

A COMPARATIVE ANALYSIS OF THE SPEECHES OF IMRAN KHAN, NARENDRA MODI AND RECEP TAYYIP ERDOGAN AT UN GENERAL ASSEMBLY: A CRITICAL DISCOURSE ANALYSIS

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Abstract

This study examines the use of metaphors in the United Nations General Assembly speeches of Imran Khan, Recep Tayyip Erdogan, and Narendra Modi to explore how political leaders employ figurative language as a strategic tool for persuasion and ideological framing. Drawing on conceptual metaphor theory, the analysis categorizes and compares metaphor types—including journey, direction, war, peace, visual, and religious metaphors—across the leaders' speeches. Findings reveal that while all three leaders use metaphors to address themes of peace, justice, and development, their metaphorical choices reflect distinct political priorities and cultural contexts. Imran Khan's discourse demonstrates a higher diversity of metaphors, emphasizing moral direction, socio-political struggles, and religious imagery. Modi's metaphors project India's developmental journey, leadership aspirations, and resilience, while Erdogan's metaphors highlight unity, humanitarian responsibility, and geopolitical relevance. The study concludes that metaphors in political discourse function as powerful cognitive and rhetorical devices, enabling leaders to simplify complex issues, evoke emotional engagement, and shape global perception.

Keywords: metaphor analysis, political discourse, UNGA speeches, Imran Khan, Recep Tayyip Erdogan, Narendra Modi, conceptual metaphor theory

1. Introduction

Metaphors are an important form of figurative language. Metaphors permit us to recognize one aspect in term of another (Lakoff & Turner 1989: 135). The metaphorical use of words means something different from their general meaning. According to Longman Dictionary (1978), a metaphor is “An expression which means or describes one thing or idea using words usually used for something else with very similar qualities, without using words ‘as’, or ‘like’”. Metaphors lend force to ideas. Metaphors are used to convince people in any social context. That is why political leaders use metaphors quite frequently in their speeches to achieve their interests. They use them to convince the audience to achieve their goals. According to Jonathan Charteris Black (2005), the metaphor of a politician is that which is a sexual appeal to an individual, a secret way of sending messages of desire.

The United Nations General Assembly is a very forum for world leaders to express their ideas and convince the world about their country's point of view. People all around the world listen to these speeches and form their opinion about different countries. That is why, all the heads of states pay special attention to express their views in the best possible manner. Along with other devices, they employ metaphors for a better effect. The subject of this study is the use of metaphors in the speeches of Imran Khan, Recep Tayyip Erdogan, and Narendra Modi in the United Nations General Assembly in different years. Imran Khan was the prime minister of Pakistan. Recep Tayyip Erdogan is the president of Turkey while Narendra Modi is the prime minister of India. Due to the strategic, ideological and geographical importance of these countries, the speeches of these three leaders attain special significance. They depicted the

positive reflection of their countries by their speeches delivered at UNGA. They portrayed a nonviolent image and role of their countries in the world. Their speeches were influential to a great extent for the masses, whether they belonged to their own countries or other countries. The main purpose of the present research is to explore and analyze the use of metaphors in the speeches of these three leaders at UNGA floor. It aims at providing deep understanding of the political speeches and how they influence their audience.

1.1 Objectives

1. To explore the use of metaphors in the speeches of three leaders: Imran Khan, Recep Tayyip Erdogan, and Narendra Modi.
2. To explore the hidden meanings of metaphors.

1.2 Research Questions

1. How many and which type of metaphors were used in the speeches of President Recep Tayyip Erdogan, Prime Minister Imran Khan, and Narendra Modi?
2. What are the hidden meanings of metaphors used in their speeches?

2 Literature Review

This research studies the vital role of metaphors in the construction of political speeches and their influence on public. Many researchers already explored and examined the role of metaphors and figures of speech in politicians' speeches.

Naz, Alvi, and Baseer (2012) studied Benazir Bhutto's speech by transitivity analysis. They found that politicians use certain words to convince masses. They investigated the literary text of her speech by transitivity process and found her way of convincing people by using specific words.

Noor, Ali, Muhabat, and Kazemian (2015) analyzed last speech of the Holy Prophet (PBUH) from functional linguistics point of view. Their study showed ideologies expressed by the Holy Prophet (PBUH) and also his opinions. Their research revealed that speeches of the Holy Prophet (PBUH) and other religious text can also be analyzed linguistically or grammatically. Sharififar and Rahimi (2015) analyzed the speeches of Barak Hussain Obama and Rouhani which they delivered in 2013 at United Nations General Assembly. Their aim of analyzing their speeches was to explore the influence of their speeches. They communicate their power through their addresses. They examine that language performs its role in speeches to shape ideology. The researchers found both presidents used personal pronouns in their speeches.

Iqbal (2015) examined the pre-election addresses and post-election address of politicians in Pakistan. The aim of her research was to examine rhetorical device and implication of these devices. She examined the rhetorical devices used in the speeches of political leaders. She found that politicians manifest their ideologies and affirm their power by using rhetorical devices.

3 Methodology

The nature of this research will be qualitative. Three world leaders' speeches are selected for this research. These speeches were delivered in the 74th, 75th and 76th sessions. Speeches are taken in the form of text.

Imran Khan's speeches:

September 27, 2019, September 25, 2020, September 24, 2021

Recep Tayyip Erdogan's speeches:

September 24, 2019, September 21, 2021

Narendra Modi' speeches:

September 27, 2019, September 26, 2020, September 25, 2021

This research has examined different types of metaphors used in the speeches of these three political leaders. Various types of metaphors include direction metaphors, journey metaphors, forward and backward metaphors, upward metaphors, downward metaphors, movement

metaphors, conceptual metaphors, implied metaphors, visual metaphors, etc. Journey metaphors are used to give distinct meanings, such as ‘going up’, ‘rising up’, ‘picked it up’, etc. The journey metaphors are mostly used by politicians in their speeches to indicate their efforts for their countries’ progress. Direction metaphors indicate directions, like in ‘economic condition goes down’. ‘Goes down’ indicates the crises of economic condition. Movement metaphors are used to give any idea for action. Visual metaphors are used by politicians to create a visual image in audience’s mind about others. All the above mentioned metaphors play their specific role in speeches.

This research has explored all these metaphors used in these three leaders’ speeches. This research has qualitatively explored metaphors by using method of Critical Metaphor Analysis. This approach was proposed by Charteris Black (2004). According to Charteris Black, metaphors develop thinking and are intentionally used by politicians and business personalities. This research aims at exploration and examination of those metaphors used by them.

4 Analysis

Critical Metaphor Analysis is made up of three stages of analysis:

1. Metaphor Identification
2. Metaphor Interpretation
3. Metaphor Explanation (Charteris-Black, 2004: 34-41)

1. Competition Metaphor	6. Visual Metaphor	11. Physical Suffering Metaphor	16. Backward Metaphor
2. Object Metaphor	7. War Metaphor	12. Liquid Metaphor	17. Plant Metaphor
3. Person Metaphor	8. Building Metaphor	13. Upward Metaphor	
4. Journey Metaphor	9. Forward Metaphor	14. Animal Metaphor	
5. Direction Metaphor	10. Peace Metaphor	15. Religious Metaphor	

The researchers found 10 kinds of conceptual metaphors in his speeches. It includes competition metaphors, object metaphors, person metaphors, journey metaphors, direction metaphors, visual metaphors, war metaphors, building metaphors, forward metaphors, and peace metaphors.

4.1 Imran Khan’s Speeches Analysis

The researchers found 13 types of conceptual metaphors in his speeches. It includes direction metaphors, forward metaphors, animal metaphors, journey metaphors, visual metaphors, religious metaphors, upward metaphors, war metaphors, backward metaphors, plant metaphors, liquid metaphors, peace metaphors, and physical suffering metaphors.

1 Direction Metaphors

"You are forcing people **towards** radicalization" (Khan, 2019, Para. 65). "Towards" indicates the direction that leads people to radical thinking. He talks about the wrong direction of making people radical and the consequences of this radicalization. "It will **lead** to a major crisis" (Khan, 2019, Para. 16). "Lead" here talks about the outcomes of instability, as this instability is in the wrong direction. Economic instability brings major crises. "Either you surrender or you fight **till the end**" (Khan, 2019, Para. 69). Imran Khan gives them the direction to face and fight till the end. "Till the end" is a direction metaphor here used to present their courage to fight the opponent till the very end. "A nation that will fight for its freedom **to the end**" (Khan, 2020, Para. 60). Here Khan talks about the direction of freedom.

"To the end" shows the directions and efforts until the goal is not achieved. "*Money that could be used **toward** human development is siphoned off*" (Khan, 2020, Para. 26). Here Khan talks about the direction of the money usage for human development. Here "*toward*" presents the direction metaphor for human development but they are not getting that development due to corruption. "*The US **went wrong***" (Khan, 2021, Para. 56) "*went wrong*" metaphor is used by Imran Khan. Here Khan talks about the nation's journey "*There is only **one way** to go*" (Khan, 2021, Para. 59). Here "*One way*" shows the only direction toward the destination. "*Mobilize the international community and move in **this direction***" (Khan, 2021, Para. 64). Here "*This direction*" shows the way for public welfare and gives suggestions to move on in that one direction that is mentioned by him to mobilize them.

2 Forward Metaphor

"*I want to **move on** to talk about Kashmir*" (Khan, 2019, Para. 35). Here "*Move on*" is a forward metaphor in this context because it leads a nation to a positive way to talk about any solution to the problem. "*Political settlement was the **way forward***" (Khan, 2021, Para. 55). Here "*Way forward*" indicates the forward direction. He says it while talking about Afghanistan, and he says that only political debates are the solution. "*Mobilize the international community and **move in this direction***" (Khan, 2021, Para. 64). According to him it is a hard and critical time for Afghanistan. Here "*Move in*" shows the forward way to a positive change for public welfare and gives suggestions to move in forward to mobilize them.

3 Animal Metaphors

"*Kashmiris are **caged** like animals in homes*" (Khan, 2019, Para. 57). "*Caged*" shows that Kashmiris are treated like animals and not as humans. They are treated and caged like animals. "*They wouldn't stand for 8 million **animals** to be locked up*" (Khan, 2019, Para. 53). He uses the word animal for them because they are treated like animals. "*Animal*" metaphors are used to indicate any person, group, thing, etc. who are treated like an animal or having the qualities of an animal. "*Cow vigilantes attack and kill Muslims with impunity*" (Khan, 2020, Para. 47). Here "*Cow*" shows that an animal is more important in the eyes of one nation and that an animal is just an animal in the eyes of another nation. Due to this difference of views, hundreds of people are treated like animals and killed without any kind of mercy. "*Mob lynching by **cow vigilantes***" (Khan, 2021, Para. 27). He talks about the "*Cow*" as more important in India than human beings and especially more important than Muslims that is why they killed hundreds of Muslims because they slaughtered cattle at their Eid festival.

4 Journey Metaphors

"*The World is **changing***" (Khan, 2019, Para. 16). The "*changing*" metaphor indicates the journey of change in the world, the change that is occurring now and also proceeding on. "*Pakistan **continues** to support a two-state solution*" (Khan, 2020, Para. 71). According to him, Pakistan is on the way to peace, and supports a dialogue system between the two states. "*Continues*" is the journey metaphor here to present the continuous journey of Pakistan to bring and promote peace in Palestine. "*We have embarked upon **game-changing***" (Khan, 2021, Para. 09). Khan's efforts for change are expressed in the metaphor "*Game-changing*". He says that they reforest Pakistan with a 10-billion-tree tsunami, switch to renewable energy, and remove pollution from cities. The game-changing journey for Pakistan brings Pakistan to a new phase.

5 Visual Metaphors

"*A good guy does not get **justice***" (Khan, 2019, Para. 64). "*Justice*" here visually presents the unjust method of the world that innocent people can never get justice, and they become hopeless about the process of justice. "*This was just a **trailer, the movie** is yet to come*" (Khan, 2019, Para. 46). He talks about the upcoming threats from India to Pakistan's security, "*Trailer and movie*" both are used here to visually present the threat, time of war and horror

between both nuclear countries and the consequences of war. "*The pandemic was an opportunity to **bring** humanity together*" (Khan, 2020, Para. 36). The world had lost the opportunity to bring humanity together at one point. The "*bring*" metaphor presents a visual picture of unity. "*We **envisage** Naya Pakistan*" (Khan, 2020, Para. 05). According to him it is his dream and his party's efforts to make Pakistan a new one. That is why Khan presents the visual image of Naya Pakistan by using a visual metaphor. The "*envisage*" metaphor states to visualize the picture of a new Pakistan. "*The most recent example of Indian **barbarity** was the forcible snatching of the mortal remains of Syed Ali Shah Geelani*" (Khan, 2021, Para. 35). He says that India shows its positive face to the world, but here the metaphor "*barbarity*" visually presents India's dark face and barbaric nature of India. "*the hate-filled **Hindutva ideology***" (Khan, 2021, Para. 27), "*Hindutva ideology*" shows the hate-filled ideology of Hindus and their propaganda by the RSS-BJP fascist regime. According to him they create fear and violence in Muslim communities. "*BJP continues to vitiate the environment by intensified repression **barbaric acts***" (Khan, 2021, Para. 38). "*Barbaric acts*" is a visual metaphor used here to show that they tease and kill them without any kind of mercy.

6 Religious Metaphors

"*No **religion** teaches violence*" (Khan, 2019, Para. 24). They falsely elaborate on religious systems as a way of committing terrorism or violence. Here personified religious metaphor "*religion*" is used as a life force that shows ways of living that does not teach or promote violence.

7 Upward Metaphors

"*The Prophet (S.A.W) is the ideal we want to **live up** to*" (Khan, 2019, Para. 28). Here "*live up*" metaphor shows that a nation wants to live an independent and graceful life that is far away from a life of dependence. "***grew up** in an independent Pakistan*" (Khan, 2020, Para. 60). "*Grew up*" here is used to express Imran Khan's upbringing in an independent and free Pakistan, free from colonial India and this *grew up* also shows the independence from the slavery of others.

7 War Metaphors

"*They **pick up** guns*" (Khan, 2019, Para. 66). He says that Kashmiris want their rights and want to be considered by the world, which is why they pick up guns for their survival. "*Pick-up*" here is the war metaphor for getting rights and justice. "*We fear humans are **facing** a huge catastrophe*" (Khan, 2019, Para. 05). Here "*Facing*" is used by Khan to present the hardships and sacrifices of nations and countries who are facing and fighting against hard situations. "*We are still not **out of the woods***" (Khan, 2020, Para. 19). Here Imran Khan uses the war metaphor "Out of the woods" that they are still not out of the troubles and still facing and fighting critical situations. "*No country is **out of the woods** today*" (Khan, 2020, Para. 19). Here "*Out of woods*" shows that countries are facing hard times and want to get out of them. The world is facing troubles and difficulties. "*India is playing a dangerous game of **upping the military***" (Khan, 2020, Para. 58). "*Upping military*" is not actual war but a sign of terror and power show for any other nation. "*Advanced Nuclear **Weapons***" (Khan, 2021, Para. 40). It shows the destructive aspect because these "*weapons*" are a sign of threat, terror and destruction and every country is running to get nuclear weapons. "*The world is **facing** triple challenges of the Covid-19...*" (Khan, 2021, Para. 03). "*Facing*" here is used to present the picture of deaths, misery, pain, terror, poor conditions of the economy, and fear of that time in people. "*The world is **facing**...the threats posed by climate changes*" (Khan, 2021, Para. 03). Here "Facing" is used as a war metaphor because the world has to face and fight climate change as a war. It is not the actual war on ground but a conceptual war against climate changes.

8. Backward Metaphors

"I feel we are **back** in 1939" (Khan, 2019, Para. 68). Here, the metaphor "**back**" indicates how a nation is put back into the past, where they were at first. He says that due to all the security, terrorist, and economic issues Pakistan was feeling back in 1939, it did not proceed.

1 Plant Metaphors

"We are still not out of the **woods**" (Khan, 2020, Para. 19). The plant metaphor of "**woods**" is used here to show the hard times, troubles, and hardships that Pakistan faced during the pandemic situation and also after that. "No country is out of the **woods** today" (Khan, 2020, Para. 19). The metaphor "**woods**" here shows that other countries are also facing hard times and want to get out of them. The world is facing troubles and difficulties, and not only a single country, is out of these problems.

2 Liquid Metaphors

"Unprecedented **Flooding** in Various Parts of the World" (Khan, 2020, Para. 32). The world is compared to a container that needs to be protected against water and floods. "Flooding" is used here as a liquid metaphor. "Wealthy islands in the **sea** of poverty will also turn into a global calamity" (Khan, 2021, Para. 20). Here, the liquid metaphor "**sea**" is used for a deep-rooted issue. Imran Khan insists on sincere steps to eradicate corruption and money laundering. He says that rich people and countries snatch assets, wealth, and other valuable things from poor countries.

12 Peace Metaphors

"Restore **peace** in the war-torn country of Afghanistan" (Khan, 2020, Para. 66). Khan wants to say that the only way out of the circumstances of conflict is through the establishment of "**peace**". Everyone needs to work together as a team if they are to survive the crisis. "Pakistan's desire for **peace**...promotes political solution in Afghanistan" (Khan, 2020, Para. 63). Peace is very necessary for development and progress, and only a war-torn country understands the need for peace. The metaphor "**peace**" is used for the peace of the region and also for mental peace, which is also necessary for development.

13 Physical Suffering Metaphors

"Palestine remains a **festering wound**" (Khan, 2020, Para. 70). Here Khan uses the metaphor of physical suffering to convey facts about the interpretation of psychological pain as physical pain. "**Festering wound**" is used here to describe pain as the physical pain of a wound to a person. This research looked at how metaphors help make political communication seem credible. It looked at metaphors' effects on political authority and how they are used differently in different situations.

4.2 Narendra Modi's Speeches Analysis

1. Competition Metaphors

"We belong to all places and to everyone" (Modi, 2019, Para. 13)

He wants to show himself as well as his government as the most trustworthy in India and the best competitor of all. He also shows that they belong to every place, and no one can compete with them, they are the only competitors among all. Here "belong" does not mean the actual ownership but the trust and love that Narendra Modi and his party enjoy and no one can enjoy it except them.

2 Person Metaphors

"India is one of the leading nations" (Modi, 2019, Para. 15). Here he showed India as a living human being, and the nation is like a leader to lead others or to show the right way to follow. "India is a mother of democracy" (Modi, 2021, Para. 02). Here Modi presents his country as like a *mother* and a living being.

3 Journey Metaphors

"The world is changing today" (Modi, 2019, Para. 21). The journey metaphor "changing" is used to show that the world is continuously changing and developing. It is on a journey of change. As change is necessary for life to move on. **"India have been waiting for a long time for the completion of the reforms of the United Nations"** (Modi, 2020, Para.04). It expresses their journey through the journey metaphor "waiting" for reforms of the United Nations. The journey metaphor does not only express the way in physical form but also in a conceptual manner. **"India's Developmental Journey with its Ups and Downs"** (Modi, 2020, Para. 09). It expresses a long-track journey of development in which many ups and downs occur. In the journey metaphor "developmental journey," one has to face all the troubles and hardships as well. **"Journey towards Progress"** (Modi, 2020, Para. 12). It shows the journey of progress that the Indian nation is running. "Journey" here is used as a journey metaphor used for the journey of the Indian nation to achieve progress. **"When changes happening in that country affect a large part of the world"** (Modi, 2020, Para. 05). Shows that they are successful in changing and successfully getting their destination. Their change is affecting the world. Here the journey metaphor "changes" is used to present their journey of change and efforts to get the change that is affecting the world. **"The Co-journey of Development and Expansion from Self to Collective"** (Modi, 2021, Para. 06). The metaphor "co-journey" indicates their way as well as their visionary and physical efforts toward their destination. On the way to success and development, from individual to collective, there are many things to face, and then comes the change they require. **"In the Changing World, Technology with Democratic Values, it is also necessary to ensure this"** (Modi, 2021, Para. 17). The "changing" metaphor is used here to show that changing the world not only means changing its structure but also the journey to change its systems and fields of life.

5 Direction Metaphors

"We will have to give a new direction to multilateralism" (Modi, 2019, Para. 22). Here the direction metaphor "new direction" is used to give directions to the destination of multilateralism. It is the visual direction for the physical efforts toward multilateralism. **"working towards eradicating TB"** (Modi, 2019, Para. 07). He led his nation to work and fight against sickness by using the metaphor "working towards," and he led them to be strengthened against sickness both physically and emotionally. **"India has worked towards strengthening"** (Modi, 2019, Para. 14). "Towards strengthening" is a direction metaphor used to be strengthened both physically and emotionally. He gives a visual direction for strengthening against sickness. **"In Our Approach towards the Indo-Pacific Region"** (Modi, 2020, Para. 07). "Towards" shows the forward direction for getting a secure and growing region. **"Journey towards Progress"** (Modi, 2020, Para. 12). "Towards" is a direction metaphor used to give directions to achieve progress. **"The way towards world welfare"** (Modi, 2020, Para. 09). Here "towards" indicates the direction to get the welfare of the whole world. **"Our path goes from human welfare to the welfare of the world"** (Modi, 2020, Para. 09). The metaphor of "goes" indicates directions of welfare that go to the whole humanity of the world. **"When India grows, the world grows."** (Modi, 2021, Para. 14). Here Modi talks about the importance of India's progress for the world's progress. The metaphor "Grows" shows the direction of India's growth and prosperity that goes from India to the whole world. **"The Co-journey of Development and Expansion from Self to Collective"** (Modi, 2021, Para. 06). As India is on the way to progress and development, and the metaphor "From" indicates the direction toward their destination. Directions from individual to collective, there are many things to face, and then comes the change they require. **"We have to answer to our future generations that when it was time to take decisions, what were they doing?"** (Modi, 2021, Para. 22). "Take decisions" metaphor talks about the direction of

growth by taking timely, suitable decisions. *"India today is moving ahead on the path of integrated, equitable development"* (Modi, 2021, Para. 08). This direction metaphor "On the path of" is used here to indicate the direction of efforts and movement of India for equitable development.

6 Visual Metaphors

"Dreams that these efforts are trying to fulfill" (Modi, 2019, Para. 10). Here, the "dreams" metaphor is used to convey the message of visualizing all the programs becoming a reality. *"We will have to give a new direction to multilateralism"* (Modi, 2019, Para. 22). Here the visual metaphor "multilateralism" is used here to give a visual picture of multilateralism. Modi wants to show the visual picture of India that it promotes multilateralism and strives for it. *"Our future are vastly different from these of the past"* (Modi, 2020, Para. 02). Here "vastly different" is used to visualize a better future that is more advanced and better than the past. *"Self-reliant India"* (Modi, 2020, Para. 11). The "self-reliant" metaphor visually presents India as becoming a strong and independent country, which means that India will not depend upon others.

7 War Metaphors

"The whole world is fighting the global pandemic of Corona" (Modi, 2020, Para. 03). This statement shows that war is not just a war on the ground with weapons but also "fighting" with the harshest situation. Facing terrible suffering is also a war against that horrible situation. *"This joint fight against the pandemic"* (Modi, 2020, Para. 03). It is also the conceptual war and the joint war of the world against the horrible pandemic situation and no one is secure from it. *"The whole world has been facing the biggest ever pandemic in 100 years"* (Modi, 2021, Para. 01). Here he uses "facing" as a war metaphor to face and fight against the harshest situation.

8 Object Metaphors

"Country is able to successfully implement the world's biggest sanitation campaign" (Modi, 2019, Para. 03). By stating the object metaphor of the "sanitation campaign" he wants to show their efforts for work, and through these campaigns, people get employment. *"Building over 110 million toilets, 370 million bank accounts, and 20 million houses, and creating the international solar alliance"* (Modi, 2019, Para. 3,7&16). By stating all these object metaphors "toilets, houses, bank accounts, the solar alliance", he wants to show himself as a provider of employment to people, getting them back to work, and progressing. These object metaphors show the way to progress and positive change.

8 Building Metaphors

"Build confidence in the poor" (Modi, 2019, Para. 05).

He uses the metaphor "build confidence" to emotionally build their confidence to face the hardships and problems of their lives. It is not the construction of a concrete building, but emotions. *"This coalition will help build infrastructure"* (Modi, 2019, Para. 18). He wants to say that we have various types of issues and disasters like climate changes, pandemic situations, economic crises, and issues with opponents. So to tackle all these issues we have to build a strong infrastructure. The "build infrastructures" metaphor is used here to build physical and mental infrastructures to face and tackle problems.

9 Forward Metaphors

India has come forward to build, seek collective efforts" (Modi, 2019, Para. 14). "Come forward" indicates that India is at the front line to eradicate issues through collective efforts with others. *"We are moving forward with the vision of self-reliant India"* (Modi, 2020, Para. 11). This headway represents the improvement of India and the attempts of the country to proceed forward. "Moving forward" is a forward metaphor that shows that India is progressing forward. "We are moving ahead" (Modi, 2020, Para. 08). "Moving ahead" shows the

movement toward the destination. Because a journey involves moving from point A to point B. "India is moving very fast towards the target of 450 GW of energy" (Modi, 2021, Para. 21). It means that they are going to work with the utmost speed towards meeting their goals. The "moving towards" metaphor here is used for the forward movement to progress. "Move forward fearlessly on your auspicious path of action" (Modi, 2021, Para. 32). "Move forward" is the forward metaphor that is used here for a fearless move on the path of action.

9 Peace Metaphors

"India will always speak in support of peace" (Modi, 2020, Para. 09). It demonstrates that India is not only a peaceful nation but also pays attention to peace, that is why Narendra Modi displays the commitment of Indians to peace. The world has to have peace in order to develop and even the economy. Here, the "peace" metap or is used for both mental peace and peace on earth. "Mother of Democracy" (Modi, 2021, Para. 02). "Democracy" is here used as a peace metaphor. It goes ahead and explains that India has a fine tradition of democracy and rejects dictatorship since dictatorship is not a peaceful act. According to him, India is good illustration on active democracy.

4.3 Speeches Analysis of Recep Tayyip Erdogan

The speeches of the Recep Tayyip Erdogan were identified to contain 09 kinds of conceptual metaphors as War metaphors, journey metaphors, peace metaphors, direction metaphors, forward metaphors, visual metaphors, physical suffering metaphors, liquid metaphors, building metaphors.

1 War Metaphors

Injustice leads to instability, struggle of powers crisis, waste and extravagance (Erdogan, 2019, Para. 03). Here these metaphors of injustice, instability, power struggle, crises, waste and extravagance are used by him as metaphors of war. All these problems cause destructions, depress the economies and threaten the nations and nations have got to eliminate all these as a war does. It is not a war on land but it is a visual kind of war against serious issues. We live in a world today filled with numerous challenges and suffering because of injustice that has been taking place at a global level (Erdogan, 2019, Para. 02). This is where he employs the use of Facing, and Injustice as metaphors of war which sheds light to the battle against tough odds. They have to fight against challenges and injustice, as it is a war. There are different types of war like war against poverty, climate changes, migrations etc. "Galvanizing multilateral efforts for eradicating poverty, climate action, and for quality education" (Erdogan, 2019, Para. 04). In this case, Efforts for is taken as a war metaphor of a battle against poverty, climate changes, and quality education. It cannot be claimed that we have already defeated the pandemic crisis (Erdogan, 2020, P. 02). The use of overcome here is a war metaphor which is employed to demonstrate that their fighting is on-going to overcome the situation though they have not succeeded yet. The United Nations should now stand up decisively against such violations (Erdogan, 2020, P. 04). In this, the meaning of stand against in this context is in line with the use of a war metaphor to stand up and take action against any form of harsh and violent circumstances such as a fight on the ground. The Palestinian people are resisting the policy of the Israeli oppression in Palestine (Erdogan, 2020, P.05) Here, stood up against is regarded as a metaphor as a war because it is not physical; it is a metaphysical war because the Israeli policies are causing certain destructions in Palestine, their economic conditions are deteriorated, and the Palestinian are in danger, this is why the people are resisting. All these policies have to be fought by them like a war. "We will continue to stand up against the violation" (Erdogan, 2021, Para. 60). Here, "Stand up" shows the courage and strength to face a violation courageously. When a country rises against something evil or any form of infringement then it is in a position to contend with that evil but it takes guts. "It is not possible for any country to survive safely on its own" (Erdogan, 2021, Para. 20). Here

"survive" gives the meaning of fight to a hard situation, and that survival from hard situation is only possible with collective efforts and struggles.

2 Journey Metaphors

"The journey of survival that they have made" (Erdogan, 2019, Para. 15). Here, the metaphor "journey of" indicates many meanings, such as journey of survival from crisis, journey of survival from pandemics, from terrorist attacks, from poverty, from climate change, etc. "Galvanizing multilateral efforts for eradicating poverty, climate action, and for quality education" (Erdogan, 2019, Para. 04). He speaks of the process of poverty eradication and quality education to the whole population. "Eradicating" is the journey metaphor here for the journey to stop, eradicate something. "Turkey will continue its efforts until a solution" (Erdogan, 2019, Para. 28). He uses journey metaphor "continue" to work for a solution and not to stop until they get their destination. He provides the positive image of Turkey in continuity of attempts and hardships of getting solutions. We still are struggling with the PKK-YPG terrorist organization (Erdogan, 2020, P. 04). This is where he narrates about their adventure regarding constant working and struggle towards a terrorist group. Through the journey metaphor of continuation he says that they continue their missions of war and struggle against terrorist organization. During this delicate context, we are highly committed to multilateralism (Erdogan, 2020, P. 09). The word Continue here is used in the form of journey metaphor. This is where he brings out their continued quest towards multilateralism even in times of critical and sensitive moments and the fact that they will never relent. This work will teach us how to transform Istanbul further on (Erdogan, 2020, P. 09). In this case the word used is Continue instead of an end to express how they moved and still continue to do so in the transformation of Istanbul. "The Persecution of Palestine People Continues" (Erdogan, 2021, Para. 58). Interprets the suffering and blood history of the Palestine people by the Israeli. The journey metaphor of "continues" explains the killing, threatening, and suffering of Palestinians that continues today. He speaks of the inability of peace and stability in Middle East. When so many innocent people are being persecuted with no tally.

3 Peace Metaphors

"Peace for all, prosperity for all" (Erdogan, 2019, Para. 54). "Peace and prosperity" are the peace metaphors here to present his country and nation as a peaceful and peace-loving nation. "We can build a world of peace" (Erdogan, 2021, Para. 126). Erdogan speaks of a peaceful world where one does not see any threat, issues or infringement. This conceptual metaphor of "peace" used by Erdogan gives the message of peace. He introduces a fresh optimism of belief in a bright future that is more secure and harmonic.

4 Direction Metaphors

"We will not be able to find a permanent solution to the issue of Syria" (Erdogan, 2019, Para. 20). He makes this statement about the orientation of problem solutions that should be long term rather than short term. Here "permanent solutions" is the direction metaphor to resolve the issue of Syria. "Turkey will continue its efforts until a solution" (Erdogan, 2019, Para. 28). He gives directions by using the metaphor "Until a solution". He sends out a message of persistent works and difficulties in finding out solutions. "Threats to that country will be resolved in a rational manner" (Erdogan, 2019, Para. 34). According to him the threats facing the Iran as a Muslim country are varied. According to him, these concerns should be addressed logically through negotiation and the requisite measures and not by use of force and arms. That is why he uses the direction metaphor "rational manner" to solve problems rationally and peacefully. "We are determined to protect the legitimate rights and interests of Turkey until the very end" (Erdogan, 2019, Para. 29). "Until the very end" shows the direction of efforts until the final solution. "In order for the Kashmiri people to look towards a safe future with their Pakistani and Indian neighbors" (Erdogan, 2019, Para. 43) Interprets the direction

metaphor "towards" for getting a safe and secure future that is far better than the past. The concept of effective multilateralism would not be successful without effective multilateral institutions (Erdogan, 2020, P. 02). This is where he applies the direction metaphor of requires to demand the method of commitment to the successful multilateralism. The General Assembly, in its turn, should be also reinforced (Erdogan, 2020, P. 02). He states it when referring to a contribution made by the General Assembly to peace, justice and prosperity. In this case, the word strengthen is applied as a metaphor as the direction of strengthening the Assembly since the entire international community relies on it. Long-term solutions are precisely the answer and need international solidarity (Erdogan, 2020, P. 02). The direction here is the metaphor of solutions referred as long-term solutions to many problems even after a long time and international solidarity as the key of solutions. We intend to carry out the initiatives to empower Africa in terms of..." (Erdogan, 2020, P.09). The strengthening in this case is a metaphor of direction as to make Africa strong in various areas. It is what he says when discussing the implementation of projects in the better future of Africa. "We support the initiatives towards strengthening the World Health Organization" (Erdogan, 2021, Para. 27). "Strengthen" shows the initiatives and necessary steps to strengthen the World Health Organization. "Towards a safer, peaceful, prosperous, and equitable world for everyone" (Erdogan, 2021, Para. 80). "Towards" explains their direction to get a peaceful and safe world that is different from today's world. "Steer all of us towards new pursuits" (Erdogan, 2021, Para. 95). He explains his nation's efforts "towards" getting a new world, new hopes, and new achievements. In this case, towards is the direction metaphor of acquisition of new pursuits.

5 Forward Metaphors

"Support our ongoing efforts to stop the humanitarian crisis in Syria." The burden of the urban lifestyle (Erdogan, 2019, Para. 25). Here "Ongoing efforts" shows that they are moving forward and making continuous efforts to stop the crises. This is because the international community should continue on the premise of equality and justice (Erdogan, 2020, P. 07). Recep Tayyip Erdogan discusses the strength of the international community and provides the way to move ahead to create a good future which is achievable only through equality and justice. "Move forward" indicates that international community is at the front line to move forward for better future.

6 Visual Metaphors

"International community has been too quick to forget the journey of survival...in the dark waters of the Mediterranean Sea" (Erdogan, 2019, Para. 15). He brings about a pictorial image of instability in the mind of the audience. "Dark Water" sketches negative images and he uses it to visually present the treatment of the world who forget their survival. And Kashmir is an unresolved conflict that remains.. a red-hot point (Erdogan, 2020, P. 06). In this instance he presents pictorially Kashmir conflict with India as a smoldering conflict to Muslims. The phrase burning here aims to convey a visual metaphor meaning to simply display the Kashmir issue visually bringing it to life through the perception of there being a discussion and Kashmir issue is not closed yet. "Enable the opening of new windows of opportunity in the region for lasting peace" (Erdogan, 2021, Para. 63). Here "New windows" is another example of a visual metaphor that gives hope of opening new chapters. "In the last two years, we really went through painful days" (Erdogan, 2021, Para. 03). He presents COVID time, by using the metaphor "painful days," the days of survival and facing threats. "A fairer world is possible" (Erdogan, 2021, Para. 122). A "fairer world" that is without suffering and threats is possible to achieve and maintain. "Turkey has been and will continue...towards a safer, peaceful, prosperous, and equitable world for everyone" (Erdogan, 2021, Para. 80). "Safer, Peaceful, Prosperous and Equitable world" here used as visual metaphors to visually present a peaceful and safe world that is different from today's world

7 Physical Suffering Metaphors

"Syria today has become a wound" (Erdogan, 2019, Para. 10). Through this statement, he shows the current situation in Syria and its suffering as a "wound". But Syria is now like a wound, same as a physical wound."...A Bleeding Wound in Our Hearts" (Erdogan, 2019, Para. 33). Muslims regard their hurt as a bodily scar on the injustice against the first president of Egypt. "Bleeding wound" is the deep feelings of sorrow and pain in their hearts, it is not a physical wound. The sequence of occupation and aggression in Palestine that is the bleeding scar of humanity.... (Erdogan, 2020, P. 05). He makes a physical sufferings metaphor invoking a bleeding wound as a metaphor to the pain that Muslims experience on behalf of Palestine. He speaks of Palestine and articulates their pains and sufferings as an open wound to the entire humanity.

8. Liquid Metaphors

"Floods in Asia and Europe, rainfall on the peak of Greenland and snowfalls in the deserts, and hurricanes in America" (Erdogan, 2021, Para. 88). According to him, these floods should be kept out of a country. The metaphors "floods, snowfalls, rainfall, hurricanes" are here used as liquid metaphors. He employs these liquid metaphors to portray the world as a vessel that needs to defend itself against all these natural calamities since all these destroy and devastate the world as a vessel.

9 Building Metaphors

"We can build a world of peace" (Erdogan, 2021, Para. 126). In this case, he speaks of the construction of the world of peace, when threats and violations will not exist. This conceptual metaphor of "build" used by Erdogan gives conceptual or emotional meanings to build new thoughts, ways, ideas, or hopes. It does not imply the physical construction of structures such as shops, houses etc.

5 Findings

The analysis revealed that Imran Khan, Recep Tayyip Erdogan, and Narendra Modi strategically employed a diverse range of metaphors—such as journey, direction, war, peace, visual, and religious metaphors—to shape political narratives, persuade audiences, and reinforce their respective national ideologies in United Nations General Assembly speeches. Imran Khan's speeches contained a higher diversity of metaphor types, often emphasizing moral direction, resistance, peacebuilding, and socio-political struggles through vivid visual and religious imagery. Narendra Modi's speeches leaned toward journey, direction, building, and war metaphors, projecting India's developmental aspirations, leadership role, and resilience in global crises. Erdogan's use of metaphors focused on competition, unity, and humanitarian responsibility, highlighting Turkey's geopolitical significance and moral stance. Across all leaders, metaphors functioned as cognitive tools to frame complex political issues in relatable, emotionally resonant ways, thereby strengthening the persuasive impact of their speeches on both domestic and international audiences.

Conclusion

This study concludes that metaphor usage in political discourse at the UNGA serves as a powerful rhetorical strategy to construct national identity, legitimize policies, and influence global perception. While all three leaders utilized metaphors to communicate shared themes of peace, development, and justice, their metaphorical frameworks reflected distinct political priorities, cultural values, and ideological orientations. The findings underscore the role of metaphors not merely as stylistic embellishments but as deliberate cognitive instruments that shape audience interpretation and foster alignment with the speaker's worldview. Consequently, metaphor analysis offers valuable insight into the persuasive mechanics of

political communication and the subtle ways leaders navigate global narratives to position their countries in the international arena.

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