METAPHOR USED BY THE US AS A LETHAL WEAPON OF MASS DESTRUCTION AGAINST THE OTHER FOR PURSUING ULTERIOR MOTIVES

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Abstract

>   *To get access to the resources-rich central Asian states and to nip in the bud the state of Afghanistan, that had proclaimed itself under the Taliban regime to be a state run solely under the ideology and system of Islam- the next threat to The US after the socialism-the US, after the 9/11 incident, took resource to using the linguistic weapon of metaphor before and along the surgical strikes and managed to beset the thoughts of every individual on the globe. It was successfully used as a justification to approve finances from the US Parliament for mongering an uncalled for war, to enlist moral support of its citizens by means of instilling fear in them, to elicit active financial and personnel support of its European allies and to silence the international community from raising its voice against the attack. It is the domain of cognitive linguistic where these conceptual metaphor, or cognitive metaphor, are used to the understanding of one idea, or conceptual domain, in terms of another. This study focused on identifying the conceptual metaphors used in the War on Terror discourse for influencing opinion against the enemy and dehumanizing it. Metaphors are used in the conceptual domain of covering the false ideas of the US and influencing the world to manipulate and pursue their ulterior motives. There actual motive was to get the justified war on terror as legal and the only source of getting away with it. They influenced the world with their justified war on terror policy and gained their motives.*

Keywords: Metaphor, Weapon, War on Terror, Discourse, Destruction

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Introduction

The 9/11 incident has changed the world upside down; it has changed everything, everywhere and everyone. The world has become a laboratory for the west to test and make the distinction in the human beings. Western Politics have reached a conclusion to draw a line in the world through their spoken words as well as their decisions. The very first thing they did was the use of Metaphors. Metaphors were used as lethal weapons of mass destruction. Phrases like, 'axis of evil, time ticking bombs, uncivilized world, enemies of light and development. Such phrases have been introduced in the political speeches of the worlds' most prominent leaders like George W. Bush and Tony Blare, and followed by Barrak Obama. It was a time that they started stopping the violence in society by considering humans as inhuman and barbaric. They called the enemy barbaric, cancer, uncivilized and something very harmful needed to be washed out from the society. 9/11 was an incident followed by so many horrible and inhumane acts of mass destruction. Western goals and motives kept in priorities and the rest were sent to hell.

The attack on the world trade centre has made the US to re design their strategies for the world more to be ruled by the spoken world instead of bombing or pushing the tanks. They tried their level best to develop such a strong narrative that should justify the killing of others for them. They could do that only with the help of conceptual metaphors to dehumanize the enemy other. That could a rat, that must be destroyed, that could be a cancer, that needs to be healed, or that could be a violence must be stopped. Such stories were developed and covered with such conceptual metaphors that lead them ensue the war on terror. Different sources and internet genres have been used to manage and develop such constructed discourses to give voice to strongly disputatious discourse or strong persuasive speeches of the civilized world's most prominent leaders. The current subject deals with the use metaphors by the US as a lethal weapon of mass destruction against the other for pursuing ulterior motives. The art of being influential speakers of the modern world made them the most heard leaders of the western world.

Literature Review

"WAR ON TERROR" is a subject most studied and discussed on every platform from different perspectives very vividly in the last three decades but no exact work is done so far to view the linguistic performance of the world's leaders and its influence on the world. The work is basically based on the use of conceptual metaphors in the war on terror discourse. It's the very first step that these metaphors are being filtered to highlight the lies covered by the world's leader under these metaphors. These metaphors are used as

lethal weapons of mass destruction by the US against the others for pursuing ulterior motives. Conceptual metaphors played an important role in the construction of the enemy other to be battled in a justified war on terror. This cycle of violence ensued right after the incident of 9/11. It was clicked right after that these metaphors be analyzed critically and must be investigated that how they are accepted so abruptly without giving a second thought. The analysis must be made to vividly understand the covered lies under these metaphors spoken by the most accepted leaders of the world. We witnessed some cases that how did we get these metaphors, it is through a systematic, planned discourse developed after the 9/11 attack. Media outlets, English movies, cartoons, speeches, talk shows, computer games, political cartoons, so many and so forth. They used every modern means of communication to influence the world through these metaphors to get their motives. They first of all tried to develop a language that must be metaphorically structured and cover their lies behind it and justify the killing of these constructed enemies. Metaphors become more natural and common with its use in dominant discourse and no critical consideration on the behalf of the receivers, and reflect the world more purely. Metaphors not only make the ideas attractive but they are also powerful tool for the writer to represent the point of view in a persuasive way according to the intended purpose.

Orientalism by Edward Said: Said has very clearly and vividly challenged the oriental concept of the western world. They have so forcefully divided the world in two poles. It is totally an act of extreme pride and an unacceptable attempt of the west for the world. Said called it a manmade division. The western powers have divided the world in two and called on the civilized as we and the uncivilized as Orientals. The very concept of Oriental by the west is biased and based on partial analysis of the world. The idea of Orient for Said, has codified history, specialists, imagery, vocabulary and repetition through which it has constructed a reality for the West by the West.

Culture and Imperialism by Edward Said: Said explained the importance of Culture and its role in the imperial powers. How culture contributes in the making of empires. He took the British and France empires and their colonial systems. How did they represent it through literature and many other genres to manipulate the world and influence their minds. Showing their culture the best and making a model to the world. it is culture that influence others and manipulate the minds of others. The great

Britain and France took a lead in cultural hegemony and cultural imperialism. It is culture that makes an empire. .

In daily life communication people use metaphors. Metaphors are literally used to embellish the thoughts. Most of the time we use metaphors without knowing we are using them. Lawler, Lakoff and Johnson are of the openion that metaphors not only affect the way of communication but they also give a proper shape to our feelings and judgments. Lakoff and Johnson suggest a fascinating guidance by bringing linguistic and philosophical perspectives together to the common metaphors and what we can think about human mind.[1]

This act is now vividly accepted that the understanding of metaphors in the last twenty years has become vital. Firstly with Lakoff and Johnson's the most important work" Metaphors We Live By, Kovecses outlines the development of "the cognitive linguistic theory of metaphor" by explaining key ideas on metaphor. He also explores primary metaphor, metaphor systems, the "invariance principle," mental-imagery experiments, the many-space blending theory, and the role of image schemas in metaphor.

Analyzing Political Speeches; rhetoric, discourse and Metaphor": by Jonathan Chartteris-Black: The attempt is made to evaluate the political speeches from different approaches, as theoretical approaches ranging from classical rhetoric to contemporary approaches such as the discourse-historical approach and critical metaphor analysis. The analyses are made to understand how traditional approaches of classical rhetoric may be integrated with modern 'critical' approaches such as critical metaphor analysis. Readers will have the full understanding of the discourse theories that account for relationships between the linguistic features of speeches and the social and cultural contexts where they are spoken.

The World, the Text and the Critic by Edward Said: Said's concept of a Text is that "every text is settled in the world where it has some sort of affiliations with the vas aspects of the global world. Its political, its social as well as its cultural affiliations are found in the world. Every text is different from any other text available in its particular context. While giving the example of a literary text, Said is of the opinion that every literary text, for example, is to be interpreted differently from the canonical lines of English literature alone as such a view will cut the text of the political action in the text and will leave no space for the judgment of the text worldliness of the author who writes it and the critics who read it.

There I found this most readably analyzed book in the post colonialism named, "Heart of Darkness" written by Joseph Conrad. The novella is set in Africa where the European colonialism has been criticized and their treatment of the African people just because of their color of the skin. Where

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[1]Ibid.

the only source of happiness was to be successful whether that is in war or in business. Humans were ill treated and were demonized to justify their killing. The economic exploitation of the Africans was justified by associating them with animals or skunk of the world. They represented Africa as "the other world". an image of Africa. Africa was attributed to a world where the uncivilized abode and the white Europeans as civilized and their lords.

Research Methodology &Theoretical Framework

The subject has intended to foresee the use of metaphors used in the war on terror discourse with the intentions of investigating their role in dehumanizing the enemy other. The theory has been picked to investigate through Critical Metaphor Analysis (CMA) that how these metaphors are used as lethal weapons of mass destruction against the other for pursuing ulterior motives. Investigating the role of these metaphors, firstly the Orientalists construction of the Other is explained in the light of Orientalism.

Western construction of the very colonial set up for the world was wrapped in the idea of 'Orientals'. Said considered this colonial concept of Orientalism as, "Western dominating, restructuring, constructed world for the orients". The world was divided in two poles, the civilized and uncivilized, the free and the slaves, the modern and barbaric, the good and the bad, the enemy of light and the light itself. Structuring a world where the west remains dominant and the orient as wicked and chained. Edward Said considers orientalism *"as a Western style for dominating, restructuring and having authority over the Orient"* which is Europe's *"most recurring image of the Other"*(Said 2003).

Since their constructed orients, these descriptions were systematized grouped into a controlled body of existence and identity. The metaphor of identity and ideology were repeated so frequently that they appeared like the true identity and knowledge of the orientals. Said believes that though today Currently there is an indirect colonization; it can be seen through the lenses of metaphors. How these western political leaders treat the orientals and how they associate the meaning of war on terror with them. The developed discourse by the west has always presented the orientals as inferior, barbaric, uncivilized, ill mannered, savage and the enemy of light. They have been metaphorically presented as the axis of evil, time ticking bombs, the enemy of light and violent creatures. The developed discourse of Orientalism

unfolds the relationship between the East and West. The relationship; where the west considers itself superior in opposition to the inferior east. The division of the world has been made by the west into two unlikely different poles for dominance and power practice.

The article is an attempt to highlight that how metaphors are used in the war on terror discourse by the US as a lethal weapon of mass destruction against the other for pursuing ulterior motives. This paper is basically looking into the conceptual metaphors used in the war on terror discourse to demonize the enemy other. It is an attempt to investigate that how conceptual metaphors are used to cover the lies of the western political leaders to ensue the war on terror and justify the killing of enemy other. The researcher will try to prove that how simple issue of terrorism turned into the most complex issue through these metaphors. How these metaphors are used to justify the killing of enemy. How they presented these enemies to the world and how they may be treated. Metaphors of disease and violence are used as if they may be treated to save the world from its harm. The world may be protected in the better interest of the west. They set the world accordingly. It was the system of these metaphors that helped them achieve their ulterior motives and turned out as the saviors and protector of the world.

The analysis has been carried out qualitatively on the selected data from the already available discourse on different genres of media. The data has been investigated thoroughly to pick metaphors used to demonize the enemy. The data was collected from the speeches of the world's most prominent leaders; George W. Bush and Toy Blare delivered after the 9/11 attack. The analysis presented in this research thesis is far from exhaustive. I have attempted to cover quite a long time span of speeches on a relatively small discourse and in a 12 selected ones For reference, see Remarks by the president in the joint session of congress and American people from September 20, 2001, Remarks by the President at his speech to the nation on September 11 2001, or Remarks by the President In Announcement of Lessons of Liberty Initiative at Thomas Wotton High School Marry Land in October 2001, so there are many points that could be expanded upon. Moreover, the work is only a qualitative analysis of the developed discourse after the 9/11 incident, so an analysis from a quantitative point of view (concerned e.g. with the frequency of the individual conceptual metaphors or the resonance of source domains) should be the next area that have yet to be touched upon. Nevertheless, the thorough analysis and interpretation of the most significant conceptual metaphors concerning dehumanization of the enemy in the War on Terror discourse as well as description of their development over the eight-year span offers a clearer view of the underlying political principles and ideologies of the War on Terror policies of George W. Bush's administration.

Metaphors as Lethal Weapons of Mass Destruction

1. Disease Metaphors

Within the large conceptual key of SOCIETY IS A HUMAN, Bush's administration decided for the use of another negatively charged conceptual metaphor when talking about the extremist groups and that is the metaphor TERRORISM IS A DISEASE. Since disease in its literal sense is a negative phenomenon that affects a human body and prevents it from working normally, the conceptual metaphor TERRORISM IS A DISEASE allows seeing the rather abstract notion of terrorism as a deadly threat to the society and its future. The disease is similar to the concept of terrorism being uncivilized, as both are something one cannot reason or negotiate with.[2] In the two following examples (as well as in several others below), the threat of terrorism is conceptualized as a disease that is hard to contain or eradicate – cancer: NETWORK OF DEATH, TERRORISM IS A CANCER.

> *"Prayer has comforted us in sorrow, and will help strengthen us for the journey ahead. I will not forget this wound to our country or those who inflicted it." (Bush 64)*
> *"But as we look to the future, one issue risks a cycle of conflict that could derail so much progress, and that is the cancer of violent extremism that has ravaged so many parts of the Muslim world. Now, it will take time to eradicate a cancer like ISIL." (Obama)*

However, president Obama highlights also some positive concepts within this negatively loaded conceptual metaphor: the ability of the American nation (human) to resist this disease of violent extremism, as it is immune to threats and fear terrorists spread:

> *"Great harm has been done to us. We have suffered great loss. And in our grief and anger we have found our mission and our moment. Freedom and fear are at war. The advance of human freedom -- the great achievement of our time, and the great hope of every time -- now depends on us. Our nation -- this generation -- will lift a dark threat of violence from our people and our future. We will rally the world to this cause by our efforts, by our courage. We will not tire, we will not falter, and we will not fail". (Bush 65)*

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[2] (Spencer, 2012, p. 409)

The implied fact that the terrorism (disease) must be destroyed completely for the society (human body) to heal and begin functioning in a normal way again serves the purpose of justification for the actions executed as part of the War on Terror strategy. The conceptualization of the terrorism as uncivilized is being highlighted every now and then to pave the ways for their so called dehumanization agenda.

2.   Violence Metaphors

The metaphorical expressions that are used by President Bush to negatively evaluate terrorism through the source domain of violence provide the evidence for two conceptual metaphors: TERRORISM IS UNCIVILIZED and TERRORISM IS A VIOLENT CRIME. FACELESS COWARDS.WILD ANIMALS, SKUNK, and BRUTAL
The first conceptual metaphor, TERRORISM IS UNCIVILIZED, is conceptually related to the previously mentioned conceptual metaphor TERRORISTS ARE WILD ANIMALS. In both cases the nature of the extremists is associated with the notions of being inherently primitive and uncontrollable. Alongside the primary meaning of uncivilized as primitive, the word also evokes the negative concepts of brutality, cruelty, savagery and aggression. The TERRORISM IS UNCIVILIZED metaphor is therefore used by Bush to highlight the exceedingly violent natures and actions of the terrorists. Their intentions are barbaric and the guilt of murders of so many people, including American hostages, are a desperate and revolting attempt to strike fear in the hearts of people it can never possibly win over by its ideas or its ideology – because it offers nothing but misery and death and destruction to the brutal and the network of terror.

> *"Afghanistan's people have been brutalized -- many are starving and many have fled. Women are not allowed to attend school. You can be jailed for owning a television. Religion can be practiced only as their leaders dictate. A man can be jailed in Afghanistan if his beard is not long enough." (Bush 67)*

As Ivie points out, the portrayal of the enemy as savage ―contrasts the civilized victim's rationality, morality, and peaceful purposes with the irrational and immoral behaviour of the uncivilized aggressor.[3] Obama uses this contrast to strengthen the emotional reaction to terrorism. The following example illustrates this use:

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[3] Joshua Spencer, Ways of Being. *Philosophy Compass*, 7(12), (2012): 406. doi:10.1111/j.1747-9991.2012.00527.x

> *"It is time for a new compact among the civilized peoples of*
> *this world to eradicate war at its most fundamental source, and*
> *that is the corruption of young minds by violent ideology."*

In addition to the above mentioned, it is important to note that the terms ―barbaric and ―barbarian that are often used within the concept of TERRORISM IS UNCIVILIZED come from the Greek word barbaros meaning foreign. As Spencer (2012) points out this metaphor then constitutes the terrorism not only as something other but as something explicitly foreign and thus de-westernizes the terrorist actors.[4] It also strengthens the notion of us vs. them, which can lead to the simplistic dualistic view of the conflict between the terrorists and their opponents.

There is no doubt about terrorism being an unlawful use of force or violence in furtherance of political or social objectives, at least in the Western perception of the phenomenon. The criminal, in this case the terrorist, does not adhere to rules and has to be punished in some sort of way,[5] preferably within the rule of law.

> *"Al Qaeda is to terror what the mafia is to crime. But its goal*
> *is not making money; its goal is remaking the world -- and*
> *imposing its radical beliefs on people everywhere". (Bush 68)*

Nevertheless, although the conceptual metaphor TERRORISM IS A VIOLENT CRIME is by definition true, it also helps to better understand the terrorism and the US engagement in its battle against it. As Lakoff (2014) suggests, this is possible mainly because this metaphor conceptualizes the terrorism only in terms of its moral dimension and highlights those aspects of terrorism that would otherwise be seen as major crimes, such as murder, kidnapping or rape.[6]

George. W. Bush talks about the terrorists as mass murderers who

> kill in the name of God *"slaughter the innocent and cower in*
> *caves", "murder innocents on a horrific scale", "murdered*
> *thousands of people from dozens of countries",* and are
> ―*determined to kill as many Americans as they possibly*
> *can."(69)*

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[4] Joshua Spencer, Ways of Being. *Philosophy Compass*, 7(12), (2012): 408
doi:10.1111/j.1747-9991.2012.00527.x

[5] Ibid. 404

[6]Lakoff, "*Metaphor and War: The Metaphor System Used to Justify War in the Gulf.*" (2014): 8

Although the particular crimes committed in the name of terrorism are very similar to those committed during war, the main difference is that the conceptualization of terrorism as a crime and not war calls for a judicial rather than a military response.[7] The following metaphorical expressions from the analyzed discourse exemplify that this conceptualization was often engaged by Bush and his allies:

> *... and we are doing the hard work of forging a framework to combat extremism within the rule of law.*
> *"We will bring justice to those who harm our citizens and our friends, and we will stand with our allies."*
> *"Any responsible individuals, any responsible groups will feel the full weight of justice. We lead coalitions of countries to uphold international norms."*
> *"I also want to make it clear that the doctrine I laid out to the United States Congress is a doctrine this nation will enforce. It says clearly that if you harbor a terrorist, if you feed a terrorist, if you provide sanctuary to a terrorist, if you fund a terrorist, you are just as guilty as the terrorist that inflicted the harm on the American people."(Bush 70)*

On the other hand, the military involvement of the US in this conflict is never addressed as any of the above mentioned violent crimes. The violence used by the US army or government is portrayed as necessary and therefore justified, since the US is the rational actor. The terrorists, on the other hand, are the irrational actors motivated by their instincts rather than reason. Obama's counterterrorism metaphorical expressions within the source domain of violence can be therefore categorized under the conceptual metaphor ERADICATION OF EVIL IS ANY MEANS NECESSARY FOR SURVIVAL.

Discussion

The two foremost leaders of the civilized world approached this issue of terrorism very subjectively, comprehensively and turned out goal oriented. They both acknowledged this fact and were found that war on terror metaphors were grouped together according to the source domain. They set the target and they were very strict in achieving it. The conflict, morality, journey, building, human being, fire, darkness were much related to everyday experiences of their target domain and source domain of demonization.

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[7] (Spencer "*Creativity,culture and education*. 2012,)

They both played smartly. This intelligent play of the used metaphors made Bush as well as his allies to create a coherent and comprehensive framework when addressing the issues of terrorism and War on Terror. The thing both strong allies share when it comes to their War on Terror rhetoric is the praise of the traditional American values, such as human rights, freedom and justice.

Furthermore, none of them, neither Bush nor Tony Blare tried to give it a religious domain. Both of them used religion as a source domain of conceptual metaphors. It is a fact that religion is one of everyone's traditional values and this domain was employed by Bush frequently. The fact is that both these leaders to associate terrorism with religion. As religion is everyone's important traditional value and everyone is less or more connected to it, may work achieving our target domain. They both associated terrorism with the religion Islam. Islam and Muslims were metaphorically presented as skunk and the enemy of the world. Though bush often emphasizes in his speeches that the US is not at war with Islam, but with the violent extremism that has perverted this religion. By avoiding the use of the religious metaphors when addressing the War on Terror efforts, they both tried many a times to spread the negative stereotypes and the simplistic view of the world.

Bush's and Blair's conceptual metaphors also confirmed a certain development in their intensity, strength and emotional appeal. While their discourse concerning War on Terror was quite aggressive and negatively oriented (especially in comparison to the other leaders, the intensity and the type of the conceptual metaphors used was changing depending on the given political reality. Their usage of metaphors was more intense and conflict-oriented and they conceptualized terrorism as negative and evil phenomenon when the threat of terrorism was on the rise. These changes in intensity as well as the use of metaphors can be observed especially in the speeches after the attacks on 9/11, the speeches concerning the War on Terror after the plane crash in WTC, or the continuing rise of the issue with Iraq WMD. Nevertheless, Bush's conceptual metaphors always stayed boiling point: he consistently triggered the negative stereotypes as well as creating the picture of absolute war between good and evil.

Conclusion

The US after the 9/11 incident, took resource to using the linguistic weapon of metaphor before and along the surgical strikes and managed to beset the thoughts of every individual on the globe. US President left no stone unturned to use metaphors to justify the killing of Taliban. The Talibans were those whom they called Taliban none other. They used metaphor as a lethal weapon of mass destruction. It was

successfully used as a justification to approve finances from the US Parliament for mongering an uncalled for war, to enlist moral support of its citizens by means of instilling fear in them, to elicit active financial and personnel support of its European allies and to silence the international community from raising its voice against the attack.

Since metaphors played a ground breaking role in getting the war on terror ulterior motives for the US, it has won a great reputation for both these great allies of the western world among its masses. The American public was manipulated by these metaphors: and were influenced by Bush to justify its war on terror. Apart from killing the innocent lives and getting their resources, there is one big lie and that lie is that they lied to their own people. Metaphors were used as lethal weapons of mass destruction. Phrases like, 'axis of evil, time ticking bombs, uncivilized world, enemies of light and development. Such phrases have been introduced in the political speeches of the worlds' most prominent leaders like George W. Bush and Tony Blare, and followed by Barrak Obama. It was a time that they started stopping the violence in society by considering humans as inhuman and barbaric. They called the enemy barbaric, cancer, uncivilized and something very harmful needed to be washed out from the society. 9/11 was an incident followed by so many horrible and inhumane acts of mass destruction. Western goals and motives kept in priorities and the rest were sent to hell.

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