ISBN : 978-602-462-294-7

ELITE

(The Association of Lecturers of English, Linguistics, Literature and Education)

PROCEEDING

The 7th International Conference on English Language Teaching, Linguistics and Literature

"Promoting Global Diversity, Partnership and Prosperity through English Development"

September, 7th – 9th, 2019

ELITE: English | Linguistics | Literature | Education

Association of Lecturers of English Language Teaching, Linguistics, and Literature in Indonesia

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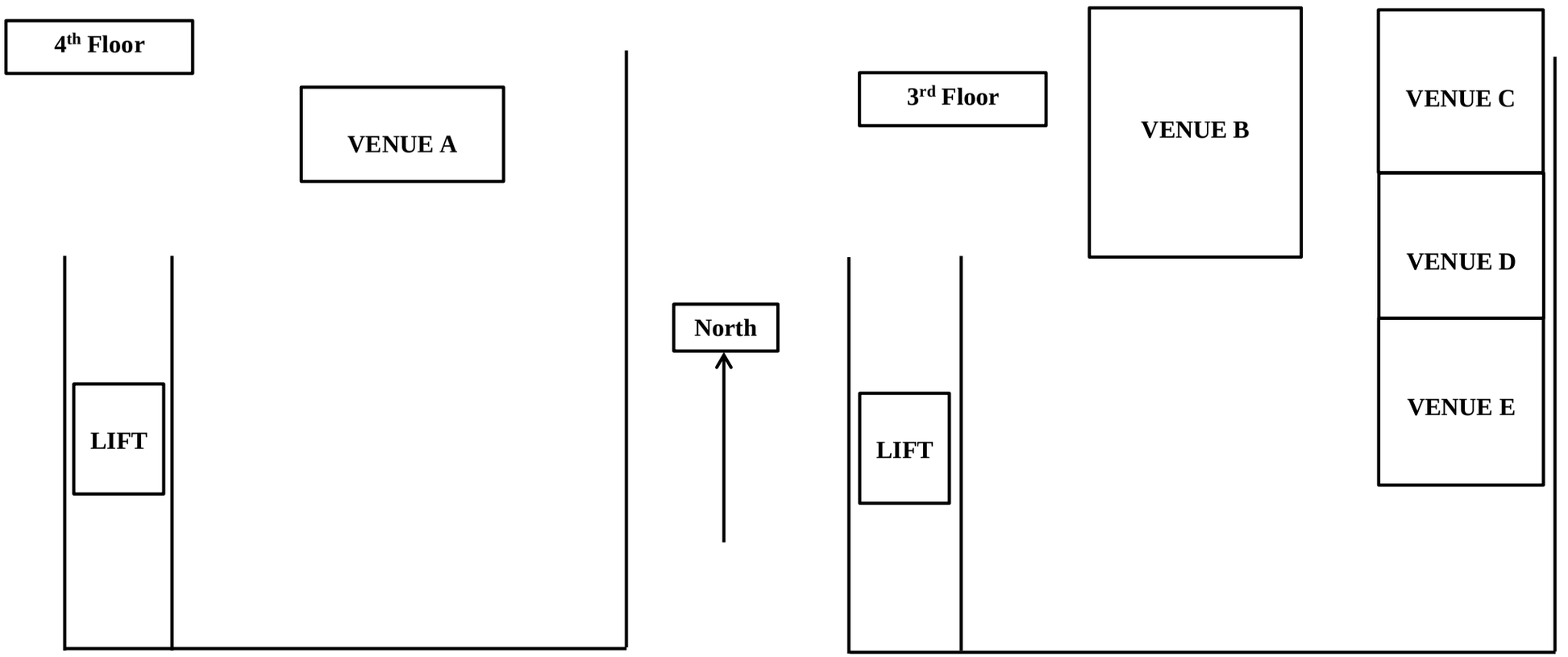
VENUE MAP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UIN Maulana Malik Ibrahim Malang, 07-09 September 2019

Date	Time	Place	Agenda
	07.30 – 08.15	Campus II, School of Post Graduate Program UIN Maulana Malik Ibrahim Malang	Participant Registration
	08.15 – 09.00		Pra-Event
	09.00 – 09.05		Opening
	09.05 – 09.10		Reciting Holy Qur'an
	09.10 – 09.15		Singing the National Anthem of Indonesia
	09.15 – 10.15		Speech: 1. Dr. H. Agus Maimun, M.Pd 2. Dr. Hj. Like Raskova Octaberlina, M.Ed. 3. Prof. Dr. H. Abdul Haris, M.Ag 4. Prof. Dr. M. Arskal Salim GP, M.Ag 5. Dr. Bradley Horn
	10.15 – 10.25		Signing MoU
	10.25 – 10.30		Praying
	10.30 – 11.00		Plenary Session (Prof. Dr. M. Arskal Salim GP, M.Ag)

Date	Time	Place	Agenda
	11.00 – 11.30		Plenary Session (Dr. Bradley Horn)
	11.30 – 12.30		Lunch Break
	12.30 – 13.30		Fellow Workshop Session **Room A** *Small Talk Adds Value to the Second Language Classroom* (Andrea Mason) **Room B** *6 Principles for Becoming a Model English Language Teacher* (Candace Renaud) **Room C** *Inquiry-Based Teaching in EFL: Fostering Awareness and Critical Thinking Skill* (Christopher Vizcarrondo) **Room D** *Practical Communicative Activities Promoting teh 6 Principles for Exemplary Teaching* (Devon Jancin) **Room E** *Cultivating Curiosity to Enhance Student Motivation* (Kay Alcorn)
	13.30 – 14.30		Fellow Workshop Session **Room A** *Keeping Large Classes Engaged with Learning Stations* (Rachel Wang) **Room B** *Making Writing Easier* (Rosetta Buick)

Date	Time	Place	Agenda
			Room C *Using Dictation to Raise Grammar Awareness* (Sarah Ford) **Room D** *Finding Common Ground: How I Use Structure and Syntax to Reach ELLs* (Sean Ryan) **Room E** (Yuta Otake)
	14.30 – 15.00		Plenary Session (Dr. H. Agus Maimun, M.Pd)
	15.00 – 15.30		Plenary Session (Assoc Prof. Dr. Mohd. Nazri Latiff Azmi)
	15.30 – 16.00		Break
	16.00 – 16.30		Plenary Session (Mr. Fahmi)
	16.30 – 17.30		Business Meeting ELITE Abdul Kadir Riyadi, Ph.D. (Universitas Islam Negeri Sunan Ampel)
Sunday, 08 September 2019	08.00 – 09.00	Campus II, School of Post Graduate Program UIN Maulana Malik Ibrahim Malang	Parallel Session
	09.05 – 10.05		Parallel Session
	10.05 – 10.20		Break
	10.20 – 11.20		Parallel Session
	11.20 – 12.20		Lunch

Date	Time	Place	Agenda
	12.20 – 13.20		Parallel Session
	13.25 – 14.25		Parallel Session
	14.30 – 15.30		Parallel Session
	15.30 – 16.00		Break
	16.00 – 17.00		Parallel Session
	17.00 – selesai		Closing + Gala Dinner
Monday, 09 September 2019	09.00 – 17.00	JATIM PARK III	City Tour

A CRITICAL METAPHOR ANALYSIS IN BENJAMIN NETANYAHU'S SPEECH AT THE U.S. CONGRESS 2015

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ABSTRACT

Metaphor is a highly used rhetorical tool in political speech. Speakers or discourse producers conceal their notion, ideology, and political interest in side of discourse through rhetorical and discursive strategy. This research investigated a critical metaphor analysis in Netanyahu's speech at the U.S. Congress 2015 regarding the Israel's refusal to Iran's nuclear program. The study is devoted to three particular problems which have been derived from observations in the overview of the current use of the notion of metaphor that is semantic, cognitive and pragmatic. To this purpose, one script text of the political speech analysed on its metaphor themes in political context. The Charteris-Black cognitive semantic theory is used to analyze metaphor critically. The results indicated that Netanyahu employed both conventional and novel metaphors to embody the ontological metaphor, proverb, idiom, and personification. He employed the two metaphors to discriminate, dramatize, downgrade, underestimate, and marginalize Iran and to influence the congress accepting his notion. Besides, he delivered a negative evaluation to Iran which is portrayed as brutal, horrible, and dangerous state. Further, Netanyahu employed the metaphors due to the three motivation; those are religion, politics, and economy. His political interest is to persuade the congress and the world to punish Iran with harder economic sanction in order to maintain his state and allies' domination in international oil market.

Keywords: Metaphor, Cognitive semantic, Semantic tension, Conceptual Metaphor

4. INTRODUCTION

People use laguage as a weapon to achieve their purpose by doing many strategies. One of them is metaphor (Charteris-Black, 2004). It is kind of discursive and rhetorical strategy, the way how discourse is produced and delivered (Dijk, 1995:26). Additionally, speech is a kind of discourse which is much often used as "tool" to implement power exercise, power domination, even hidden ideology. Discourse producers (in this case is speakers) manifest such power exercise, power domination and ideology in speech through their language model. They conceal them which have been modified in the discourse structure of speech.

Metaphor is derived from the shift in the use of a word or phrase from the context or domain in which it is expected to occur to another context or domain where it is not occurred. It is linguistic process of transferring meaning from one thing to another or in other word is describing something by making a comparison with something else (Thornborrow and Waering, 1998:3). It is more than such tool to beautify language but it represents a novel way of viewing world. Accordingly, this research aims to answer the following question: How is metaphor implemented in Benjamin Netanyahu's Speech at United State (U.S) Congress 2015?

Indeed, doing research in metaphor has been conducted by many researchers. Here are some previous researchers who focus on metaphor. Moreno (2008) conducted research on metaphors in Hugo Chavez's political discourse. He attempted to find the kinds of metaphor which are used in Hugo Chavez's political discourse. Afterwards, Shofi (2012) analyzed metaphor in the news of Jakarta Post, to know how metaphor is manifested in news. Moreover, Nurul (2012) and Munawwaroh (2013) also studied metaphor which employed van Dijk theory. Nurul analyzed metaphor on Anthony Robbin's motivational speech, to examine how metaphor plays significant role in influencing listeners' mind while Munawaroh analyzed metaphor in The Jakarta Globe Editorial to analyze how metaphor used by news editors in order to conceive their ideology and other hidden messages.

However, they are lack of elaboration in portraying how such those ideological practices implemented within discourse. As what Nurul and Munawaroh studied for example, both of them just did the analysis in the linguistic realization, whereas to scrutinize such ideological practices within metaphor, a researcher should interrelate between semantic, cognitive, and pragmatic dimension. Many of the researchers stop their analysis in the semantic and cognitive level only while the pragmatic one is less elaborated. As a result, their analysis is still on superficial level and does not explain how such hidden message and ideology work in discourse clearly yet..

Hence, knowing the great potential of metaphor to construct representation of the world (in influencing human beliefs, attitudes, and actions) on human understanding of various aspects of social and political life, theoretically critical analysis on the context of metaphor to unveil the nature of ideological practice is much worthy (Charteris-Black, 2004:76).

5. METAPHOR

Charteris-Black (2004:21) defines a metaphor as a linguistic representation that results from the shift in the use of a word or phrase from the context or domain in which it is expected to occur to another context or domain where it is not expected to occur, thereby causing semantic tension. It can be drawn to simpler definition that the meaning of metaphor is contextually bound than literally one. To analyze metaphor critically, the analysts should understand the dimension of metaphor well. It means that they have to know the concept and function of metaphor in order to gain deep and right understanding.

Charteris-Black also mention level for defining metaphor, they are semantic, cognitive, and pragmatic level. At the semantic level, a metaphor is a word or phrase that cause semantic tension through reification (referring to something that abstract to something that is concrete), personification (referring to something that is animate to something that is inanimate), and depersonification as the opposite of personification (referring to something that is inanimate to something that is animate). Then at the cognitive level, metaphor is the frame of thought in cross domain mapping between source and target domain. In pragmatic level metaphor is related to the interrelation of context to understand the exact meaning and motivation behind delivering of metaphor.

2.1. COGNITIVE THEORY OF METAPHOR

Cognitive theory of metaphor is proposed by Lakoff and Jhonson (1980) through his work "*Metaphor We Live By.* Then it is popular with conceptual theory of metaphor (CTM) and blending theory of metaphor (BT). Cognitive theory of metaphor concludes that human conceptual system is influenced by metaphor. Therefore, metaphor cannot be translated into literal meaning without cognitive content (Lakoff, 1992). Furthermore, Hellsten (2002) agrees that human conceptual system is constructed by metaphor. The fundamental principal of CTM is a cross domain mapping between the source domain and the target domain.

Lakoff and Turner explains (1989) that Source domain consists of entities, attribute, and process which have connection with semantic in the mind, while the target domain tends to abstract. Further Langeracker in Charteris-Black (2004) stated that source domain tends to concrete while target domain tends to abstract. The process of transferring thought, concept, or meaning from source to target domain called as conceptual metaphor.

The example of metaphor "*our state faces a steep path", "the marriage is on the rock* " those two examples of metaphor can be analyzed by applying the conceptual theory of metaphor. The first example "our state faces a long steep path", conceptualizes a country or government process of a country with a hard or troubled journey. It can be identified by words "*steep path".* The figurative meaning of those words is troubled, difficult, and hard. The completely meaning of the metaphor is the country faces such long troubled or difficult period in order to carry out the government runs well. The second example, the discourse producer tries to conceptualize marriage as something which is really hard and non-negotiable, it can be identified by the word *rock*, he wants transfers the target domain (marriage) to source domain (rock) by treating the target domain the same as the characteristic of rock that is hard, gruff, and rigid. The completely meaning is the discourse producer wants to state that the marriage always encounters hard or difficult moment, the relationship between husband and wife more and more difficult.

2.2. COGNITIVE SEMATIC THEORY OF METAPHOR

Cognitive semantic theory is a renewal approach in metaphor. It is a perfection of

cognitive theory of metaphor which is originated by Lakoff and Jhonson (1980). It is proposed by Charteris-Black (2004) to analyze the metaphor from three dimensions, they are semantic, cognitive and pragmatic dimension. The main tenet of this theory is interrelating between those three aspects of metaphor because the meaning on the linguistic units cannot stand alone but it must be related to the context of metaphor. Then, the difference between this theory with Lakoff and Jhonson theory is the integration to pragmatic aspect.

The basic claim of this approach is that metaphorical expressions are systematically motivated by underlying (or conceptual) metaphors. As what Lakof (in Charteris-Black, 2004) stated that metaphor means "a cross-domain mapping in the conceptual system". The structure of concrete source domain is mapped into abstract domain, whereas the aim of the mapping is to represent the structural identity between two domains. In addition, Charteris-Black (2004) in his work 'corpus approach to critical metaphor analysis' explained that besides conceptual metaphor, mapping process also provides 'conceptual key. In this research it cannot be used because this research just analyzes single data because originally it comes from 'corpus' theoretical framework.

2.3. CRITICAL METAPHOR ANALYSIS

Critical Metaphor Analysis is a method to metaphor analysis that –as we have seen with critical discourse analysis – aims to reveal the covert (and possibly unconscious) intentions of language users. It is kind of metaphor analysis theory which is proposed by Charteris-Black in his work -corpus approach to critical metaphor analysis- dragged from a combination between metaphor and critical discourse analysis theory which embodies cognitive semantic and critical discourse method. It explains the steps in analyzing metaphor by implementing cognitive semantic theory also to the social relation in order to reveal the motivation of metaphor conveyed. Further, Charteris-Black (2004) explained three stages to analyze metaphor from this perspective, they are metaphor identification, metaphor interpretation, and metaphor evaluation.

Therefore, the present research is proposed to fulfill the gap and the weakness of the previous research by elaborating the data holistically using different theory. The researcher utilized cognitive semantic theory of Charteris-Black. The model of theory is called as Critical Metaphor Analysis. The researcher analyze metaphor critically through cognitive semantic and looked from critical discourse analysis perspective.

3. METHOD

The primary source for this analysis is the speech delivered by the prime minster of Israel, Benjamin Netanyahu, on March 2015 about Israel disagreement on Iran nuclear program and as a apart of his effort to convince audience in U.S Congress to be in line with his ideology and notion. The secondary sources are from books, articles, journals, previous studies and other sources related to this study.

The data are gathered from official website of Israeli Government, precisely on the website of Israel Ministry of Foreign Affairs, http//www.mfa.gov.il. Secondly, the researcher chose and downloaded several speeches related to Netanyau's disagreement to Iran nuclear program in the website and finally got one of his speech at U.S Congress which contains many of metaphors. Thirdly, he attempted to find the transcript, and to check the validity of it he, looked the video then examining it carefully. Finally, the data were examined

4. DISCUSSION

Excerpt 1) "I want to thank you, Democrats and Republicans, for your common support for Israel, year after year, decade after decade. I know that no matter **on which side of the aisle you *sit*, you *stand* with Israel (1.1)**. "

The bold sentence above (1.1) is metaphor. It is signed by the word *sit* and *stand*. From these metaphors can be derived a conceptual metaphor STATE IS PERSON. Through the words *sit* and *stand* Netanyahu conceptualized America and Israel as human being, while Israel is inanimate object and normally those words used by animate one. Thus, Netanyahu employed personification to cause the semantic tension in order to create metaphor. He conceptuatlized America (represented by Democrat and Republican parties) and Israel as person who can *sit* and *stand.* Moreover, in truth Netanyahu used the word *sit* and *stand* to indicate support, in line with the metaphor which always shows figurative meaning. They also mean that wherever or whenever he is, America always will support Israel. Through those words Netanyahu convinced the congress that United States and Israel are inseperable. Thus, they must support each other wherever and whatever.

Moreover, from the conceptual metaphor STATE IS PERSON Netanyahu conceptualized state (inanimate object) with human (animate

object) who can *sit* and *stand*. State becomes the target domain which is explained by *human* behavior as source domain. Through the conceptualization, he positioned the state as the target domain in order to depict America's support as his notion. By conceptualizing it with human behavior (sit and stand) the America's support is appeared more clear and powerful. If the state is not conceptualized to behavior of human being through those words, the sense of the meaning will be different and the notion of *support* cannot be caught optimally. The meaning will be less powerful if the word in the metaphorical expression is changed or cleared, for example become "on the which aisle you are, you always with Israel", the sense of the meaning is perceived less powerful even feels dead. It proves that the conceptualization brings crucial effect to the meaning of the metaphor.

Moreover, from the conceptual metaphor and linguistics unit used within the metaphor can be understood that the metaphor is traced under political context analysis. It is reinforced by phrase in the discourse "The remarkable alliance between Israel and the United States has always been above *politics*. It must always remain above *politics*". Thus, the metaphor is motivated by the political context. Hence, it asserts that Israel has huge desire to be always in line with America especially in political business because America is its ally (bbc.com). It can be proved from the historical and social context which explains how the relation both of them is really closed. Moreover, the close relation between both countries can be proved by the sociocultural context explanation. They are perceived as one because they have same ancient people that are Jews. Many Jews live in Israel and it is the biggest Jewish state in the Middle East, also America in which many Jewish people live there and as the biggest Jewish community in the world (www.mfa.gov. il.). Thus, this factor leads Israel and America depicted as one country. Logically, it seems unlikely if both of them do not have same vision even ideology because they are inhabited by the same people from the ancient time. It is logic if Israel and America are portrayed as one. As countries which have same parents they will inherit same values, culture, and tenet from their ancestors that is Jews.

Furthermore, to convince the congress, in the sentence of the speech Netanyahu told about "promise land", a holy destiny of the Jews. Through metaphor he employed 'religion' as such notion to convince the congress that between Israel and America have same vision not only in real world but till hereafter. He implied that how between Israel and America are really closed even as one state till hereafter. Therefore, from this explanation logically can be accepted that there is no reason for Israel or America to do not help each other. They have same people, ancient, and religion. These are the factors which cause both Israel and America have same values, ideologies, and tenets which underlie them as one state.

Excerpt 2) "I've come here today because, as Prime Minister of Israel, I feel a profound obligation to speak to you about an issue that could **well threaten (2.1)** the survival of my country and the future of my people: Iran's quest for nuclear weapons. **We're an ancient people (2.2)**. In our nearly 4,000 years of history, many have tried repeatedly to **destroy (2.3)** the "Jewish"

The bold typed words above are metaphor, those metaphor (2.1) and (2.3) are derived from the conceptual metaphor CONFLICT IS WAR which are represented by the words *threaten* (3.1) and the word *destroy* (2.3). He employed reification method to cause semantic tension in his metaphor. The word *threaten* (2.1) literally means "to cause harm or damage to something or someone" (Cambridge dictionary, 2008). The metaphorical expression in (2.1) explicates that Netanyahu is worried if the deal is accepted. He is worried because the existence of Iran's nuclear will jeopardize Israel's sovereignty. The word *threaten* gives such effect, that is to make metaphor more powerful. It shows that the metaphor is more live. It influences the meaning of metaphor to be stronger. Semantically, the metaphor tells to audience that Iran must be monitored and spied because it is very dangerous not only for Israel but for the world. He depicts the dangerous of Iran Nuclear as real wild enemy which has huge desire to annihilate his country and the world. This evaluation semantically is represented through the word "*threaten*". To make the metaphor effective and powerful he tries to conceal the conceptualization of *threaten* inside of the conceptual metaphor CONFLICT IS WAR. This conceptualization much effective rather than if the word stands alone. From this conceptualization there is transfer of meaning in two different domains. The source domain is *war* and the target domain is *conflict*. Netanyahu, tries to explain his notion about the dangerous of Iran's nuclear by attaching it to the word *threaten* that is explicitly stated in metaphorical expression. His worry about Iran as an enemy in long period now is becoming more serious with the presence of its nuclear. This worry explains how conflict that

exists between Israel and Iran is really serious. His worry that indirectly depicts how the serious conflict between Israel and Iran is implied through his metaphorical expression and then it is considered as his target domain.

In addition, the word *threaten* semantically depicts Iran's dangerous action. This word is a part of *war* domain then is considered as source domain. Netanyahu tried to portray the *conflict* as a serious and dangerous *war*. He proposes a notion that the dangerous war will attack and destroy his country, thus, world must check it. Then through the context of metaphor he convinced that the effect of the war will be horrible not only for Israel but broadly it will damage people in the world and the future of their next generation will be sacrificed. The image of the serious war that will be happened if the deal is accepted is being sharper when Netanyahu call the purpose of the Iran's nuclear development through his metaphorical expression that is through the word *threaten*. As a result, logically it will sharpen the negative evaluation to Iran that is considered as a terrorist country and only requires war as the solution of every conflict. Eventually, in short it seems that there is no result or advantages for making relationship with Iran except conflict and war. Moreover, it causes an extreme understanding that Iran never offers solution but war. Finally, semantically the metaphorical concept in metaphorical expression "*an issue that could threaten the survival of my country and the future of my people"* is well accepted.

Further, this metaphor is also employed by Netanyahu to implement the self-legitimation and other-de-legitimation strategy. It is proved by the linguistic feature of his metaphor *as Prime Minister of Israel, I feel a profound obligation to speak to you about an issue that could* ***well threaten*** *the survival of my country and the future of my people*. Through lexicon practice he employed clause *a profound obligation* to legitimate his action as such kind and noble effort which struggle for establish peacefulness in the world. Through that clause to create self-legitimation Netanyahu employed 'altruism' strategy (Reyes in Irham & Wahyudi, 2014). Thus, he is positively evaluated and his political stance is enhanced. Additionally, Iran's effort is de-legitimated through the proceeded sentence *an issue that could* ***well threaten*** *the survival of my country and the future of my people*. As a result, Netanyahu and his state is positively evaluated as agents who have great contribution to struggle for world peace, while Iran is negatively evaluated as a breaker of world peace which threatens the survival of other countries through its nuclear issue. At the same time, he is successfully employed this strategy to gain the empathy from the congress. Moreover, his political interest to enhance his political stance also well portrayed through the expression on behalf of Israeli prime minister.

To strengthen the notion then Netanyahu added the conceptual metaphor GLORY IS HISTORY. It is implemented in metaphorical expression "***We're an ancient people (3.2)***, There is semantic tension that is implied inside of the metaphorical expression. In this metaphor he conceptualized *glory* as a *history* by delivering the expression "ancient people". The word *ancient people* is kind of metonymy. It does not explain that Israel people in this era are as ancient people who live since long years ago until now but he explicates that the glory in the past time as a nation still exist until today. From this clause, Netanyahu implicitly explained that, Israel as a state which has a great civilization since four thousand years ago still becomes a great state which is accompanied by great glory. Both America and Israel are ancient and have same ancient people. In other words, he wanted to remain audience that Israel and America are not state or nation which are built and established yesterday, but they are a great nation which have great history and civilization not only in Middle East but in the entire world. Exactly, he wanted to deliver a notion that is as a great nation in the world, Israel and America will never allow anyone who wants bother even attacks them.

The conceptual metaphor also plays significant role in metaphorical expression (3.3) *"in our nearly 4.000 years of history, many have tried repeatedly to* ***destroy*** *the "Jewish" people*. From this metaphor, can be drawn a conceptual metaphor JEWISH PEOPLE IS BUILDING. The word "destroy" is taken from building domain such as *damage* and *annihilate*. Normally the word *destroy* used in the inanimate context such as for building but Netanyahu used for different context that is for animate one. He conceptualized Jews as building. He implemented de-personification strategy to cause semantic tension. From the word "*destroy*" can be known that Netanyahu conceptualized the conflict as an effort like to damage a building so badly. This word brings such meaning which is derived from building as domains to be included into conflict as another domain. The effect is that there is more impression attached to conflict. The conflict is portrayed as huge Iran's effort to annihilate a

building, which exactly means Israel. It is appropriate with the literal meaning of the word *destroy*. It literally means the effort to damage and annihilate something till does not leave anything or residue. This word brings different meaning when it is put inside of metaphorical expression. It causes such sharp understanding. It depicts how Iran's effort is to be wilder to attack Israel. It makes Iran seems to be very extremely wicked and uncharitable. Again negative evaluation is delivered to Iran that is depicted as a horrible and brutal state and at the same time he marginalized Iran with its brutality. Further, through this word Netanyahu insisted the audience to imagine how horrible the attack is. He employed the hypothetical future strategy to de-legitimate Iran through the negative evaluation of metaphor (Reyes in Irham & Wahyudi, 2014).

Semantically, the metaphorical expression in the datum (2.1) is delivered to depict Israel and America as civilized and great state in the world. The metaphor is supported by political context but Netanyahu also implement it in social-religious context. It is proved by the word "Jewish people" and "ancient people". Netanyahu stated that Israel is an ancient. The word ancient here has multi meanings they are Israel as ancient nation, ancient civilization and ancient people. Netanyahu actually wanted to mean that his ancient nation and civilization is presented by his ancient people that are Jewish people who lived in Israel, America and in the entire world. The metaphor brings two meanings the first meaning implies that Israel with its Jewish has lived in thousand years ago. They are great people which have great civilization. Jewish are strong people, even though face many difficulties since long times ago but they can go out from them, otherwise they can create incredible civilization. It is reinforced by the word *400 years of the history*. The second meaning of "ancient people" also can be interpreted that what Netanyahu exactly means in his metaphor is that Israel and America are old state and not as states which are established yesterday or few years ago (as what have been explained earlier) but they are a great state which have great history and civilization. They have been a witness of historical events. They have faced much of tragedy or glory when others are not yet. From this explanation his ideology concealed by portraying the glory of Israel and America's as Jews that is as ancient people. Further, the concept of similarity between America and Israel is powerful mean for Netanyahu to deliver his notion naturally and smoothly to persuade and influence the congress.

Moreover, in the excerpt (2.3) "In our nearly 4,000 years of history, many have tried repeatedly to **destroy** (2.3) the Jewish people". It has same explanation with the metaphor in the datum (2.2) if it is traced into socio-religious context. Furthermore, the word "destroy" explains more information of Netanyahu's illustration on Israel as civilized and great nation or state. Again from this metaphor he explained that Israel is a great country which has great nation and history but it is never far from its enemies which is eager to destroy it and Jewish people. To strengthen his explanation, he mentioned the time of Israel's history. He stated that since four thousand years ago until today Israel never alone but it is always accompanied by much of enemies that plot to damage it.

Data 3) "For those who believe that Iran threatens the Jewish state, but not the Jewish people, listen to Hassan Nasrallah, the leader of Hezbollah, Iran's chief terrorist proxy. He said: If all the Jews gather in Israel, it will save us the trouble of **chasing (3.1)** them down around the world.

The bold sentence above is metaphor. The metaphorical expression is signed by the existence of the word *chasing.* Normally, this word is applied by people into context of animal. Literally, it means 'try to get', it has same meaning with *hunt* for animal (Cambridge dictionary, 2008). However, in this sentence, Netanyahu employed it in the different context. He used it to illustrate Iran's aggression. He used personification method to cause semantic tension. Netanyahu employed the word *chasing* in his metaphorical expression in order to provide the conceptual metaphor JEWS IS HUNTED ANIMAL. From the word *chasing* Netanyahu conceptualized *Jewish people* as target domain and *hunted animal* as source domain. The conceptual metaphor gives an explanation that Iran considers *Jewish* as *animal.* The word *chasing* gives a powerful meaning to downgrade Iran as wild and sadist state which chase Jewish people. From this metaphor people will consider Jewish as animal that can be chased whatever they like. It is clearly understood that Netanyahu delivered notion to the audience that according to Iran, Israel is hunted animal. Hunted animal is a valuable target that must be caught even killed. The metaphorical expression portrays Iran as hungry hunter who wants to kill and eat Israel. In this metaphor can be depicted that the prey of Iran is Israel. Again the conceptual metaphor brings negative evaluation that portrays how dangerous and horrible Iran is. It strengthens the negative

evaluation to Iran as dangerous state that anytime can kill and eats other nations in the world.

In addition, this metaphor depicts Iran as a wild and cruel hunter that wants to kill and roughly chop the prey. Through the metaphor Netanyahu explicated that the prey is Jewish people, while Jewish country is Israel and U.S. It means that Netanyahu wanted the congress aware that Israel and America will be Iran's prey. Furthermore, to strengthen the negative evaluation to Iran, Netanyahu calls Iran as a *terrorist* state, a state which has strong desire to annihilate Jewish states. The word *terrorist* has coherent meaning wild, cruel, and dangerous. They are really appropriate with the meaning of *chase*. Netanyahu evaluated Iran as a terrorist who is very wild. It is really hungry thus, it is really eager to chase its prey that is Jewish country (Israel and America). It brings an understanding that how huge Iran's hatred to Israel is, because from the metaphor and Netanyahu's evaluation can be depicted that its enemy is only Jewish country, whereas many others enemy in the entire worlds. The metaphor implied that Iran continuously will chase Jews around the world. This portrayal becomes an effective way for Netanyahu to downgrade Iran in front of international public by negatively evaluated as a terrorist state.

In pragmatic level the metaphor is delivered to provoke and persuade the audience of the congress to downgrade Iran with its brutality and terror, thus, he can easily draw the audience intention and gain their support to refuse the nuclear deal. His exactly intention (pragmatic meaning) can be uncovered if the metaphor is drawn to socio-religious, political and economic context. The conceptual metaphor *Jewish is Animal* is used as a mean to realize the true propose of Netanyahu. First, the conceptual metaphor treats *Jewish people* as the main target domain of the metaphor. Jewish is closely related to the socio-religious context. It has been explained in early analysis on early datum that conflict between Iran (Islam) and Israel (Jewish) historically happened since their ancient thousand years ago (Mubarakfuri, 2001).

Moreover, the conceptual metaphor JEWISH PEOPLE IS ANIMAL is derived from Netanyahu's evaluation as a politician. The interesting matter in this metaphor is, he employed religion as such notion which initially causes the conflict between Iran and Israel also with its allies. Through his speech he called that the conflict is not merely about Jewish state which means that it is not merely about politic matter but explicitly he stated that it is about Jewish people. It is easily understood that the conflict is intentionally changed from the national to be religious conflict, religious conflict among religious states, in the other word between Jews and Moslem or between Judaism and Islam. Contextually, the conceptual metaphor is changed to be RELIGION IS CONFLICT. Thus, the metaphor is perceived that Iran is not only enemy in economics or politics but beyond that it is a true theirs religion enemy.

Excerpt 4) "Iran's goons in Gaza, its **lackeys (4.1)** in Lebanon, its revolutionary guards on the Golan Heights are **clutching (4.2)** Israel with three **tentacles of terror (4.3)** Backed by Iran, Assad is **slaughter**ing **(4.4)** Syrians Backed by Iran"

The metaphorical expressions "Iran's goons in Gaza, its **lackeys (4.1)** in Lebanon, its revolutionary guards on the Golan Heights are **clutching (4.2)** Israel with three **tentacles of terror"** are motivated by conceptual metaphor CRIMINAL IS LABOR. The metaphor is signed by the word *lackey*. The word *lackeys* is normally manifested for labor or worker but Netanyahu used it to portray criminal. He conceptualized criminal as a labor who really obeys the employers. However, in this case he used into context of conflict. It is uncommon and therefore causes semantic tension in the sentence that signs the existence of metaphor. Based on the conceptual metaphor Netanyahu conceptualized criminals as a labor who bowed to its employers. The labors will follow the employer's command. From this explanation can be understood that they work under system. The system provides the employers as a power which controls them. It brings more understanding that the system runs because there are interrelations between two main actors, they are the command from the employer and the subservience from the employee. The labor or employee will never do such act without the presence of the command from the employer. In addition, the labors will be got punishment if they do certain act but actually there is no command from their employers to do it. It brings more interpretation that whatever that have done by the employees or the labors are actually the action of their employers. Implicitly, from the metaphor can be drawn a such conclusion that all of the incidents not merely do by the criminality in the battle field but more then it, there is such intellectual actor that exactly is the mastermind behind all of the incidents. The conceptualization causes serious impacts to Iran and its allies which are depicted as the true intellectual actors who

cause all of the incidents and conflicts in the Middle East. In addition, the negative evaluation to Iran as the dangerous state looks higher and the deal is a factor which will maintain Iran as a brutal state.

The negative evaluation to Iran seems more clearly when evidently it is supported by the second metaphor (4.2). The second metaphor "its revolutionary guards on the Golan Heights are **clutching (4.2)** Israel ……". The metaphor is signed by the word "*clutching*". This word is normally applied by human but in this sentence it is used in the context of conflict. Literally, the function of this word can be replaced by others, for example "hold" because both of them have the same meaning (Cambridge dictionary, 2008). However, it is not done by Netanyahu in his speech. It proves the sentence that there is semantic gap which exist inside of it. The conceptual metaphor of the second metaphorical expression (4.2) is CRIMINAL ACTION IS PERSON. The word *clutching* brings effect to the meaning of the sentence. It is considered as such criminal action which is depicted as person's action. Netanyahu mentioned Iran's revolutionary guard on Golan Heights as a serious criminal action which holds Israel tightly. The word *clutch* literary means the action to hold very strongly or grasp tightly (Cambridge dictionary, 2008). This meaning is attached to Iran which behaves as a person who grasps Israel tightly as using both of its hands. Both of it hands in the context of metaphor are depicted as its guards or army in the Middle East. It brings more meaning and impressions to the audiences that the criminal action in Middle East is caused by Iran's army. It really shatters Israel until nothing left anymore. By a great force of its army Israel will destroy Middle East. It implies a notion that the situation will be really horrible if Iran successfully develops its nuclear weapon. Reinforced by the word 'clutching' and 'tentacle of terror' Netanyahu depicted the aggression of Iran's army as big brutality which threatens the Middle East from each side. It is perceived that impossible to escape from its aggression. Thus, Netanyahu's notion portrays how the great force of Iran's army is very dangerous and horrible.

The Netanyahu's notions in portraying the horrible of Iran's brutality with its nuclear weapon is more clearly depicted by including the third metaphor (4.3) "……with three **tentacles of terror** Backed by Iran". The metaphor is signed by the words "*tentacles of terror*". The word *tentacle* normally is used in contexts of animal. Literally, tentacle means a tool for animal like long thin arms which is used to feel and hold thing (Cambridge dictionary, 2008). The conceptual metaphor that can be drawn from the metaphorical expression is TERROR IS ANIMAL. In this metaphor Netanyahu conceptualized Iran's aggression as a terror which holds Israel, the terror is caused by its army and it is depicted as Iran's tentacles. From this word he asserted that the aggression which destroys Middle East is caused by Iran's army that is depicted through the *tentacles of terror*. The tentacles for animal have same function with hand for human. They are not the main organ but they are very important. They have important function to support the brain as a central organ to control the human body. Netanyahu equalized the Iran's army in Middle East as the *tentacles* but not *brain* which grasps Israel. The presence of army for Iran is like the presence of tentacles for animals. Their function is to help and obey all of the command from the Iran, while the brain that cause them do aggression is Iran itself as the master of the army.

However, in the metaphor Netanyahu stated that Iran has three tentacles that back terror in the Middle East. To portray the effect that is caused by Iran's armies Netanyahu mention the sum of the tentacles. They caused the brutality in Syria, Iraq and Yemen. They spies, grasps, and destroy other countries like *tentacles* which are really eager to grasp food. Other nations are considered as their food. They spread out terror in the Middle East. Through the words *terror* and *tentacles* Netanyahu can portray the Iran's aggression really clearly. The metaphor has explained more, even when they are delivered use complete words the meaning is not powerful as when it delivered by metaphor. The conceptualization brings power to the meaning of the sentence because it comes from conceptualization process in mind. The sense of the meaning will be different if the words *terror* and *tentacles* are changed by others for example by *troops of terror*. The meaning is not powerful as before, thus, through the metaphor he can easily persuade the audience and control their intention to support his notion. He is success in portraying Iran as dangerous state which always causes terror in the Middle East. His notion is successfully delivered to the audience.

Not to mention, the metaphors in datum (4.1), (4.2), (4.3) and (4.4) bring Netanyahu's ideology successfully. Through metaphor Netanyahu evaluated Iran with its brutality and at the same time there is such ideological practice which is concealed inside of his metaphor that is to weaken the credibility of Iran as the civilized

state. He downgraded and discriminated Iran through negative evaluation to it. As a result, Iran is labeled as brutal, criminal and vicious state which always causes conflict in the Middle East and in the entire world. Moreover, he also employed self-legitimation and other-de-legitimation strategy in which in his first statement he enhanced U.S. as the state which promises life, liberty, and the pursuit of happiness, while Iran is portrayed as brutal, vicious, dangerous, and criminal state. Surely, Iran's credibility as civilized state is fallen down. As the result, it will be marginalized and discriminated from international forums and its effort to gain concession through the deal will be neglected because he does not support by international public. Not to mention, to strengthen the negative evaluation to Iran he also employed repetition method that is reinforced by the word *backed.* Such as in "the phrase backed by Iran, Assad is slaughtering Syrians". He repeated that word three times which implied such understanding that Iran is the true mastermind behind all terrors in the Middle East. As a result, this strategy downgrades its action because it is more perceived as the mother of terror in the Middle East.

Data 5) "So, at a time when many hope that Iran will join the community of nations, Iran is busy **gobbling up** the nations **(5.1)"** We must all stand together to stop Iran's march of conquest, subjugation and terror.

The metaphor is signed by the word *gobbling.* Normally, it is used in the context of human but Netanyahu used it in the different context. It means that there is semantic gap which happened in the sentence that marks the existence of metaphor. He used personification to cause semantic tension. Literally, *gobbling* means *eating* Cambridge dictionary, 2008). It becomes uncommon when that word is attached to Iran (inanimate object) because Iran is not person or animal which can *eat* but it is a state or inanimate object. The conceptual metaphor which can be drawn from the metaphorical expression is IRAN IS PERSON. Through the word *gobbling* Netanyahu conceptualized Iran as a person who can gobble something. He attached the animate behavior (person) to inanimate thing (state). The consequence is Iran Iran seems more voracious to attack Israel. It drags certain effect to perception of the congress. It increases the negative evaluation to Iran because the effect of the metaphor makes it seems more voracious, cruel, and brutal to destroy other nations. From the metaphor can give a deeper impression that it is more powerful to threaten and destroy other nations. The impression will be different or less powerful if the word *gobbling* is not implemented in that metaphor for example it is replaced by word *take,* or even it is replaced by another word that has same meaning with it, such as replaced by the word *eat,* then the effect will be different. The effect of the metaphor is perceived sharper when known that Iran not gobbles food but it gobbles nations. Netanyahu success portrayed Iran as brutal and sadist country after explaining the metaphor. The metaphor explains how horrible Iran is when they kill and destroy other nations like gobble a food. The ability in choosing appropriate diction in the metaphor makes Netanyahu is successful to create sharper and powerful meaning.

In addition, the meaning of metaphor will be seen clearer if it is dragged in to political context, because politician's words are always politic (Dijk, 1997). The conceptual metaphor STATE IS ANIMAL brings cognitive semantic understanding to support metaphor to stand on the political context. Netanyahu mentioned his exact intension that is to persuade congress (micro sematic) and world (macro semantic) to face Iran. Actually his exact intention can be delivered without expressing the metaphor because Israel considers U.S. as its family, so it is normal if Iran directly asks America to help it but the effect will be different. He can persuade the audience easily and naturally after delivering the metaphor. It has downgraded Iran in front of the congress through the metaphor. His true intention known when he asked the congress to support him to stop Iran related to deal. It is implemented in the sentence "we must stand together to stop Iran's ……". In addition, Netanyahu used the word "we" in order to portray in-group and out-group member. From this word he included the audience of the congress which has same liability with him to face Iran. This word also explicates that Netanyahu considered America as its allies thus must support him. On the contrary he depicted Iran as out-group member that indicates it as their enemy. The word "we" strengthen Netanyahu's political stance to influence the congress and gain their attention. On the contrary, portraying in-group and out-group member has discriminated Iran to be marginalized. It raises the negative evaluation for Iran and provokes the world to be antipathetic and goes away from Iran.

Further, from the sentence Netanyahu persuaded congress and its allies also world to face and refuse the existence of Iran in international community. It is depicted through

the linguistic feature of his metaphor, reinforced by the phrase "we must all stand together to stop Iran's march of conquest, subjugation and terror". By delivering negative evaluation to Iran as terrorist and brutal state, Netanyahu provoked the world to be aware and keep away from Iran. As a result, Iran suffered from dissolution of international relationship. If it is seen from the political aspect the metaphor implied that Netanyahu is eager to deliver a notion that is about Iran's economic sanction. Netanyahu is eager to influence the congress to support the notion of keeping the Iran's economic sanction longer. He persuaded the congress to support his notion to insist the international forum to do not lift the sanction. Netanyahu insisted the six power worlds and the European Union to keep Iran's sanction longer because Iran (as what he believed in) is dangerous and will never stop to not be dangerous. Therefore, the impact of this negative evaluation causes a consequence to Iran that is fair for world to give it sanction harder and maintain its economic sanction longer because of its brutality.

Data 6) "We must always remember – I'll say it one more time – the greatest danger facing our world is the **marriage (6.1)** of militant Islam with nuclear weapons. To defeat ISIS and let Iran get nuclear weapons would be to win the battle, but lose the war. We can't let that happen."

The metaphor on this datum is signed by the word *marriage.* The word marriage is appropriately not used in the context of conflict, normally it should be used in the context of human but Netanyahu puts it into context of conflict. It causes the semantic tension inside of the sentence which signs the existence of the metaphor. Literally, the word *marriage* means combination or consolidation between two different parts (Cambridge dictionary, 2008). Through the word *marriage* Netanyahu conceptualized militant Islam and nuclear weapon as a couple. Through that word he conceptualized both militant Islam and weapon as two different partners but can be consolidated. Thus, the metaphor provides conceptual metaphor WEAPON IS PERSON.

From the metaphorical expression Netanyahu conceptualized the weapon as person. Through the word *marriage* he attached the characteristics of human to the weapon. If human getting married for example between man and woman will born new generation that is children. Netanyahu includes this concept to the metaphor. He considered both militant Islam and nuclear as man and woman who can consolidate together through marriage. He intended that if militant Islam and nuclear get married (merging) will bear a new generation that is uncountable power of Iran. He did not let it happen. He believed that Iran will chase his country and other states in the entire worlds. Further, through the metaphor he convinced the audiences about the brutality of Iran. Moreover, the conceptual metaphor makes the meaning of metaphor clearly explained. How Netanyahu portrayed both militant Islam and Nuclear as dangerous power are well depicted through the word. It brings sharp explanation to imply that how the borderless power will be created because the merger between both militant Islam and weapon. Without the presence of the word *marriage* in the metaphor, he can draw the congress' attention to think about the horrible regime that will be created from the consolidation between militant Islam and weapon. It becomes really powerful strategy to influence the congress thought. The presence of the word marriage creates sharp and powerful meaning of metaphor.

Further, the refusal of the deal that discuss about the lifting of Iran's economy sanction is well implied through this metaphor. He warned the congress that the deal will not give any profit to Israel or America also the world. There is no logic reason that legitimizes Iran with its centrifuges and uranium. Through the metaphor, he delivered the notion to the congress that Iran's deal only endangers the existence of other countries in the world. The metaphor implies that the deal just will bear the most dangerous power to destroy the world through the marriage between both militant Islam and nuclear. The lifting of Iran's economy sanction is a reward that gives to Iran because it has obeyed the requirements in the deal that is restrict the production of uranium and the amount of the centrifuge but Netanyahu refuses it. He delivered the notion that is impossible for Iran to obey and restrict the production of uranium because he believed that Iran surely will produce the nuclear bomb. Through, the metaphor Netanyahu influenced the congress to accept this notion the way is by delivering the negative evaluation to Iran through the consolidation between militant Islam and nuclear bomb.

Furthermore, he provoked the congress to think again and again about the deal. His argument to refuse the deal appears clearer by delivering the concept about the horrible of the nuclear weapon. He compared Iran and ISIS based on its weapon. In the context of metaphor, he stated that ISIS is less dangerous because it is only facilitated by less dangerous weapon such as

butcher knives, captured weapons, and you tube. His notion to portray ISIS with its weapon is exactly to highlights Iran with its nuclear issues. In other words, it means that ISIS is less dangerous than Iran, thus, the congress must block Iran to get the deal. To strengthen this notion Netanyahu delivered the statement in the last of metaphor that to defeat ISIS and let Iran get nuclear bomb would be win the battle but lose the war. This statement is captured Netanyahu's ideology to provoke the congress to downgrade and discriminate Iran because Iran is much more dangerous than ISIS. From the statement Netanyahu illustrated the battle is about to attack Iran or ISIS. Even though world is success to defeat ISIS, it will be nonsense because the true world's enemy is Iran. Thus, all statement and metaphor in this datum actually is a series of arguments to discriminate Iran and blame the deal.

Moreover, the pragmatic dimension from this metaphor comes from the analysis in the context of politic. Netanyahu delivered negative evaluation to Iran in order to refuse the deal. The main discussion related to the deal is about lifting the Iran's economy sanction. Iran is the state which has huge natural resource especially oil and natural gas (bbc.com). A third of oil and gas is kept in Iran. It can handle the international market by developing its natural resources. Logically, Netanyahu will not Iran dominates the international market because it can destroy Israel and its allies' economy. If Iran can develop its economy, it will be superpower country surely it will threaten the domination of Israel and America today, in political or economic field. Thus, keeping the sanction longer is a way to prevent it happen. Netanyahu successfully concealed such smooth ideology through his metaphorical expression naturally in order to maintain the domination of his state and ally in international market.

5. CONCLUSION

Metaphor is powerful discursive and rhetorical strategy to attract, influence, provoke, and persuade the discourse recipient. It is potential language system to conceal ideology and belief system. Netanyahu employed metaphor in his speech to persuade and provoke the audience of congress and other countries in the world (in macro context) to support his notion to refuse Iran's nuclear deal. He employed both conventional and novel metaphors, those are ontological metaphor, proverb, idiom, and personification. He employed them in different purposes that are to discriminate, dramatize, downgrade, underestimate, and marginalize Iran in order to deliver negative evaluation to it. Moreover, through the metaphors he also practiced self-legitimation and other-de-legitimation strategy.

In addition, Netanyahu's interest, ideology, and notion are clearly appeared when the analysis of metaphor is traced into the context and the social analysis. Netanyahu employed his metaphors into three purposes, those are religious, politic, and economic purposes. Finally, this research investigated how notion, belief system, and ideology of discourse producer (Netanyahu) are delivered through metaphor as discursive and rhetorical strategy in order to persuade and influence the discourse recipient (the audience of congress) and at the same time it enhanced his political stance and downgraded Iran (as his opposition).

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ISBN 978-602-462-294-7