Covid-19 As War Metaphors In Public Discourse: An Analysis

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Abstract

Metaphors play the key role in developing our thoughts and language. Importantly, although many metaphors are non-dynamic, metaphor selections are rarely neutral. Various metaphors structure the same theme in various methods, having the potential of strong interpretations and evaluations. Even though sometimes metaphors may become controversial, because of specific framing and evaluations. This happens due to objections of the use of particular declarations. This article discusses holds a debatable metaphor: like the use of COVID-19 as a war metaphor in public discourse. Inside the domain of COVID-19 as a war metaphor, it has prepared the nation for battling with the hard times, it has raised the will and passion of the mob, concern and moreover empathy as well which has proportionally convinced the nation to alter their thought process. It has made sure the nations serious concerns for approving the newly imposed rules, sacrifices which has resultantly piled up the citizens sentiments and flexibility. Not only this it has also involved the enemies and fluctuating responsibility (Front. Sociol. 2021). Therefore, War metaphors are extensively used approach in public discourse to framing and representing the difficulties to be encountered. Human's speech is incomplete without metaphors and politicians use this as a valuable tool to play with the public minds to gain their own interests. Politicians have deliberately compared COVID-19 with the war during the severe pandemic to make the people alert so that they can follow all the precautions to lead a healthy life.

Keywords War Metaphor, COVID-19, Pandemic, Politicians, Public, Discourse

Introduction

The coronavirus is a serious respiratory disorder was first recognized in Wuhan city China in December 2019. The political figure of China Xi Jinping declared "to win the people's war against new virus (Xi Jinping, February 10, 2020)". After one-month, President Emmanuel Macron repeated in his speech to the nation "we are at war" and then followed by Donald Trump US president and Boris Johnson British Prime Minister who declare themselves as war time leaders. War metaphors were mostly ubiquitous in Pakistan's Premier Imran Khan said that the nation will battle the coronavirus with two key elements: faith and Pakistan's young population.

"We have to combat coronavirus and use these two strengths to win the war [against coronavirus] (Khan, March 31, 2020)," War metaphor is used to articulate the corona syndrome contended dogmatic treatises, political discourses and reporting dissertations, for instance, Central European Banks's president Mario Draghi said that "we face a war against coronavirus and must mobilize accordingly (Mario Draghi march 25, 2020)". Moreover, The Italian premier Giuseppe Conte on 16th of March evoked the entire Italians who remained fighting on the front line at the hospitals.

Metaphor comprises conversation, and potentially thinking about one thing in terms of another where those two things are different, but we can perceive a resemblance or correspondences between them. For instance, COVID-19 is war metaphor, "yes this enemy (the coronavirus) is deadly, but it is also beatable" (Boris Johnson, 18 March, 2020). Politicians all over the world use metaphors to talk and think about subjective, poorly, desalinated, abstract and or complex experiences in terms of experiences that are most concrete and image-rich, such as, COVID-19 is war, politics is war, argument is war, life is journey, time is money, emotions and feelings as being up or down etc. Hence this statement comprised the sentence, "yes this enemy (the coronavirus) is deadly, but it is also beatable" here we have one thing 'coronavirus 'being talked about in terms of another. Any enemies that need to be beaten the two things are different but we can perceive similarities are parallels between them. And in fact the use of metaphors itself pushes us to perceive the similarities or parallels. So both are dangerous both can cause death in both cases action is needed and success involves some form of elimination of the metaphors are important and frequent in language. We have already been seen that how these lockdowns are being given metaphorical labels because we use them to talk and think about experiences that might be subjective or poorly refined or abstract or complex in terms of experiences that are more concrete or more physical and richer in image. For instance, we often talk about our life as a journey, and talk about time as moment in space, so time passes and are talk about for example emotions as being up or being down. Thus, metaphors are really useful to communicate about and think about more complicated, less visible things and less tangible things, in terms of things that are more concrete, more physical and more image rich. In addition, covid-19 this pandemic that has overwhelmed us, all is precisely the kind of phenomenon that tends to be talked about metaphorically. So first of all its new, the virus was new, the virus itself is invisible and contagion happens without us being able to see that it is happening the pandemic has caused large-scale illness and death around the world.

The source domain "war" delivers an ironic collection of concepts it could be related by the target domain "COVID-19 because there are many essential correspondences between them, for instance "the coronavirus is an opponent or an enemy; the doctors and health care workers are soldiers or an armed force;

Source Domain War	Target Domain COVID-19
Enemy	Corona Virus
Armed force	Health care workers
Battlefields	Hospitals
Weapons	Sanitizer, Face mask, social distancing,

Aim and objectives of the study

This study attempts to identify and interpret whether the politicians declare of the COVID-19 disease as a war metaphorical expression to structure motivations contributors' attitude to approve specific selections that are appealed to be related with military state.

Literature Review

According to Conceptual Metaphor Theory which was proposed in 1980 by Johnson & Lakoff, the notion of war, is frequently utilized as a metaphor in order to frame the structure of a totally different concept (e.g., "Argument is war," p. 203). In a related manner, Mayer and Robins in 2000 explain the use of metaphors such as switching of characteristics, and qualities, to a target domain of 'pandemic' from the source domain of 'war'. Hence the target domain is achieved through some special connection, evaluative as well as emotive associations, & communicative effects. Here the knowledge and understanding of the notion of 'war' as a source domain is used to develop an enriched comprehension of the target domain 'pandemic'. It is used, as a metaphor, as a framework of emphasizing. (Keren, 2011), connotation that it monitors our explanation of the world by enhancing certain aspects and overwhelming others (Entman, 1993, p. 52). Moreover, according to Conceptual Metaphor Theory, which is presented by Johnson and Lakoff in 1980 ,in context of cognitive consciousness, structural metaphors define public thought process and activities.

Charles Eisenstein (2020) defined COVID-19 as a kind of rehabilitation which is used in order to break the spell of normality. On the other hand, in one of his public speeches during the lockdown period, Boris Johnson the British Premier, obliquely spoke of COVID-19 as such bad man which we all have to fight together and are bringing it to the ground. These usage of such

metaphors provides clear as well as suggestive ideas to characterize the virus, in this process, they do much more than act as mere "poetic accompaniments" (Grant & Oswick, 1996). For instance, Lakoff and Turner (1989) established: "Far from being merely a matter of words, metaphor is a matter of thought—all kinds of thought: thought about emotion, about society, about human character, about language, and about the nature of life and death" (p. xi).

Eunice Castro Seixas (2021) try to investigate the usage of the war metaphor in the politics and its realm in its connection with the practices of crisis communication and management. She discovers that to begin with 'war' as metaphor was used very frequently in the current scenario of pandemic of Coronavirus, but also that it was used in very different ways in terms of crisis communication and management. Approximately political agents have at times, used the war metaphor for purposes such as presenting sympathy, concern and compassion with the public and supporting self-efficacy and flexibility in managing with the pandemic, which can be connected with familiar best experience in crisis communication.

Schnepf J and Christmann U (2021) argue that at the beginning of the COVID-19 pandemic, governments all over the world employed militaristic metaphors to draw attention to the threats of the virus. On the other hand, ensure militaristic metaphors really touch individuals' observed danger from the COVID-19 virus and increase their support for corresponding preventive policies? Their study evaluated the effects of fictional newspaper articles describing COVID-19 policies using equally negative metaphors but with different militaristic connotations (e.g., "war" vs. "struggle"). The expression "pandemic is dealt with as a war" develops diverse aspects of circumstances , for example, "pandemic is dealt with a struggle." Utilizing the framework of war, generates the danger of coronavirus outstanding, paves the way

to comprehend pandemic as something about life and death, and the vaccines are to be considered as weapons to fight the enemies that is virus (Vilasanjuan, 2021). Furthermore, war is considered to be related with the invasion, an overwhelming aggression, which, in this particular situation is pandemic, is similar to the exponential and prompt spread of the virus. Making it eident that the leading natural response to this concept fright, or havoc.

Sontag S (1978) claims that military discourse, such as tumor, lead to stigmatizing an illness including its carriers. For Sontage opinion, the metaphorical demonstration of "tumor as war", where the individual body is considered as a battle ground, and the disease as a predictable causation or for example an opponent to be fought. Moreover, victims are embodied as warriors, make a contribution to associate the common insight of the illness such as punishment and as somewhat deadly and disgraceful to suppress and overthrow, on the extensiveness of aggressive expressions in medicinal treatise.

In the conceptual metaphorical expressions of COVID-19 the most commonly used metaphorical form is 'war'. Similarly, Rajandran (2020) discovered War metaphors, Liquid metaphors, Journey metaphors and Direction metaphors in common discourses by the leaders of Singapore and Malaysia. The outcomes proposed that war metaphors presented the main proportion, in as much as the framework of the war could disclose the public's responses to the COVID-19 disease, imitating the effect of COVID-19 on various features of public life. In that context, the framework of war metaphors may possibly increase public understanding of COVID-19.

However, war metaphor has been evaluated for improperly describing COVID 19 as a malicious adversary, making extreme concern, probably legitimizing government actions, and suggesting that departed individuals didn't combat pretty tough (Semino E. 2021). For instance, metaphors of war have sometimes been stared as an increase in anxiety, the destruction of unity and the creation of hostility between people. And even the decline of associations between political leaders and the public (Sabucedo JM, Alzate M, Hur D. 2020). In addition, the use of war metaphors, in structuring of public problems is sometimes accused for make simple the complex problems into dichotomous wars. Since it draws public consideration to external fears rather than unsuccessful plans, health issues, injustices and prejudices.

Conclusion
Politicians all over the world widely used war metaphors in the communication of COVID-19 syndrome. The corona syndrome has been defined as enemy, the human body has been described as a battle field and the doctors and health care workers has been described as solders in the war and mask, hand sanitizers and social distances are being described as weapons in the war. War metaphors are mostly helpful for expressing about new syndromes. Since they permit the representation of a complex target domain in tenrms of a source domain that is simpler to understand (e.g., Lakoff and Johnson, 1980). Basically, metaphors also function as a device of framing: each mapping between a specific target and a source domain can emphasize the meaning, reason, evaluation, and clarification of a specific problem for the same situation (e.g., Burgers et al., 2016. The study elucidate that the War metaphor apart from being give the idea in the investigated discourses, but also tends to be the central influencing subject of the manuscript, making the strength of its confrontational and linguistic approaches. This metaphor helps in organizing the health issues through the realm of certain objectives such as: preparing the public for difficult times; persuade nations to change their conduct, raise dometic

union, utilization and flexibility. Moreover, showing concern, apprehension and sympathy; avoiding accountability and justifying guilt and responsibility.

Therefore, human discourse is inadequate in the absence of metaphors and political leaders use metaphors as an important device to influence the public. They purposely associated COVID-19 with the war throughout the severe pandemic to alert public, hence they can follow all safety measures to lead healthy lives.

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