



## Metaphors in the time of Coronavirus in some English newspapers: A semantic and ontological analysis

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**Abstract:** Metaphors dealing with the Coronavirus attracted a certain amount of attention from linguists, philosophers, politicians, and many other sects in societies. The present study adopts some examples of metaphors on Corona used by Professor Brigitte Nerlich, a blogger and a biologist from Nottingham. They are analyzed using George Lakoff & Mark Johnson's book *Metaphors We Live By* (2003) which is a book offering an extensive semantic as well as ontological analysis of metaphors. The analysis and discussions render some results which may be used in a new look as to how linguistic devices like metaphors can help us perceive reality and further convince and direct the public to change it. In other words, how language masters man. This will logically affect our understanding of the world from both semantic, as well as ontological perspectives.

**Keywords:** Metaphor – Coronavirus – semantic – ontological - linguistic devices – affect/shapes our perception/decisions – systematic mapping - people's reaction - linguistic gestalt.

### I. INTRODUCTION:

Metaphors are not just a decorative component in literature, but they do have semantic and ontological functions. By semantics, linguists mean conventional meanings used by words or phrases. This meaning is either 'conceptual' relying on the literal aspect, or 'associative', i.e. one based on different feelings associated with the word. Ontology is a branch of philosophy that studies 'what exists' whether material objects or immaterial ones. The present study tackles both cognitive semantic analysis of metaphors, which play a prominent role in how people react to the Coronavirus, and ontological analysis, which is mainly related to physical phenomena existing in our world. This study is not a mere application of Lakoff & Johnson's theoretical framework of ontological metaphor, but it is an investigation of how these metaphors are politically driven. Further, there will be an investigation of how these Coronavirus metaphors are linguistically substantiated.

Thus, it is clear that 'metaphor' is pervasive in all aspects of our life. In economy, both 'Times' and 'Entrepreneur' Magazines publish examples like 'Raise some cash to tide you over and 'a messy collapse of the housing sector'. In medicine, different blogs use examples like 'remove the invisibility cloak from the invisible virus through testing' and 'starving the virus of fuel' (see appendix below). In literature, the Shakespearean example 'The whole world is a stage' is a living example. Also, in marketing, Steve Dennis (2020) posits that there are 'dominant brick-and-mortar retail brands ... posting strong overall growth and profits'. As metaphors repetitively appear in all academic disciplines, and we understand the meaning of an idea in terms of another, it can be safely admitted that what happens daily is simply a matter of metaphor. Besides, all disciplines in life that are previously mentioned are being affected by being framed in linguistic structure.

### **Rationale:**

Metaphors are cognition, culture, and politics-bound, and since *the war against the Coronavirus* has virtual reality, as well as a physical one, this *war* changed from metaphor into a reality that we daily experience. Both doctors and politicians use metaphors either to sell /propagate a policy or criticize/under-evaluate another. The Chinese president decides to 'wage a people's war against the virus', being affected by the socialist term 'people'. Using the *war* metaphor may have a purpose which is to heighten panic and win obedience to authority(1). A linguistic, as well as ontological, analysis of metaphors used by presidents and leaders during the Coronavirus, will substantiate this politics-bound dimension of such metaphors. It is

noteworthy that metaphors, as a linguistic device, may change the physical world around us, and this is the heart of politics-driven language or in other words, politics-driven metaphors.

## II. LITERATURE REVIEW:

Studies on Metaphors prevail in a variety of disciplines. McCloskey (1983) and Mason (1990) embark on studying metaphors in economic texts. However, they did not hit upon the ontological perspective. Many philosophers and linguists like Gibbs et al. (2004) and Stern (2000) embark on the study of metaphor, and how the 'abstract domain' of a metaphor is 'embodied' in 'sensorial experience'.

Deignan (2003), (2005) deals with the term called 'Conceptual Metaphor', which means 'coupling or mapping the concrete concept onto the abstract one.' Although Deignan does not embark on ontological metaphors, he concludes that a metaphor does contain 'two different domains, but these 'different domains' do have something similar.

Mori, A. et al. (2010) adopt the ontological and cultural framework of Lakoff & Johnson, but they handle the metaphor from 'a fuzzy logic approach' which posits that a metaphor like '*she is a bulldozer*' might bear 'some truth' and might bear some fallacy or 'untruth', as well. To them, our whole ordinary conceptual system is a metaphor. Mori, A. et al. do not rely on linguistic analysis of metaphor, but they mainly deal with the conceptual one.

Nora S. Vaage (2019) embarks on metaphors related to *Biology* such as 'bioengineering', 'genes as code', or 'biological chassis'. She adopts George Lakoff & Mark Johnson's approach in her analysis. She argues that

'such language mechanisms shape how we understand the world. I argue that the living machines metaphor builds upon a certain perception of life entailing an idea of radical human control of the living world'

It is clear that Vaage, again, relates her analysis only to the ontological level looking at the physical reality, and how we change it.

In her blog post, Brigitte Nerlich wrote about metaphors in the time of the Coronavirus. Examples are: 'war on Corona, defend ourselves/fight against Corona.' Even 'The Sun', a tabloid newspaper, uses 'an army of NHS workers on standby', or 'doctors and nurses have the tools to fight against this virus' or 'to flatten the curve' adopting the metaphor of a tsunami. Melena Podolsak (2020) embarks on instances in Swedish political speeches which 'employ spatiotemporal metaphorical conceptualization for the sake of (de)legitimization'. She concludes that these spatiotemporal metaphors are 'motivated by rhetorical purposes' as affecting public opinion. (see electronic resources below).

## III. THEORETICAL FRAMEWORK:

The theoretical framework here is taken from George Lakoff & Mark Johnson's book *Metaphors We Live By* (2003) which is a book combining philosophy, linguistics, and cognitive sciences. Metaphor, to them, is responsible for structuring our thought and the way we perceive reality. Our concepts do structure what we notice and perceive.

'*Metaphors We Live By*' (2003) posits that metaphors that appear in their book involve a 'mathematical and systematic mapping' in the brain. In other words, they reveal a well-organized and fundamental part of our brain and specify how we perceive the world. The structure of the metaphor determines and decides thought itself. According to Lakoff and Johnson, metaphors are divided into 'orientational metaphors, ontological metaphors, container metaphors, and culturally conditioned metaphors'. An example of an orientational metaphor is 'HAPPY IS UP' which shows a spatial relation. That kind of metaphor is used to conceptualize our emotions in more sharply-defined terms and relate these emotions to other concepts'. Regarding the ontological metaphors, people borrow meaning from the physical world and relate to an abstract concept like the example 'COMBAT INFLATION'. There are also container metaphors like 'HE IS GETTING INTO SHAPE'. Finally, there are culturally-bound or culturally-conditioned metaphors like our attitude towards TIME believing that 'TIME IS MONEY'. Heidegger (2014) believes that it is not that we shape and master the language, but it is the language that largely shapes Mankind, and therefore mastering him. Now *Lakoff & Johnson* enter a circle of 'embodied cognition' and 'sensory-motor grounding' where we can conceptually, as

well as cognitively, understand one reality in terms of another. In other words, language helps us conceive the world and interpret it in a specific manner. Lakoff & Johnson state that

these metaphors are prevalent in communication and we do not just use them in language; we perceive and act by the metaphors.

(Lakoff& Johnson 2003)

*Lakoff & Johnson* linguistically offer evidence that 'most of our ordinary conceptual system is metaphorical. As for the Coronavirus, which is an invisible enemy, it might be too abstract for people to fight face-to-face, but we metaphorically look at it as an enemy or any other life-threatening entity to be able to understand it and conceive it better. Here appears the need for *Lakoff & Johnson's* circle of 'embodied cognition' and 'sensory-motor grounding' which will help in understanding one thing in terms of another. Throughout the book, both Lakoff and Johnson use the linguistic structure of the metaphor N+BE+N which is linguistically substantiated by examples like 'TIME IS MONEY.' Later, this linguistic structure develops into a 'TRIPLE' relation between SUBJECT+PREDICATE+OBJECT. It is worth mentioning that the term OBJECT is not intended to be grammatically defined because the word 'MONEY' is not a recipient of the copula BE. However, it does mean an object that exists in reality. It is something that is ontologically recognized. Metaphor linguistically forms or shapes our linguistic discourse. Our 'linguistic gestalt' is formed. Further, the linguistic formula shows what Lakoff & Johnson term 'linguistic gestalt', because we see the phenomenon of Corona as a whole, and we form semantic properties of both worlds. This is clear in Figure 1 below.

For Lakoff & Johnson, 'linguistic expressions are containers.' In other words, ideas are contained in linguistic forms. All the ideas in the Appendix below are expressed in 'linguistic containers' which probably take the same linguistic formula N+BE+N. Lakoff & Johnson also assert that metaphors are 'easily extensible' meaning, i.e.they extend further semantic dimensions. (See figure 3 below.)

One last thing in the theoretical framework offered by both Lakoff & Johnson is the 'orientational metaphor' which means moving up or down along a line. Examples are 'slow down the curve'.

#### IV. DATA AND METHODOLOGY:

The data collected for this study is taken from Brigitte Nerlich, a blogger and a biologist from Nottingham. The examples are over 52 examples besides other instances taken from world leaders in UK and USA where several Health journals and newspapers quote them. These metaphors are classified in terms of function like

'war metaphors: Corona is an enemy'

'Flattening the curve metaphors:take the heat out transmission'

'Football metaphors:Just one person can let the whole 11-strong team down'

'Lockdown and confinement metaphors:COVID as one more wall'

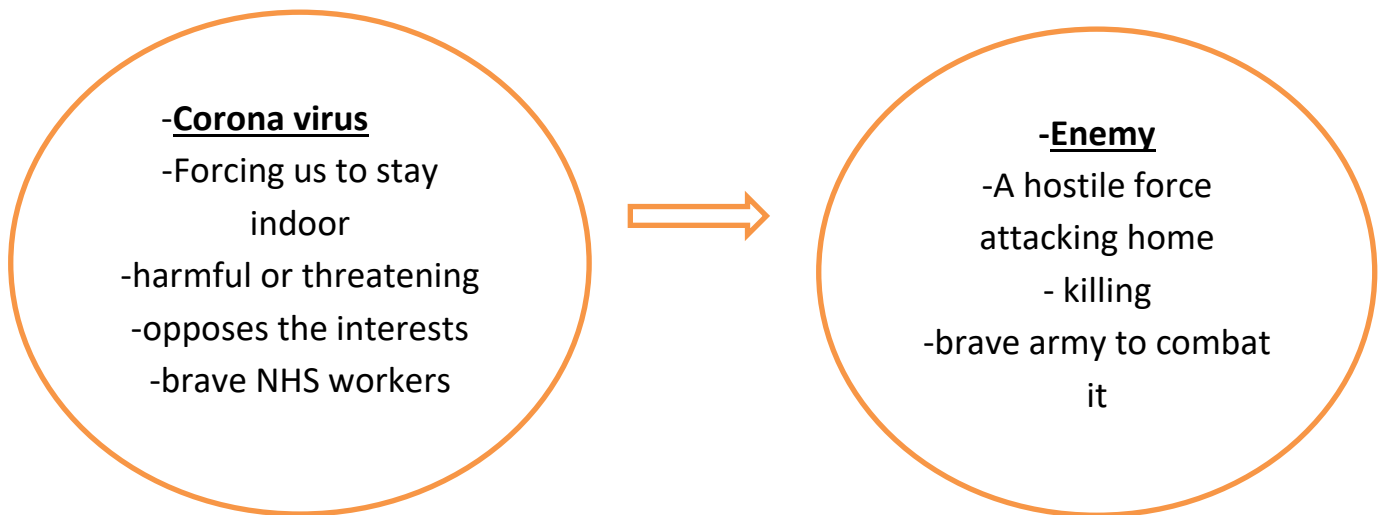
'Visual metaphors Bat with a mask on'

These examples are to be analyzed in terms of Lakoff & Johnson's theoretical framework of 'ontological' metaphors and 'linguistic containers' which is used in their book 'Metaphors We Live By' (2003).The analysis renders some linguistic classification of metaphors and sheds the light on how world leaders politically use these linguistic devices either to support a policy or to frighten their people.

## V. ANALYSIS AND DISCUSSIONS:

Data have been classified in terms of the theme-related image of Coronavirus such as an enemy, mugger, Chernobyl, tsunami, a bullet train, Flattening the curve, football, crime, and punishment. To begin with, both *Lakoff & Johnson* assert that 'unformed concepts have been formed into linguistic formats via metaphor'. In other words, metaphor as a linguistic device based on *A is B* helps to form new concepts in our mind. Metaphors are linguistic devices that are a way to semantically, as well as ontologically, understand and comprehend the world as a physical being. Hence, since Corona is a new ontological phenomenon, people, whether politicians or doctors are using linguistic devices to propagate or criticize a policy in this material world.

To follow the same line of thought of *Lakoff & Johnson*, one can safely say that the metaphor of Corona, as an 'enemy', definitely helps to form the linguistic elements of our discourse. Therefore, we find that linguistic elements, such as vocabulary are related to WAR, e.g. *Collective effort against Covid-19, Mugger, evil trickster, pirate ship, and enemy*.



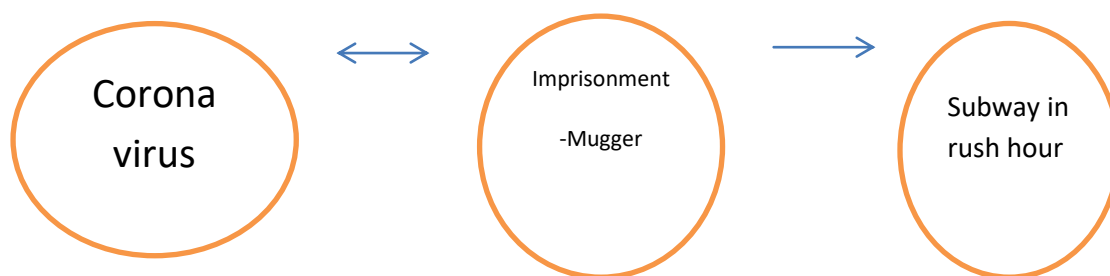
**Figure 1 showing similarities between both realities**

In figure 1 above, we move from what Lakoff and Johnson call 'linguistic gestalt' which is the N + BE + N to what they call 'experiential gestalt', which is an 'embodied cognition' and 'sensory-motor grounding' where we can conceptually, as well as cognitively, understand one reality which is (Coronavirus) in terms of another embodied reality which is the (enemy). Therefore, the invisible virus became conceivably visible to us, and we can recover and win this war. There is no actual battle, but it is a doctors-virus battle. Both are different entities, but, at the same time, both are metaphorically structured, as they both follow a specific system. The linguistic structure N + BE + N or A is B, which prevails in Lakoff & Johnson's framework, makes it easier for our perception to grasp this metaphorical relation. The metaphor, so to speak, is not only in the linguistic structure, but it is in the concept of *Coronavirus*, as well, but we are – in most cases – unconscious of this concept, though we have been experiencing it daily in the last few months. These linguistic devices largely structure our discourse, and therefore, they are structuring our everyday activities. We always hear people use linguistic and lexical items such as (social *distancing, imprisonment, confinement* (see Appendix below). Further, the conceptual network of the word *enemy* imposes certain meanings on the word *Coronavirus*.

Lakoff & Johnson (2003) proceed that 'linguistic expressions are containers'; in that sense, syntactic constituents or syntactic structures as nouns, verbs, or adverbial particles are containers to communicate an 'idea' of the Corona being an enemy, and this idea is regarded by Lakoff & Johnson as 'objects'. Thus, the Appendix below contains more than 50 linguistic containers to let the ideas through.

Another type mentioned by Lakoff & Johnson is the ‘*orientational metaphor*’, which is so-called because it has to do with spatial orientation like adverbial particles or prepositions: ‘in/out, back/front...’ etc. Looking at Appendix, one can specify metaphors like ‘lockdown’, take the heat outthe transmission, *frena la Curva* meaning: slow down the curve, pulling down the curve together.’ Applying the metaphor of ‘SAD IS DOWN’ to the example of Corona metaphor, the linguistic container DOWN in the metaphor LOCKDOWN expresses something negative and depressing, because the infected people, who are locked down at home, are sad and depressed. Also, the orientational metaphor: ‘We’re getting run over by two gray rhinos’. ‘*Coronavirus and climate change*’ is a clear example of being trodden down by ‘rhinos.’

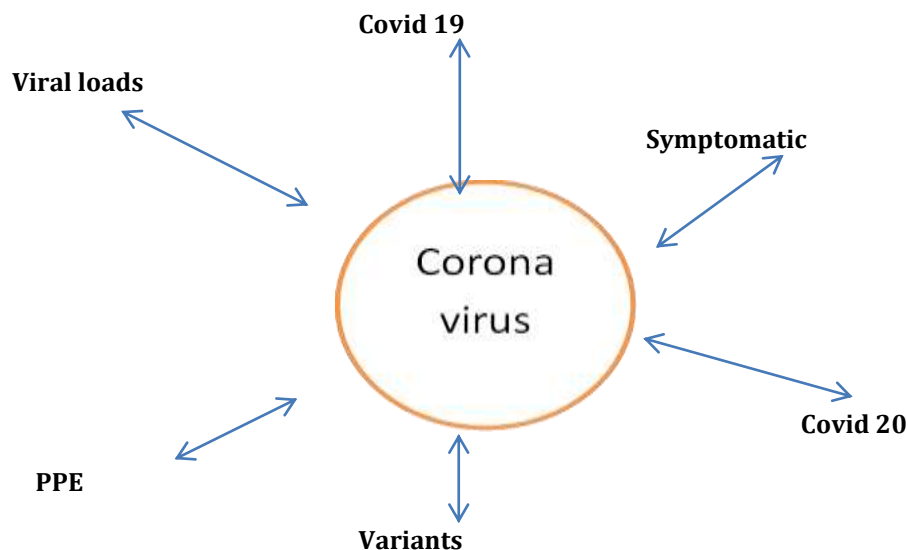
On the ontological level, it is noteworthy that Ontology as a science can be used on the philosophical level, as well as the non-philosophical one.(2) As for the Coronavirus as a phenomenon, though unseen by the naked eye, it does exist in reality, and people start metaphorically talking of it and regarding it as a concrete entity or enemy. We normally put our ideas in linguistic forms substantiated by lexis that form our thought and later form our semantic frame. These lexical items are like a *Tsunami* in Japan, *Chernobyl* in Russia, a ‘*pirate ship* lashing itself to a helpless merchantman’ in most of the third world countries, and *wildfire* in the USA, etc. (see Appendix below). The reason behind using these forms is, to a great extent, political to propagate a policy or to criticize another. Ontological metaphors try to seek a relation between what is material like *Corona* and what is immaterial like an unseen threat. Kent Löfgren – a Swedish philosopher – posits that, on the philosophical level, we have two opposing worlds viz: the ‘materialism’ and the ‘idealism’, where each side claims that either world can exist regardless of the other. On the non-philosophical level, no attention was given to either side, but rather to describe ‘what exists specifically within a determined field.’ For example, every part that exists in a specific information system includes these relationships and the ‘hierarchy between these parts.’ In other words, a non-philosophical attitude to ontology focuses on ‘naming parts and processes and grouping similar ones together into categories.’ Applying this to metaphors like coupling Corona with Tsunami in Japan, Chernobyl in Russia, ‘nuclear reactor that needs to be cut off’ in London, and wildfire in the USA, it can be observed that there are similar meanings embedded in words like Tsunami, Chernobyl and wildfire; these meanings are ‘grouped as they are similar. Thus, *Corona* and a *threatening enemy* are the same. This is represented by the syntactic structure: N + Copula + N (see more examples like ‘*Corona is a subway car during rush hour*, *Corona is imprisonment/ confinement*, and *Corona is an invisible mugger*’ in Appendix). See figure 2 below.



**Figure 2 showing conceptual blending in Corona metaphor**

In figure 2 above, cognitive semanticists find a similar conceptual blending between the corona and all other threats in the neighboring circle.

According to ontological data, we have the power to choose our reality and our ‘world view’. And since this choice greatly affects how you see the world, then it helps you to linguistically substantiate your ideas into words. Ontology creates the ‘triple’ relation, which is represented by the linguistic/phrase pattern ‘subject+ predicate +object’. In this example, *Corona* is the subject, the *copula* is a predicate, and an *enemy* is an object. In addition to this, Ontological data can be ‘easily extensible’. In other words, the coronavirus can have further semantic relationships:



**Figure 3 extensible metaphor**

Figure 3 above shows a relationship among different types of data. In other words, the word corona is 'extensible' to other semantic fields like 'symptomatic and variant' etc., and each word can be further 'extensible' to other related semantic frames. For example, the acronym PPE which means Personal Protective Equipment is extensible to other items as *masks, gowns, face shields*, etc. which are all semantically related. Thomas Gruber (1991), (1992) defines Ontology as a 'formal explicit specification of a shared conceptualization'. This definition largely applies to the field of linguistics where it is formal, representative of meaning, and following a system. Further, it has 'explicit specification' meaning that it has properties and constraints that govern these properties; it is also shared by people who are culturally bound by this information. Linguistics is also politically oriented, and this is shown in debates between different political parties or even two presidential candidates.

Finally, 'conceptualization' means we form an abstract that imposes a view on a specific phenomenon in reality. The Corona metaphor here – with all its semantic and linguistic interpretation – applies to Gruber's definition above. For example, the metaphor has a form N + BE + N which is called by ontologists 'TRIPLE' relation i.e. 'SUBJECT + PREDICATE + OBJECT'. Besides, the metaphor is constrained by a semantic, as well as a pragmatic range which explains the term 'explicit specification'. Finally, the Corona metaphor exists in our reality, and with it exists the way people view this image and how they linguistically substantiate this image by giving it a concrete shape of 'enemy, Chernobyl, tsunami' etc.

Lakoff & Johnson (2003) proceed if an 'entity' is not 'discrete enough', we 'categorize it as such.' Our experience helps us to see any phenomenon that we cannot grasp as 'embodied.' All our experiences with all 'physical objects' in life - Lakoff & Johnson posit – provide the basis for an extraordinary 'wide variety of ontological metaphors.' Once these experiences are provided, we tend to interpret these 'ontological' metaphors and put them in linguistic containers viz N+BE+N or any other linguistic formula. Looking closely at the Appendix below, one can trace other linguistic formulas as:

*'The [corona] viruses, therefore, need some clever tricks to survive'*  
 NP + ADV. + VERB + COMPLEMENT + INFINITIVE  
 'keeping the lid on'  
 PHRASAL VERB + OBJECT + ADVERBIAL PARTICLE  
 'starving the virus of fuel'  
 VERB + OBJECT + PREP. PHRASE.

Ontological metaphors also help us to 'deal rationally with our experiences'. Most of the metaphors we experience, Lakoff & Johnson proceed, have a 'referring range' which simply means that they refer to an

entity. Examples from Appendix are those that 'refer' to the coronavirus as 'trickster, epicenter, tides, and enemy'

As indicated earlier in the introduction, metaphors on Corona affect the public, and this effect is intended by both leaders and health providers. This is the reason why most of the metaphors selected are concise, and it has the form A+ BE + B. If 'Corona is an' enemy', then it is a 'war', but an unconventional one; a war that is not attributed to a specific ethnic group. The health situation is very much like 'war' where the whole world fights an 'invisible enemy'. This image technically resembles Lakoff & Johnson's metaphor 'Argument is War' where you have an opponent who is always on the defense, and you should be linguistically on the alert to attack your rival in the debate.

It is clear from most of Lakoff's examples about metaphors that they are linguistically concise due to lack of time, and this is very much similar to the ones in Appendix below:

- 'Cruise ships became Petri dishes for the virus,' a very frightening image about traveling anywhere on our planet. (The 'Petri dish' is a dish used in Bacteriology labs for keeping cultures).



A cruise ship	petri dish
It-Limited in size as it is in the sea.	- 100 mm in size
- travelers are cramped.	- Microbes are confined

**Figure 4 frightening metaphor**

Using enthusiastic propaganda language is another factor to force people into action:

'Not soldiers but firefighters' is an image of doctors who are brave, facing the virus. In another example, we see the whole team of doctors is likened to a football team that should work together, e.g.

- 'Just one person can let the whole 11-strong team down' is an example that is stressing and highlighting the importance of collective effort to combat Covid-19. Metaphors here are not intended to be nice. On the contrary, it is meant to be harsh and disturbing for the public: 'mugger, trickster, Chernobyl, Tsunami'..etc.

Beard (2000) argues that 'metaphors are deeply embedded in the way we construct the world around us and the way others construct the world for us.' In other words, when looking at both metaphor and language as one entity then both language and metaphor greatly help us to see and 'construct' the world. In Lakoff's words, a metaphor has a function of 'referring, quantifying, identifying and setting goals', e.g.

- |   |                     |
|---|---------------------|
| - 'The middle class is a powerful silent force'             | 'referring'         |
| - 'you've got too much hostility in you'                    | 'quantifying'       |
| - 'our influence declined because of...lack of moral fiber' | 'identifying cause' |
| - 'he went to New York to seek fame and fortune'            | 'setting goals'     |

To apply the 'referring' function posited by Lakoff above, one can safely say that the Coronavirus metaphor is referred to as an enemy, and people should fight it, and later should 'win' this war. It is a national duty to go through this sacred duty. Politicians, journalists, and doctors keep telling us about tragic events during the Corona crisis like snowballing number of deaths and escalating number of infected people as in 'Tsunami of cases', and 'coronavirus nuclear reactor', 'killer plague' and 'a firecracker with an invisible fuse.' Boris Johnson, the British Prime Minister starts 'to launch threat level alert system' (3) Numbers of deaths on 10th May 2020 is increasing. BBC news declares on that day 'A further 269 people have died in the UK after testing positive for coronavirus, taking the total number of deaths recorded to 31,855' raising the alert to 'terror threat level.' It is worth mentioning that BBC offers stories about the coronavirus narrated by people to have more pressure on the people like 'Everyone has heard about doctors and nurses catching Covid-19 but some of the worst affected hospital staff have been cleaners and porters.' (4)

On the other hand, many leaders all over the world use war metaphors as Queen Elizabeth II quotes a song 'we will meet again' reminding the British of the Second World War song. The Italian Prime Minister speaks of 'Italy's darkest hour', and finally, Ex-president Trump describes himself as 'war-time president' (5)

Another strategy that leaders adopt is the repetition of different words which have similar connotations, as New York Governor Andrew Cuomo claims:

"The soldiers in this fight are our health care professionals. It's the doctors, it's the nurses, it's the people who are working in the hospitals, it's the aids. They are the soldiers who are fighting this battle for us."

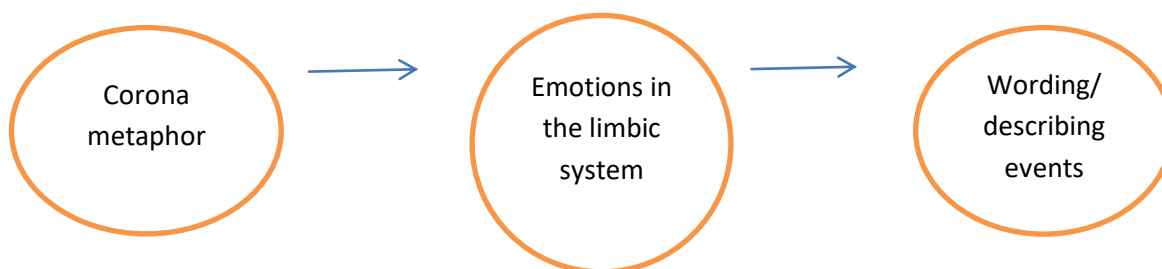
Thus, Governor Andrew uses different words with similar connotations as 'health care professionals, doctors, nurses, the people who are working in the hospitals, the aids'. He also repeats the noun phrase 'It's' four times.

Using persuasive speech that asks people to do some action is another vivid example used by Health Secretary Matt Hancock:

"The measures that I have outlined are unprecedented in peacetime. We will fight this virus with everything we have. We are in a war against an invisible killer and we have to do everything we can to stop it." (See note 6 below).

As 'metaphor plays a very significant role in determining what is real for us' (Lakoff and Johnson, 1998), we are persuaded by linguistic structures or a device called a metaphor.' This linguistic device asks people to follow some precautionary actions like 'stay alert, lockdown, confinement, imprisonment (see Appendix below). Since it is a war situation, then people around the world are not 'citizens' anymore, they are soldiers.' Consequently, world leaders expect them to be 'obedient' not 'alert.' The ideology of a leader necessitates that he must impose emergency laws, and this was linguistically implemented in the UK where the measures they adopted were 'unprecedented in peacetime.' Many countries in both Europe and Asia suffer from these measures. These corona metaphors may be interpreted differently by different people due to the way people look at their leaders. Some people look at them as an attacker taking their freedom away, whereas others think that their leaders are having more power and authority. The reason behind these differing interpretations is that words have 'blurred edges' and 'realized in specific contexts' (Baker, 1992, p.17). In other words, it is the same virus though interpreted differently by different people from different contexts: 'Chernobyl, Tsunami, A pirate ship, a mugger'

In his article 'Emotional Memory, Metaphor, and Meaning' Arnold Modell (2005) detects a relation between these 3 elements which are memory, metaphor, and meaning. In other words, metaphor brings emotions inside us and this, in turn, will help us in carefully and meticulously choosing the words and the language in depicting a 'specific event'. This is why Modell calls metaphors as 'currency of the mind.' In other words, metaphor 'plays a dominant role in the organizing and categorizing of emotional memory.' Thus, Coronavirus metaphors can be a stimulus for linguistic substantiation of a specific event:



**Figure 5 metaphor and emotional memory**

In other words, world leaders, journalists, and doctors offer us a metaphor like 'Corona is a mugger', and consequently this brings emotion into our limbic system. This limbic system is a group of brain cells responsible for emotions and memories which, in turn, help us to look at the world and interpret the meaning of this metaphor by creating different circles from which we choose what linguistically and semantically fits into context. Decision-makers like political leaders and health care professionals use different rhetorical and linguistic devices to form a public opinion, or, in other words, to form a change. Some of these linguistic devices are like short sentences 'A + BE + B', whereas other structures are like an 'extensible' image:

'London is a coronavirus nuclear reactor and has to be cut off'



'Cruise ships became Petri dishes for the virus.'  
 'The ...viruses, therefore, need some clever tricks to survive'  
 'remove the invisibility cloak from the invisible virus through testing'  
 'like a pirate ship lashing itself to a helpless merchantman' -  
 'Asymptomatic spread as a firecracker with an invisible fuse'

Thus, the virus is differently interpreted as 'firecracker, Cruise ships invisibility cloak, pirate ship, nuclear reactor' and each one of these images lies inside a circle of 'embodied cognition' and 'sensory-motor grounding' as Lakoff & Johnson points out above.)

## VI. CONCLUSION:

A good and well-chosen metaphor does affect the public. This is a fact recognized by most linguists, men of letters, political leaders, and philosophers. Lakoff & Johnson's theoretical framework proves to apply to metaphors in different disciplines, as it is mainly based on 'TRIPLE' relation among three entities, no matter how long the metaphorical string is: The subject, the predicate, and the object. It is worth mentioning that when metaphor opts for a change, this is technically compatible with N. Fairclough (2015) who posits that language and power are closely related, as ideologies in a discourse can lead people to do some action. To conclude, the linguistic device called 'Metaphor' does show:

- inequalities in power
- linguistic creativity
- the relation between the two branches of Ontology: the 'material' and the 'immaterial.'
- the extensible and wide image in a metaphor.

Lakoff & Johnson are objective when saying that these are the 'metaphors we live by', as they prevail in many disciplines.

## Notes

- 1- <https://blogs.nottingham.ac.uk/makingsciencepublic/2020/03/17/metaphors-in-the-time-of-coronavirus/>. Visited on 28th January 2021.
- 2- Text and video (including audio) © Kent Löfgren, Sweden
- 3- <https://www.bbc.com/news/uk-52602635?piano-REPLACETYPE> visited on 13th February 2021.
- 4- <https://www.bbc.com/news/stories-55682405> visited on 13th February 2021.
- 5- <https://theconversation.com/war-metaphors-used-for-covid-19-are-compelling-but-also-dangerous-135406> visited on 13th February 2021.
- 6- <https://www.royal.uk/speeches> visited on 13th February 2021.
- 7- Electronic resources, YouTubes, and websites
- 8- [https://www.amazon.com/gp/product/B084HJ2L3X/ref=dbs\\_a\\_def\\_rwt\\_hsch\\_vapi\\_tkin\\_p1\\_i0](https://www.amazon.com/gp/product/B084HJ2L3X/ref=dbs_a_def_rwt_hsch_vapi_tkin_p1_i0) visited on 30th January 2021.
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[https://www.youtube.com/results?search\\_query=kent+lofgren](https://www.youtube.com/results?search_query=kent+lofgren). visited on 30th January 2021
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- 12- <https://www.su.se/english/profiles/pmile-1.195957>. (about Melena Podolsak 2020) Visited on 28th January 2021.
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- 14- <https://www.youtube.com/watch?v=0UUz9agN6C0> visited on 30th January 2021.
- 15- [https://www.youtube.com/watch?v=7\\_cexWKE7sE](https://www.youtube.com/watch?v=7_cexWKE7sE) visited on 30th January 2021.
- 16- <https://www.youtube.com/watch?v=Pg0vDJWSntE> seen on 7th February 2021.

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