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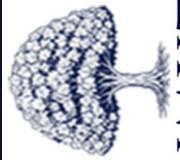
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CİLT - VOLUME 1  
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MART 2025

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Mevlana

*"Umudumuz bu denizde küçük bir kum tanesi olabilmektir."*

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*"Knowledge is an endless, vast and shoreless sea."*

Rûmî

*"Our hope is to be a tiny grain of sand in this sea."*

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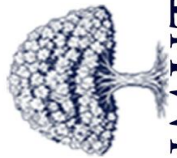
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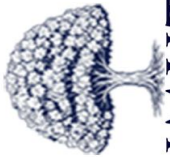
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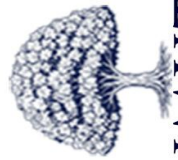
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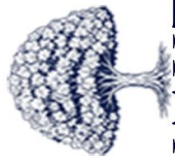
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Heydar Guliyev

## POLITICAL DISCOURSE IS ONE OF THE MOST EFFECTIVE TOOLS FOR MANIPULATING CONSCIOUSNESS

**Abstract:** Language expands its expressive possibilities by drawing on experiences. Since individuals who share the same language do not have identical experiences, their use of language can differ. An event, action, or situation can be interpreted in various ways depending on the perspective of the individual's experiences. Metaphor, as one of the tools of manipulation, is essential for the success of political discourse. It serves functions such as enticing, encouraging, appealing, and persuading to influence public opinion. By attempting to unite various domains under one umbrella, metaphor plays a crucial role in the effectiveness of political communication. This conceptual device plays a vital role in politicians controlling feelings and behaviors; achieving goal-destination, making interlocutors accept their point of view, and generally, manipulating the thoughts of the target audience. This paper attempts to throw light on the power of metaphors as manipulation devices within the context of political discourse.

**Keywords:** Political Discourse, Metaphor, Metaphorical Model, Manipulation, Conceptualization.

### Bilinci Manipüle Etmek İçin En Etkili Araçlardan Biri Olarak Siyasi Söylem

**Özet:** Dil, deneyimlerden faydalanarak ifade olanaklarını genişletir. Aynı dili paylaşan bireyler, aynı deneyimlere sahip olmadıkları için dil kullanımları farklılık gösterebilir. Bir olay, eylem veya durum, bireyin deneyimlerine bağlı olarak farklı şekillerde yorumlanabilir. Manipülasyon araçlarından biri olan metafora, siyasi söylemin başarısı için gereklidir. Kamuoyunu etkilemek amacıyla cezbetme, teşvik etme, çekicilik sağlama ve inandırma gibi işlevler taşır. Metafora, farklı alanları bir çatı altında birleştirmeye çalışarak siyasi iletişimin etkinliğinde kritik bir rol oynar. Bu kavramsal araç, politikacıların duyguları ve davranışları kontrol etmelerinde, hedeflere ulaşmalarında, muhataplarını kendi bakış açılarına inandırmalarında ve genel olarak hedef kitlenin düşüncelerini manipüle etmelerinde hayati bir öneme sahiptir. Bu makale, siyasi söylem bağlamında metaforların manipülasyon araçları olarak gücünü aydınlatmayı amaçlamaktadır.

**Anahtar Kelimeler:** Siyasal Söylem, Metafor, Metaforik Model, Manipülasyon, Kavramsallaştırma.



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#### RESEARCH ARTICLE / ARASTIRMA MAKALESİ



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## INTRODUCTION

Every product of thought is expressed through language. Language is the mirror of thought. Thought influences language and assigns tasks to it, and language fulfills these tasks by acting as an intermediary. Politics is a struggle for power and dominance. In this struggle, language plays an exceptional role. The relationship between politics and language, and the fact that politics is realized through language, is undeniable. Politics cannot exist without communication. This means that language and politics are interrelated and complement one another. Everything, from casual conversations to presidential speeches, can be regarded as political discourse. One of the main issues here is the purposeful use of language. It is the user of the language who gives power to the language. Only a strong person can make it strong by taking advantage of the possibilities of the language,

*“Language is not powerful on its own; it gains power by the use powerful people make of it .... power of discourse relates to ‘the influence of historically grown macro-structures of meaning, of the conventions of the language game in which actors find themselves’ (ibid.). The individual influence of actors might contribute to changing these macro-structures (which takes us back to power in discourse and the options that actors might have depending on their knowledge, their symbolic capital (prestige), their position in the hierarchy, and their personality despite structural constraints)” (Wodak, 2009, pp. 35-36).*

The term “discourse analysis” was first used in the article Discourse Analysis by Z. Harris, a prominent representative of the Descriptivist school and a mentor to N. Chomsky. The article was published in the journal Language in 1952. According to Z. Harris, “Discourse is the sequence of sentences spoken or written consecutively by one or more persons in a given situation. Language is realized in discourse. All linguistic phenomena are inherently connected. Discourse analysis, as a linguistic unit, provides a method for analyzing connected speech or text, enabling the acquisition of new information about the text and expanding descriptive linguistics beyond the boundaries of a single sentence.” Discourse analysis provides detailed information about the structure of a text, the type of text, and the role of each element within such a structure (Harris, 1952, pp. 1–30). The dichotomy of discourse and text is interdependent. The analysis of a text or texts involves the integration of discourse or discourses into this process. More texts require more discourse, as reflected in the statement: “The sample texts used in the current article were necessarily very short and simple to demonstrate the specific results of the analysis for particular texts or styles. Longer sample texts should be reserved for future presentation, although the details of the method and the range of results achieved through it can only be demonstrated by analyzing multiple discourses” (Harris, 1952, pp. 26–27).

Political discourse vividly demonstrates its weight, importance, and indispensability in every sphere of society. This process occurs automatically because interlocutors must not only consider their thoughts but also account for how the other person will perceive their ideas, be influenced by them, and react to them. This approach lays the groundwork for the creation of political text, which then transforms into political discourse. “Political discourse is the product of the interaction of various elements. These elements or features that contribute to the formation of political discourse are linguistic, semantic, and pragmatic. Linguistic features include style (formal and informal), and lexical and grammatical elements. Semantic features involve word and sentence meanings. The pragmatic aspects of the text include the intentions of the speakers, the impact of the

*speech on the audience, and the knowledge and beliefs that speakers and their audiences share about the world they interact within” (Crystal, 2015, p. 124).*

## Methods

Political discourse is a term derived from two fields-politics and linguistics. It is formed at the intersection of these domains. Political language is used in both political and non-political contexts. Political discourse is the product of discursive practices aimed at achieving specific political goals and objectives, directed toward a particular audience. Research in this area predominantly focuses on the speeches of professional politicians. While the language of political centers, organizations, and institutions is examined, greater attention is given to the speeches of individual figures such as heads of state, leaders, high-ranking officials, kings, emirs, and others. *“Currently, language and politics are studied from the perspectives of several disciplines, including political science, journalism and communication studies, sociology, law, economics and management studies, linguistics, psychology, philosophy, and education” (Wodak & Forchtner, 2018, p. 5).* Political discourse is one of the most effective tools for the manipulation of consciousness. *“Cognitive science, which has a rich history, continues to attract the scientific community with new directions, new trends, and new concepts. It sheds cognitive light on long-unsolved, neglected issues and tries to interpret them with new models and from a different point of view. Consciousness is at the head of such issues. Aimed at understanding the role of human consciousness, this science has realized many achievements by uniting various currents under its “flag”. The study of the relationship between language and thinking increased the interest in the study of cognitive processes, which led to the emergence and development of cognitive linguistics, benefiting from cognitive science. The figures that contain information about the world, received in different ways, are considered in connection with what is in the brain, and the stage of creation of new information begins” (Guliyev, 2024, p. 250).* In political language, rhetorical devices are extensively used to conceal intentions, hedge statements, create or avoid ambiguity, and deliver messages that allow for flexible interpretations (e.g., enabling context-dependent decisions in cases of misinterpretation). There is a great need for a metaphor to cover up such issues because metaphor distracts attention and creates fuzziness:

*“Metaphor does not exclude the presence of the initial literal meaning deep within the expression or word. The metaphorical process is intriguing because, in addition to the primary literal meaning, there is also a metaphorical meaning embedded deep within the word; the relationship between these meanings -the literal and the metaphorical-wraps the word and its context in a veil of fuzziness. Thus, we can say that metaphor, in itself, acts as a manifestation of fuzziness in our artistic thinking, including language-speech. (translation - H.G.)” (Abdulla & Aliyev, 2024, p. 187).*

It is known that it is difficult to select and extract a clear idea from a mixed space, that is, from fuzziness. This requires leadership qualities. The speaker conveys some meanings explicitly and some implicitly. Of course, he does this deliberately:

*“The explicit meaning is clear, precise, unambiguous, real, and understandable. It is also called the upper layer in most literature. The implicit meaning is imprecise, unclear, ambiguous, abstract, and incomprehensible. This meaning is noted in most sources as the lower layer. More specifically, if the explicit form is expressed in precise, concrete words and signs, the implicit form, in contrast, is completely abstract and hidden. For a speech act to exist, the information transmitted and received by the participants must be clear and understandable for both parties. Although the transmitted text is*

*unambiguous in form, it may have different contents in terms of meaning. The form of that text is considered explicitly expressed, while the subtextual content is considered implicitly thought... For a normal person, the explicit expression given does not require a particularly deep intellect (translation - H.G.)" (Haciyeva, 2021, p. 80).*

It is possible that known information is repeated in various ways and forms a clear idea in the listener. In this way, the text appeals to the mental base of the recipient, actualizing the information contained in it, which is intended to make communication between the sender and the recipient of the text 'transparent'. When there is common information, mutual understanding becomes easier and it is quickly 'digested':

*"When the recipient of a political discourse text perceives that text with the knowledge he or she already has, the new knowledge he or she acquires creates mental representations about the political discourse in the individual. In this case, the meaning heard from the politician by the recipient of the political text can be facilitated in the process of understanding by the relevant internal information and the recipient's ability to flexibly use various types of information comes to the rescue even when the interpreted information is incomplete (translation - H.G.)" (Mammadov & Mammadov, 2010: p. 41).*

Linguistic expressions are not able to express the intended idea, the speaker's intention, with complete clarity. The power of thought cannot be equated with the power of language. Only limited coded information is sent through language. What follows is left to the discretion of the receiver. Successful discourse emerges when both parties bear the responsibility for verbal communication, otherwise there is ambiguity in communication. For example, let's pay attention to a part of D.Trump's speech: *"The discord and division in our society must be healed. We must heal it quickly. As Americans, we are bound together by a single fate and a shared destiny. We rise together. Or we fall apart."* (<https://www.nytimes.com/2024/07/19/us/politics/trump-rnc-speechtranscript.html>). Here, those who accept codes such as "our society must heal"; "discord and division must heal"; and "we will be divided" do not understand such abstract concepts within the framework of a physical issue. In such cases, the speaker's responsibility (meaning) alone does not solve the problem, much also depends on the listener. Pragmatics offers perspectives that allow us to see both sides of the medal.

For political communication to be successful, both the political environment, the message being delivered, and the listeners' level of preparedness must meet these criteria. Various situations can be created to ensure credibility in the political environment. It is an attempt to manipulate public consciousness by abusing one's authority to realize one's desires, to show one's own wrongs as right, one's rights as wrong, etc. Van Dijk calls such attempts illegitimate because they serve the interests of the strong over the weak:

*"...manipulation is defined as illegitimate domination confirming social inequality. Cognitively, manipulation as mind control involves the interference with processes of understanding, the formation of biased mental models, and social representations such as knowledge and ideologies. Discursively, manipulation generally involves the usual forms and formats of ideological discourse, such as emphasizing Our good things and emphasizing Their bad things" (Dijk, 2006, p. 359).*

A politician must tailor their speech according to the situation and their status. He must also correctly determine the situation. Discourse owes its understanding to such situations:

*“Discourse and knowledge are not only both intentional as representations of states of affairs but also contextual. Whereas we assume that knowledge is relative to epistemic communities and their criteria, as well as to specific situations of perception and experience, all discourse is produced and understood in specific communicative situations. The ‘same’ discourse may be true in one situation, false or otherwise (non) satisfied in another, if only because of the variable interpretation of its deictic (indexical) expressions.” (Dijk, 2014, p. 22).*

In such instances, they cannot act entirely freely and must impose certain limitations on their speech, taking the audience into account. To protect both their personal political image and the image of the group they represent, achieve political success, and maintain tolerance, they often need to temper their emotionality and create “*speech barriers*” The intention of the sender of information is different, and the receivers can interpret the same text in different ways. It is impossible to reveal all the meanings because not everyone can understand the intention, “*Participants share the premise that discursive action in general and discursive acts, in particular, can never be fully explicit and that intentionality is a fundamental premise of natural-language communication when construing local contexts.*” (Fetzer, 2023, p. 168). The speaker must also ensure that the listeners accept the information within the limits he intended. Overestimating and exaggerating the information can also harm communication. Maintaining this limit is also one of the speaker's duties. Several texts may appear during a discourse. As texts appear, meanings and interpretations also multiply. The intentions of the sender and receiver of information must be equal. Suppose this is not the case, the possibility of under- or overestimating the information increases depending on the level of perception. In communication, a large part of the information remains implicit, while a small part is expressed explicitly. The reason for this is the impossibility of giving everything explicitly in the text. Since the intentions are different, the meanings, interpretations, and approaches will also be different. Meaning arises according to intention and is a form of it. Implicit meanings also cause misunderstandings between the sender and the receiver. Ideas that are not or cannot be clearly expressed allow everyone to interpret them as they wish, relying on their knowledge. Undoubtedly, the reputation and intelligence level of the individual delivering the message is as significant as the content of the text itself. While specialists may draft the text, full responsibility lies with the politician who presents it. If they articulate specific ideas, it implies their agreement with those ideas. His ability to make decisions, taking into account the situation and the audience, is essential:

*“The decision-making procedures of boundedly rational individuals will vary according to the demands of the problem and the abilities of the decision-maker. To explain and predict people’s behavior, we have to study their subjective motivations and goals, the information they possess, and their inferences about the consequences of alternative courses of action. All such deliberative procedures may be construed as being boundedly rational even if they vary in the degree to which they produce substantively rational outcomes. If people are not universally rational, perhaps they are more likely to be rational when making decisions in some contexts (e.g., when decisions involve greater stakes or when they are more determined to make the right choice). And if their choices are not objectively rational, perhaps they are rational within the bounds of their limited knowledge, capacity, and motivation.” (Chong, 2023, p. 110).*

Discourse carries out conceptualization through linguistic and rhetorical means. One of the crucial components of political discourse is metaphor: “*The reason discourse is borderless is that*

*different layers of structural elements are accompanied by metaphors that facilitate understanding in an ever-changing communicative situation.*" (Mammadov & Mammadov, 2016, p. 68). Ideas that fail to achieve the desired effect or lack persuasive power when expressed in ordinary language are often compensated for through the use of metaphors. G. Lakoff and M. Johnson, in their work *Metaphors We Live By*, which could be described as the "*foundational text of Cognitive Linguistics*," explore metaphor as a conceptual phenomenon closely related to human thought and behavior. They state: "*...metaphor has infiltrated our daily lives, not only in language but also in thought and action. Our ordinary conceptual system, which governs both thought and behavior, is inherently metaphorical.*" (Lakoff & Johnson, 1980, p.3).

## EXPECTATIONS

Metaphors significantly influence how political ideas and messages are received and "*digested*" by an audience, enabling impactful communication. Strong, vivid metaphors help achieve this effect. "*As a cognitive mechanism, metaphor plays an essential role in the formation of new ideas and knowledge by conceptualizing one abstract, complex, or less familiar idea through another that is simpler and more easily understood. This is because human cognition is not always ready to grasp or precisely visualize everything around it. Metaphors simplify and aid in understanding and analyzing events. The cognitive potential of metaphors emerges from human experience, worldview, and interactions with the surrounding environment. This potential allows the human intellect to "explore the depths," "uncover unseen aspects," and "walk towards infinite horizons." Metaphors enable the expansion of intellectual possibilities*" (Quliyev, 2019, p. 380).

The metaphorical essence of political texts plays a special role in simplifying, complicating, refining, or clarifying political events and processes. It also aids in understanding approaches to and perspectives for resolving issues. The ultimate goal remains the acquisition and maintenance of political power. In this context, the power of authority must be closely intertwined with the power of language, ensuring a unity between the authority of language and the language of authority. One of the important elements here is ideology. People belonging to a certain worldview and political line put forward ideas. And ideologies arise from ideas. The role of cognitive mechanisms in the formation of ideologies is undeniable. Lakoff notes that ideology is a conceptual system, its conscious and unconscious aspects, and the importance of metaphor:

*"Any ideology is a conceptual system of a particular kind, including a moral system. However, ideologies have both conscious and unconscious aspects. If you ask someone with a political ideology what she believes, she will have beliefs and perhaps some generalizations. A cognitive linguist, looking at what she says, will most likely pick out unconscious frames and metaphors behind her conscious beliefs. To me, that is the interesting part of ideologies — the hidden, unconscious part. It is there that cognitive linguists have a contribution to make."* (Oliveira, 2001, p. 37).

In his 1996 book *Moral Politics* (reissued in 2002 and 2016), George Lakoff applies the Cognitive Metaphor Theory (CMT) to political discourse. Lakoff argues that American politics is built on two opposing worldviews, each based on gender-stereotyped models of how a family can function. One is described as the Strict Father (SF) model, associated with conservative political ideology. The SF model emphasizes the idea that life is hard and the world is dangerous. The reference point is a hierarchical power structure with a father who is the ultimate authority, and who enforces discipline to teach children the clear rules of right and wrong. The goal is for children to grow up independently and with self-confidence, and thus "*strength*" is highly valued. In contrast, the model associated with liberal values is the Nurturant Parent (NP) model. This model

encompasses a horizontal, cooperative power structure in which family members work together as a group. The core values of this model are care and compassion, and growth is stimulated by nurturing and support. The assumption is that the way we think about which family structure is 'right' plays a fundamental role in shaping our understanding of behavior and how we evaluate it - in other words, it forms the foundation for our moral views. It is argued that metaphors play a significant role in both models, especially in how people perceive morality. Thus, for supporters of the Strict Father (SF) model, the claim is that *morality is power, parents are authority figures, and rules are pathways*. The metaphors associated with the Nurturant Parent (NP) model are entirely different. For instance, *morality is empathy* (feeling the pain of others, compassion), *moral action is care*, and *social bonds are children in need of care*. A clear example of this can be seen in former U.S. President Bill Clinton's frequent use of the phrase "I feel your pain," which aligns with the first metaphor. Lakoff (1996, 2002, 2016) dedicates Chapter 6 to the description of the NP model, providing 20 relevant conceptual metaphors. The connection between these moral metaphors and politics is explained through the general metaphor of *government as a parent and citizens as children, and the nation as a family* (Lakoff, 2016, p. 154). In this context, one can view a nation as either a *Strict Father* (SF) family or a *Nurturant Parent* (NP) family, which leads to very different assumptions about the role of government. Accordingly, the president must act depending on whether he is perceived as a *Strict Father* or a *Nurturant Parent*.

It is worth noting that these models have been favored among American politicians, particularly within the Democratic Party, where members of Congress have repeatedly invited Lakoff for consultations. But on what are these models based? As Musolff points out, "In *Moral Politics*, the linguistic evidence for family metaphors consists of a short list of idiomatic expressions like 'founding fathers', 'father of the nation', 'Uncle Sam', 'Big Brother', 'the homeland', and 'children going to war'." This small empirical basis aligns with Lakoff's general approach that observable communication phenomena are the 'superficial' manifestations of underlying conceptual structures (Musolff, 2004, p. 3).

## DISCUSSION

Metaphors both expand and condense discourse, playing a framing role. The speaker imbues metaphors with positive or negative connotations. Through this metaphorical framing, politicians can avoid the pitfalls of manipulative strategies during political maneuvers. These manipulative mechanisms serve to direct public opinion and thoughts in the direction desired by leaders. They intend to shape future perspectives by mobilizing emotions such as anger, joy, solidarity, compassion, patriotism, etc., through political discourses. The metaphor serves as a bridge between simple and complex issues: "Metaphors offer a way to transition from 'everyday activity' thinking to topics where societies, despite their complexity or abstractness, must find solutions" (Grady, 2018, p. 447).

Let's look at some examples from Joe Biden's speech: "We have learned once again that democracy is precious, democracy is fragile, and at this moment, friends, democracy has prevailed." (<https://www.bbc.com/news/world-us-canada-55656824>). Metaphors are used in different forms for various purposes. Ontological metaphors convey the idea that our thoughts and experiences, about physical objects and things, sometimes cannot be fully explained by other metaphors (such as orientational ones), suggesting that new concepts don't fit within these frameworks. For such purposes, ontological metaphors are needed. Lakoff and Johnson (1980) also categorize personification under ontological metaphors. An example of an ontological metaphor is the concept of *DEMOCRACY is a FRAGILE OBJECT*. This ontological metaphor provides

fertile ground for creating various metaphorical models of the mind and heart and reveals different aspects of thought. The *DEMOCRACY* metaphor creates an impression of equality, freedom, respect, inviolability of the person, the right to vote and be elected, as a mechanism that is an energy source (i.e., the people), one that can weaken, be damaged, and must be protected. The *FRAGILE OBJECT* metaphor, however, is not seen as strong. Let's examine another example: *"The cry for survival comes from the planet itself, and this cry could not be more desperate or clearer. We must face political extremism, the rise of white supremacy, and domestic terrorism, and we will prevail."* Here we see the *PLANET IS A PERSON* concept being employed. In Biden's speech, our planet is depicted as a human being. When humans face problems, their suffering, pain, and turmoil are universally understood. Through the *PERSON* metaphor, Biden attempts to convey the planet's helplessness. Everyone has experienced moments of difficulty in their lives when they needed help or cried out. Because of this shared experience, the planet's cry is more clearly understood and accepted. These metaphors help to frame complex political and social issues in a way that is accessible and emotionally resonant, making them more relatable to the audience.

In general, understanding that an idea is metaphorical requires the listener to have certain experience and preparation; otherwise, there is a greater likelihood that they may not distinguish whether a word is metaphorical at the initial stage. *"The listener may not initially perceive the word as a metaphor because they do not recognize that the meaning differs in any way from its general, primary usage. However, after obtaining more information about the word's initial meanings, the listener may come to accept it as a metaphor in the new discourse context"* (Charteris Black, 2011, p. 32). Understanding metaphors is crucial for studying political language. Analyzing metaphors in political discourse sheds light on the speaker's style and opens new perspectives for increasing our understanding of political maneuvers. This approach helps reveal how we can make our understanding and perception of metaphors easier:

*"Philosophers and psychologists have played a significant role in uncovering the relationship between thought and metaphor. Psychologists were interested in metaphor for many reasons, one of which was its connection to language and thought. Since language itself is a psychological process and participates in some form of psychological processes and theories, it attracted the attention of psychologists. Another reason was their belief that metaphor brought them closer to the cognitive structures of thought that are often hidden in the background. Metaphor is the breadth of thought. Later, such issues attracted linguists, and metaphor became the focus as a way to understand the interrelationship of ideas."* (Quliyev, 2021, p. 115).

To understand metaphorical language, metaphorical thinking must exist. Persuasion, as a rhetorical element, always helps discourse creators and is used as a rhetorical device. Some factors condition the impact of a speaker's speech:

- The speaker's authority,
- The speaker's knowledge and experience,
- The speaker's fluency of speech,
- The content of the message,
- The strength of the arguments,
- Considering the context,
- Paying attention to the cognitive resources of the audience,
- Giving more room for repetition (to prepare the audience).

## RESULT

Possessing these qualities is possible only through experience and categorization. After this, meaning dependent on the context emerges. Cognitive grammar equates meaning with conceptualization or mental experience and adopts a subjectivist view of meaning. Meaning consists of both conceptual content and the interpretation (construction) of this content. Cognitivists believe that meaning does not exist in itself. It depends on context, and the role of context in the production of meaning is indispensable. Meanings are cognitive structures. Because language symbolizes, meaning is fundamental to all linguistic matters. Everything that people perceive, hear, feel, and generally comprehend about the surrounding world is categorized. It is the ability to sort, generalize, and organize the elements taken from a chaotic environment into a coherent order. Categorization is the stage after perception. What is perceived is classified by the brain, and through this mental classification, meaning is assigned: *“All living beings can categorize. We categorize when we speak or listen. Categorization exists in every domain. It is impossible to live without it. A person must know what is beneficial or useless, what or who is dangerous or safe, what or who is bad or good, etc. This ability (categorization) makes life easier. When people define the meaning of a word, they try to explain the main meaning or prototype directly without referring to similar concepts. The prototype theory is built on good examples or standards because when a person creates a category, they do not treat everything equally”* (Guliyev, 2021, p. 340).

Categorization generally happens unconsciously. The “raw information” we encounter becomes “usable” after being categorized, making it functional. A person integrates it into their understanding of the world through their mental framework, aligning their internal world with the external world, and as a result, transitions into the phase of mental adaptation. Most of these processes occur automatically and unconsciously. Categorization is a cognitive principle that plays a crucial role in determining how meaning is constructed and expressed in language, as well as in uncovering the essence of meaning.

## GENİŞLETİLMİŞ ÖZET

### Bilinci Manipüle Etmek İçin En Etkili Araçlardan Biri Olarak Siyasi Söylem

Bu çalışma, dil ve siyaset arasındaki simbiyotik ilişkiyi araştırarak siyasi söylemin doğası gereği bir güç ve manipülasyon aracı olduğunu öne sürmektedir. Dilbilim ve bilişsel bilimden alınan temel teorilere dayanarak araştırma, siyasi iletişimin metaforik çerçeveleme, bilişsel kategorileştirme ve ideolojik yapılar tarafından nasıl şekillendirildiğini vurgulamaktadır. Zellig Harris'in söylem analizi (1952), Ruth Wodak'ın eleştirel söylem çalışmaları (2009) ve George Lakoff'un kavramsal metafor teorisi (1980, 2016) gibi mevcut literatüre dayanarak analiz, siyasi aktörlerin kamu algısını etkilemek için dili nasıl kullandıklarını araştırmaktadır. Ana bulgular, metaforlar ve kategorileştirme mekanizmalarının karmaşık siyasi fikirleri basitleştirmede merkezi olduğunu, söylem yapılarının ise güç dinamiklerini ve ideolojik önyargıları yansıttığını ortaya koymaktadır.

Çalışma, söylem analizi, bilişsel dilbilim ve pragmatik birleştiren disiplinler arası bir metodoloji kullanmaktadır. Joe Biden ve Donald Trump gibi siyasi konuşmalar, dilbilimsel özellikleri (sözcük seçimleri, sözdizimsel kalıplar), anlamsal katmanları (açık ve örtük anlamlar) ve pragmatik stratejileri (hedef kitle, retorik araçlar) belirlemek için incelenmektedir. Lakoff'un Katı Baba (SF) ve Besleyici Ebeveyn (NP) modelleri gibi bilişsel çerçeveler, ideolojik temelleri çözmek için uygulanmaktadır. Analiz, metaforu kavramsal bir araç ve kategorileştirmeyi siyasi bağlamlarda anlam oluşturmaya şekillendiren bilişsel bir süreç olarak vurgulamaktadır.

Siyasi söylem, dil, güç ve bilişin kesişim noktasında faaliyet göstermektedir. Metaforlar, soyut kavramları çerçevelemek ve duygusal tepkiler uyandırmak için önemli araçlar olarak hizmet etmektedir. Örneğin, Biden'ın konuşmalarında "Demokrasi Kırılgan Bir Nesne" demesi gibi. Bu metaforlar, karmaşık meseleleri basitleştirerek politikacıların kamuoyunu manipüle etmelerine olanak tanırken niyetlerini gizlemektedir. Örneğin, Trump'ın retorik "uyumsuzluğu iyileştirmek" ve Biden'ın gezegeni kişileştirmesi "Gezegen Bir Kişidir", ontolojik metaforların somut ve soyut fikirleri nasıl köprülediğini ve ortak bir anlayış oluşturduğunu göstermektedir.

Çalışma, siyasi iletişimde kategorileştirmenin rolünü vurgulamaktadır. Bilişsel dilbilim, anlamın bağlamsal kavramsallaştırmadan kaynaklandığını, ham bilgilerin bilinçsizce zihinsel çerçevelere ayrıldığını öne sürmektedir. Bu süreç, Lakoff'un SF/NP modellerinde örneklendiği gibi ideolojilerin tekrarlanan söylemler aracılığıyla nasıl içselleştirildiğini ortaya koymaktadır (örneğin, muhafazakâr "güç" ve liberal "empati"). Politikacılar, mesajları hedef kitlelerin mevcut bilgileriyle uyumlu hâle getirmek için kategorileştirmeyi kullanarak uyum veya direniş sağlamaktadır.

Van Dijk'in (2006) belirttiği gibi, söylemdeki manipülasyon önyargılı zihinsel modelleri yerleştirerek sosyal eşitsizlikleri sürdürmektedir. Başarılı siyasi iletişim, bu nedenle açık ve örtük içeriği dengelemeye, izleyicinin bilişsel kaynaklarını kullanmaya ve retorik akıcılık ve otorite yoluyla güvenilirliği korumaya bağlıdır.

Araştırma, siyasi söylemin metaforlar ve kategorileştirme stratejilerinin dili güç konsolidasyonu için silahlandığı bilişsel-dilbilimsel bir savaş alanı olduğunu göstermektedir. Konuşmaları bilişsel ve söylem-analitik merceklerle inceleyerek çalışma, siyasi aktörlerin yapısal kısıtlamalar, izleyici algıları ve ideolojik zorunluluklar arasında nasıl gezindiklerini ortaya koymaktadır. Gelecekteki araştırmalar, kültürler arası karşılaştırmaları genişletmeli ve dijital medyanın siyasi metaforları yeniden şekillendirmedeki rolünü araştırmalıdır. Sonuç olarak, bu çalışma siyasi dilin gizli mimarilerini çözmede eleştirel okuryazarlığın gerekliliğini vurgulamaktadır. Bu özet, teorik

ve ampirik içgöröleri sentezleyerek siyasi söylemi yönlendiren bilişsel-dilbilimsel mekanizmayı anlamak için bir yol haritası sunmaktadır.

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<b>Etik Kurul Kararı:</b>	Araştırma Etik Kurul Kararından muaftır.
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