of the soul and survival of Nigeria ..... *The Daily Trust*, 23/1/16.
5. Corruption is *warfare in Nigeria*. *The Sun*, 15/2/16
6. What Nigeria government must do to *win* war against corruption. *The Punch*, 25/9/16.
7. Anti-corruption *war*: Buhari issues fresh orders to EFCC. *Vanguard*, 10/1/16.
8. Buhari anti-corruption is an anti-graft war *declared* by Muhammadu Buhari. *Vanguard*, 24/1/16.
9. I hold no grudge against the government for *fighting* corruption. *Vanguard*. 30/1/16
10. Fight against corruption getting *tougher* – EFCC Chairman. *Vanguard*, 25/9/16.
11. No government can successfully *win* a war against corruption without involving the people who are *victims* of corruption. *The Punch*, 25/9/16.
12. Corruption has caused the *death* of many children who could have *survived* if ..... *The Guardian* 12/6/16.

13. This is sad for the most populous black nation in the world in need of redemption songs from long years of *battling* with corruption. *Guardian*, 20/10/16.

14. We *combat* corruption and break its leakages. *The Daily Trust*, 12/6/16.

15. President MohammaduBuhari made no mistake when he said; if we fail to *kill* corruption, corruption will *kill* Nigeria. *The Sun*, 26/8/16.

16. He realized that most Nigerians hate the *blow* corruption has *dealt* on Nigeria ... *The Punch* 12/6/16.

17. Yar'dua and Jonathan did not do much to fight corruption and that *exacerbated* the monster in the land. *Punch*, 30/1/16.

### **Target Concept – corruption**

### **Source Domain – War**

The metaphors that point to war are used to portray corruption as an enemy that has the potential to destroy the nation. In this way, corruption is perceived and structured in terms of war to describe the dehumanizing and destructive characteristics of corruption to the society. Politicians and the media take advantage of this image that construe harm to win the loyalty of the audience to gain massive solidarity. The conceptual mapping of the above linguistic metaphors reveals their source domain as war, resulting in the conceptual metaphor **CORRUPTION IS WAR**. The systematicity that validates the cross domain mapping process is evident in the lexical items drawn from the semantic field of war, such as wage war, ravaged, battle, warfare, crusade, war, control, win, declared, combat, kill, fight, tougher, blow, victims and death. These are basically conventional verbs whose

literal meanings are found in the semantic field of war but are consciously employed to project the concept of corruption. Though the concepts are two entirely different phenomena, the meaning of these words imply the same in the context of corruption and the action is structured to bring out the image of the concept.

The effects of corruption, like those of war, are devastating and cut across all spheres of lifesocial, economic or environmental. War can cause destruction, displacement and even deaths, these are as well, the traits of corruption as can be seen in texts, (4) *This battle of the soul and survival of Nigeria ..... The Daily Trust, 23/1/16, (12). Corruption has caused the death of many children who could have survived if ..... The Guardian 12/6/16. and He realized that most Nigerians hate the blow corruption has dealt on Nigeria ... The Punch 12/6/16.*

War brings about depression, insomnia, anxiety and disorders, this also is typical of corruption because people suffer poverty and malnutrition as a result of economic decline brought by corruption. In war situation, it is the masses who are the direct victims, so is the corruption situation, the people suffer, the economy suffer and the whole system suffer malfunctioning. The entailments such as *declare, control wage war, combat, victim* which are obviously drawn from the lexical field of war to project the image of protection and defence by the political actors. The control of corruption involves all the military strategies required in war such as *control, issue of orders, combat, fight and the like*. The war metaphors spread all over the five selected newspapers, which are more related to the control of the menace of corruption. The war is waged on corruption using the government machineries like the ICPC, EFCC and other agencies that shun corruption and related

fraudulent activities as against the soldiers in war. Corruption takes the structure of war such that the entailment of war would help bring corruption to terms of understanding.

#### 4.1.2 Corruption as disease.

18. The state economy is on *life support* almost at the point of death. *Punch, 15/5/16*

19. The major challenge of our time now is the *cancer* of corruption. *The Sun, 16/6/16.*

20. It is in response to the *ravaging cancer.... The Guardian, 16/2/16.*

21. .... if corruption is a *cancer*, then this summit has delivered. *Vanguard, 12/5/16.*

22. There is no speech he (Buhari) made in Nigeria or overseas, he does not harp on corruption and how it has *crippled* the economy. *The Punch, 12/6/16.*

23. Reforming the corruption *ridden* National Assembly budgetary process. *The Punch, 24/1/16.*

24. The real problem is that, clearly, the government is incapable of fighting the *ailment* and has chosen to fight its *symptoms*. *The Vanguard, 22/9/16*

25. Corruption is *endemic* in Nigeria. *Guardian, 14/7/16.*

26. Corruption is pervasive that all institutions are affected by the *scourge*. *The Daily Trust, 17/1/16.*

27. Corruption seems to *run in our Blood and DNA*. *The Sun, 22/6/16.*

28. I met a country that was in *comatose* from mindless gang rape. *The Daily Trust*, 2/1/16.

29. The *plague* called corruption is indeed taking its toll in.... *The Daily Trust*, 4/5/16.

The experience of disease is one of life and death. The prevention and treatment of disease are essential to health and survival in human society. Disease structures the experience of harm from a somatic and medical perspective. The conceptual category of disease presupposes two general conceptual metaphors: (i) the body politic metaphors, AN INSTITUTION IS A HUMAN BODY and (ii) the medical metaphor, A SOCIAL PROBLEM IS A DISEASE. That is, the state or the party as a political institution is conceptualized as a human body subject to infections and malfunctions. As can be seen in the above media metaphorical examples, the discourse on anti-corruption actions is interpolated with language that suggest timely treatment of disease by the political elites whether true or for deception is another dimension the knowledge of conceptual metaphor reveals.

### **Target Concept: Corruption**

### **Source Domain: Disease**

The systematicity of the mapping in the two cognitive domains are evident in these registers of the health profession like, crippled, ridden, eradicate, ailment, symptoms, endemic, scourge, life support, comatose, ravaging cancer and plaque. These are all conventional metaphors that project to corruption and its effects on the people such as spread of agony, pains, groan, dehumanizing and even deaths. The metaphor of disease is a very common way to depict corruption in most of the newspapers used. Disease brings

weakness and loose of hope to its patients, as well, corruption weakens any economy where it thrives. Corruption is the remote cause of the brain drain syndrome experience in Nigeria today because people are gradually losing hope in the nation's economy. The metaphorical expressions project the image of love and concern for the health of the citizens by the leaders. Corruption is a complex disease that "pockmarks" the society and poisons the environment. Corruption is presented with the characteristics of incurability or terminal in form, resulting to the metaphor, corruption is a cancer, growing when human beings/societies do not notice and spreading everywhere, sometimes in association with other forms of social cancer like organized crime as in text example numbers(19) *The major challenge of our time now is the Cancer of corruption. The Sun, 16/6/16.*(20)*It is in response to the ravaging cancer.... The Guardian, 16/2/16,(21) ..... if corruption is a cancer then this summit has delivered. Vanguard, 12/5/16.* Even if it does not take the form of a cancer, corruption is still portrayed as a serious health problem that is capable of causing permanent damage – for example, paralysis – leaving the subject crippled as in (28)*I met a country that was in comatose from mindless gang rape. The Daily Trust, 2/1/16.* The pathology of corruption typically displays signs of addiction similar to drug use. It is far reaching. In its medicalized metaphorical representation, corruption takes apocalyptic form, such as an epidemic, endemic and a plague. It is conceptualized with the idea of plague which was the greatest recorded calamities that befell Egypt on the refusal of Pharaoh to let the Israelites go in the book of Exodus chapter 7 from verse 14. This indicates the widespread occurrence of an infection, highly contagious disease which impacts the society as a whole as seen in (25) *Corruption is endemic in Nigeria. Guardian, 14/7/16.* and (26) *Corruption is pervasive that all institution is affected by the*

*scourge*. *The Daily Trust*, 17/1/16. (289). The *plague* called corruption is indeed taking its toll in.... *The Daily Trust*, 4/5/16. The mapping entailments of this metaphor include corruption is a visible, highly contagious, highly stigmatized disease with spiritual and physical roots.

#### **4.1.3. Corruption as human being**

30. One may not be wrong to say that corruption *gave birth* to the first military coup in Nigeria, *Guardian*, 7/11/16.

31. There are issues that points to the fact that corruption is *laughing* at the effort being made to ... *Punch*, 12/6/16.

32. Corruption is *waltzing around* under his (Buhari) nose. *The Punch*, 12/6/16.

33. Obasanjo remains the *grandfather* of corruption in Nigeria. *Punch*, 24/11/16.

34. Bring back corruption *mocks* the logic making the fight against corruption the .....  
*The Sun*, 13/8/16.

35. I will bring corruption to *its knee*. *The Daily Trust*, 16/5/16.

36. Corruption has *denied* the people opportunities. *The Sun*, 28/1/16.

37. Corruption is *a native* of Nigeria. *The Daily Trust*, 13/5/16

38. Saraki, Amaechi, Fashola, others *milk* Nigeria dry, *Punch*, 24/11/16

The belief that man is the measure of all things as claimed by an ancient Greek philosopher, Plato, helps to comprehend the abstract concept of corruption by relying on human attributes. In this regard, personification, a special form of ontological metaphor sheds lights on the attributes described, thus making it manageable by applying such human characteristics to corruption discourse. Human beings rely upon their own experience and knowledge to reason about the abstract and complex phenomenon called corruption.

### **Target Concept – Corruption**

### **Source Concept – Human Being**

The lexical items like gave birth, grandfather, laughing, mocks, waltzing around, kneeling down, denied, milking animal and a native of, are attributes of human being that are projected onto corruption for a better sense of the concept through the literary meaning of those words. Human beings have stages of development, from infancy to maturity. These phases of life are often mapped onto the target domain, corruption by politicians in order to establish the magnitude of the phenomenon in the country. Texts (30), *One may not be wrong to say that corruption gave birth to the first military coup in Nigeria, Guardian, 7/11/16* and (33), *Obasanjo remains the grandfather of corruption in Nigeria. Punch, 24/11/16*, are typical illustration of this. The offspring of corruption are greed and selfishness which is established as the cause of military coup in Nigeria and its maturity is deceit, and denial by the political elites in the country. In addition, the politicians and the media often project corruption as stubborn human being so as to justify their actions on the perceived corrupt elements in the country. Thus corruption displays such obstinate

characters as waltzing around and laughing at every effort to punish it, such as in texts (31) *There are issues that points to the fact that corruption is laughing at the effort being made to ... Punch, 12/6/16*, (32) *Corruption is waltzing around under his (Buhari) nose. The Punch, 12/6/16* and (34) *Bring back corruption mocks the logic making the fight against corruption the ..... The Sun, 13/8/16*. This justifies any action for a complete crackdown on the phenomenon by bringing it to its knees. The cognitive function of the ontological metaphor is to give an ontological status to general categories of abstract concepts. It means that people conceive of the experiences in terms of objects and substances (Kovecses 34). This allows people to make sense of phenomena in the world in human terms that can be understood on the basis of their own goal, activities and characteristics. For instance, an important metaphorical dimension of corruption in this sense relates to food production and consumption. Eating as an essential human activity ensures not only the survival of the human race at biological level through food consumption but also the survival of the society through the rituals associated with family communal eating. In the later sense, food preparation is a form of giving and participating in the life of the community. However, when involved in corruption, people “roast their own meat” or “butter their own bread”, which means they concentrate exclusively on their own interest as in (36) *Corruption has denied the people opportunities. The Sun, 28/1/16* and (38) *Saraki, Amaechi, Fashola, others milk Nigeria dry, Punch, 24/11/16*

#### 4.1.4 Corruption as vermin

39. We need a wholistic approach towards *taming* the scourge of corruption. *Punch*, 21/2/16

40. It is a *cankerworm* that has eaten into the Nigeria Psyche. *The Sun*, 16/5/16.

41. EFCC is casting an ever widening net *to bag* corruption. *Guardian*, 15/6/16..

42We appeal to the administration to embrace restructuring and true federalism to *save* Nigeria from corruption. *Punch*, 12/6/16.

43. It (corruption) has become a *hydra headed monster*, it is *sucking* the common man. *The Guardian*, 30/1/16.

44. It would be dangerous if we ignore the fight against corruption, because it will *swallow* the country. *The Daily Trust*, 30/1/16.

45. May he find the strength, courage and support to fight the *monster* called corruption. *Guardian*, 9/11/16.

The concept of vermin designates mutually inclusive categories open to any animal, birds or insect that is perceived to be annoying, destructive or unwanted by humans. This concept crystallized the constant human struggle to manage threats in the environment in order to protect health, habitats, crops, livestock and game. They are described as elements harmful and threatening to human survival and well-being.

## Target Concept – Corruption

### Source Domain - Vermin

The conventional lexical items such as taming, cankerworm, monster, sucking the common man, swallow, hydra headed monster validate the cross domain mapping of the two concepts. The conceptual category of vermin is in fact, an extension of ontological metaphor which further gave rise to two more conceptual metaphors; CORRUPTION IS FEROCIOUS ANIMAL, and CORRUPTION IS A BEAST. The image schema portrayed by ferocious animals like the lion, tiger, dragon and beasts having horns, beaks, talon etcetera, is in itself a threat to human existence. Some of these dangerous animals do not only kill their victims but as well suck their blood. They are threats to the lower animals in the eco system which suffer their cruelty. Corruption is portrayed as dangerous as these blood thirsty animals. Corruption syphons the economy and causes its collapse, leaving the common people to suffer. Essentially, in this metaphorical representation, corruption re-focuses the lens of interest, moving from community to individual. Corruption is seen as a monster that “eats” the society, ‘devours’ public fund; milk the economy and consumes the democratic forms of government as these ferocious animals do in to their victims, (18) *Yar’dua and Jonathan did not do much to fight corruption and that exacerbated the monster in the land. Punch, 30/1/16, and (47) It (corruption) has become hydra headed monster, it is sucking the common man. The Guardian, 30/1/16.* Corruption can be a worm or a cankerworm that rots the wood. As an animal like a hydra, whose tentacles are stretching to the bottom of the state. It hides in dens and lives in nests in order to protect itself and proliferates, harking in the darkness to attack the political system and society as a whole, see examples (43) *It is a cankerworm that has eaten into*

*the Nigeria Psyche. The Sun, 16/5/16.* The media presents the political class with this conceptual image schema to project corruption as dangerous living organisms such that their elimination will engender an enthronement of true democracy and sustainable development in Nigeria.

#### **4.1.5 Corruption as Weed**

46. The colonial masters, including the British laid the *seed* of corruption in Nigeria. *Vanguard, 27/1/16.*

47.....and without social justice corruption will continue *to flourish. Vanguard, 22/9/16*

48. Corruption *thrives* because we are all complicit from the media which celebrate those..... *Vanguard, 18/5/16*

49. It is in his determination to *nip corruption in the bud. Guardian, 6/5/16.*

50. It is an *iroko* on which many built. *Punch, 15/11/16.*

51.... attack the *root* of corruption, *Vanguard, 6/12/16.*

The idea of weed is as old as the origin of agriculture because weed control is essential to crop yield and food supply. Weed structure the experience of harm in the environment and ecological perspectives. Just as the plant in the case of the environment, the economy is the first hit by corruption and the negative effect is the attendant hardship that spread to the general public.

### **Target Concept: corruption**

#### **Source Concept: weed**

Conventional lexical items like seed, flourish, thrives, nip in the bud, growing luxuriantly, root, an iroko justify the conceptual mapping. Weed is a wild plant growing where it is not wanted, especially among crops or garden plants. Corruption draws metaphorically on this domain, to depict bad weed with deep roots that has found a prolific ground. The favourable conditions create a hot bed conducive to the fast growth and spread of this bad plant. Weeds naturally cause reduction in crop yield as a result of their multiferous ways of interfering with growth and culture. Weeds extend these harmful effects slowly, steadily and inconspicuously and the effect is almost unchangeable. Theiroko tree is a very giant one seen in a tropical forest. The size is quite intimidating and can be very destructive to young plants in the environment. So is corruption and the effect can be chocking and painful to the general public. Thus, corruption flourishes along other social vices. It thrives and it is deeply entrenched in the society. The entire system malfunction, resulting to poor standard of living which when degenerates results to malnutrition in the body.

#### **4.1.6 Corruption as Dirt**

52. The *deep stains* of corruption in Nigeria needs ..... *Vanguard*, 22/7/16.

53. Before we *sanitize* the Nigeria government of corruption... *The Sun*, 26/5/16.

54. Buhari was voted to *cleanthe Augean stable* that has perverted the country for .....  
*The Punch, 12/6/16.*

55. Not all criticism against the war against corruption are informed by those whose *hands*  
*are stained.* *Guardian, 25/5/16.*

56. We are in real trouble because corruption is now a *way of life,* *The Daily Trust,*  
*26/7/16.*

The concept pertains to the expectation of hygienic behaviour. Curtis (660) convincingly argues that there is a link between dirt, disgust, hygiene and disease, a link that predates history, science and culture. Far from a social construction or a result of scientific enlightenment, hygienic behaviour, including grooming, is an ancient animal behaviour serving biological adaptiveness and survival, (Zhuo and Xinjia 8). This sanction the common saying that “cleanliness is next to godliness” thus, the culture of dirt in the sense of negligence of neatness and cleanliness structures the experience of harm by focusing on behaviour. This source domain is used to structure the concept of corruption such that the sense of hygienic behaviour can help conceptualize the dangers portend in its lack of concern.

**Target Concept: Corruption**

**Source Concept:Dirt**

These italicized lexical items from the semantic field of dirt or negligence of hygienic behaviour are used to structure the concept of corruption. The entailmentsof such lexical items as deep stain, sanitize and clean hands are consciously used to portray the resolve

and readiness by the user to bring succor to the public. Augean stable according to Hornby (83), is the very large stables which Hercules cleaned in a day by making a river flow through them. Corruption conceptualizing in this sense is portrayed as a serious social problem that demands a wholistic approach to combat. Several effects of these dirt and stains are felt by citizens of the nation, Nigeria. The public feel the stinking of the dirt and the serious stains of corruption leads to the stigmatization of Nigerian citizens in foreign nations as captured by Okolo (1).As social practices, corruption refers to various institutional mismanagement and particular life style based on bribery. These social bad habits are based on tradition and lack of fairness, thus facilitating the emergence and institutionalization of pervert practices such a selective justice. In this way, corruption becomes normalized, displaying familiar patterns that people tend to follow automatically as a second nature as exemplified in (56) *Not all criticism against the war against corruption are informed by those whose hands are stained. Guardian, 25/5/16.* (57) *We are in real trouble because corruption is now a way of life. The Daily Trust.*

### **Summary of the Conceptual Mapping Revealed in the Analysis**

Below is the summary of the conceptual mapping of the metaphor vehicles and their targets as they are projected in the selected newspapers in order to create the image structures implicit in them. These are revealed in line with Steen's step 4 and 5 procedure of inferring conceptual metaphors from linguistic metaphors. This is to enable a complete revelation of the conceptual mapping that have been projected by the politicians through these newspapers to establish the negative impact of corruption. This section equally looks

at the implications of the choice of these conceptual metaphors and the possible rhetorical appeal the users intend to achieve through them.

- (1) CORRUPTION IS WAR
- (2) CORRUPTION IS DISEASE
- (3) CORRUPTION IS HUMAN BEING
- (4) CORRUPTION IS VERMIN
- (5) CORRUPTION IS WEED
- (6) CORRUPTION IS DIRT

#### **4.2.1 Discussion**

Political discourse as can be seen takes advantage of metaphors that draw on both embodied experiences and entrenched cultural models to strategically construct viewpoints and virtual reality. In doing so, such discourse shapes peoples' understanding of complex socio political issues and makes them supportive to ideological agenda. An important way metaphor influences cognitive aspect of perception is by playing into our affective dimension and evoking emotions, which can conveniently distract logic and facts. These conceptual metaphors are subsumed under the general domain of harm, representing the basic human experiences central to adaptation and survival. They all fall into the three categories of conceptual metaphors distinguished by Lakoff and Johnson (10); though they have their respective meaning focuses.

The war metaphor is arguably the most popular metaphor in all the used newspapers. This presents an average of seventeen lexical items that structure the concept of corruption in terms of war, ravaged, battle, crusade, kill, death, and so on. It has proved highly effective, as a tool for shaping public perception and solidifying public support. The war metaphor is a nod to the intentional construction of urgency, seriousness and unwavering resolve, now automatically associated with the (WAR against/on X) construction in most of these newspapers, where X slot can accommodate almost any noun referential of any perceived social problem or conflict.

Five out of the six conceptual metaphors belong to personification, a special kind of ontological metaphors that account for the projection of abstract concepts onto corruption phenomenon. In the conceptual metaphor CORRUPTION IS DISEASE, the analysis shows a perfect blend between corruption and medical concern - disease to be cured. The concept is lexicalized in many medical terms such as cancer, scourge, ailment, symptoms, crippled, endemic, comatose and a life support. We understand the concepts of corruption by mapping these concepts of disease onto the target domain of corruption. The chain of reasoning, and effect of cause, is plain and simple; disease can be life threatening if left untreated, hence, disease maps onto corruption, life threatening disease like cancer maps onto severe existential challenges resulting from extreme corruption. The entailment of disease affecting human health constitutes our understanding of the ways in which corruption affects the economy. The notion of vermin is seen in relation to the wicked acts of human being and activities and that of the wild animals in the eco-system. The corrupt high political officials are depicted as man-eating beast, can cause human suffering just like wild animals such as lion and tiger in the ecosystem. These highly placed political

leaders are by their interest and action depicted as harmful and terrifying beast that threaten humans just like the tiger and lion threaten the lives in the ecosystem. In this mapping, the experience is used to show how threatening corruption can be to the public and the economy.

Weed, and dirt metaphors all conceptualize corruption based on human experience and knowledge of these concepts. Weed bring discomfort on the environment and ecological, dirt on behaviour and on the physical and social environment. A timely control of these concepts ensures survival and comfort of their victims. In the same vein corruption is presented by the political class as thorn, and stain, that need timely control for the general public to survive. As mentioned earlier, the six conceptual metaphors are subsumed under the general domain of harm, representing the basic human experience central to adaptation and survival which justifies the anti-corruption policies and other strategies adopted by the government to eliminate such dangers. Also, going by the fifty-seven metaphor key words identified from the data, only six: comatose, hydra headed, iroko, Augean stable, and plague fall within the scope of novel metaphor which is quite insignificant number. It is quite clear that the conventional metaphor is the preference of the politicians and the media in co constructing the metaphor of corruption and the choice for this, is understandable as Alchison(180-181) puts it that novel metaphors do not automatically become set in place once uttered or written. In other words, for a novel metaphor to gain foothold and become accepted, they need to resonate enough on a level that captures the feeling of the current cultural climate. If not, novel or creative metaphors run the risk of being too clinched and repetitive for people to even bother about them (Anderson 6),

hence the prevalence of conventional metaphor in almost all the newspapers is not a surprise.

#### **4.2.2 Implication of these metaphor source domains and their rhetorical appeal**

Research Question (3 & 4)

What rhetorical appeal is achieved with the use of these conceptual metaphors?

What are the ideological implications of the use of these metaphors?

Metaphors generally introduce concreteness and corporality to the abstract concept of corruption. That is why it makes sense for journalists to use corruption related metaphors when describing corruption as a general phenomenon. As Semino (100) observes, the use of war metaphor tends to dramatize the opposition between different participants in politics, to emphasize the gravity and urgent need to tackle the problem in question and seriousness of the effort being made to solve it. These dramatic and emphatic effects of the war metaphor as well as the seriousness it implies, are calculated means for construction and representation of the present government's stand in anti-corruption to win empathy before the international audience and for motivating the citizenry for massive support. In texts 1 – 17, corruption is metaphorically conceptualized as a declaration of war against and threat to Nigeria. As war and threats, corruption projects the sense of danger, destruction and pains to the entire nation. The use of such lexical items as “killed”, “denial”, “crippled”, “victims”, “monster”, “cankerworm” and “death” is a calculated attempt to appeal to the sense and judgement of Nigerians not only to

derogate corrupt practices but also to manipulate the cognitive and mental model of the people to align themselves with the power that be. Such metaphors as in the examples below serve as justification of the actions to be taken by the political actors to the assumed culprits. (7) *Anti-corruption war: Buhari issues fresh orders to EFCC. Vanguard, 10/1/16,*(10) *Fight against corruption getting tougher – EFCC Chairman. Vanguard, 25/9/16.* (12) *Corruption has caused the death of many children who could have survived if ..... The Guardian 12/6/16,* (14) *We combat corruption and break its leakages. The Daily Trust, 12/16/16.* (15).*President MohammaduBuhari made no mistake when he said; if we fail to kill corruption, corruption will kill Nigeria. The Sun, 26/8/16.*

The use of emotionally charged structures as shown in some of these texts are not only persuasive, but manipulative. They are carefully selected in an attempt to sweep the people along, even in the face of the felt hardship and wanton destructions experienced in the nation since the inception of the present administration in Nigeria. Also, in order to divert attention to the allegations of nepotism and security flaws in the country and enjoy the support of the masses, these metaphors like in texts 17, 20, 27, 43, 47, 57 are completely used in self defence. They are used to conceptualize corruption as the major problem of the country and establish the political elites as resolved to tackling the problem for the well-being of the people. Consequently, the choice and use of such metaphors that encode this ideology constitute a subtle psychological weapon in the hands of politicians who are depicted in this context as caring more for the interest of the people above their political ambitions. If made to believe this, the people are thus easily swayed to the side of the politicians.

Again, the use of these conceptual metaphors taps into the common human emotions such as anger and hope. For instance, corruption is portrayed as the major source of public anger in Nigeria because it takes many forms that massively damage social welfare and public trust, especially in connection with civic rights abuses against citizens and outright denial as captured in the data numbers(36) *Corruption has denied the people opportunities. The Sun, 28/1/16.* (37) *Corruption is a native of Nigeria. The Daily Trust, 13/5/16,* (29) *The plague called corruption is indeed taking its toll in.... The Daily Trust, 4/5/16.*

The use of these metaphor source domains by the administration portrays a prompt heroic stride to placate the public anger. The courage to wage war, confront hydra headed monster, slaying of tiger, controlling disease and calamities conventionally depict that heroism and shows any leader as resolved and capable to bring hope to his people. People are excited, hopeful and appreciative when they are told that the loathsome and untouchable tigers depicted by the highly placed political officials will be heroically prosecuted. This, again, conveniently removes the need for a rational inquiry into the troubling details of corruption, its political, economic and institutional contexts, or the procedural specifics of anti-corruption policies. They are, thus, used to divert the attention of the people from the persistent crisis and hardship witnessed so far in the country and preoccupy the minds of the citizens with the anti-corruption policies, manipulating them to accept the political leaders as their political saviours.

#### **4.2.3. The Aspects of Corruption hidden by the use of these conceptual metaphors to depict corruption.**

##### **Research Question 5**

Are there possible aspects of corruption hidden by the use of these conceptual metaphors in the selected newspapers in Nigeria?

The presence of typical metaphorical language on corruption as noted earlier can conceal the possibility for the audience to notice the perceived general traits of corruption that are not congruent with the metaphors. It is easy to get overwhelmed by these identified conceptual metaphors and forget to what extent the concept of corruption depends on what gets corrupt, such as the natural conditions of politics (Philip 51). When the political process and political institution get corrupt, the result might be misguided regulations and policies that at times are unreasonable, disproportionate and without public interest. When that is the case, the use of these metaphors becomes capable of bringing illusions of certainty where it is not. This is because conceptual metaphor can be used to create virtual reality. The ability to capture the cognitive process entailed in the metaphors makes it possible to identify the dominant ideology a political leader wants to establish.

Again, the use of these conceptual metaphors on the political discourse always tells us very little about attitudes of political leaders towards corrupt acts themselves – it is easy to propose a war against corruption or complain about the smell of corruption in the media but patronize the acts outside of the context of real life situation. This black spot is buttressed by this metaphorical expression, *'you do not wage war against financial*

*corruption while indulging in nepotism, The Punch, 24/11/16, (text example number one).*

Nepotism is a form of corruption.

As noted by Karklins (3), clean politics is a utopia that does not exist anywhere in the world, but stating the truism, there always will be corruption. The use of these metaphors like in texts 7, 9, 18 and 40 often conceal the fact that corruption as a social problem can rarely be solved easily. Even the creation of a successful anti-corruption agency according to Mungiu-Pippidi (23) does not always make a country to do better. Instead, the very designation of every political problem as being a corruption problem, leads to the “law of instruments” – if all you have is a hammer, everything looks like a nail. In the same manner, if all one has is anti-corruption policies, then every societal and political related problem start to look suspiciously like corruption as seen today in the present administration.

## Chapter Five

### Conclusion and Recommendation

#### 5.1 Summary

This study essentially revealed how the cognitive dimension of metaphor can be a valuable tool in understanding how and why the media creates corruption headlines in the various modalities. The observations gave way to some very interesting and potentially relevant findings. It discovered six conceptual metaphors that are used in the media to structure corruption. These include: CORRUPTION IS WAR, CORRUPTION IS DISEASE, CORRUPTION IS A WICKED HUMAN BEING, CORRUPTION IS VERMIN, CORRUPTION IS WEED and CORRUPTION IS DIRT. All these are concrete and tangible elements in real world which are subsumed under the domain of harm. They fall under the three categories of conceptual metaphors distinguished by Lakoff and Johnson (10), thus, re-enforcing their claims in the Conceptual Metaphor Theory (1980). The potential destructive traits of these source domains in life experience are consciously employed to play with the psychology of the people for political manipulation.

The use of these conceptual metaphors revealed relevant ideological implications. (1) It projects the gravity and urgent need by political leaders to tackle the menace of corruption. (2) It shows an assumed prompt heroic stride and capability of our leaders to bring succor to the people. Also, discovered with the use of these conceptual metaphors are some blind spots left with the audience. (1) The use of these conceptual metaphors hides from the audience the fact that corruption depends on the natural sound politics in a country. (2) They do not give us the true picture of those who propose corruption war

outside the context of real life and (3) they equally hide the fact, according to Karklin (3), that clean politics is a utopia that does not exist anywhere in the world.

## **5.2 Conclusion**

The study has shown that metaphors can create a new world of experience through the complex interaction of meaning, language and life. The observations thus, revealed that the corpus is replete with metaphors of war, disease, human being, vermin, weed, and dirt. It discovered that politicians as well as the media are not just deliberate in their choice of these corruption metaphors but are mindful of the type of mapping they want to project. The study was able to expatiate on these metaphor choices in representation of corruption which will enable the public understand the hidden intentions of the politicians who use them and become aware of the social relations they want to create or sustain through that. The study further demonstrated that politicians rely on metaphors of corruption to deceive and manipulate the electorates in order to justify their action and activities so as to consolidate their positions. As well, it shows that such metaphors enable political leaders to project themselves as visionary and active leaders who have the interest of the people more than their political ambitions.

### **5.3 Recommendations and Suggestion for Further Study.**

Sequel to the analysis concluded in this study, the researcher recommends that journalists need to be aware of both benefits and risks entailed in employing corruption related metaphors. There should be serious language awareness to the public, the media as well as the politicians. Again, political leaders should be more concerned on the yearnings of the people especially in issues of basic sustenance instead of regarding everything as a matter of playing politics. Thus, the researcher suggests that further study be carried out on whether metaphors are always a valid way of constructing reality.

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