

中文摘要

认知语言学是近十几年来国际理论语言学界新兴的一个语言学学派或一种新的研究方法。认知语言学是在反对生成语法为首的主流语言学的基础上建立起来的。其哲学基础是经验主义哲学或非客观主义的经验现实主义哲学。目前, 认知语言学研究在欧美十分活跃, 并且在美国的两个研究中心已形成了两个学派: 以 Langacker 为首的“圣地亚哥学派”和以 Lakoff、Fillmore、Kay 等为首的“伯克利学派”。尽管认知语言学家内部在具体方法、感兴趣的课题、研究的切入点等方面存在一些分歧, 但他们几乎持有共同的观点和立场, 也就是认知语言学的内涵和范围: 思维不能脱离形体并且具有想象性和完型特征; 语言不是一个自足的系统, 而是与人的主观经验、认知以及知识系统密切相关。

英语政治演讲在西方社会文化中占有重要的一席之地, 是政治斗争的有力武器。它主要是针对国家的内政外交, 结合国家发展现状, 表明立场, 阐明观点、论述主张、以说服他人最终与自己形成一致立场为目的的一种社交方式。英美政治领袖演说是政治演讲的一种, 总统就职演说、高校巡回演说等都属于这个范畴。通过演说, 演讲者将自己的观点公布于众, 并且运用各种方式手段说服公众接受并支持自己的观点。英美政治领袖演说受众广、影响远、意义大, 对它进行认知研究, 不仅能够拓宽认知语言学在演讲领域的运用, 同时也有助于读者更好地赏析这一重要文体, 提高对于政治演讲的兴趣和技巧的把握程度, 有利于大学阅读和写作课程的教学。

本文以经验主义认知观、范畴化及隐喻认知模式理论为基础, 旨在通过系统的认知分析, 揭示英美政治领袖演说的认知特征。本论文语料为几篇英美总统、英美其他政治领袖等在不同场合的演说辞。分析方法主要采用将认知科学的研究成果和理论运用于演说辞这种特殊语言的研究, 同时结合一些广为接受的其它语言学理论, 对其词汇、句法、隐喻修辞等方面进行分析。

本文的分析基本按照“描写—阐释—评价”这三个步骤, 在词汇、句法等语言层面进行。词汇层面的分析主要涉及了词的结构、词的分类及第一人称复数代词的用法等方面; 句法层面的分析主要涉及了句子结构。因为演说辞中运用了大量的隐喻用法, 对隐喻修辞层面的分析是本文的一个重点。该层面主要分析了不同的隐喻方式和隐喻手法在演说辞中的运用。

通过分析，揭示了以下关于英美政治领袖演说的认知特征：首先，准备演说辞的过程是一个将客观事物在头脑中范畴化的过程，这个过程受到演说目的、受众群体、演说主题和角度的制约；在范畴化的过程中，经验主义认知观引导演说者尽量地做到“有的放矢”，使演说过程更加具有针对性和说服力；同时选取不同的角度并运用不同的隐喻手法更加深化了范畴化在演说辞中的运用，使得演说者的论据独树一帜地突显出来。

关键词：认知分析；经验主义认知观；范畴化；突显；隐喻

Abstract

Cognitive linguistics is a new linguistic school or a new study method burgeoning in the international theoretical linguistics. Linguistics was established on the basis of opposing the mainstreaming linguistics with generative grammar as the principal theory. The philosophical foundation of cognitive linguistics is experiential view or non-objective experientialism. Nowadays, the cognitive study is very vital in Europe and the USA. Furthermore, there have existed two schools in the respective two research centers in America: one is San Diego School with the leader of Langacker and another is Berkeley School with the leaders of Lakoff, Fillmore and Kay. Although in terms of the concrete methods, appealing subjects, cutting in point and so on, there are still some divergences among the linguists, they almost hold the common viewpoint and stance about the connotation and scope of cognitive linguistics. Thought could not isolate itself from body and it is of imagination and gestalt; language is not a self-sufficient system, but a system closely related to human being's subjective experience, cognition and knowledge system.

English public political speaking is an important social-cultural phenomenon of the West, which is the powerful political instrument in political competition. It is one that the speaker, usually on behalf of a certain class, society, or party, makes to audiences on some important matters and relationships at home and abroad. It is a social method with the purpose to persuade others to hold the same stance with the speaker. British and American political leaders' address is a sub-type of the public political speaking, including the presidential inaugural address, university circuit address and so on. In these addresses the speakers are expected to make his policy known to the public and to persuade the public to accept and support his policy. With worldwide influence and long-lasting significance of the addresses, to study its cognitive features cannot only broaden the scope of the cognitive study of the public political speaking, but can also help the readers better appreciate the address, develop language skills, and it is also helpful in teaching of English reading and writing in college.

This thesis, mainly based on the theories of experiential view, categorization and metaphor, aims to reveal the cognitive features of the British and American political leaders' address. In order to reflect the characteristics of modern English, and to ensure the reliability and convenience of the analysis, the corpuses of this thesis are 12 British and American political leaders' addresses from 1997 to 2006. The main research method is applying the research achievements and theories into the analysis of addresses; meanwhile some other commonly accepted contemporary linguistic theories are employed in detailed analysis at the lexical level, syntactic level, and metaphorical level. The analysis generally follows the following three steps: Description (mainly linguistic) —Interpretation—Evaluation. Because of the close relation between speech skills and metaphorical expressions, the analysis at the metaphorical level is the emphasis of this thesis.

The analysis reveals the following cognitive features of British and American political leaders' address. First, the preparation of delivery is a process to categorize which is refrained by the purpose, audience, topic and profile. Second, in the process of categorization, the speakers make efforts to endow power of persuasion on the addresses. From different profiles with the metaphorical expressions, the argumentation of the speaker is salient.

Key words: cognitive analysis, experiential view, categorization, profile, metaphor

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1 Introduction

1.1 Theoretical background of the study

Cognitive linguistics is a branch of cognitive science and the frontier branch of cognitive psychology and linguistics. Due to the increasingly rising status of cognitive science which takes thought as the object, the importance and value of cognitive linguistics who takes language as the research item is more and more prominent. In recent decades, cognitive linguistics has become a burgeoning linguistic school or a new kind of research approach in the international circle of linguistics. Cognitive linguistics developed from generative linguistics, but differs from it in its undertaking of the nature of the linguistic system, the nature of grammatical structure and the nature of meaning (Langcaker, 1988 a: 3). Departing from the main stream of generative linguistics, cognitive linguistics dwells in the stream of human experience rather than in a supposedly pure realm of form (Fesmire, 1994b:150). The philosophical foundation is experiential realism. With the deep research and development of the study, basic assumptions developed by cognitive linguistics are summarized as follows (Yu Ning, 1998: 13): (1) Natural language is a product of human cognition, based on the same organizing principles that operate in other cognitive domains. (2) Language is not just a system consisting of arbitrary linguistic signs and its structures are related and motivated by human conceptual knowledge, bodily experience and human interaction with the physical world. (3) Linguistic units are subject to categorization, which commonly gives rise to prototype-based networks and involves metaphor and metonymy. (4) Meanings of linguistic units are based on embodied experience with and within the real world and can be characterized with respect to relevant knowledge structures, such as cognitive models, cultural models. (5) Language is a product of the interplay of many factors such as psychological factors, cultural factors, social factors, and ecological factors and so on.

The important symbol of the maturity of cognitive linguistics is the first international cognitive linguistic conference held in Duisburg, Germany in 1989 and

later on, in 1990, the magazine of "Cognitive linguistics" has been published and the International Cognitive Linguistics Association established. Nowadays, cognitive linguistic study in Europe and America is full of vitality, and there are two schools shaping in USA' two research bureaus, named as SanDiego School with the representative of Langacker and Berkeley School with the representatives of Lakoff, Fillmore and Kay.

The theory of categorization has been discovered and developed through a long history and hard work. L. Wittgenstein is the first philosopher to discover the drawbacks of classical category theory and through several experiments on games, he found out the family resemblance and concept of non-definite boundary of category. Afterwards, J. Austin applied the research result into the study of lexical level, by means of which he finally reached the similar conclusion that a category is composed sub-consciously by certain related links without definite boundary.

Theory of metaphor is another important one which attracts great attention of the cognitive linguists who believe that daily language is full of metaphors and few of the expressions do not carry metaphor. Metaphor is the powerful cognitive tool to conceptualize the abstract categories, which could explain some complex scientific, political and social issues. Metaphor is the structural project from one cognitive model to another, that is to say, from source model to target model. People usually cash the familiar and concrete cognitive domain to the unfamiliar one in order to help understanding.

1.2 The objective of this study

English public political speaking is an indispensable phenomenon in western culture, which is the powerful instrument for political competition. It is a transmission of a message in English from one person who addresses to audiences who are physically present. Its main content is about a nation's domestic policy and diplomatic events. The speaker should have a distinctive standpoint and apply the metaphors to persuade the audience. British and American political leaders' address is

a sub-type, which has its own sub-types such as presidential inaugural speech, university speech, state executive competition speech and so on with important significance and profound influence.

There is a trend recently, based on the theory of cognitive linguistics, to study different linguistic phenomena like lexicon, syntax and semantics. Many linguists abroad and in China have made some achievements, for example, Zhao Yanfang(2001) in China and Langacker(1988 a:3), H.J.Schmid(2001) abroad. They have done a variable investigations into the different styles, but some of their studies couldn't deal specifically and particularly with the British and American political leaders' address.

As a matter of fact, the British and American political leaders' address is a very important variety with worldwide influence. When the political celebrities deliver their speech, they are facing the domestic and overseas public audience. Whatever they want such as power, right, reputation or spreading knowledge to the public, the speaker bears in mind that they will persuade the public to accept their opinions and eventually to hold the same standpoint with him or her. In order to achieve the aims, the speakers often resort to language skills among other things because address is originally one of the representatives of linguistic art. Therefore, a cognitive study of British and American political leaders' address is significant, which will broaden the application of cognitive linguistics in the field of speech; help the readers appreciate this style more professionally to raise their interest in political address and speaking skills. Meanwhile the study is also helpful to raise the quality education in university.

1.3 The organization of the thesis

The analysis is mainly based on the ideas of Langacker and Lakoff's cognitive theory, particularly on the theories about "experiential view", "categorization" and "metaphor". Meanwhile, to analyze the cognitive features of the different levels of language, some other commonly accepted linguistic theories are also applied. In accordance with the procedure, this thesis involves three steps: Description (mainly

linguistic)—Interpretation—Evaluation, with the approach of exerting the existing theories and achievements into the analysis of address phenomenon. Due to the close relationship between speech skills and metaphor, the analysis of the metaphor has gained the emphasis of this thesis.

This thesis mainly consists of 5 parts: introduction, literature review, description and finding of the research, the analysis and conclusion. The introduction is concerned with the purpose of the study, the existing theories and achievements, the relationship between the study object and the theories and the significance of the study. Literature review is about the relevant theories and methods. The third part is about the data, the research methodology and the procedure. The fourth part is the most important and creative one to analyze the chosen topic in detail, including the cognitive features at lexical level and at syntactical level. Theory of metaphor is emphatically used and impenetrating in the detailed analysis.

2 Literature review

This part consists of the following parts: theory of 'experiential view', theory of 'categorization' and theory of 'metaphor'.

The theories in cognitive linguistics advocated by the American linguists, Langaker and Lakoff, have been widely accepted in the field of cognitive study by other scholars. Since the symbol of maturity of cognitive linguistics in 1989, this kind of frontier branch in science is embarking in the new research and development stage. The connotation of cognitive linguistics is an approach to language study that is based on our experience of the world and the way we perceive and conceptualize it. The cognitive linguists have reached the agreement to some extent that the expression of an object or a phenomenon will differ from each other as the result of the different observing perspective, attention focus, specificity and selection. The different understanding shapes different images in the brain to reflect the different cognition of the world. Experiential view is the philosophic base of cognitive linguistics and categorization concerning with classification is one of the basic features of language. Many famous experiments have demonstrated that the methods of cognitive linguistics are very useful to reveal the nature of the cognitive and mental process to master and apply language.

2.1 Theory of 'experiential view'

It is a landmark for human being's cognitive and linguistic standards that people understand and recognize language from the objectivism to experiential realism. In 1999, a book named "Embodied Philosophy" published by Lakoff and Johnson, with the similar wisdom in the book "Metaphors we live by" in 1980 written by the same writers. From then on the philosophical base has been founded completely for the second generation of cognitive linguistics.

In cognitive linguistics, experiential view plays an important role to explain the

relationship between the objective world and human beings, as well as perception and understanding of the world. Hereby, experience means the basic perception which is gained through the mutual interaction between human physical structure and the outside world, in another expression, meaningful category structure and image schema. The main viewpoint of experiential view is following below:

- 1) Thinking can not break away from form and structure; it is embodied. All the cognitive structures are from human being's experience, which is the base to organize and construct category and image schema.
- 2) Thinking is of imaginary. Indirect concepts are the result of facility of metaphor and metonym, which is beyond the literal mirroring or representation. Of course, such imaginative ability is on the foundation of the experience contacting with the outside world.
- 3) Conceptual structure and cognitive model have the gestalt properties. The process of learning and memorizing depends on the gestalt structure.

What is called "experience"? Experience includes not only personal or social perception and apperception of actual or potential experience, but the methods of mutual interaction between people and physical environment as well as social environment. Language is the result of general cognitive activity, of which the structure and function are the products of human being's experience. There is no direct corresponding relationship between language and objective world. In this degree, linguistic competence is not independent from other cognitive capacities, but part of the cognitive mechanism.

In conclusion experientialism assigns a central role to bodily experience in meaning, understanding and reasoning. It holds that human knowledge arises out of the interaction between human body and its physical, social and cultural environment. The locus of that interaction is the human body; and the human body is the result of such interaction. Therefore, human body plays a significant role in human conceptualization of the world. Human body not only acts as organ of perception, but also is capable of gaining knowledge about the world. It is no wonder that Johnson thinks it necessary to put the body back into the mind (Johnson,1987).

2.2 Theory of 'categorization'

The world is composed with complex objects. Without human being's recognition and understanding, the world will lose its meaning. Meanwhile the objective world is so complicated that if people want to know it completely, we should apply most effective methods to store the knowledge and memorize. All the objects and phenomena have their own features which are the base for human beings to realize the process of cognition. Through such process the world in the mind is a cognitive world, a combination of real world and subjective knowledge. As long as people take part in the process of cognition, it must be understood with personal views. During the process of understanding the world, in the mental process human beings are used to classifying the objects and phenomena in order to find out the best way to analyze and memorize. This mental process of classification is commonly called categorization, and its products are the cognitive categories. Categorization involves assessment of the object's features and how the cognitive decision-making mechanism organizes the features. Sometimes it is really difficult for human beings to define the scope and properties of the objects and phenomena. Even the properties have been confirmed, it is not easy for people to say clearly about the process of decision making. Categorization is a mental process, in which human' cognition endows the entities and phenomena a certain structure. While this mental structure is not freely organized, but limited by the properties of the entities and people's experience. It is the product of the mutual function among physical perception, cerebra system and outside environment. From the perspective of cognition, what is important is that all types of concrete entities and natural phenomena are conceptually organized in terms of prototype categories, whose boundaries do not seem to be clear-cut, but fuzzy. It means:

1) Not all the members in the same category share the definitely common properties, and why they are classified into the same category is not defined by all the common properties. Why the members are connected is a network of overlapping similarities, which is called family resemblance. The phenomenon that some members

share more similarities than others is called fuzzy similarity. The principle of family resemblances opens up an alternative to the classical view that attributes must be common to all category members, that they must be 'category-wide'.

2) What is decisive is that family resemblances can explain why attributes contribute to the internal structure of the category even if they are not common to all category members, i.e. if they are not essential features according to the classical view. Since some members have more common features than others, we could decide the identity of each member according to the features they have. The members who share the attributes will be identified as the prototypes; in turn others will be non-typical members or boundary members. Category is established circling the cognitive reference point of prototype. The more external the member is, the fewer common features the member shares so as the fuzzy category is indefinite. The neighboring categories share the common fuzzy boundary, even overlapping. So the conceptually salient prototype plays an important role to form the cognitive category and locate the entities. In this thesis, we also will research the projection relationship between two different categories. Here, we should not confuse the prototype with the definitions like 'best example of a category', 'salient examples', 'clearest cases of category membership', 'most representative of things included in a class' or 'central and typical members'. The conception of prototype advocated seriously is a mental representation, as some sort of cognitive reference point. The definition ranges from the more concrete notion of 'image' or 'schema' to the more abstract 'representation of a category' or 'ideal' according to the categories to which they are applied.

From the above literary review, we could know the nature of cognitive categories:

1) Categories do not represent arbitrary divisions of the phenomena of the world, but should be seen as based on the cognitive capacities of the human mind.

2) Cognitive categories of colors, shapes, but also of organisms and concrete objects, are anchored in conceptually salient prototypes, which play a crucial part in the formation of categories.

3) The boundaries of cognitive categories are fuzzy, i.e. neighboring categories are

not separated by rigid boundaries, but merge into each other.

4) Between prototypes and boundaries, cognitive categories contain members which can be rated on the typicality scale ranging from good to bad examples. (F.Ungerer, H.J.Schmid, 2001:19)

How does the brain operate the most effective classification and organization? How can we support our claim that the centrality of the generic level meets 'our basic cognitive needs'? If we summarized early interpretations by Roger Brown and Paul Kay, the primacy and centrality of the basic level can be traced back to mainly three factors. First, the generic or basic level is where we perceive the most obvious differences between the organisms and objects of the world. In other words, the cognitive category and the basic level in general, normally 'correspond to the most obvious discontinuities in nature'. Second, a more technical explanation is possible if we reintroduce the notion of attributes and remind ourselves that they can be understood as representing similarity relations between category members. Taking this into account, the claim that basic level categories achieve an ideal balance between internal similarity and external distinctiveness can now be rephrased in terms of attributes: the basic level is the level on which the largest bundles of naturally correlated attributes are available for categorization. There is a very important level, that is to say, the basic level category of organisms and concrete objects. Third, as the notion of correlation implies, the bundles of attributes available on the basic level are already presorted, they have been conveniently linked up and are therefore more easily digestible. This is why it can be claimed that the basic level is where the largest amount of information about an item can be obtained with the least cognitive effort. This principle is called cognitive economy, and it probably explains best why the basic level is particularly well suited to meet our cognitive needs. The common overall shape could be perceived holistically and can be seen as an important indicator of gestalt perception. This shape not only unites all kinds of entities, but also distinguishes them from the members of other basic level categories.

Therefore, basic level category is the fundamental mental level to distinguish the entities and the important base and cognitive reference point. In order to

understand the basic level category more deeply and completely, another term—gestalt should also be explained. This idea was advocated by gestalt psychologists, which could “be traced back to ‘gestalt laws of perceptual organization’, or ‘gestalt principles’, which are usually demonstrated with line drawings and dot pattern. The most important of these principles are:

1) principle of proximity: individual elements with a small distance between them will be perceived as being somehow related to each other.

2) principle of similarity: individual elements that are similar tend to be perceived as one common segment.

3) principle of closure: perceptual organization tends to be anchored in closed figures.

4) principle of continuation: elements will be perceived as wholes if they only have few interruptions.” (F.Ungerer, H.J.Schmid, 2001:33)

The more a configuration of individual elements adheres to these principles, the more it will tend towards a clear-cut and cogent organization, which lends itself to gestalt perception. The prototype gestalt comprises more than the complete and well-proportioned parts of concrete objects. All sorts of emotional and attitudinal properties are involved. In the domain of concrete objects or abstract phenomena, we are not just confronted with a single kind of gestalt prototype, but have to take into account that certain lexical categories require richer visual representations, which in turn suggest richer underlying gestalt prototypes. The role of gestalt can be studied by making selective use of the principles of gestalt psychology and by considering additional aspects like parts and function.

2.3 Theory of ‘metaphor’

In the past three decades the study on metaphor has gone through radical changes. Many of the linguists and philosophers such as Richards, Lakoff, and Johnson and so on have shifted their attention to the cognitive aspects of metaphor. While the publication of the book *Metaphors We Live By* written by Lakoff and Johnson in 1980

marked the real beginning of the new cognitive theory of metaphor. In the discipline of linguistics, the contemporary theory of metaphor is closely associated with cognitive linguistics. It is the cognitive linguistics that gives rise to the contemporary cognitive view of metaphor. As Johnson (1989) argues, every human being has a body bearing directly on the nature of meaning. To be human is to be embodied: "what we can experience, what it can mean to us, how we understand that experience, and how we reason about it are all integrally tied up with our bodily being"(1989:109). That is our bodily experience in and with the world determines the ways of human conceptualization. Metaphor should set out from such a 'substitution' or 'comparison' view and upgrade to the so-called 'interaction theory'. Cognitive theory of metaphor is that metaphor is pervasive and essential in language and thought and that human conceptual systems are fundamentally structured by metaphors, metonymy and other kinds of imaginative structure (Johnson, 1995:158). Upon the study of metaphor, there have been a great number of achievements by the linguists and philosophers above and the rest, among which Rohrer (1995) studied the metaphoric basis of the Gulf war in Bush's speeches. The research productions in the area of metaphor are so voluminous that the list can go endlessly.

"Human conceptual systems are metaphorical in nature and involve an imaginative understanding of one kind of thing in terms of another, also our human understanding and truth is relative to our cultural conceptual systems." (Lakoff & Johnson, 1980: 194), that is to say, "metaphor involves a mapping across different cognitive models". (Lakoff and Turner, 1989: 103). In line with experientialism in philosophy, the contemporary theory of metaphor maintains that the human conceptual system is fundamentally metaphorical in which metaphorical mappings enable us to understand abstract domains in terms of more concrete domains. But it insists that metaphorical mapping is not arbitrary and is constrained by our embodied nature. That is, metaphor is motivated by our everyday experience, specially grounded in our bodily experience -- how our bodies function in and interact with the world (Johnson 1987, Lakoff 1987). Thus "metaphor is imaginative rationality which allows us to comprehend partially what can not be comprehended totally, such as our feelings,

moral experiences and spiritual awareness” (Lakoff and Johnson,1980:193). On the experiential view, the language of imagination—metaphor— becomes the most important aspect of our experience as it transcends rationality and objectivity, and unites reason and imagination.

“Conceptual structure has everything to do with one’s body and with how one interacts as part of one’s physical environment” (Lakoff 1994:42). The claim that metaphor is constrained by human bodily experience in the real world has been verified in various target domains. For example, numerous studies have shown that human emotions are conceptualized metaphorically in terms of bodily processes or activities (Lakoff & Kovecses 1987).

3 Description and finding of the study

3.1 The data of the study

There are altogether 12 samples selected in the thesis, which are all British or American political leaders' addresses written in English. They were partially collected from a website: www.4english.cn, and others from the website: www.whitehouse.com. The addresses are chosen because they are assumed to be most likely to reflect the political leaders' ideology, so that from this perspective the nation's ideology could be reflected. The samples are collected purpose-oriented: the author chose the addresses written in the year from 1997 to 2006 in order to cover relatively comprehensive information in terms of economy, culture, education, competition, and the international relationship and so on. Meanwhile, the collection attaches importance to the presidential address and of some kin persons with presidents. Each address selected in the thesis could be considerably influenced by inter and outer politics, economy, culture and relationship so that, the author thinks, the words, phrases and sentences would undertake many salient metaphors to manifest the purpose of the addresses.

The corpora are divided into two parts: the US data and the British data specifically showed in the following figure 1.

Speaker	Delivery data	Subject	Length of address
From the USA			
Clinton	1998-06-29	Remarks by the President to Students and Community of Beijing University	3,500 words
Clinton	2001-01-18	Clintons Farewell Speech	1,107 words
Cheney	2004-04-15	Remarks by the Vice President at Fu Dan University	2,431 words

Laura	2005-03-08	Remarks by First Lady Laura Bush at Conference of Women Leaders, International Women's Day Event	1,817 words
Rice	2006-01-18	Transformational Diplomacy Remarks at Georgetown School of Foreign Service by Secretary Condoleezza Rice	3,197 words
Bush	2006-01-31	The State of Union Address	5,434 words
From Britain			
Wales	1997-07-01	Speech by Prince of Wales at Hong Kong's Handover Ceremony	664 words
Blair	2002-11-19	Britain Can Become 'Technological Powerhouse' in IT	3,347 words
Blair	2003-06-01	Address to Troops in Iraq	868 words
Blair	2005-07-07	Blair's 2nd Statement on London Attacks	461 words
Queen	2005-07-10	Queen Elizabeth's Remarks on the 60th Anniversary of the End of World War 2	348 words
Blair	2005-09-14	Address To United Nations	583 words
Total words			20,257 words

Figure 1: corpora for analysis

3.2 Research methodology adopted in the study

The study is done on samples of 12 British and American political leaders' addresses selected from eminent speeches. Both empirical and quantitative approaches are adopted to analyze the data. The empirical study is carried out by following Lakoff and Johnson's methodology, that is: examining the systems of metaphorical linguistic expressions in sampled addresses in order to reveal the underlying conceptual metaphors. This methodology helps us gain a better understanding of metaphors in political addresses.

The quantitative methodology is accomplished by counting the occurrences of linguistic metaphors and their underlying conceptual metaphors and calculating the frequencies of conceptual metaphors. Through comparing the respective frequency of each metaphor, the study reinforces some views claimed by the contemporary theory of metaphor.

3.3 Research procedure

12 samples are analyzed in terms of categorization and realization of its function on the basis of experiential view with the use of metaphor. First, how to categorize each address into the proper scope and find out what are the periphery features in the category. In this process, the experiential view is the essential study instrument. Second, how the speaker makes use of categorization subconsciously to realize their speech purposes. That is how the metaphors function in line with human experience.

4 The analysis—application of categorization and metaphor

The data in the previous chapter show that the main samples selected by the author are from the high-level leaders of a nation. If the speakers want to persuade and attract the audience or the citizens, they must make sure what category the topic belongs to and take advantage of the metaphors and the common experience to make the goal come true.

Before seeking to engage in metaphor analysis we must determine how we can recognize whether an expression is metaphorical or not. In modern linguistics, there are debates about metaphor recognition. Basically there are three approaches to recognizing metaphor; they are semantic, pragmatic, and cognitive approaches. Lakoff and Johnson think both semantic and pragmatic approaches take “falsity or anomaly as a criterion to recognize a metaphor, and these approaches can not satisfactorily account for the widespread metaphorical expressions in daily language, the phenomenon of novel metaphors and the creation of similarity” (Michiel Leezenberg, 2001:135). While rejecting both approaches, Lakoff and Johnson develop their own cognitive approach to metaphor recognition (Lakoff&Johnson, 1980; Johnson1987; Lakoff 1987, 1993a). In this approach, metaphor is defined as cross-domain mapping in the human conceptual system and the words, expressions, and sentences are the surface realization of such a cross-domain mapping. Therefore, recognizing metaphors means recognizing that such a cross-domain mapping has taken place, that, in other words, one mental domain is conceptualized in terms of another. In practice, it means recognizing the metaphorical expressions that are the surface realizations of a conceptual metaphor. For example, the sentences of “I attack his argument” and “He demolished my argument” are metaphorical, because the domain of war is used to talk about the domain of argument (Lakoff&Johnson, 1980:4).

In this study I follow the cognitive approach proposed by Lakoff and Johnson to

recognize metaphor. The specific approach employed for metaphor recognition is clarified as follows: If a word or an expression, which has a primary physical meaning in one domain, is mapped onto the target political domain to describe abstract political phenomena, it is counted as a metaphor. For instance, in the following passage the underlined words are identified as “metaphorical”:

The diplomacy of the 21st century requires better “jointness” between our soldiers and our civilians, and we are taking additional steps to achieve it.... America has come a long way and America stands as a symbol but also a reality for all of those who have a long way to go, that democracy is hard and democracy takes time, but democracy is always worth it.

In this passage each group of underlined words that has a physical meaning from the domain of journey is mapped onto the abstract political domain to describe the difficulties and hardship for democracy. Therefore, these three underlined expressions are linguistic metaphors which are based on the conceptual metaphor DEMOCRATIZATION IS JOURNEY.

Through tough and serious manually search, we could find that the corpora comprise a total of 20,257 words with 448 metaphors identified, recognized and classified in accordance with the source domains they belong to, corresponding to an average of one metaphor per 45.21 words, respectively per 50.68 words in American address and per 60.88 words in British words. Following the recognition and classification of metaphorical expressions, the basic conceptual metaphors are formulated. The different conceptual metaphors are listed in the following figure 2. Meanwhile, the number and the frequency of each conceptual metaphor are calculated, presented in figure 2 and figure 3.

The data reveal some interesting facts:

Firstly, we can see that the frequency of the metaphor’s appearance is not related to the number of the words. The frequency in the addresses of American leaders is more or less similar with that of the British leaders, although the total words in British samples are much less than those in American samples. That is to say, metaphorical expression is a widely applied political speaking means, not only in long

speeches, but also in short remarks.

Secondly, in the sampled political addresses, the most common metaphors were found to draw from the following physical domains: building, container, finance, game, journey, morality, human being, power and leadership.

Thirdly, in terms of the use of high-frequent conceptual metaphors, female speaker has the same appetite with the male speakers. Laura, Rice, and the Queen all choose the metaphorical expressions, esp. in the conceptual metaphors such as journey, finance, game, human being and so on.

Source domain	American addresses						British addresses						TOTAL
	Clinton (98)	Clinton (01)	Cheney (04)	Laura (05)	Rice (06)	Bush (06)	Wales (97)	Blair (02)	Blair (03)	Blair (05)	Queen (05)	Blair (05)	
Action		1											1
Animal			1										1
Bell				1									1
Building	2	1	2		9	3	1	2	1			1	22
Conflict	3							2	1			1	7
Container	9	5	6	4	1	3		5				3	36
Crime			1	1									2
Drawing or writing					5	1		2					8
Driving		2											2
Enemy			4	1	3								8
Finance	5			1	5	4		1	2	1	1	3	23
Fire	2	1											3
Food									1				1
Freedom				1									1

Game	4	1				4	9		11		2	31
Health and Illness						1	3			1		5
Home	1											1
Human being	13	2	25	10	17	13	6	8	2	1	6	102
Instrument		2										2
Journey	6	3	10	5	5	7	1	7	2			46
Land (scape)					2	1		2				5
Life and death	3	1			1			1		1	1	8
Light and darkness	7											7
Liquid	7		1		1		2	2	1			14
Machine				1				1				2
Morality	1	2			1	14				1	1	23
Net		4						3				7
Plant	4		2		7	3	2	1				19
Power or leadership	3	5	5	2	2	15	1	1	1		1	36

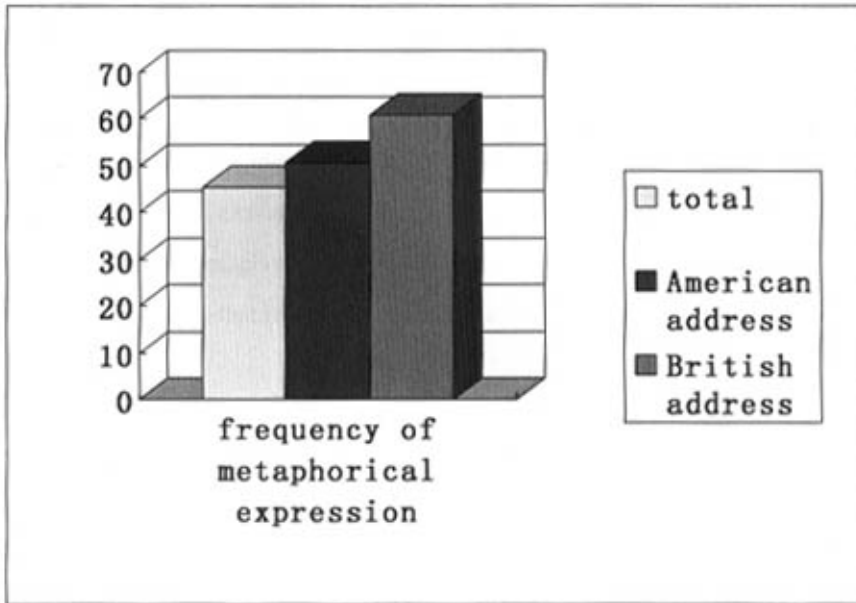


Figure 3: Frequency of Metaphorical Expression

4.1 Categorization on the basis of experiential view

Main purpose of the political addresses is to persuade and to get common understanding, public support and rights and power. All the above purposes are related to experiential view: the gender of the speaker, the topic of the speech, the common experience with the ordinary people and the growing background of the speaker. All these will influence the choice of words to express the speaker's own feeling.

Experiential view attaches much attention to metaphor, which could be detailed into two procedures: reason and imagination. To reason is to categorize and to imagine is to realize metaphor in process. The whole process of preparation and deliver of the speech is the process to categorize, seek a right perspective and find out the proper metaphors to realize the purpose of persuasion.

Generally speaking, when the speaker makes a decision to choose certain topic, there is a categorization about the topic shaped subconsciously in his or her mind on

the basis of the experience. Because whether the topic is familiar to the speaker or not, he or she should first organize the whole cognitive experience familiar to him or her to explain or illustrate other things. That process is invisible but could be perceived. Only by this way, a speaker could use some simple or vivid linguistic expressions to persuade the audience. Indeed, the metaphors favored by many political leaders combine a very simple explanation with strong emotional effects. During the process of metaphors, every metaphorical expression could be classified or categorized into a specific categorization, that is, conceptual metaphor, just like figure 2 shows.

4.1.1 Purpose and audience

“Leadership over human beings is exercised when persons with certain motives and purposes mobilize, in competition or conflict with others, institutional, political, psychological, and other resources so as to arouse, engage, and satisfy the motives of followers.” (Burns, 1978:18) The argument reveals to some degree the nature of the leadership. How to achieve the leadership and how to maintain it is the essential issue for the political leaders if they want to uphold their great image and high dignity in front of the common people. In turn, in democracies, people make decisions on the basis of the overall impressions of the reliability, honesty, morality and integrity of political leaders as much as on their actual policies. There are many factors influencing the impressions the people have of the political leaders, for example, their personality through aspects of their appearance, physical features, dresses, etc, also through their behavior such as mannerisms and gesture. Various media make different demands on the political leaders' addresses: if it is a face-to-face communication, gesture and dress are important; if it is delivered through air broadcast, voice quality means much; if it is in television, the facial features and face and eye movements are particularly important. No matter by which way the speech will be delivered, the idea of the speakers must be transferred through language, which will add much more value on the leaders besides the factors above. Each speaker must pay more attention to the linguistic expression they choose in order to attract the audience so as to hold

the same stance with him or her. Meanwhile, the literate level of the audience also influences speaker's address deeply. The speaker should prepare beforehand to know well about the audience—their educational background, their political tendency, what they concern about and so on. Then the speaker should readjust their choice of linguistic expressions to meet the very requirement of the audience, that is to say, the delivery context should never be ignored. Only when the linguistic expressions are accepted, or not rejected by the audience, the purpose of persuasion is likely to realize. According to Lakoff and Johnson's (1999:179) description of human being's understanding of events and causes in terms of metaphors, "What this mapping does is to allow us to conceptualize events and all aspects of them—actions, causes, changes, stages and so forth- in terms of our extensive experience with, and knowledge about, motion in space." If an address is a journey, purposes are destinations. Without a destination, a journey will not be ever finished.

Bill Clinton delivered his remark in Beijing University in 1998, when he spent a week-visit in China in order to establish a new partnership with China. He knew Beijing University's spirit is "democracy and science" and the students in Beijing University would be the excellent elites in China. He asked for an address in Beijing University to show his respect for China and great hope for Chinese youth to gain their support to promote the relationship with China. In his address, he used standard Chinese to say "gongxi" to Beijing University's centurial anniversary which won thousands of students' applause. During his address, he mentioned several times the brilliant history of China and the good personal relationship with President Jiang Zemin as follows:

"As I'm sure all of you know, this campus was once home to Yenching University which was founded by American missionaries..."

"I believe the kind of open, direct exchange that President Jiang and I had can both clarify and narrow our differences ..."

"China has steadfastly shouldered its responsibilities to the region and the world in this latest financial crisis -- helping to prevent another cycle of dangerous devaluations..."

"This new century can be the dawn of a new China, proud of your ancient greatness, proud of what you are doing, prouder still of the tomorrows to come."

When Clinton delivered his farewell address in 2001 in Whitehouse, the purpose is to maintain his good reputation and privilege in peoples' mind so as to make some contributions to his future political career.

"I am profoundly grateful to you for twice giving me the honor to serve, to work for you and with you to prepare our nation for the 21st century. And I'm grateful to Vice President Gore, to my Cabinet secretaries, and to all those who have served with me for the last eight years."

For his scandal well-known with all the citizens and the world, he paid attention to mentioning his family, his wife and his daughter to present the unity of the family members and the true love between him and his wife.

"Hillary, Chelsea and I join all Americans in wishing our very best to the next president, George W. Bush, to his family and his administration in meeting these challenges and in leading freedom's march in this new century."

"In the years ahead, I will never hold a position higher or a covenant more sacred than that of president of the United States. But there is no title I will wear more proudly than that of citizen."

As far as Bush, his 2006 address of United States is the preparation for the mid-term election of Congress in November, 2006. There will be a political competition between the Democracy and the Republic and the result of the election will also influence the next presidential election. Under such condition, the address long lasted for 52 minutes and focuses its topic on its national power and attitude to military evacuation from Iraq.

The address of Cheney in Fudan University in 2004 was an important part of his visit to China, which was a crucial strategic dialogue in terms of the development of the relationship between China and the US. The year of 2004 is the year for presidential election. Under such a key period, the importance the US attached to China could be reflected through the visit of Cheney, the most respectable vice president in Bush's team who was called "god father". This purpose led Cheney to

declare America's stance in term of Taiwan issue and the resolution to promote the constructive partnership with China.

Condoleezza Rice has gradually become one of the most influential secretaries in American history. She pays more attention to the face-to-face communication so that she has visited more than 50 countries in one year after she took over the position. Rice is an unswerving executant of Bush's foreign policy and meanwhile she has distinctive features in applying and dealing with the foreign policies. In accordance with Bush's foreign policy, she proposed "transformational diplomacy". The purpose is to involve the developing areas such as Asia, Africa, and Middle East into the American diplomatic strategy. This policy needs more staff to work in the new key areas so that on January 18th, 2006 she delivered the address in Georgetown University to advocate her ideology and call for the young to dedicate themselves into the new mission. Under such a purpose, she categorized the diplomacy and democracy as journey, finance, war and so on to implant the loftiness and honor of the new mission.

Just as figure 2 shows, the frequency of the metaphorical expression in British leaders' addresses is not much lower than in American leaders' addresses, in spite of fewer words in the sampled corpora.

The only one British female speaker selected in this thesis, the Queen, delivered the address for 60th anniversary of World War II to rememorize the death and veterans sacrificed in that fierce war. What she paid attention to is conciliating the victims and calling for peace. Because of the limitation of word's number, she particularly preferred to choose some vivid and simple metaphorical expressions to stimulate the citizens.

In 1997, Hongkong returned back to China and Britain should give up the administrative control of Hongkong and Chinese government took over the right and responsibility. At that historic moment, the Prince of Wales wanted to manifest the efforts British administration has made and the achievements Hongkong has got under their management, as well as the future good relationship maintaining with China. He attached importance to Hongkong people and Hongkong's development, as possible

as he could to avoid mentioning Chinese government's contribution to Hongkong's development.

4.1.2 Focus topic and periphery topic

The mind is inherently embodied, thought is mostly unconscious and abstract concepts are largely metaphorical (Lakoff and Johnson, 1999: 3). The basis for the claim of conceptual metaphor is that because thought has evolved out of the sensory and motor systems, metaphorical expressions originate in underlying (or conceptual) metaphors that themselves originate in human bodily experiences of space, movement, containment, etc. (Johnson, 1987). There is a single idea linking a bodily with a non-bodily experience that underlies a number of different metaphoric uses of language. In each address, there must be a focus topic and some periphery topics to help the speaker make a clear picture of what he or she wants to deliver. Here, regarding focus, the way how to focus the materials and how to deal with the periphery topics plays a very important role. Why? There are different metaphorical expressions with which an abstract target is systematically related to a source domain that is grounded in bodily experience. The conceptual metaphor takes the form A is B and represents the experiential basis that underlies a set of metaphors. It does not mean that metaphors can only take this form or predict all the forms that will occur but it explains what is probable rather than what is possible in language use. Different purposes determine different focuses and in order to focus on the "focus topic", the means to choose proper conceptual metaphors and metaphorical expressions signify very much. Just as in 4.1.1, we recognize the purpose as destination, here, the author thinks that "means to focus are paths and difficulties are impediments to motion".

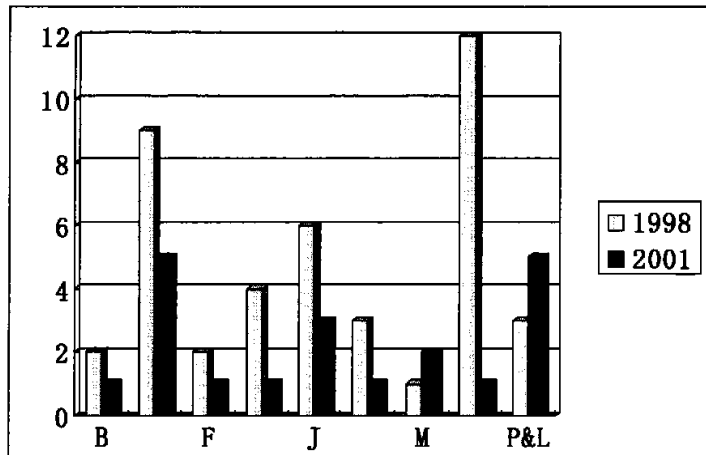


Figure 4: The conceptual metaphors used by Clinton in 1998 & 2001

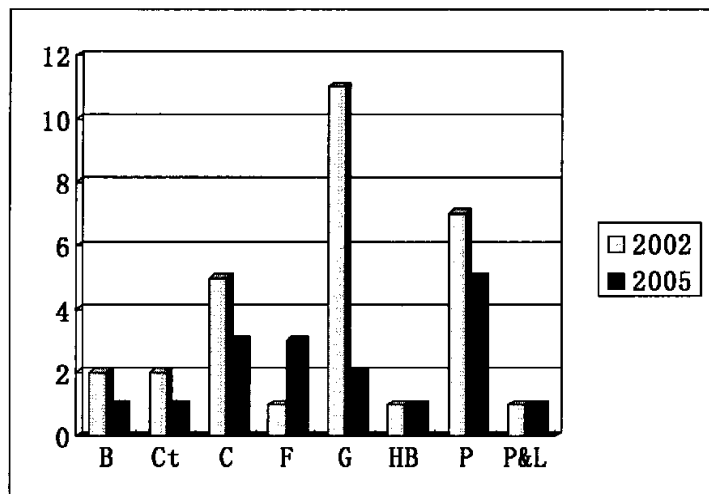


Figure 5: The conceptual metaphors used by Blair in 2002 & 2005

[B=building Ct=conflict C=container F=finance G=game

HB=human body J=journey L&D=life and death M=morality P=human being

P&L=power and leadership]

Figure 4 and Figure 5 present the same conceptual metaphors appearing in Clinton's addresses of 1998 and 2001 and in Blair's addresses of 2002 and 2005. There are some other conceptual metaphors like war, driving, instrument, liquid etc. also used respectively, but not as frequent as those in the figures. We could see almost

the number of each conceptual metaphor in Blair's address presented in figure 5 is more or less alike; the biggest number gap is 9 in "GAME". Meanwhile as for Clinton, there is no same frequency in conceptual metaphors he used; the number is alternatively rising or falling. Here, the factor of word number should be considered because there are 2,431 words in his 1998 address and 1,817 words in his 2001 address. From the perspective of word number, the total account of conceptual metaphors in 1998 should be more than in 2001. No matter what the purpose is, the main methods the two speakers are used to employing are the same to some degree. Maybe they have the same strong bodily experience in the conceptual categorization above.

The purpose of Clinton's 1998 address is to establish a new partnership with China, so he aimed to satisfy a Chinese educated young man's yearning for respect and equality. He focused on the topic how the young generation to establish a good partnership between China and the US. Around this focus topic, some other periphery topics could also give support to the focus topic, such as the history and development of Beijing University, the famous May 4th movement, the relevant celebrities having relationship with Beijing University and so on. So after he mentioned the brilliant history of Beijing University, he employed the conceptual "RELATIONSHIP IS BUILDING" directly to express his strong wish and his sincerity:

"I come here today to talk to you, the next generation of China's leaders, about the critical importance to your future of building a strong partnership between China and the United States."

Later he said:

"As you build a new China, America wants to build a new relationship with you. We want China to be successful, secure and open, working with us for a more peaceful and prosperous world. I know there are those in China and the United States who question whether closer relations between our countries is a good thing. But everything all of us know about the way the world is changing and the challenges your generation will face tell us that our two nations will be far better off working together than apart."

In America's tradition, leadership is powerful and faithful so that every leader gives abundant importance to leadership. As American president, Clinton implanted the idea of leadership in his address with the application of the "leadership" domain:

"At the dawn of a new century, this university is leading China into the future.

"You will actually have more rapid economic growth and better paying jobs, leading to higher levels of education and technology if we do this in the proper way.

"But you and the university, communities in China, the United States and throughout the world will have to lead the way.

Persuasiveness arises from the cumulative effect that creates a metaphorical power with which Clinton himself built a renew image and restore his privilege in the citizens after his scandal with conceptual metaphor "FUTURE IS BUILDING":

"In all the work I have done as president, every decision I have made, every executive action I have taken, every bill I have proposed and signed, I've tried to give all Americans the tools and conditions to build the future of our dreams, in a good society, with a strong economy, a cleaner environment, and a freer, safer, more prosperous world."

The conceptualization of container is optimistic from the positive perspective because it conveys the idea that certain society is filled with good entities. Clinton's use of metaphorical expressions contributes to the persuasive style by emphasizing an important characteristic of leadership: optimistic and socially purposeful outlook. See the example in his farewell address with the conceptual metaphor—"GOVERNMENT IS CONTAINER":

"I have sought to give America a new kind of government, smaller, more modern, more effective, full of ideas and policies appropriate to this new time, always putting people first, always focusing on the future."

Specifically speaking, the focus topic the speaker chose is servant to the purpose. From Clinton's examples, we could see that in addition to political leader's personal speaking style, the focus topic is another factor to influence the speaker's word choice and means choice. Means are those metaphorical expressions which are always along the road to persuade.

A vital component of Blair's success as a political leader has been his style of communication; he has a fundamental understanding of the importance of constructing messages that are persuasive in modern communication media. Nick Jones argues that Blair was indeed the first UK party leader to have been chosen for his ability to say "only he wanted to say and what he believed to be true".

In his address in 2002 on the subject of "Britain can become 'technological powerhouse' in IT", his focus topic was obviously the existing national ability and the huge potential. Blair usually reduces rhetorical distance between himself and the mass audience he aims to reach. What is significant in his choice is that whenever he addresses and whomever he delivers to, he employs a language that mirrors popular conversational norms rather than those of the political class. The following metaphorical expressions selected from his address are the representative of his speaking style:

"Business needs to see its application as a core management challenge. Public services need to see it as crucial to implementing public service reform.

"It is miles away from planning and picking winners. It has moved beyond the 1980s notion of 'get Government out of it'. It is a Government role that is enabling, creating the infrastructure of learning in our schools, universities, and in the wider community, helping business access the technology, creating the environment in which new businesses can grow.

"And we must extend the opportunities of the information age to all."

He applied the conceptual metaphors in terms of human being, journey and container which are his favorite choices showed in figure 5. "See" is the basic sense a person has and this metaphor could be understood as witness; "miles away from" means vividly there is a long way to go forward; "enabling" is also a metaphorical expression in terms of human being and "extend" refers that "opportunity is container" whose capacity could be bigger.

Except the address about IT, other samples by Blair selected in this thesis are all written in less than 1,000 words. In contrast to Bush's address to the UN, Blair's address to the UN is really very tiny and delicate. The focus topic is attacking

terrorism. What Blair most cares about is the “7-7” London accident. During the whole process of delivery, he paid more attention to the leadership of UN about the function of terrorism restrain as followings concerning the conceptual metaphors of “container” and “leadership”:

“The proliferation of nuclear, chemical and biological weapons will never be halted outside of an international consensus to do so.

“It must give leadership on terrorism. There is not and never can be any justification, any excuse, any cause that accepts the random slaughter of the innocent.

“For the first time at this Summit we are agreed that states do not have the right to do what they will within their own borders, but that we, in the name of humanity, have a common duty to protect people where their own governments will not.

4.1.3 Proper profile

As the argumentation mentioned in 4.1.1, the purpose of speech is to persuade the audience. Persuasion is an interactive communicative process in which a message sender aims to influence the beliefs, attitudes and behaviour of the message receiver (cf. Jowett and O’Donnell, 1992:21-6). It is important to distinguish the two roles in the communication process. In persuasion the active role of the sender is characterized by deliberate intentions: Persuasion does not occur by chance but because of the sender’s purpose. As Jamieson (1985:49) argues:

Intention is a kind of focusing device in the imaginative consciousness; it concentrates and thus it excludes; it is a selective device, selecting an image to be raised into consciousness from a range of alternatives. Without intention, nothing has prominence, therefore one has to intend when one imagines.

Prominence should be given in the speech, that is to say, how to choose a perspective and how to organize the language from that perspective to evoke the audience’s common understanding becomes very prominent. Persuasion either seeks to confirm or to challenge existing beliefs, attitudes and behaviours— persuasion is never devoid of intention. Long-term, purposeful activities are journeys. To project an

image needs a base as the reference point. Some part of the base is focused or profiled. That part will be called profile, which is the real meaning of what is expressed by language. When political leaders want to deliver some image to the audience, they must apply this theory consciously or subconsciously. In another word, that is the process to choose a certain perspective or profile to make prominence. What should be mentioned here is no matter how prominent the profiled meaning is, it must be understood with the base as the background.

“America has come a long way and America stands as a symbol but also a reality for all of those who have a long way to go, that democracy is hard and democracy takes time, but democracy is always worth it.”

That is a sentence chosen from Rice's address in Georgetown University. Conceptual metaphor “DEMOCRACY IS JOURNEY” reveals the hard work and long time to get democracy. Just looking at this metaphor, it becomes clear that her main effort is to reduce the category DEMOCRACY to the level of a quite normal and essentially difficult human activity. Like a journey, democracy is a matter of setting a destination, fixing the route, giving up some attractive but nonsense sceneries and maintaining a resolution to reach the destination. At the end of the sentence, Rice said “but democracy is always worth it”, that means from another perspective, “JOURNEY IS BENEFIT”, democracy will be fruitful. The emphasis of normality, difficulty and benefit of democracy which is thus created is further enhanced by the metaphorical expression. Rice chose such a profile to make some features of democracy prominent. The purpose is to turn difficult actions into a beneficial and attractive travels that can be reached probably.

“Their aim is to seize power in Iraq, and use it as a safe haven to launch attacks against America and the world.”

“The Iranian government is defying the world with its nuclear ambitions, and the nations of the world must not permit the Iranian regime to gain nuclear weapons. America will continue to rally the world to confront these threats.”

The above remarks are selected from Bush's 2006 address to United States. As we have known, at the time Bush delivered this address, Bush has suffered

frustrations in the process of Iraq restoration and got decreasing support from other nations and the domestic citizens. He'd like to advocate the congress and military to unite and hold the common stance toward the outside world. He employed the conceptual metaphor from the profile "IRAQ IS WAR" to reveal the harmful essence of radical Islam. War means the reality of pain and death, the long-term health effects for the injured, the psychological effect on veterans, the environmental effects and some other moral effects of the war. Iraq is a potential danger for the whole world, to defy the security and hurt the innocent. No matter what contributions Iraq has done in the history in fields of culture, civilization, economy, what Bush wanted to profile is Iraqi harmfulness and US's protection of the innocent people.

4.2 The cognitive features at the lexical and syntactical level

Metaphor is a very effective means through which potential leaders can communicate with the "voice within" because it creates evocative representations of the speaker and their policies by arousing emotions and forms part of the process by which an audience reconstructs the causal relationships of an argument. In figure 2, we have seen that there are more than 20 conceptual metaphors appearing in the corpora. In this chapter, the author is determined to give an analysis on lexical and syntactical level to see through the concrete metaphorical expressions.

4.2.1 Word structure

Word structure is influenced by the tenor of discourse and mode of discourse, and is related to the interpersonal function and textual function. Here, the author adopted the standard, which is supported by most stylisticians, of set six letters or three syllables to analyze the length of the words. The words with more than six letters are usually regarded as long words. These long words may be words of Latin, French or Greek origin, which are usually formal words. And they may also be derivational or compounding words, which have relatively complicated structure. The concrete word undertaking the central meaning of the metaphorical expressions would

be examined.

Total metaphorical words	Words > 6 letters	percentage
226	79	≈34.96%

Figure 6: metaphorical word structure

This figure shows that in British and American political leaders' addresses the average percentage of the words with more than 6 letters is about 34.96%. The percentages in daily conversation, instant commentary, and even advertisement are not more than 20% (王佐良, 1987: 235). So comparatively speaking, the words used in the political leaders' addresses are relatively formal and the structures of the words are more complicated. We know some reason for this phenomenon that the presidents deliberately use formal words to make their speeches more serious, e.g.: *vibrant, shelter, threshold, restoration, disruptions, expansion, capacity, destructive, radicalism, despotic, adversaries, devaluation, worthwhile, advantage, competitiveness, vigorous, milestone, brilliant, penetration, unwavering, launder, dignity, vicious, disentangle, responsibility, dedication, potential, encourage, monitor, tolerant, shoulder, witness, embrace, productive, leadership, oppression, triumphant, strategy*, etc. But the percentage of the complicated words is not higher than 20%, which could reflect that the political leaders do not want to broaden the distance between them and the audience by too many complicated words. Basic level is "where the largest amount of information about an item can be obtained with the least cognitive effort. This principle is called cognitive economy, and it probably explains "best why the basic level is particularly well suited to meet our cognitive needs" (F.Ungerer and H.J.Schmid, 2003: 68). Basic level category enjoys the words generally less than 6 letters because these words could be accepted easily in human being's cognitive system. They represent cognitive phenomena which are based on sensory events derived from our most immediate interaction with objects, other people and our own bodies. So the political leaders prefer to employ the basic level

words to make their addresses more vivid and understandable, such as *doors, valor, narrow, inside, open, full, within, enter, import, extend, shape, steer, rogue, worth, earn, asset, debt, loss, stakes, shoot, fail, goal target, winner, ahead, weaken, home, head, back, road, path, step, across, alive, vigor, range, dawn, tide, surge, flow, bless, faith, evil, God, enjoy, deceit, spirit, member, permit, serve, refuse, young, proud, lend, want, cope, core, grow, strong, power, force, lead, attack, defy, crisis, storm, breeze,* etc.

4.2.2 Word classes

The function of the political leaders' address is both informative and persuasive. In the addresses, the speaker is not only to make his government policies known to the public, but also to persuade the public to accept and support his policy. So to some degree, like advertisement, political leaders' address resorts to the language which triggers emotional reaction. It should have great persuasive power. So the words used in the political leaders' address usually contain emotional coloring. This is reflected especially in the use of noun, verb, and adjective or adverb.

The author organized the corpora and listed almost each metaphorical word into its own word class presented in figure 7, and meanwhile the percentage of each class has been calculated and showed in figure 8.

Source domain	Noun.	Verb.	Adj/Adv.
Action	leave		
Bell			vibrant
Building	shelter doors threshold showcase restoration access	collapsing station rebuild	
Conflict	disruptions strains battle valor		guaranteed

Container	expansion exporter openness inside narrow fullness capacity scale	involves open expanded entered imports extend	inner wider full
Crime	plot		destructive
Drawing or writing	chapter lines	draw intersect shape redraw	
Driving		steered	
Enemy	radicalism intimidation adversaries		rogue despotic
Finance	loss debt asset values costs expense devaluations stakes	earn	miscalculated worth worthwhile
Fire	shoots sparking	ignited	
Game	goal targets grounds fail competitiveness advantages winners	compete aim succeed	ahead
Health and illness		weaken	Healthy vigorous weak
Home	home		
Human	call partner	reject seek refuse	addicted

being	responsibility enjoy vitality deceit dedication spirit member potential eyes head	serve come gains understand allowing permit pursuing welcome encourage support lend reposition monitor Show control overtake shouldered helping embrace needs see witnessed wants isolate coped embrace backed	bitterly tolerant young proud heartless
Instrument			adversaries
Journey	road path journey, step toward march road start march milestone	step moving strides heading	toward forward further
Land (scape)	range forefront	hardened	
Life and death	vigor freshness	survived, outlast	vital alive weaker healthier
Light and darkness	dawn	lighting	darkest brilliant
Liquid	tide surge flow penetration	Inflow spring laundered	shrinking unwavering

		streaming	
Machine	connection		
Morality	faith evil dignity Creator spectre God	bless	faithful brutal God-given vicious noble dire sacred
Net	net	networking entangling disentangle connected	networked
Plant	core	grow emerging thriving	strong productive flourishing
Power or leadership	leadership power role edge force	excel rally lead	
Punishment	misery oppression		
Victory			triumphant mighty
War	reaction opposition crisis strategy struggle strife conflict	attack defy fought combat	assaulted critical
Weather	storm breeze		
Others	sweeping		
Total number	101	77	48

Figure 7: word classes

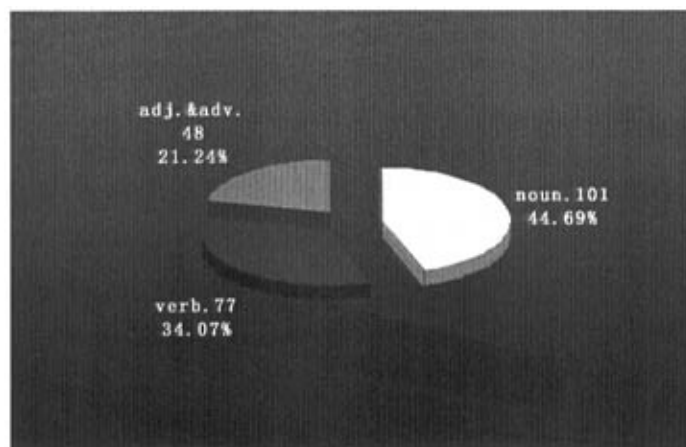


Figure 8: the percentage of each class

The above figures show that noun takes up the biggest part and then comes verb and adjective or adverb. In basic level category, the mostly used word class is noun due to its feature of easy to understand and carrying most information. In terms of adopting the metaphorical expression to pass the information to the mass, noun should be the preferable class to choose. In order to understand the events and causes in terms of metaphors, the political leaders would like to use verbs which could describe the dynamic situation of an event or a cause. Mapping allows us to conceptualize events “in terms of our extensive experience with, and knowledge about, motion in space” (Lakoof and Johnson, 1999: 179). From this perspective, why the political leaders are not tired of using the verbs to deliver the metaphorical expressions could not be hard to understand. As far as to the adjective and adverb, most of them are subjective and emotional words, such as *rogue*, *worth*, *vigorous*, *weak*, *heartless*, *darkest*, *brilliant*, *brutal*, *faithful*, *vicious*, *noble*, *addicted*, *bitterly*, *tolerant*, *young*, *proud*, *strong*, *flourishing*, *triumphant*, *mighty*, *critical*, *assaulted* and so on. The use of the above word class is also determined by the purpose of the political leaders' address. In these addresses, the speakers are expected to make their policies and reputation known to the public and to persuade the public to accept and support their policies. In order to achieve these aims, the speakers often resort to emotional appeal among other things in line with the shared common understanding of the world with the basic experience. Meanwhile as the political leader's address, regarding its

worldwide influence, it should be serious with the usage of nouns and verbs.

4.2.3 The first-person pronoun

Another noticeable fact in the presidential addresses is the use of the first-person pronouns, which is determined also by the purpose of the address, and is related to its interpersonal function.

The most frequently used pronouns are the first-person pronouns: *I*, *we* and their derivational forms: *me*, *us*, and *our* etc. Let's take George W. Bush's address as an example. We can find many sentences with the first-person pronouns:

- (1) *We have gathered under this Capitol dome in moments of national mourning and national achievement. We have served America through one of the most consequential periods of our history -- and it has been my honor to serve with you.*
- (2) *Abroad, our nation is committed to an historic, long-term goal -- we seek the end of tyranny in our world.*
- (3) *And we're writing a new chapter in the story of self-government -- with women lining up to vote in Afghanistan, and millions of Iraqis marking their liberty with purple ink, and men and women from Lebanon to Egypt debating the rights of individuals and the necessity of freedom.*
- (4) *Terrorists like bin Laden are serious about mass murder -- and all of us must take their declared intentions seriously.*
- (5) *In a time of testing, we cannot find security by abandoning our commitments and retreating within our borders. If we were to leave these vicious attackers alone, they would not leave us alone.*
- (6) *Second, we're continuing reconstruction efforts, and helping the Iraqi government to fight corruption and build a modern economy, so all Iraqis can experience the benefits of freedom.*

(7) **Our** work in Iraq is difficult because our enemy is brutal. But that brutality has not stopped the dramatic progress of a new democracy.

— (George W. Bush, 2006)

Because the speaker usually mentions himself and his opinions, it is very natural for him to use *I* or *me* frequently. *We* or *us* in English are the form referring to both the speaker plus the audience. In the political leaders' address, the speaker frequently uses *we*, *us* and *our* instead of *you* or *yours*. This creates some special cognitive effects.

First, the inclusive pronouns could narrow the distance between the speaker and the audience. They are helpful to build a sense of closeness between them. Either the president or the secretary or the prince appears to be one member among ordinary citizens. Thus the speech will become more intimate and more acceptable.

Second, the first person plural can encourage a sense of group unity, a feeling of cohesiveness. This practice minimizes differences within one group, and emphasizes differences between group members and those on the outside.

Some of the first-person pronouns also take the conceptual metaphor "NATION IS ALL THE PEOPLE." In this way, the patriotism could be stimulated:

(1) *The United States of America welcomes the great progress of your country, as we welcome the continued expansion of economic and political freedom across Asia.*
(Cheney)

(2) *We welcome China's contributions to reconstruction efforts in these lands, so that their people may live in security and freedom, never again victimized by despotic regimes that breed or support terror.* (Bush)

(3) *For the first time at this Summit we are agreed that states do not have the right to do what they will within their own borders, but that we, in the name of humanity, have a common duty to protect people where their own governments will not.*
(Blair)

(4) *Our* commitment and *our* strong links to Hong Kong will continue, and will, I am confident, flourish, as Hong Kong and its people themselves continue to

flourish.(prince Wales)

4.2.4 Sentence structures

Looking through all the samples in the thesis, there are many distinctive sentences with metaphorical expressions to represent the political leader's language ability. The political leaders deliver these addresses to the people at home or abroad when they need to take office or declare. All these political leaders have good education background, and the situation of address is quite formal. In these addresses the political leaders are expected to make their policies known to the public and to persuade the public to accept and support their policies. These purposes and intentions determine that the political leaders' address should not be as casual as daily conversation; also it is unnecessary to be as serious as news report and legal document.

These addresses are all prepared in advance in the form of written language. It is possible to make long and well-structured complicated sentences, which manifest the characteristics of the written language. On the other hand, the addresses are to be spoken, too long and complicated sentences may make trouble for the speaker to speak and for the audience to understand. Emotional impact of the addresses is full of power. It could make the address tasty and impressive. So in addition to avoid the too long sentence, the speakers also make good use of the different sentence structures to attract the audience.

Continual appearance of verbs or verb phrases

- (1) *Democratic societies welcome the free exchange of ideas and information. They encourage vigorous debate. They foster education and exploration, and they allow people to grow intellectually and professionally without limits.*
(Laura,2005)
- (2) *And we're writing a new chapter in the story of self-government -- with women lining up to vote in Afghanistan, and millions of Iraqis marking their liberty with purple ink, and men and women from Lebanon to Egypt debating the rights of*

individuals and the necessity of freedom. (Bush, 2006)

- (3) *At the same time, our coalition has been relentless in shutting off terrorist infiltration, clearing out insurgent strongholds, and turning over territory to Iraqi security forces. (Bush, 2006)*

In the first sentence, the verbs underlined are metaphorical expressions under the control of conceptual metaphor "SOCIETY IS PERSON." The continual usage of the verbs represents the vitality of societies in the charge of government and strengthens the rhythm of the sentence to give the audience a cohesive feeling. The second and third sentence has the same function to deepen audience's acceptance and understanding.

Continual appearance of same sentence style

- (1) *What would he have thought about America's reach and influence in the world? What would he have thought about America's pursuit of the democratic enterprise on behalf of the peoples of the world? What would he have thought that an ancestor -- that my ancestors, who were three-fifths of a man in his constitution, would produce a Secretary of State who would carry out that mission? (Rice, 2006)*
- (2) *The darkest moments in our history have come when we abandoned the effort to do better, when we denied freedom to our people because of their race or their religion, because there were new immigrants or because they held unpopular opinions, ... (Clinton, 1998)*
- (3) *Over the past four days, I have seen freedom in many manifestations in China. I have seen the fresh shoots of democracy growing in the villages of your heartland. I have visited a village that chose its own leaders in free elections. I have also seen the cell phones, the video players, the fax machines carrying ideas, information and images from all over the world. (Clinton, 1998)*
- (4) *I am confident in our plan for victory; I am confident in the will of the Iraqi people; I am confident in the skill and spirit of our military. (Bush, 2006)*
- (5) *We remain on the offensive against terror networks. We have killed or captured many of their leaders -- and for the others, their day will come. We remain on the*

offensive in Afghanistan, where a fine President and a National Assembly are fighting terror while building the institutions of a new democracy. We're on the offensive in Iraq, with a clear plan for victory. (Bush, 2006)

- (6) We show compassion abroad because Americans believe in the God-given dignity and worth of a villager with HIV/AIDS, or an infant with malaria, or a refugee fleeing genocide, or a young girl sold into slavery. We also show compassion abroad because regions overwhelmed by poverty, corruption, and despair are sources of terrorism, and organized crime, and human trafficking, and the drug trade. (Bush, 2006)

The above 6 sentences use the same sentence style to convey a strong evaluation of information and give frequent impacts on audience's mind.

Continual appearance of adjective phrases or noun phrases

- (1) *This new century can be the dawn of a new China, proud of your ancient greatness, proud of what you are doing, prouder still of the tomorrows to come.* (Clinton, 1998)
- (2) *In all the work I have done as president, every decision I have made, every executive action I have taken, every bill I have proposed and signed, I've tried to give all Americans the tools and conditions to build the future of our dreams, in a good society, with a strong economy, a cleaner environment, and a freer, safer, more prosperous world.* (Clinton, 2001)
- (3) *The only way to protect our people, the only way to secure the peace, the only way to control our destiny is by our leadership -- so the United States of America will continue to lead.*

Usage of contrast

- (1) *When they try to intimidate us, we will not be intimidated. When they seek to change our country or our way of life by these methods, we will not be changed. When they try to divide our people or weaken our resolve, we will not be divided and our resolve will hold firm.* (Blair, 2005)
- (2) *We will choose to act confidently in pursuing the enemies of freedom -- or retreat*

from our duties in the hope of an easier life. We will choose to build our prosperity by leading the world economy -- or shut ourselves off from trade and opportunity.
(Bush, 2006)

In the above 2 sentences, the speaker offers two choices to the audience so that which one is the better one or which one should be insisted on would be much more clear. Generally speaking, the audience would prefer the positive and optimistic attitude that will satisfy the speaker's intention. When the audience made the right decision in their mind by themselves, the persuasion of the address easily realized its effectiveness. "PROSPERITY IS BUILDING.". In this metaphorical expression, it is easy for the audience to understand the benefit to build such a building and the negative effect not to build.

Verbs omitted:

- (1) *Opportunity for all. Responsibility from all. A community of all Americans.*
(Clinton, 2001)
- (2) *Too many services live in the technological 'dark ages'; too few teachers with their own e-mail, an NHS without a single electronic network, no two parts of the criminal justice system operating with the same computer packages.* (Blair, 2002)
- (3) *For economies the potential prize is wealth creation. For governments a new relationship between citizen and state. For people, greater prosperity more widely shared.* (Blair, 2002)
- (4) *Imagine the enormous benefits to our economy and society if not just a fraction, but all our young people can master 21st century skills. Not only for every primary and secondary school, but broadband connectivity for every GP surgery, every hospital and every Primary Care Trust in the country.* (Blair, 2002)

Clinton's sentence could be originated from the famous Gettysburg address by Lincoln, of which the sentence is "government of the people, by the people, for the people." The latter 3 sentences are all from Blair's addresses which show the typical features of Blair's speech. He understands deeply the principles such as brevity, clarity and simplicity. Meanwhile it is found that his ability to persuade lies in the ability to integrate the morally stance with the personalization of messages by

reference to his own experience.

We have the access to the real meaning of the metaphorical expressions which structure our way of thinking through the language we use, although metaphor is a conceptual phenomenon. The sentence structure enjoys the function to make the metaphorical expressions more obvious and understandable.

4.3 Metaphor and its relationship with political communication

4.3.1 Metaphor analysis

In the addresses we can find many conceptual metaphors, such as DEMOCRACY IS JOURNEY or DEVELOPMENT IS JOURNEY, etc. Conceptual metaphors tell the choice of words such as “to stride forward”, “a long way”, etc. This means that there are different metaphorical expressions with which an abstract target is systematically related to a source domain that is grounded in bodily experience. The conceptual metaphor takes the form *A is B* and represents the experiential basis that underlines a set of metaphors. The data in the previous chapter show that eight types of conceptual metaphors are most commonly used to structure abstract economic phenomena in the sampled addresses. The study also shows that these conceptual metaphors are reflected by a wide range of linguistic expressions, which are drawn from the following physical source domains: building, container, finance, game, human being, journey, morality, power and leadership. All types of conceptual metaphors are presented in the left column of the following tables and their surface lexical items are shown in the right column. In this chapter metaphorical expressions, source domains and functions of conceptual metaphors will be discussed.

4.3.1.1 Building metaphors

A building is quite a familiar source domain to us, because it is essential for our

life and provides shelter for us. In the sampled addresses, this source domain of building generates a number of metaphorical expressions that are shown in figure 9.

Conceptual metaphor	Metaphorical expressions
GOVERNMENT/TECHNOLOGY/ ECONOMY/RELATIONSHIP/ COUNTRY IS BUILDING	shelter walling off on the threshold come through the doors rebuild restoration collapse build station showcase

Figure 9: the building metaphor and its metaphorical expressions

From our experience we know that buildings have to be designed and constructed by people. This knowledge about the source domain of buildings generates a mapping: The building (designing) of the house is the building (designing) of the relationship.

A building contains certain parts, such as the floor, the ceiling, the doors, the threshold, etc.

(1) *At least 126,000 new users have already come through the doors*

(2) *...and we are on the threshold of incredible advances.*

In the first sentence IT industry is conceived figuratively as a house, which has a door. In the example (2) IT industry is also conceived as a house, which has a threshold.

According to our experiential logic, if a building is not well laid, it will be shaky and tend to collapse. If we want to make it stronger, we have to strengthen it. This knowledge generates another three mappings:

(1) *Technology is collapsing the distance that once clearly separated right here from over there.*

(2) *the collapse of proper systems of government*

(3) *...while walling off our economy.*

(4) *...about the critical importance to your future of building a strong partnership*

between China and the United States.

- (5) *The vibrant growth of your own economy is tied closely, therefore, to the restoration of stability and growth in the Asia Pacific region.*
- (6) *It marks, first of all, the restoration of Hong Kong to the People's Republic of China,*
- (7) *...as a result of what we have done, they can rebuild their country.*

Through the building metaphor the building of the relationship or situation is metaphorized as the building of a structure, which concretizes the political processes and systems in our mind. In our real life, the foundation of a building is crucial to the stability of a building. This inference pattern of the building metaphor is preserved in the conception of the politics and development, and the building metaphor partly accounts for the reason why each country lays so much stress on relationships domestic and abroad. The building metaphor highlights the fact that the relationship needs good foundations. Moreover, a building is a product of human work, and built according to a design produced by designers. In the same way, the building metaphor enables those political leaders to assert themselves as the designers of the policy and its systems.

4.3.1.2 Container metaphors

Lakoff and Johnson (1980:29) argue that “each of us is a container, with a bounding surface and an in-out orientation. We project our own in-out orientation onto other physical objects that are bounded by surfaces. Thus we view them as containers with an inside and an outside.” The power of the container metaphor lies in the fact that it can be metaphorically extended from the physical to the non-physical to structure our experience in the abstract domain. Container-related expressions in sampled addresses are listed in figure 10.

Conceptual metaphor	Metaphorical expressions
ECONOMY/ MARKET/PERIOD/ BUSINESS/RELATIONSHIP/ EXCHANGE/COUNTRY	open size scope openness inside narrow fullness fully capacity

IS CONTAINER	outside	inner	involve	scale	out of
	within		extend	wider	expand
	expansion	enter	import	export	

Figure 10: The Container Metaphor and its Metaphorical Expressions

Within the field of economics, the economy, market and abstract entities such as businesses, relationships and countries are all considered as containers with capacity to hold products, goods and technology.

- (1) *...reach the fullness of their potential.*
- (2) *China has constantly proven the capacity to change and grow.*

In those examples the container metaphor is combined with two conceptual metaphors: OPEN IS GOOD AND CLOSED IS BAD. This is further shown in the following instances:

- (1) *China agreed to open its market to more US goods.*
- (2) *Keeping America competitive requires us to open more markets for all that Americans make and grow.*
- (3) *And we must extend the opportunities of the information age to all.*

When there are no physical boundaries in the abstract domain, we impose boundaries onto it so that it has an inside and a bounding surface, thus the physical boundaries are used to understand abstract boundaries. See the following examples:

- (1) *Our offensive against terror involves more than military action.*
- (2) *It has moved beyond the 1980s notion of "get Government out of it"*
- (3) *Over the coming years we expect broadband to reach a wider and wider population, ...*
- (4) *Many of you are actively involved in these programs in your region*
- (5) *The proliferation of nuclear, chemical and biological weapons will never be halted outside of an international consensus to do so.*
- (6) *I believe the kind of open, direct exchange that President Jiang and I had can both clarify and narrow our differences,*
- (7) *...expand both the size and the scope of this new approach*

To summarize, a number of metaphorical expressions can be traced back to the source domain of container. On the basis of these metaphorical expressions the conceptual metaphor “CONTAINER” is formulated. The container metaphor is used to structure different kinds of political and economic experiences and reason about them.

4.3.1.3 Finance metaphors

Metaphors from the domain of finance occur frequently in the political addresses indicated by words such as “debt”, “cost”, “stake” etc. It could imply a basic conceptualization of the relation between individuals and between nations as based on monetary transactions. The embodied examples of finance metaphor are listed in figure 11.

Conceptual metaphor	Metaphorical expressions
RELATIONSHIP IS FINANCE	debt cost asset worth loss expense devaluations values earn worthwhile miscalculate cost stake

Figure 11: The Finance Metaphor and its metaphorical expressions

Metaphorical representation as a “cost” implies a degree of causal obligation: once a consumer has enjoyed the use of a good or service, there is an ethical obligation to pay for it. It also evokes the language of political leaders in the addresses. Some examples are exemplified as followings:

- (1) *This has been a most terrible and tragic atrocity that has cost many innocent lives.*
- (2) *They know what it's like to fight house to house in a maze of streets, to wear heavy gear in the desert heat, to see a comrade killed by a roadside bomb. And those who know the costs also know the stakes.*
- (3) *there have been enormous environmental and economic and health care costs to the development pattern and the energy use pattern of the last 20 years*
- (4) *In the 21st century, your generation must make it your mission to ensure that today's progress does not come at tomorrow's expense.*

In the finance system, everyone who holds the dream to gain profit or money should make some effort. They should invest and wait patiently for the result. The following examples are testifying this meaning of the finance domain.

(1) *But there is one other great asset that America will bring to this challenge.*

The finance field sometimes looks like a battle, in which there are winners and losers. So there must exist "debt" and "loss".

(1) *I am sure that this commemoration will encourage those who have lived through these post-war years of peace and prosperity to reflect on the debt they owe to our wartime generation.*

(2) *Failed states, as we know to our cost, fail us all...with the minimum loss of civilian life,*

(3) *...which is a nonpartisan organization dedicated to supporting freedom and good government around the world, suffered a terrible loss in the days before the Iraqi election.*

(4) *But they have miscalculated: We love our freedom, and we will fight to keep it.*

(5) *China has steadfastly shouldered its responsibilities to the region and the world in this latest financial crisis -- helping to prevent another cycle of dangerous devaluations*

(6) *...because this is a fine school of foreign service for which we all owe a debt of gratitude for the people that you have trained, for the people who have come to us in government, for the people from whom I have learned as an academic.*

The purpose of the financial business is to gain profit and benefit. If you make some efforts, you will embrace the rewarding fruits.

(1) *The new Human Rights Council must earn the world's respect not its contempt.*

(2) *You are very welcome to the UK and I hope that you find your trip worthwhile to help control costs*

(3) *America has come a long way and America stands as a symbol but also a reality for all of those who have a long way to go, that democracy is hard and democracy takes time, but democracy is always worth it.*

The Finance metaphor is generally realized on the basis of moral experience for

fairness such as: moral action is fair distribution.(Jonathan Charteris-Black, 2005; 184)
 This implies principles that no matter how the domestic relationship is between people or the multinational relationships are among the country, they should obey to some degree the finance rules: no pains, no gains. The finance metaphor is used to reason the features of risk and profit in the political and economic activities.

4.3.1.4 Game metaphors

The political activity is one of the great games in the world. In fact the game metaphor has become commonplace among political leaders' addresses, especially about political and economical phenomena. Metaphorical expressions drawing from the source domain of game in the political addresses are shown in figure 12.

Conceptual metaphor	Metaphorical expressions
ECONOMY/MARKET/ COMPETITION/DIPLOMACY IS GAME	Goal compete competitive competition aim target winner in second place best ground match fail failure gains succeed success pursue

Figure 12: The Game Metaphor and its Expressions

Generally there are two kinds of game: competitive and non-competitive. The former is played with the goal of winning, like chess, or a sport of football or boxing, while the latter is played with the objective of keeping the game going and getting more people into the game. In modern times, more stress is put on the competitive game, that is, to compete for championship among players. Competition rooted in games or sports has found its way into the language of economics. The word "compete" and its derivatives have a very high occurrence in economics texts. Hence countries and societies engaged in the economic games are metaphorically described as competitors or rivals and they compete with each other for more profits and a greater market share.

- (1) *States are increasingly competing.*
- (2) *Now you must compete in a job market.*

- (3) Now the global economy means all must match the quality and creativity of the rest of the world. Competition drives innovation and competitiveness.
- (4) We have real competitive advantages: 80% of the world's information is stored in the English language.
- (5) Our goal is to make this new kind of ethanol practical and competitive within six years.

To play a competitive game or sport, participants must set a fixed goal or target or aim so that they could have a destination to struggle. The goal-related concepts in the domain of game are transferred to the political leaders' addresses about the goal of a country or some political or economic phenomena.

- (1) Our third goal is to localize our diplomatic posture.
- (2) ...and technologies will have to be introduced with the goal of growing your economy while improving the environment
- (3) Stalking this summit, like a spectre, are the Millennium Development goals.
- (4) If the wars of the 20th century, especially the recent ones in Kosovo and Bosnia, have taught us anything, it is that we achieve our aims by defending our values and leading the forces of freedom and peace.
- (5) ...a knowledge-driven economy that serves our long-term goals of first-class public services
- (6) In 1998, I set a target to make the UK 'the best environment in the world for e-commerce by 2002'.
- (7) I set the government a target of having six thousand UK online centres by the end of this year.
- (8) That is why we aim to have all government services on-line by 2005,
- (9) Abroad, our nation is committed to an historic, long-term goal -- we seek the end of tyranny in our world
- (10) And, third, we're striking terrorist targets while we train Iraqi forces that are increasingly capable of defeating the enemy.
- (11) To meet this goal, we must have stronger immigration enforcement and border protection.

(12) Breakthroughs on this and other new technologies will help us reach another great goal: ...

(13) Preparing our nation to compete in the world is a goal that all of us can share.

In a game only some players win, so every competitive game has its losers. This is metaphorically extended to reason about the results of political or economic activities. This is evidenced by the following examples:

(1) Failed states, as we know to our cost, fail us all.

(2) It is miles away from planning and picking winners.

(3) ...that productivity gains come through.

(4) The benchmarking places us in second place behind the USA but we are the best in Europe and ahead of Japan.

We can see that the game metaphor explains the functioning of economic activities in non-economic and concrete terms. The game metaphor predicates a host of concepts associated with games, namely, competition, loss, success, and the goal. These inference patterns from the game metaphor may be preserved in the conceptualization of political or economic activities appearing in the addresses. In fact the key entailments of the competitive spirit and goal-orientation in this metaphor fit the ideology of free economy and development.

Relying on the game metaphor in the sampled addresses, we find it quite easy to understand those abstract competitive activities since the presupposed knowledge is within our reach. Games and game-playing are things which we have been exposed to since our childhood. Virtually most of us have direct, concrete experience of taking part in sports of one kind or another. Therefore, the readers need no special knowledge to cope with phenomena mentioned in the addresses when described using such a game metaphor.

4.3.1.5 Human being metaphor

The belief in the centrality of man in the universe makes us attribute human features to the non-human to understand what we don't understand. In a way,

personification sheds light on the things described, thus making it manageable by applying human characteristics to it. In the study this human being metaphor makes up a largest part in terms of its frequency among all the metaphors. The metaphorical expressions realizing this human being metaphor are shown in figure 13:

Conceptual metaphor	Metaphorical expressions
<p>COUNTRY/UNIVERSITY/ WORLD/BUSINESS/SOCIETY IS HUMAN BEING</p>	<p>Dedication serve encourage working with control and direct begin to reposition foster fight terror monitor wants to build overtake allow shouldered its responsibilities embrace come of age live up to coped with proud and privileged meet the challenges welcome supports lending support to give the world great confidence needs to see enable create has the potential shelter liberate help faced down reflects taken the first steps enjoyed partner is addicted to looks to have a responsibility hand in hand come to understand a vital national interest accepting its responsibilities permit pleased to see is committed to raising themselves up</p>

Figure 13: The Human Being Metaphors and its metaphorical expressions

The conceptualization of nations or societies as infants entails the need for care and protection.

- (1) *Today, however, China is as young as any nation on Earth.*
- (2) *Dictatorships shelter terrorists, and feed resentment and radicalism, and seek weapons of mass destruction.*

After the stage of human growth, we human beings achieve maturation. Responsibilities are undertaken in the mature period. In the following sentences, a nation or a university is metaphorically considered as an adult with the responsibility.

- (1) *The UN must come of age.*
- (2) *It is clear today that America must begin to reposition our diplomatic forces around the world*
- (3) *...a university that is well known for its dedication to learning, but also its dedication to values and to social justice...*
- (4) *And the United States is working with our many partners, particularly our partners who share our values in Europe and in Asia and in other parts of the world to build a true form of global stability, a balance of power that favors freedom.*
- (5) *every state could control and direct the threats emerging from its territory.*
- (6) *China is also accepting its responsibilities to join in stopping the spread of weapons of mass destruction.*
- (7) *China has steadfastly shouldered its responsibilities to the region and the world in this latest financial crisis -- helping to prevent another cycle of dangerous devaluations.*
- (8) *...nations have a responsibility to lower barriers to imports, to protect intellectual property rights, and to maintain flexible, market-driven exchange rates.*

Human bodies are composed of different parts which operate to contribute to the good of the whole body. Some parts of human body are also used as representations to humanize such political or economic concepts as nation and its economy, which helps us understand how the system works. This is shown in the following examples:

- (1) *...and to the growth and prosperity which should be embracing all of this region.*

- (2) *I hope China will more fully embrace this mandate.*
- (3) *Business needs to see its application as a core management challenge.*
- (4) *Public services need to see it as crucial to implementing public service reform.*
- (5) *Across this region we see entire nations raising themselves up from poverty in the space of little more than a generation, ...*
- (6) *Yet today the world looks to Asia as a showcase of the possibilities of human enterprise and creativity.*

We human beings exhibit different characters and certain abilities. These attributes are imprinted onto those abstract political concepts and they are personified. Therefore, like a human being, those abstract concepts such as economies, relationships and developments have certain human abilities and attributes and demonstrate different modes of behaviours. This illustrated by the following examples:

- (1) *No nation can isolate itself from these problems, and no nation can solve them alone.*
- (2) *These rapid response teams will monitor and combat the spread of pandemics across entire continents.*
- (3) *...and the United Nations would live up to its name.*
- (4) *Hong Kong has coped with the challenges of great economic, social and political transition with America in such a strong position to meet the challenges of the future.*
- (5) *Democratic societies welcome the free exchange of ideas and information. They encourage vigorous debate. They foster education and exploration, and they allow people to grow intellectually and professionally without limits. American women stand in solidarity with women around the world.*
- (6) *The United States is lending support to new teachers through the Women's Teachers Training Institute, established in Kabul.*
- (7) *Acts of courage like these give the world great confidence that the women of Iraq accept the challenges of building a free, just and tolerant society that respects the rights of all people.*

- (8) *Britain, I believe, has the potential to become a great technological powerhouse,...*
- (9) *That's why my country, in consultations with other nations, is committed to pursuing what President Bush has called a forward strategy for freedom in the Greater Middle East.*

There are some words extended to mentality, that is, words relating to human psychological mentality are also to conceptualize the state of a nation or some other political entity. This is shown in the following instances:

- (1) *The United Kingdom has been proud and privileged to have had responsibility for the people of Hong Kong, to have provided a framework of opportunity in which Hong Kong has so conspicuously succeeded, and to have been part of the success which the people of Hong Kong have made of their opportunities.*
- (2) *America is addicted to oil, which is often imported from unstable parts of the world.*
- (3) *here, America, like China, has a vital national interest in stability, and in peaceful relations among Asian peoples.*
- (4) *Throughout this region, one nation after another has enjoyed the benefits of greater prosperity.*
- (5) *So many of the great nations of Asia began the 20th Century ruled by colonial powers, or by dynasty, or bitterly divided by civil strife.*

Our experiences with ourselves help us reason about these abstract political and economic concepts and phenomena. The human being metaphor demonstrates that each nation or political entity or economy has its own behaviors and needs and its growth is interdependent with its surroundings. It also shows that each political system has its own ability to operate. However, because it is difficult to predict the unforeseeable physical and psychological changes, political phenomena also have the same condition.

4.3.1.6 Journey metaphors

The journey metaphor is a rich and complex metaphor which generalizes over a wide range of expressions in sampled political leaders' addresses which are represented in figure 14.

Conceptual metaphor	Metaphorical expressions
DEVELOPMENT/COOPERATION/ FUTURE/ CHANGE IS JOURNEY	Way: make their own way along the way a great way A long way road step: Every step toward the first steps take steps step toward step up -ward: Forward moving toward forward for Away: away from moving away turn back on the march On the path moved beyond reached a milestone made great stride embarked on lie ahead Cross heading back start

Figure 14: The Journey Metaphor and its metaphorical expressions

All of us undertake some kind of journey. According to our physical experience, we know journey has something to do with departure (the starting point), movements (motion), paths and destinations. In this journey metaphor all notions from the journey domain are used metaphorically to comprehend various abstract concepts in some political domain. Based on this familiar journey domain various activities are commonly conceived as motion or movement of a nation, a society or democracy over a path towards a destination. This is illustrated by the following examples:

- (1) *It has moved beyond the 1980s notion of "get Government out of it"*
- (2) *...always moving toward the more perfect union of our founders' dreams.*

In these two examples thinking and the construction are understood as motion space.

When we start a journey, we start on a path. Mapped onto the political domain, we have this mapping: starting a political activity is starting on a path. This mapping is exemplified in the following sentences:

- (1) *Saudi Arabia has taken the first steps of reform -- now it can offer its people a better future by pressing forward with those efforts.*
- (2) *...and recognize that as the start of their future and a life of hope.*
- (3) *Last year, President Jiang and I asked senior Chinese and American law enforcement officials to step up our cooperation against these predators.*

When we move, we have to move over a path. Mapped onto political domain, different forms of path such as way, road, etc appears:

- (1) *America has come a long way and America stands as a symbol but also a reality for all of those who have a long way to go, that democracy is hard and democracy takes time, but democracy is always worth it.*
- (2) *This is a great way to connect with millions of new people across Europe and Asia and Latin America.*
- (3) *But everything all of us know about the way the world is changing and the challenges your generation will face tell us that our two nations will be far better off working together than apart.*
- (4) *...where for the first chance now in several years there is just the beginning of the hope of a different way forward for the future.*

A journey usually has a destination, that is, a journey is goal-oriented. It is the goal that motivates the motion towards it. First we look at forward and backward movement. Meanwhile generally moving forwards is desirable, because it brings us closer to our goal. So we see the notion of progress is understood as moving forward, which is shown in the following examples:

- (1) *...reward developing nations that are moving forward with economic and political*

reform.

(2) ...because they knew that America is always more secure when freedom is on the march.

(3) ...we have reached a milestone in ensuring 'access to the Internet for everyone who wants it by 2005'.

(4) ...that America's best days lie ahead.

All the figurative expressions could be systematically traced back to the journey metaphor that is based on our experience of journey. In spite of its great variety of expressions, coherence between them is preserved by the underlying conceptual metaphor. Deeply entrenched in our thinking, this journey metaphor has the potentiality of affecting our way of reasoning and human beings think “moving forward is good.” Through the journey metaphor various aspects such as development, movement, goal and democracy are understood in terms of journey.

4.3.1.7 Morality metaphors

Uses of words such as “sacred”, “crusade” and “faithful” in politics were classified as metaphors from the domain of morality, or in some books called religion. The metaphorical expressions used in this domain to reason about the good or evil and alike. The examples are evidenced in figure 15.

Conceptual metaphor	Metaphorical expressions
MORALITY METAPHOR	Muslim Presbyterian Jewish Catholic vicious dire spectre faithful sacred God Bless noble faith evil brutal hatred God-given the Constitution the values that gave us birth privilege belief doomed Creator dark vision

Figure 15: The Morality Metaphor and its metaphorical Expressions

When there are wars or attacks exploding, the innocent people will suffer from the misery and many aspects of the nation will be destroyed or destructed. So the war or the attack as well as the enemies are named as “evil” or “bad things” against human being’s morality. The following examples selected from the sampled addresses are the evidence of this usage.

- (1) *The United States will not retreat from the world, and we will never surrender to evil.*
- (2) *Our work in Iraq is difficult because our enemy is brutal.*
- (3) *the only way to defeat the terrorists is to defeat their dark vision of hatred and fear or a covenant more sacred*
- (4) *...if we refuse to act, we will reap a dire reward from our refusal.*
- (5) *ending a vicious cycle of military coups and civil wars in Latin America*
- (6) *If we were to leave these vicious attackers alone, they would not leave us alone.*

In western countries, the description in the political leaders’ addresses is generally of secular activities of fighting for freedom and democracy although the language is not secular. The political leaders would like to apply some words with the right-orientation to describe the fight, just as followings:

- (1) *We show compassion abroad because Americans believe in the God-given dignity and worth of a villager with HIV/AIDS, or an infant with malaria, or a refugee fleeing genocide, or a young girl sold into slavery.*
- (2) *But we did not know about their plans until it was too late. So to prevent another attack -- based on authority given to me by the Constitution and by statute –*
- (3) *Yet we also choose to lead because it is a privilege to serve the values that gave us birth.*

With deep religious color, the morality domain employs some words which have the relationship with God to reason about one’s loyalty to the country or the strong determination to dedicate oneself to the nation.

- (1) *Today marks the official retirement of a very special American. For 24 years of faithful service to our nation, the United States is grateful to Justice Sandra Day O'Connor.*

- (2) *Human life is a gift from our Creator -- and that gift should never be discarded, devalued or put up for sale.*
- (3) *May God bless America.*
- (4) *God bless you, and God bless America.*
- (5) *but in Europe at least we have been faithful to all those who lost their lives in that great struggle*

Religious metaphors, therefore, fit well with other metaphor choices based on creation and rebirth. Choosing this metaphor to send the message from different directions is an important skill of leadership because of the deep influence of the religion in the western nations.

4.3.1.8 Power (Leadership) metaphor

Here, power or leadership means the person, group or state with great authority or influence and prefers to impose control over others. The source domain of power or leadership is used here to reason about a nation with great potential and ability to lead others to get better future. The frequently used metaphorical expressions are listed in figure 16.

Conceptual metaphor	Metaphorical expressions
Nation is Power	Lead leadership succeeds rally excel power

Figure 16: The Power (leadership) Metaphor and its Metaphorical Expressions

Through the sampled addresses, an interesting phenomenon is found that the leaders in the USA have a great appetite on the use of lead-related words, such as Clinton, Cheney, Bush and Rice, including man and woman. Of course, the occurrence of such words in male's addresses is more frequent than in female's. The American political leaders use the verbs like "lead", "leadership", "power", "rally" and "excel" etc. All the examples in the following are organized from the American political leaders. They employ the words to refer to a man or a nation metaphorically, in terms of many aspects, for example, economy, creativity, technology, diplomacy

and military. "MAN IS POWER" and "NATION IS POWER".

- (1) *So many of the great nations of Asia began the 20th Century ruled by colonial power.*
- (2) *Mao Zedong still held power.*
- (3) *We will lead freedom's advance. We will compete and excel in the global economy. We will renew the defining moral commitments of this land.*
- (4) *We will also lead a nationwide effort, working closely with African American churches and faith-based groups, to deliver rapid HIV tests to millions, end the stigma of AIDS, ...*
- (5) *If we ensure that America's children succeed in life, they will ensure that America succeeds in the world.*
- (6) *...and ensure that America will lead the world in opportunity and innovation for decades to come.*
- (7) *We must continue to lead the world in human talent and creativity.*
- (8) *Here at home, America also has a great opportunity: We will build the prosperity of our country by strengthening our economic leadership in the world.*
- (9) *America will continue to rally the world to confront these threats.*
- (10) *The only way to protect our people, the only way to secure the peace, the only way to control our destiny is by our leadership -- so the United States of America will continue to lead.*
- (11) *Second, because the world is more connected every day in every way, America's security and prosperity require us to continue to lead in the world.*
- (12) *People all around the world look to America to be a force for peace and prosperity, freedom and security.*
- (13) *If the wars of the 20th century, especially the recent ones in Kosovo and Bosnia, have taught us anything, it is that we achieve our aims by defending our values and leading the forces of freedom and peace.*
- (14) *Third, we must remember that America cannot lead in the world unless here at home we weave the threads of our coat of many colors into the fabric of one America.*

(15) *At the dawn of a new century, this university is leading China into the future.*

(16) *But you and the university, communities in China, the United States and throughout the world will have to lead the way.*

(17) *President Bush laid out a vision that now leads America into the world.*

(18) *Ladies and gentlemen, in order for America to fully play its role in the world, it must send out into the world a diplomatic force.*

Political identity is constructed through metaphor, and without it political leaders would “lack hallmarks of charismatic leadership” (Jonathan Charteris-Black, 2005: 198) such as passion, energy and conviction. Metaphor choice by a political leader is a vital question of leadership style because, like the choice of clothes by an individual, it is a way of appealing to others to share a virtuous social identity.

4.3.2 Metaphor and the political communication

Metaphors are very effective in the communication of policy because they provide cognitively accessible ways of communicating political policy through drawing on ways of thinking by analogy. In this way they provide proofs to support the argument. We have seen a number of examples of this, ranging from Bush’s communication of American’s leadership with reference to metaphors of power to Blair’s representation of unity as a container or health.

Leadership is communicated through linguistic behaviour and it is by critical analysis of language that we become aware of linguistic choices and the political arguments that they imply. New metaphors can lead us to fresh perspectives on political issues because metaphor is a very important way of explaining political policy and communicating political arguments.

4.4 The significance and value of this study

A cognitive study of the British and American political leaders’ address can not only broaden the scope of the cognitive study of the English public speech, it also has some important practical significance and value.

First, it can help the readers to appreciate the British and American political leaders' addresses better. As a variety with worldwide influence and long lasting significance, the address draws attention of many readers. But many people finish their reading only understanding the superficial meaning of these addresses. They are deeply moved by these addresses without knowing exactly the reason. So the use of linguistics to approach the address can supply a relatively objective criteria rather than purely subjective and impressionistic values. Its emphasis is on the aesthetic properties of language. Therefore it is helpful to a better understanding of these political leaders' addresses.

Second, a cognitive study of the British and American political leaders' address can help the learners of public speaking to develop their language skills. This thesis, based on the cognitive theory, reveals how the use of language performs its functions through metaphorical expressions on the basis of the bodily experience. This may set an example for the learners of public speaking to follow. Language skill is another aspect for the learners of public speaking to notice. Almost every British and American political leader is an excellent orator, for the good public speaking skills are the necessary premised to their success in the political career. Their addresses are vivid, effective, forceful, and thus are strong emotional appealing to the public. Their wise use of the rhetorical devices, proper words and sentences may also set a good example to the learners of public speaking.

Third, a cognitive study of British and American political leaders' address is also significant to the teaching of reading and writing in college. As we know, the address is usually chosen as the necessary reading material in almost every English textbook. The students of English know something from their textbooks like Lincoln's "Gettysburg Address" and the inaugural Addresses of Kennedy, Bush, or Roosevelt, etc. Their understanding of these texts is mainly on the levels of the vocabulary, sentences, etc. A cognitive study of British and American political leaders' address provides another model to analyze political address in terms of the bodily experience and categorization. So adopting cognitive linguistics in the English teaching can help the students appreciate these reading materials more deeply and completely. And

because of the close relationship between reading and writing, it is also helpful to develop the students writing skill.

5 Conclusion

From the analysis above, we can conclude that as a sub-type of the public speaking, while sharing many common features of the public political speaking, British and American political leaders' address has its own special cognitive features. The following is a summary of the preceding analysis:

First, in terms of categorization, the speakers of the British and American political leaders' addresses tend to make the speech much more impressive and vivid on the basis of their bodily experience. The participants of the activity of British and American political leaders' addresses are political leaders and the people at home and abroad. The addresses are prepared beforehand in the form of written language, intended of being spoken in the delivery and to be read afterwards in newspapers or magazines. The political leaders prefer to analyze the purpose of the address and the scope of the audience in order to make sure how to get to their destination; and then they should focus their address on a topic and make good use some periphery topic's examples to support the focus topic. Of course, all the topics should be selected under the control of the purpose. What's more, the speakers had better employ the powerful cognitive instrument of metaphor to realize the categorization.

Second, the cognitive features of the addresses at the lexical level are less than 6-letter word structure and word classes of noun, verb and adjective or adverb. Here, the words analyzed are scoped in the range of metaphorical expressing words. The average percentage of the words which carry the metaphorical expressions with no less than 6 letters is 34.96%. This means, relatively speaking, the words used in the political leaders' addresses are more formal and the structures of the words are more complicated. But related to human being's cognitive habit, the political leaders still tend to use some simple words—the words to represent the entities in the basic level category—to deliver their ideas for a good understanding. Meanwhile, the word classes are focused on noun, verb, and adjective or adverb. These classes own the words with many metaphorical meanings and have a close relationship with human being's bodily experience.

Further more, the speakers make good use of language skills to make their speeches vivid, impressive and persuasive: (1) Using first person plural (we, us or our) to create a sense of group identity, the closeness between the speaker and the audience. (2) Involving various sentences (parallelism, continual appearance of verbs, continual appearance of sentence style, etc.) in the addresses to help to achieve an ear-striking effect. It is also helpful to stress the idea that should be stressed.

Third, seen from the cognitive theory and experiential view, the British and American political leaders' addresses have many metaphorical concepts. The metaphorical expressions in the addresses are very helpful to make the addresses more inciting. The expressions would create the emotional impact, based on the facts and reasons.

A cognitive study of the British and American political leaders' address can not only broaden the scope of the cognitive study of the English public speaking, it also has some important practical significance and value. It can help readers to appreciate the addresses better, and help the learners of public speaking to develop their language skills. A cognitive study of American political leaders' address is also significant to the teaching of English reading and writing in college.

However, there is still some room for improvement. First, because the corpuses used in this thesis are all in a written form, the cognitive analysis on the phonological level is not included in this thesis. Then, with regard to the readability of this thesis among the common readers, this thesis is not adopting many professional terms. So if there are suitable conditions in the future to do further research in this subject, these two aspects will be taken into consideration.

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Appendix

Appendix 1 Clinton's Farewell Speech in 2001

My fellow citizens,

Tonight is my last opportunity to speak to you from the Oval Office as your president.

I am profoundly grateful to you for twice giving me the honor to serve, to work for you and with you to prepare our nation for the 21st century. And I'm grateful to Vice President Gore, to my Cabinet secretaries, and to all those who have served with me for the last eight years.

This has been a time of dramatic transformation, and you have risen to every new challenge. You have made our social fabric stronger, our families healthier and safer, our people more prosperous.

You, the American people, have made our passage into the global information age an era of great American renewal.

In all the work I have done as president, every decision I have made, every executive action I have taken, every bill I have proposed and signed, I've tried to give all Americans the tools and conditions to build the future of our dreams, in a good society, with a strong economy, a cleaner environment, and a freer, safer, more prosperous world.

I have steered my course by our enduring values. Opportunity for all. Responsibility from all. A community of all Americans. I have sought to give America a new kind of government, smaller, more modern, more effective, full of ideas and policies appropriate to this new time, always putting people first, always focusing on the future.

Working together, America has done well. Our economy is breaking records, with more than 22 million new jobs, the lowest unemployment in 30 years, the highest home ownership ever, the longest expansion in history.

Our families and communities are stronger. Thirty-five million Americans have used the family leave law. Eight million have moved off welfare. Crime is at a

25-year low. Over 10 million Americans receive more college aid, and more people than ever are going to college. Our schools are better - higher standards, greater accountability and larger investments have brought higher test scores, and higher graduation rates.

More than three million children have health insurance now, and more than 7 million Americans have been lifted out of poverty. Incomes are rising across the board. Our air and water are cleaner. Our food and drinking water are safer. And more of our precious land has been preserved, in the continental United States, than at any time in 100 years.

America has been a force for peace and prosperity in every corner of the globe.

I'm very grateful to be able to turn over the reins of leadership to a new president, with America in such a strong position to meet the challenges of the future.

Staying on that course will bring lower interest rates, greater prosperity and the opportunity to meet our big challenges. If we choose wisely, we can pay down the debt, deal with the retirement of the baby boomers, invest more in our future and provide tax relief.

Second, because the world is more connected every day in every way, America's security and prosperity require us to continue to lead in the world. At this remarkable moment in history, more people live in freedom than ever before. Our alliances are stronger than ever. People all around the world look to America to be a force for peace and prosperity, freedom and security. The global economy is giving more of our own people, and billions around the world, the chance to work and live and raise their families with dignity.

But the forces of integration that have created these good opportunities also make us more subject to global forces of destruction, to terrorism, organized crime and narco-trafficking, the spread of deadly weapons and disease, the degradation of the global environment.

The expansion of trade hasn't fully closed the gap between those of us who live on the cutting edge of the global economy and the billions around the world who live on the knife's edge of survival.

This global gap requires more than compassion. It requires action. Global poverty is a powder keg that could be ignited by our indifference.

In his first inaugural address, Thomas Jefferson warned of entangling alliances. But in our times, America cannot and must not disentangle itself from the world. If we want the world to embody our shared values, then we must assume a shared responsibility.

If the wars of the 20th century, especially the recent ones in Kosovo and Bosnia, have taught us anything, it is that we achieve our aims by defending our values and leading the forces of freedom and peace. We must embrace boldly and resolutely that duty to lead, to stand with our allies in word and deed, and to put a human face on the global economy so that expanded trade benefits all people in all nations, lifting lives and hopes all across the world.

Third, we must remember that America cannot lead in the world unless here at home we weave the threads of our coat of many colors into the fabric of one America. As we become ever more diverse, we must work harder to unite around our common values and our common humanity.

Third, we must remember that America cannot lead in the world unless here at home we weave the threads of our coat of many colors into the fabric of one America. As we become ever more diverse, we must work harder to unite around our common values and our common humanity.

Hillary, Chelsea and I join all Americans in wishing our very best to the next president, George W. Bush, to his family and his administration in meeting these challenges and in leading freedom's march in this new century.

As for me, I'll leave the presidency more idealistic, more full of hope than the day I arrived and more confident than ever that America's best days lie ahead.

My days in this office are nearly through, but my days of service, I hope, are not. In the years ahead, I will never hold a position higher or a covenant more sacred than that of president of the United States. But there is no title I will wear more proudly than that of citizen.

Thank you. God bless you, and God bless America.

**Appendix 2 Tony Blair Addresses To United Nations
(2005)**

Mr. President and Colleagues,

The UN must come of age. It must become the visible and credible expression of the globalization of politics. The modern world insists we are dependent on each other. We work with each other or we suffer in isolation.

The principles of the UN have always had a moral force. Today they receive the sharper impulse of self-interest.

The terrorist attacks in Britain on 7 July have their origins in an ideology born thousands of miles from our shores.

The proliferation of nuclear, chemical and biological weapons will never be halted outside of an international consensus to do so.

Failed states, as we know to our cost, fail us all. The protection of the environment, the promotion of international trade: we can do nothing without effective action together.

And when we look with revulsion, as we should, at the misery of the millions who die in Africa and elsewhere through preventable famine, disease and conflict, the urgency to act is driven not just by conscience but by an inner sense that one day, if we refuse to act, we will reap a dire reward from our refusal.

What's more, humanity today is confident of its common values. Give people the chance and they always vote for freedom; always prefer tolerance to prejudice, will never willingly accept the suppression of human rights and governance by extremism.

So the challenge is clear; the values clear; the self-interest in upholding them together also clear.

What must now be clear is that the UN can be the instrument of achieving the global will of the people.

It must give leadership on terrorism. There is not and never can be any justification, any excuse, any cause that accepts the random slaughter of the innocent. Wherever it happens, whoever is responsible, we stand united in condemnation.

The United Nations must strengthen its policy against non-proliferation; in particular, how to allow nations to develop civil nuclear power but not nuclear weapons.

The new Human Rights Council must earn the world's respect not its contempt.

The United Nations Peace-building Commission must become the means of renewing nations, where war and the collapse of proper systems of government have left them ravaged and their people desolate.

For the first time at this Summit we are agreed that states do not have the right to do what they will within their own borders, but that we, in the name of humanity, have a common duty to protect people where their own governments will not.

Stalking this summit, like a spectre, are the Millennium Development goals.

The struggle against global poverty will define our moral standing in the eyes of the future.

The G8 in Scotland shows how we redeem it. I have heard people describe the outcomes of this Summit as modest, No summit requiring unanimity from 190 nations can be more than modest.

But if we did what we have agreed on doubling aid, on opening up trade, on debt relief, on HI V/AIDS and malaria, on conflict prevention so that never again would the world stand by, helpless when genocide struck, our modesty would surprise.

There would be more democracy, less oppression. More freedom, less terrorism. More growth, less poverty. The effect would be measured in the lives of millions of people who will never hear these speeches or read our statements.

But it would be the proper vocation of political leadership; and the United Nations would live up to its name. So let us do it.

作者在攻读硕士学位期间公开发表的论文

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2. 孙韶蓓, 论译学词典的编纂原则,《江西师范大学学报》哲学社会科学版 [C]. 南昌: 江西师范大学学报杂志社, 2005. 12. 第 38 卷: 225-228

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2004 年参与翻译由珠海出版社出版的《福尔摩斯探案集》，独立承担第九章《冒险史》的翻译任务，出版书籍予以署名。