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POLITICAL METAPHORS: AN ANALYSIS OF CONTEMPORARY PAKISTANI POLITICIANS' INTERVIEWS

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ABSTRACT

Metaphor is used frequently by politicians in their discourses to carry across the desired narratives to the listeners. Such usage of the discourses along with the intended metaphors triggers the audience to elicit the functions desired by the discourse-producers. This paper centers on interpreting the kinds of metaphors used by the Pakistani Politicians in their discourses, particularly in interviews. Also, it looks at how far the discourse-producers are successful in embedding and carrying across their proposed ideology while using various metaphors. To meet the purpose of this study, critical/conceptual metaphor theory was used, wherein eight English interviews given by four contemporary Pakistani politicians to the international media on different occasions were analyzed using the process of interpretation. During the said process, the identified themes were interpreted along with their examples in the selected interviews. Furthermore, it is found that the politicians frequently use the selected metaphors to portray their narratives and ideologies. Amongst the metaphors, the most common are those which are related to battle, emotions, dead and journey themes. Such categories indicate how politicians shape their ideas within the discourse(s) to embed their ideologies to the masses with the use of language. Resultantly, the discourses in form of interviews encapsulate metaphors as the persuasive strategies to elicit the desired functions by the discourse-producers.

INTRODUCTION

Metaphors bring forth a deeper understanding of the message's intented meaning through which the speaker's intent can be traced. The present work deals with the understanding of metaphors used by contemporary Pakistani politicians in their interviews with the international media. According to Kaminsky (2000), through metaphors, listeners are assisted in understanding the ideas of speakers beyond the initial words. It means that the understanding goes far beyond the listeners' understanding level for which they think and get meanings. It is a type of bi-directional communication, which puts the listener in two efforts, the one is to understand initial words and the other is to know the intent. Once the themes of metaphors are acknowledged, it builds the communicative connectivity of the listeners.

Metaphors function in terms of comparison. The terms focus and frame are often used as signals for the two concepts that are being compared metaphorically by a writer or speaker. The focus is the most essential term, related to the topic under discussion. The frame refers to a different kind of experience from the selected focus. By combining focus and frame, the metaphor as an oratorical figure urges the listener or reader to understand one concept in terms of the other. Metaphor is prevalent in everyday life, not just in language, but also in thought and action. According to Lakoff and Johnson (2008), our regular conceptual system, in terms of which we both think and act, is profoundly metaphorical in nature.

Metaphor establishes an entire paradigm of concept building of which is beyond the surface level. Metaphor affects language, which has a thoughtful comprehension. In metaphoric language, the sense is conveyed other than the normal use of words. According to Lakoff (1993),

Metaphor is not any particular word or expression. It is the ontological mapping across conceptual domains, from the source domain of journeys to the target domain of love. The metaphor is not just a matter of language, but of thought and reason. The language is secondary. The mapping is primary, in that it sanctions the use of source domain language and inference patterns for target domain concepts (Lakoff, 1993, p. 202).

Further, the mapping of metaphors has a conceptualized relationship. They are not merely linguistic expressions because they have different realizations in different contexts. Thus, it may be possible to use one conceptualized relationship by using different metaphoric realizations. In this regard, it can be concluded that metaphors may have different contexts in manners of explanation. One of the major issues regarding metaphors is the translatability in a text whether written or spoken. Many writers have given their opinions about the mentioned issue, but to explain it in detail, Newmark (1988) puts up that metaphor, that is completely translatable, is a 'dead' one. He means that the translatability of metaphors depends on the cultural bounds as well as the communicative function of the text. Metaphors are highly cultural and communicative in nature as to know about the message being conveyed by the

use of them. He also suggests that metaphors are translatable as far as the cautious reservations during translation are taken into account.

LITERATURE REVIEW

According to Faircluough (1989), discourse is not all about the text, rather it is a component for the whole process of social interaction. Text is merely the part of discourse process. Thus, any form of text, whether it is written or spoken, is the ingredient of the discursive process. Further, Fairclough (1995) proclaims that discourse is the channel through which social practices are delineated and interpreted. It is a way of giving direction to human social practices. Discourse is described as the way of signifying different domains from a particular perspective. The perspective may range from an individual's point of view to a combinatorial study of any particular class.

Fairclough (1995) further expounds on different elements of a discourse. The three elements are inexorably included in every event analysis. He thinks that discourse is made of three complex elements which include social, discourse and textual practices. Following the three mentioned practices, the prime objective of the elements is an interpretation of the text. Further, through the principles, the nature of social practices can also be analyzed. There is always an agenda for undertaking the work. In another place, Fairclough (1989) says that social structure is the result of social practice and a product of discourse. It determines the way through which one spends life and takes action. Conversely, economic and political systems also function through these practices.

Metaphors in Political Discourse

Political discourse involves ideologies and power struggles. Van Dijk (2003) suggests that political discourse is the power struggle over language. It is, therefore, a matter of importance that language is the quintessence in political discourse. Language can be utilized and meant differently; similarly, political discourse is enacted and exerted which makes power structure the essential element of political discourse. Political discourse and persuasion of the people go hand in hand. With reference to party politics, politicians represent their parties and choose specific linguistic items and choices to mobilize the audience(s).

The use of metaphors in political discourse is quite common. Political language often affects the minds of people through its metaphoric and artistic beauty. Moreover, the ideological representation makes difference in the meaning of similar words and phrases. The divergence of meaning comes from the interpretation of a discourse. Referring to it, representation of language is the utilization of language. This process of representation sets forth the hidden ideologies found in discourse. According to Montgomery (1992), ideology has two different views: the 'universalist' and the 'relativist.' The former view suggests that commonly the world is understood by going through certain fixed universal principles. The latter suggests that language determines thought and thought determines language. In the relativist view,

both thought and language are shown interconnected with each other. According to this view, our linguistic orientation differs due to linguistic resources. The linguistic resources make changes in the utterances where the meaning-making process of texts is found different in the political paradigm.

In this connection, political discourse is seen as a political action that works as an intermediary between political discourse and political science. It is the outcome of social action and interaction, which is in spoken as well as written texts. This kind of political action takes place with the help of social and political actors. On this subject, the social and political members are the actors and participants who take part in political action (Van Daijk, 1995).

In a nutshell, social actors are dense with meaning according to their use. Social actors make different choices, no matter how difficult and hectic the conditions are. According to Giddens (1991), as long as social actors are involved in making different choices, they contribute to discourse, otherwise will no longer remain a social actor. This is actually the representation of the members in political discourse analysis. The aforementioned process is deeply affected by the choices made by the participants besides the syntactic order of the sentences which is also responsible for making a change. The choice may be in terms of syntactic or semantic. Therefore, the targeted goal of political discourse analysis is to find how language is manipulated and different choices are made. In this connection, major levels of linguistics are involved in the process of meaning-mapping and meaning-making.

METHODOLOGY

The theoretical ground for this work has been provided by critical/conceptual metaphor theory. However, qualitative content analysis has been used for analysis of data. For collection and discussion of metaphors, critical metaphor theory has been used as a parameter, whereas analysis and interpretation of the metaphors have been based on the aforementioned theoretical approach. Generated in the domain of critical discourse analysis, conceptual metaphor theory was introduced by Lakoff and Johnson in 1980 in their book We Live By. It is grounded in the field of cognitive linguistics, and has a multidisciplinary approach towards its application. This theory entails many of the other fields of linguistics. It is pertinent to know that the spectrum of cognitive linguists falls upon the approach that humans' neural makeup affects their cognitive ability.

Critical/conceptual metaphor analysis aims to unveil and reveal the hidden intentions of language users. It does not subside the conceptual framing of metaphor, rather it goes for the thinking process at first hand. It also touches upon the traditional approach that metaphors mean to have argumentation. Metaphors have a specific context in which they are used. The use of metaphors in discourse is not futile, but has a specific goal to achieve. In this regard, the analysis becomes integrative analysis of other fields as well because metaphors cannot be studied without contextual complexities. This study is primarily qualitative in nature, focused on interpretation and explanation of metaphors in the selected discourse. For achieving reliable

results, paradigms and practices of qualitative research have been used. A thorough understanding was provided by qualitatively analyzing the content which was selected from online forums. The present study followed non-probability sampling in which a purposive sample was utilized. Those politicians were selected for analysis of data whose interviews in the English language were available for analysis. They are Bilawal Bhutto Zardari, Imran Khan, Shahbaz Sharif and Pervez Musharaf. The selection of interviewees was based on their position in their respective parties. Metaphors perform several functions in discourse. The present study takes into account the conceptual metaphors which perform cognitive functions. These types of metaphors provide implicit meanings of the discourse.

Interpretation of Battle Metaphor

While using the battle metaphor, the leaders use and deliver a kind of combative discourse. All of them have given the message of struggle or contest either against a political party or against a group of people who have ever tried to harm Pakistan. The very first example has been taken from Imran Khan's interview in which he has made use of the 'battle' metaphor. In his interview, he talks about the Taliban that the real contest of Pakistani nation and politicians is with the Taliban. This group of people is deteriorating our economy and peace. In this case, Imran Khan seems to be aggressive towards the Taliban for their attitude and maltreatment of the Pakistani nation. While in his interview, he refers to the Taliban that 'the real contest is with them.' He tries to explain the crisis of Pakistani nation who are suffering due to extremist attitudes and activities of the Taliban.

Unlike Imran Khan, in the interviews of Bilawal Bhutto, the target killers are pointed out for their wrongdoings. Bilawal Bhutto says:

"They are responsible for the loss of the human lives."

According to him, 'they' (target killers) are the people who are killing our nationals, who are targeting our innocent citizens. Thus, it becomes our duty to stand against them and guard the country against these tyrants. In his interview, he presents very blunt remarks against this group of people. He mentions them to be out of the Islamic circle, rather out of humanitarian characteristics. He adds that we- each and every one of this country- are supposed to fight against these people. As they are fighting us in the battlefield, so the nationals of Pakistan have to beat them in the battlefield. He says that they do not understand the talks of people. They have to be punished and beaten in the battlefield as they have attacked the citizens of Pakistan. In his first interview, he asserts it strongly: 'we have to beat them.' It is obvious from the remarks and the use of metaphors "attack," "beat" and "battle" that Bilawal Bhutto's use of metaphors is blunt on target killers. He suggests taking revenge from all of them.

Interpretation of Dead Metaphor

Dead metaphor has its in-depth meaning, but the words being used for dead metaphor are commonly used in day-to-day life. Superficially, such words do not have distinct characteristics, rather they are the common words used in daily conversation. The use of dead metaphors is obvious in interviews of all the selected politicians. Imran Khan uses most of the dead metaphors in his interviews. The purpose is to convey his message vividly. In his selected two interviews, he talks against the contemporary politicians who are running the country. He shows his complete disagreement with the ones who are in leading roles. In his very first interview, he said:

'Whenever criminals running the country.'

In the very first interview of Imran Khan with CNN when he was asked for the situation of Pakistan, the answer of Imran Khan was to call the leaders of Pakistan as criminals and guilty. In the mentioned sentence, 'criminal' has its negative connotation, which is often used in daily life conversation. Criminals violate the rules and law of a country. Thus, Imran Khan is calling the leading rulers as criminals, and he metaphorically conveys the message of how such criminals defame the country.

In the same speech, it is also stressed that the Pakistan Tehreek-e-Insaaf is a leading party. If it succeeds in the upcoming elections, it will be the 'biggest upset.' The technique of dead metaphor has been applied here. 'Biggest upset' indirectly conveys something that is not being explained in the interview. Imran Khan means to say that the biggest upset will be for the opposition party because they will not tolerate the party to succeed in the elections. Similarly, Imran Khan emphasizes that all the policies of the current government are failed ones. The stress, here, is on the role of the military that has been indirectly called the interferer party in politics. He elaborates his talk that no one can go against the military. He says:

'You have got to become either a right-wing or a hard liner.'

It means that either one has to become part of this group or get ready to fight with the military regime. The whole meaning of the dead metaphor is visible in the example that favouring the military brings a boon, otherwise will bring harm. Further, Imran Khan, in his interview, is of the opinion that the parties of PPP and PML (N) are just like mafias who have been ruling this country since long. The members of these parties are not less than Mafiosi who are deeply involved in gambling and looting the country, says Imran Khan. There are other examples as well related to this topic, which have been given in the themes.

Keeping in view the aforementioned example, the interviews of Bilawal Bhutto convey the same experience. In the first interview, Bilawal says that all the parties have a common aim and common goal. If so, then why are they running after their vested interests? Here, in this stretch of the interview, he

emphasizes the expression 'common aim and common goal' which means that all the parties need to work together for their common motives. The common aims and goals can be those activities that are not in favour of the nation, but are in favour of their party politics. The word 'common' has been used as a dead metaphor that conveys several meanings among which some are discernible and some not. Then, he says that Musharraf was responsible for his mother's death as he says:

'Musharaf threatened my mom in the past.'

Here, the metaphoric token 'threatened' intensely expresses the illegal and atrocious activities of Musharraf that he did in his tenure. The word 'threatened' has been used as a dead metaphor as it underscores all the activities of Musharraf to be cruel and illegal. It is a blame name for his military power and dictatorship.

From the interviews of Shehbaz Sharif, it can be concluded that he is a staunch opponent of Musharraf. He talks against the government and military dictatorship of Musharraf. In his first interview, he says:

'He is not the one to save Pakistan from trouble;' 'Shaking hands with a dictator will not usher into democracy but will strengthen dictatorship. The results are obvious after providing legitimacy to a fatigue General who has been ruling Pakistan at the barrel of his gun.'

In all of these examples, Shehbaz Sharif opposes power politics and dictatorship. He targets Musharraf for what he did in the past and what he is doing. In the very first statement, he says that Musharraf is not the last ray of hope for Pakistan who can save the country. Rather, he is part of the trouble, not part of the solution. In the very other examples, he turns against the military leadership and reiterates that befriending a dictator will not strengthen the democratic government, rather it will strengthen the dictatorship. Finally, the reference has been given to his cruel dealing and ruling as Shehbaz Sharif says that Musharraf will always rule Pakistan at the barrel of his gun. In the aforementioned examples, the metaphoric expressions are: 'save,' 'dictator' and 'barrel of his gun.' All these convey contradictory remarks against Musharraf and it is implied that his military dictatorship will not be liked by anyone in this country. It is also conveyed that PML (N) is not in favour of this kind of war on terror, rather it is terrifying the nation of Pakistan under the barrel of guns. In other examples, 'Despot' and 'making a mockery' have been used as dead metaphors that indicate that dictatorship will be authoritative and will never solve problems of the nation.

In response, Musharraf turns against PML (N), and he says in his interviews that all the problems have been increased by such type of parties who undertake all the works for their sake, rather than the nation's interests. In his second interview, he asserts:

'There are issues, this a mountainous terrain, inaccessible, yes indeed there are sanctuaries, there is support and harbouring him.'

This example conveys several meanings to the audience as 'mountainous terrain' has been used as a metaphoric expression, which means that common people do not know about the ideas of these members and leaders. It is mapped with a zigzag path like a quagmire wherefrom it is difficult to come out easily. However, if they are caught in any legal claim, then they always have safe houses and places. The metaphoric token 'sanctuaries' refers to how the leaders and members involved in crimes are provided with safe abodes wherein they enjoy their crimes. It is questioning the government of the Muslim League, and it is implied that in this government, the criminals have full protection against the law. The third example adumbrates that support and harbouring of crime is due to the corrupt leaders who are in this party. They should never rule a country, rather they should be expelled from the country. Here, the reference is to the exile of Nawaz Sharif and other members. Then, Musharraf scaffolds his statement by saying that all these problems can be solved by giving strength to the army and ISI of Pakistan. In this view, the expression 'strengthen' empowers the army and ISI. Empowering the army and ISI is strengthening them politically, economically and militarily.

Interpretation of Emotion Metaphor

In the selected interviews, many instances of emotional metaphors can be found. Bilawal Bhutto has made extensive use of emotional metaphors by referring to his mother's assassination. In his second interview, he says:

'The politicians are confusing the issue because they are cowards because they are scared.'

In the aforementioned example, he talks about the matter of his mother's death, which is still pending in court. He talks against the politicians that they are confusing the problem that has been complicated to such an extent that it is difficult to make a decision. The emotion metaphors are 'cowards' and 'scared.' The statement has been made against the political leaders in such a way that all of them are coward and afraid of saying something clearly. It gives us the meaning that either the political leaders he is referring to are involved in this act or they know the secret, which they do not want to disclose. Owing to this, Bilawal calls them cowards which is a derogatory remark for all of them.

Moreover, in the same interview, he affirms it publicly that Benazir Bhutto faced many hardships and difficulties in her life:

"My mother buried her brother and lived in exile."

In this very statement, he is trying to arouse the emotions of the audience by giving reference to past events and incidents. The metaphors of 'buried her brother' and 'lived in exile' explain many things. Bilawal Bhutto calls her

mother to be brave enough who lived in exile and tolerated many difficulties. She had the responsibility to raise her children in exile while her husband was in prison. Moreover, she saw her own brother's death that was very difficult for her to bear all alone. All these examples convey that Benazir Bhutto was right, determined and true to her words. She is shown to be a legend that she never lost her temper. Bilawal Bhutto says something in her support as he gives prominence to her mother over his father. In the interview, he says that she will be alive in hearts of the people. It is indirectly politicizing the name of Benazir Bhutto for one's vested interests.

On the other hand, Shehbaz Sharif has also made use of emotion metaphors in his interviews. He says something in support of his brother Nawaz Sharif who was mishandled and maltreated by the government of the time. It was the time of Pervez Musharraf, which has been called as dictatorship by Shehbaz. He gives reference to the past events and says:

'Nawaz sharif is very dejected and the way he is mishandled in Islamabad.'
'He was manhandled, he was dragged, he was harmed, he was driven to
 a plane through a deception plan.'

In these statements in front of the international media, it is brought to the front that Musharraf served dictatoraily. He treated people badly and used to be happy over tortures of the innocent people, says Shehbaz. He states that Nawaz Sharif was mishandled, and through a deception plan, he was sent abroad, instead of sending him to his own country. Here, the metaphors 'dragged,' 'harmed,' 'deception plan' and 'dejects' refer to the past incidents, and by this technique, the emotions of the audience are aroused. It is quite obvious that the people know about the same incident as they would consider it a cruel and illegal act. This is degrading the image of Musharraf and making Nawaz Sharif a hero of the nation who suffered hardships. Apart from the remarks, minds of the audience are influenced by using these emotion metaphors.

Interpretation of Journey Metaphor

Metaphors are pervasively used in political discourse. Among them, the journey metaphor is the one that places the listeners in a position of a journey. It involves strife to move from one place to another, having a specific time limit. In discourse, the journey metaphor is likely to be known by the endeavor of words. One has to follow a specific path in a certain direction. During the process of this travel, there comes different movements either to lead or to lose. The audience realizes through the quest of this metaphor that there is a long way to be covered for getting out of the tumultuous situation. That is how the journey metaphors respond to emotional attachment and presentation of the encouraging remarks. In the selected interviews, several journey metaphors have been used to show this quest that seems to be attained within a certain period. It should be noted that journey metaphors are often confused with motion metaphors, but if there is a vast array of background and context,

then they should be termed as journey metaphors, rather than going for the other.

Among the selected politicians, Bilawal Bhutoo has made use of this metaphor in several places. He makes a very serious remark by saying:

'We would like to eradicate the Taliban from Pakistan.'

In this statement, the word 'eradicate' has been used as a journey metaphor as eradicating the Taliban is not a matter of a day or two. It has taken time and will definitely take long time in future. The war on terror and so many other operations have been launched in order to finish this menace from the soil of Pakistan. There still needs to be the exigencies of war against them. Thus, it is a difficult and time-consuming job to eradicate the Taliban from the country of Pakistan.

In another place, Bilawal Bhutto uses journey metaphor by saying:

'My father is the only one to lead the successful military operation. We have built the national consensus.'

The aforementioned remark is dense with metaphoric realization as launching and leading a successful military operation is not an easy task within a short span of time. Further, there comes the loss of lives and financial crises as well due to military operation. In short, it is a long way to tread for reaching to the goals. Moreover, in the connected sentence, it is suggested that the national consensus was built due to the unanimous decision of the party leaders. Here, the word 'built' has been used as a journey metaphor as it has taken a long course to achieve and maintain national consensus. In the interview, Bilawal Bhutto alleges that Musharraf is trying to mislead the nation and do for the national consensus.

The interview of Shehbaz sharif also shows antagonistic force against Pervez Musharraf's military regime. He says that the leaders have sacrificed their time and money for the sake of this country. Pakistan has withstood the problems owing to the strenuous efforts of the political leaders. The word 'sacrifice' is dense with meanings. It conveys all those struggles, hardships and altruistic works of the political leaders for their country. It was not easy to give a sacrifice of only money, but of time and selves as well, says Shehbaz. One of the struggles was highlighted by Benazir Bhutto when she came to Pakistan, she brought development with her. Nevertheless, it is claimed by Shehbaz that Musharraf threatened her and killed her for not accepting his demands. It expounds that it was a pre-planned and deceptive game played with Benazir.

In another place, Shehbaz Sharif turns a deaf ear to Musharraf and says:

'Terrorist activities have not only fanned, but they have spread through Pakistan.'

The sentences follow the journey metaphors of 'fanned' and 'spread through' which suggest that in Musharraf's time, it became rather deleterious for the nation to withstand terrorism. Because the terror among people has risen to its peak, and terrorist activities have spread through the country. In the interview, Shehbaz sharif passes the remark to the audience that Musharraf is not going to resolve the problems, rather he is becoming part of the trouble himself. In addition, all these activities have been planned after a long period. This motion of activities and time interval suggests that Musharraf himself is in support of these activities. In his last remarks, he asserts that Pakistan has to be retrieved from the brink of disaster, chaos and anarchy. If it is noticed here, retrieving Pakistan from all these tumults cannot be done easily, rather it would take many lives and sacrifices from the citizens of this country.

In the interviews of Imran Khan, he also uses journey metaphors for influencing minds of the listeners and viewers. He takes a reference from the past leaders and says that all the great leaders have gone out of their own motherlands for the betterment of their nations. After the efforts and spending time outside their countries, they have gained success. Here, the expression, like 'went out of,' 'come back to country' and so on suggest that going out from a country takes time and sacrifice from the leaders. He indirectly gives his own reference that he is also among the great leaders as he spent time in England, got the western education, learned the etiquettes and then came back to his country for leading a successful election. Moreover, it has taken time and money from Imran Khan to give sacrifices for his country. In short, Imran Khan gives his clarification that he did not spend time in England for his own benefit, rather he was doing it for the sake of his country.

DISCUSSION

Metaphors have been researched upon by various researchers from different angles. Unlike the name indicates, dead metaphor is the common metaphor being used in daily discourse. This is a stereotyped expression, which is often found unnoticed, but it is pertinent to the perception of the world. In literature, such types of expressions are regarded as 'cliché-ridden' expressions, which have lost their originality, but only the conventionalized norms hold them to be intact. However, dead metaphors have a good impact on the concepts formed in minds. The effect of dead metaphors is due to conventionalized characteristics that we perceive indirectly and unconsciously (Goatly, 2005, pp. 21-22).

Going through the studies conducted on metaphors, the terms, used in a metaphoric sense, refer to the outside textual domain. The textual domain is not concerning the current textual domain, but mapping the domains makes it meaningful. Thus, metaphors are grounded in socio-cultural experiences through which the mapping of metaphors becomes unidirectional and systematic (Henry, 2005; Kaminsky, 2000; Lakoff, 1993).

In the pioneering work of Lakoff and Johnson Metaphors We live By (1980), it is stated that everyday language is composed of conventional metaphors.

Metaphors contribute to the meaning-making process and shape our cognition. The concepts stem from writers' minds, which are presented through semantic metaphors (Deignan, 2005, p. 4). The concepts about emotional attachment have a strong relationship with social sectors. The use of metaphors invigorates a message and makes it more memorable. There are metaphors, which arouse an emotional response. The uncertain situation is always referred to for arousing the emotions of the people. It is also a strategy used by political leaders to settle matters and calm the people down by presenting some emotional remarks. The emotional remarks are often personified with authority ('t Hart & Tindall 2009b, p. 346). In addition to this, emotional metaphors are used with the past reference, which is known to people of the time. The political leaders consider the uncertain situation of a country as a threat that takes place through media. Through this, they seem to have a national interest, likely to be seen by the people (nation) as regulators of patriotism and national interest (Boin, 2009, p. 309).

CONCLUSION

The present study was based on eight interviews of four selected contemporary Pakistani politicians wherein two interviews of each politician were analyzed. The interviews were selected from reliable online sources. Moreover, the interviews available on the international media in the English language were analyzed. This study comprises one thread of interpreting metaphors of Pakistani politicians' interviews. These interviews were analyzed according to the content analysis of metaphors. The interviews were analyzed by applying the theory of conceptual/critical metaphor theory. It was thoroughly discussed in the present paper that metaphors play a vital role in discourse, especially in political discourse. Likewise, in political interviews, metaphors are carriers of hidden ideologies and messages.

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APPENDIX

Note: These interviews were transcribed from spoken to written form. Due to space, it was not possible to put the overall written text in Appendix. Moreover, the interviews were too lengthy and putting all the details of the interviews in appendix was not possible. However, the links have been given that can be retrieved easily online.

Appendix 1: https://www.youtube.com/watch?v=tD2IDd4aDVg

(First Interview of Bilawal Bhutto Zardari)   With BBC TV

Appendix 2: https://www.youtube.com/watch?v=6vjKvBraoCc

(Second Interview of Bilawal Bhutto Zardari)   With CNN TV

Appendix 3: https://www.youtube.com/watch?v=VuWzPEMZDvI/

(First Interview of Imran Khan)   With BBC TV

Appendix 4: https://www.youtube.com/watch?v=ArjJiRWNc1E

(Second Interview of Imran Khan)   With BBC TV

Appendix 5: https://www.youtube.com/watch?v=V6mmgSr6XVQ

(First Interview of Shehbaz Sharif)   With ALJAZEERA NEWS

Appendix 6: https://www.youtube.com/watch?v=GIdex2TkOkg

(Second Interview of Shehbaz Sharif)   With   ALJAZEERA NEWS

Appendix 7:https://www.youtube.com/watch?v=1fpuEPjS4rU

(First Interview of Pervez Musharraf) With NDTV TIMES

Appendix 8: https://www.youtube.com/watch?v=RIYly9kRRN0

(Second Interview of Pervez Musharraf) With NDTV TIMES