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With Journey Metaphor though Life

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The oratorical style is the subdivision of the publicistic style and certainly its most obvious purpose is persuasion, so the application of speeches on political and social problems is confined to appeal to an audience [1].

The usage of stylistic devices is a very crucial aspect in political speaking. Political identity is constructed through metaphor, and without it politicians would lack hallmarks of charismatic leadership such as passion, energy and conviction. Metaphor choice by a politician is a vital question of leadership style because it is a way of appealing to others to share a virtuous social identity. Subliminal influence is based on a search for some form of convergence between the identities and values of leader and follower that is crucial for a power relation to exist. Metaphor to a politician is what sex appeal is to an individual: a covert way of sending out messages of desirability [2].

Metaphor seems to be integral to the need for engagement: even if we could conceive a language without metaphor, which would be difficult to the point of impossibility, it would be a deeply drab and extremely restricted language [3]. But it is the most effective when interlaced with other figures of speech to become part of a wider system of meaning creation. It is especially persuasive when combined with the semantic relation of contrast. This is because contrast creates sets of associations between all things that exist at the extreme ends of scales; these associations then serve to argue for cause – effect type relationships [4].

The metaphorical concept “Life is a Journey” has become very popular among politicians, that is why it has drawn the interest of scholars – G. Lakoff (1987), M. Johnson (1993), M. Turner (1993), J. Charteris-Black (2005), Ch. Forceville (2011) and others. The journey is a prototypical example of what George Lakoff terms the “source path goal image schema”. Image schemas are preconceptual structurings emerging from pervasive everyday experience [5].

Having chosen Tony Blair’s speeches as an object of investigation, we can conclude that he makes a great use of so-called “journey” metaphors and in most cases they are connected with the modernising programmes:

“We are on a journey of renewal. Before us lies a path strewn with the challenges of change [6].”

They also carry Blair's concern with the measurement of results within the fixed timespan and with his own place in history:

"There are forks in the road, where which way we take determines the future lives of millions of people [6]."

He applies to the minds and hearts to remain a human no matter how life can be cruel and terrifying preserve our values and foster them to the next generation as the only way to become more flourishing and to move to the next level of our development:

"What began as a moral crusade is now also the path to prosperity [6]."

But to do that is possible if we have self-respect and the assurance of success:

"And all that really stands between us and our destination is confidence [6]."

Moreover, a word "journey" means a constant traveling from one place to another, in other words, Blair promotes the God's truth: "Life is motion". As we all know, a life is a path which we are taking. He appeals not to sit on our hands, not to lose our hearts, but to make our ways whatever different and difficult they can be, to have the objectives and to reach them as we can reach the "destination".

"That's why I won't take the easy way. Because that way we cannot reach our journey's end [6]."

Only through working and working hard, there is a possibility for us to share the contribution which people can make to the history in order to create it.

Evidently, Blair's use of journey metaphors is typically phraseological. This preference for coining phrases that appear to have the ring of truth – 'journey of change', 'journey's end' – creates the illusion that he is drawing on a common stock of popular knowledge. The use of familiar metaphors rooted in the language of popular imagery is in fact an important rhetorical component of the conviction rhetoric that communicates this leader's will to govern. And as long as people tend to explain the abstract notions with the help of the words familiar to everyone, metaphor interpretation will be a subject of the scholars' interest.

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