Investigating the Social Power of Metaphor in Televised Social Debates

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ABSTRACT

Metaphors are not just pure linguistic elements or a rhetorical unit of language but powerful tools that empower daily media interlocutions, give prestige to the users, reinforce power dynamics, and shape interlocutors' understanding of the world. Televised debates programs are regarded as essential mediums where participants use different linguistic items and strategies in their interactions to maintain authority and defend ideology. The current study examines the social power of metaphor in televised social debates, exploring how metaphors are utilized to establish, maintain, or/and illustrate social hierarchies and ideologies. It aims to determine the significance of the utility of metaphor in conveying complex ideas to serve as a tool of persuasion and in enhancing media communication. This study uses qualitative and quantitative approaches in the process of data analysis and collection. It is qualitative for analyzing metaphors identified in recorded authentic interactions and debates on TV programs, and it is quantitative for administering a semi-constructed questionnaire to find out the contribution of metaphor in empowering and enhancing media interactions, and investigating their role in shaping interlocutors' perceptions, influencing their attitudes, and illustrating power relations. The most significant findings derived in this study show that metaphors are highly embedded in media practices, serving as a medium for both domination and resistance.

KEY WORDS: Metaphor, Social Power, Social Debates, Metaphor Domains, Metaphor Functions.

1. [1] INTRODUCTION

Metaphor is considered as a fundamental unit of human cognition and communication. It highly contributes to the media interactions. From Aristotle's traditional definition to the current cognitive linguistics, metaphor has been recognized as a method of understanding one domain of this rhetorical expression in terms of another. However, metaphors, apart from their cognitive task, play an essential role in social interlocution, where they function as a method for manifesting power relations. This study aims at examining the social power of metaphor in interlocutions, concentrating on how metaphors are utilized to construct, impose, or confront social hierarchies and ideologies in media interactions. It also actively engages in the influence of metaphor on maintaining persuasion and authority over the recipients and in creating public opinion.

Media discourses cover the interactions that are utilized in different forms of media involving newspapers, magazines, TV shows and programs, online platforms and many more forms and programs. All the forms of media play a great role in shaping public opinion and establishing concrete ideologies. These are fulfilled from the roles that media plays as a most influencing source of informing the public with the latest social, political and economic news to make the public perceive the released information as it is intended. The best method to persuade others on one's opinion is media where language is precisely, strategically and purposefully employed to influence audiences.

Metaphor as one of the linguistic elements plays a crucial role in constructing our daily interactions. The process of recognizing, constructing and interpreting metaphor is as it requires a high language competence (Fattah, 2023). Therefore, the frequency of using metaphor depends on the context and the nature of interactions. For instance, the types of registers have a

considerable role in determining the frequency of using metaphor. According to Charteris-Black (2004), metaphor is less frequently used in academic texts and news, whereas they are widely observed in political debate and media social and entertainment programs.

Metaphor is one of the linguistic elements that their usage highly contributes in shaping power and imposing dominance while interactions. However, their frequency of use is still very restricted in social interactions that are broadcasted on TV programs, namely in entertainment shows and social programs; this approves that normal people, social activists and celebrities are not fully aware of the importance of the utility of metaphor, and this leads to the absence of power and dominance while their interactions. Thus, this study is conducted to identify the role of metaphor, investigate its contribution in shaping power and create public opinion, and determine the frequency of using metaphor in social interactions. Thus, this study hypothesizes that the frequency usage of metaphor is very restricted across social interactions.

The importance of this study stems from its interdisciplinary approach, engaging sociolinguistics, critical discourse analysis, and cognitive linguistics to explore the role of metaphors in media interactions. The data are authentic recorded social interactions collected in different media forms. The employed data are analysed to find out how metaphors are utilised, and to determine the extent to which they contribute in enhancing the influence of interactions. This study tries to answer the following research questions:

1. How are metaphors used to compose and convey power relations in media interactions?

2. What role do metaphors play in shaping social public opinion?

2. LANGUAGE AND POWER

Power is highly connected to language, as language functions as a fundamental tool for asserting, maintaining, and challenging power dynamics within societies. Language will be downgraded if it is only referenced as a tool of providing information, exchanging ideas and expressing feelings; language is also used to exercise power, impose dominance and challenge authority (Fairclough, 1989). Marinating a considerable impact over social interactions, political debates, communities and individual perspectives mainly result from controlling language via enriching interactions with the utility of effective language strategies and rhetorical elements. For instance, public figures such as educators, social activists, politicians, media figures and religious men use language effectively, cunningly and purposively to influence public opinion, guide societal view, legitimize their power, and undermine opposing opinions (Farclaugh, 1989). Although the concept of

language and power is mainly associated with the contribution of Norman Fairclaugh, the employment of language to maintain power and impose dominance has a long root in the history of human beings. According to Phillipson (1992), in the age of imperialism, colonizers used to impose their languages on indigenous populations to eliminate native languages and cultures. Thus, language was used by colonizers as one of the methods to impose their reign and power over other nations.

However, language not only does reflect the power and the high status of interactants, it could also function as a tool of empowering marginalized and low status groups. Minor communities pay a great attention to the quality and modification of their languages, and to the ways that they use language to defy dominant power networks and confirm their identities. For instance, the use of African American Vernacular English (AAVE) and the adoption of inclusive language in feminist movements clarify how language can be modified to oppose oppression and enhance solidarity (Butler, 1997; Hooks, 2014).

3. METAPHOR AND POWER

Metaphor is not just a rhetorical device but also contributes greatly to the construction of power structures. The interconnection between metaphor and power is observed in all the forms of interactions, especially political, media, and institutional discourses, where metaphor serves as a method to exert influence. Conceptual framing is one of the essential features that make metaphors serve as an element of power in various registers and interactions. According to Fairclough (1989), discourse is intrinsically ideological, and metaphor can highly engage in constructing social realities that concur with the interests of prevailing groups. The role and the influence of metaphor as a powerful linguistic element can operate and impose their powers in different registers.

A metaphor like 'the world is your oyster' (opportunity is everywhere) evokes social and economic imagery encouraging and convincing the recipient of a certain view or ideology that chances are always available waiting for the competent people to take them. This linguistic element shapes public perception by showing intricate socio-economic issues as illustrated in the preceding example that opportunities are waiting for strong and resilient people. Economic-related metaphors are those metaphors that actively engage in empowering interactions in the economic contexts as well. Economic-related metaphors affect public stance toward financial policies and governance, making a sense of inevitability and urgency (Charteris-Black, 2004). For instance, the metaphor 'money is a magnet' is used to maintain control

over economic interactions. In this metaphor, the significance of money in making more money is clarified from the function of magnet in pulling metal stuffs.

Through the use of such metaphors, policymakers of the foundations, institutions and organizations can have rhetorical control over interactions and reinforce their authority. Metaphors also have a considerable contribution in substantiating social hierarchies and serotypes during interactions and delivering information Omar and Fattah(2025). For instance, the metaphor 'conservative culture is sometimes a glass ceiling' illustrates gender stereotypes as it stands for the barriers that prevent females from getting improvement and promotion (Kövecses, 2010). Nevertheless, 'she is a breadwinner' illustrates the importance of gender roles, concentrating on the male dominance and power in the economic context. These metaphors influence individuals' understandings and views regarding their status and positions in society.

Media is generally the best domain where metaphors are used to reinforce power and impose certain beliefs or ideology. For instance, the concept of 'immigration' is represented and introduced as waves and floods to convince the public immigrants are unstoppable, threatening the job opportunities, solidarity, the progress of the country, and national identity (Santa Ana, 2002). However, metaphors that are used to describe immigration as a journey, cultural enrichment or humanitarian support tend to enhance the feeling of sympathy and humanity among the individuals of a focused community or nation. Thus, the nature of the used metaphors in media discourse highly contributes in determining public policy and directing public view. Thus, metaphors are regarded as biased linguistic elements that construct cognitive view and impose ideologies.

4. THE SOCIAL FUNCTION OF METAPHOR

Metaphor highly contributes in the construction of social interactions; functioning as a linkage that unify individuals via common perspectives and emotional resonance. In social interactions, metaphors are not only aesthetic linguistic elements but are essential in building a basis for how people connect to one another. Lakoff and Johnson (1980) believe that metaphors are comprehensively used in everyday interactions, influencing how interactants perceive abstract ideas and experiences. For example, when someone regards a tough situation as *navigating a storm*, they are not only presenting the harshness of the situation but also appeal to a common cultural perception of struggle and resilience. This common understanding enhances compassion and harmony among interactants, promoting

social relationships. Moreover, metaphors can function as a tool of persuasion, enabling interactants to create an atmosphere that can convince recipients on their points of view and (Charteris-Black, 2004). Furthermore, metaphors can easily convey intricate ideas and demonstrate obscure and uncommon expressions. Thus, it can be deduced that metaphors can be also used as a social lubricant linguistic element that can soften and polish the way to maintain an effective social interaction and achieve mutual understanding.

In addition to what have mentioned, metaphor can also serve as one of the essential elements of identity construction and power in social interactions. According to Cameron (2007), metaphors are also utilised to place oneself and others within a social hierarchy. For instance, in a workplace context, a team leader might depict their team as *a well-oiled machine* to highlight the competence of the team on the one hand, and to show their dominant power and control of the team members. Besides these functions, Semino (2008) states that social critique is regarded as its vital function that helps the interactants to criticize societal traditions and injustices.

5. THE PREVIOUS STUDIES

Hundreds of studies are conducted to investigate metaphors in terms of structure, nature, interpretation and shaping ideologies in various contexts and registers. However, examining the relationship between power and metaphor is very restricted, especially when it is connected with examining the social power of metaphor.

The majority of studies examine the influence of metaphor made use of political discourses, ignoring other registers as if ideology, dominance and power are only integrated into political discourses. Chilton and Ilyin (1993) carried out a study titled *Metaphor in political discourse: The case of the common European house*, investigating the contribution of metaphor in political discourse, concentrating on how the term Common European House is used as a metaphor in both Soviet and post-Soviet political discourses. They clarify that the concept Common European House identifies Europe as a continent of cooperation and solidarity. In this study, Chilton and Ilyin evaluate Soviet and Western political discourses, underlining how the concept *house* represents the ideas of stability, tolerance, and fairness, shared responsibility. Charteris-Black (2004) conducted a study titled *Corpus Approaches to Critical Metaphor Analysis.* This study examines the use of metaphors in political discourse, illustrating how politicians use metaphors to convince the public of their views. In the same year, Musolff (2004) conducted a study titled *Metaphor and Political Discourse: Analogical Reasoning in Debates about Europe* to investigate the contribution of metaphors in building national identities and excusing political stance

and behavior. Still in 2024 and 2025, the majority of the studies that have been conducted on metaphor are examined in political discourses. For instance, Koller, V. (2024) carried out a study titled *A wall of human misery: Critical metaphor analysis and the discursive representation of Ukrainian refugees in British news articles* to find out how British news platforms demonstrate Ukrainian refugees.

However, the studies that examine the influence of metaphor on humans' interactions in social discourses are very restricted. Lakoff and Johnson (2020), in their study *Conceptual Metaphor in Everyday Language*, examine how metaphors are essential to human interactions. This study aims at determining how metaphors are engaged in orienting the way people perceive and communicate. They claim that metaphor is not only a linguistic tool but an essential part of cognition, influencing interactants and their everyday interactions. Another study that examines metaphor in the social context is the study titled *My great life with metaphor and symbol* undertaken by Gibbs, R. W. in 2020 to elaborate on how metaphor and symbolism have constructed interactants' worldview, communication style, or understanding of life.

This study is totally different from the previously conducted studies; it gives insight into the use of metaphor as a tool of power in televised social debate while the previous studies have comprehensively considered metaphor in political discourse. Moreover, what differentiates this study from previous conducted studies is that political discourses usually include prearranged metaphors as their use, meaning and influence are obvious to the interactants whereas this study is mostly connected with the analysis of spontaneous, novel and authentic metaphors that are used in televised social debates and interactions.

6. METHODOLOGY

This study is a mixed-methods one which uses both qualitative and quantitative approaches to explore the social power of metaphor in televised social interactions. It is qualitative for determining the power of metaphors used in televised social debates and investigating their influence on the interactants' perspectives and ideologies. It is quantitative for determining the frequency of using metaphors in such selected discourses.

6.1 Data Collection

The data are collected using two different methods to ensure a precise process of data analysis.

1. One of the methods of data collection is designing a corpus of 12 televised social debates, covering social, cultural, entertaining and everyday normal topics. They are extracted from famous TV shows including The Oprah Winfrey Show, The Graham Norton Show (BBC One), The View (ABC) and 60 Minutes (CBS). The length of these programs ranges from 30 to 60 minutes, and the length of transcribed data ranges from 20 to 50 minutes.

2. Conducting a structured questionnaire using a likert-scale to find out the participants awareness of the role and the influence of Metaphor.

6.2 Participants

The participants are 217 native English speakers from UK or USA, aged from 28 to 57 years who respond to the questionnaire items. To collect sufficient responses, the questionnaire was distributed through various social, academic, sport and entertaining public groups on WhatsApp and Telegram. Among 217 participants, only 104 responses are selected for the process analysis including 61 females and 43 males, whereas the responses of 113 participants are ignored as they, in the first item in the questionnaire, reveal that they rarely or never watch televised social debates.

Moreover, at the very beginning of the questionnaire, the participants are provided with a brief introduction to the concept, the structure and some examples of metaphor in order to make sure that the participants are well-familiar with metaphor.

6.3 The Process of Data Analysis

6.3.1 The Qualitative Data Analysis Process

The qualitative data analysis process draws on three procedures:

1. Identifying all the used metaphors in the employed texts.

2. Categorizing the domains of identified metaphors.

3. Determining the function of the identified metaphors based on the context.

6.3.2 The Quantitative Data Analysis Process

1. Selecting the responses of these participants who occasionally, frequently or always watch televised social debates. Thus, the selected responses are 104 responses: 61 females and 43 males.

2. Analyzing the role of the identified metaphors in framing power relations. This could be achieved from the reaction and the responses of the recipients.

6.4 Ethical Considerations

Ethical considerations are maintained by informing the participants with the research purposes, procedures and benefits. The participants were assured that this study does not cause any physical, psychological or moral harm to the participants.

6.5 Model of Analysis

There are certain types of metaphor that function as a tool of power in social interactions. Many studies conducted on the contribution of metaphor in

empowering language. Therefore, this model is designed based on studies that have examined the power of metaphor earlier. The metaphors that are employed as a tool of power are Ontological Metaphors (Lakoff & Johnson, 1980), Animal Metaphors (Brandes, 1984), Health/Disease Metaphors (Sontag, 1978), Up/Down Metaphors (Bourdieu, 1991), Historical Metaphors (McCullagh, 1993), hierarchical metaphors, conflict Metaphors, emotional metaphors (Gannon 2001), Religious Metaphors, Moral Justification Metaphors (Kövecses, 2005), Body Metaphors (Goschler, 2005), and Nature and environmental metaphors (Miller, 2012).

Table (1)

The Model is designed on the basis of information stated in (Sontag, 1978), (Lakoff & Johnson, 1980), (Brandes, 1984), (Bourdieu, 1991), Historical Metaphors (McCullagh, 1993), (Gannon 2001), (Kövecses, 2005), (Sharma, 2015), (Goschler, 2005) and (Miller, 2012)

	No.
	Metaphor
Metaphor Topic-Based Domains	Ontological Metaphor
	Animal Metaphor
	Health/Disease Metaphor
	Up/down Metaphor
	Historical Metaphor
	Hierarchal Metaphor
	Conflict Metaphor
	Emotional Metaphor
	Religious Metaphor
	Moral Justification M.
	Body Metaphor
	Nature & Environmental M.
Metaphor Functions	Understanding enrichment
	Persuasion& Attitude Framing
	Showing creativity
	Evoke emotion
	Reinforcing social Bonds

7. DATA, DATA ANALYSIS AND DISCUSSIONS

This study employs both qualitative and quantitative approaches in the process of data collection and data analysis.

7.1 The Qualitative Data Analysis and Discussion

This study investigates the analysis of 52 metaphors recognized and extracted from 12 authentic televised social debates to identify the domain(s) and the function(s) of each metaphor in their used context. The identification of metaphor domains is helpful to identify fields generally integrated in constructing metaphors in televised social debates and to unpack the function of metaphors revealing how they are used as a social tool of power and dominance. The debates are selected based on their relativity to social issues.

Table (1): The Analysis of Extracted Metaphors in the Employed Televised Social Debates

No	Metaphor	Metaphor Domains												Metaphor Functions				
		Ontological Metaphor	Animal M.	Health/Disease M.	Up/down M.	Historical M.	Hierarchal M.	Conflict M.	Emotional M.	Religious M.	Moral Justification M.	Body & Personification M.	Nature & Environmental M.	Understanding enrichment	Persuasion& Attitude Framing	Showing creativity	Evoke emotion	Reinforcing social Bonds
1	He is a rock of our group.												✓	✓				✓
2	Jessie is the backbone of the centre.											✓		✓				
3	The centre is a powerhouse of ideas.												✓		✓	✓		
4	Supporting refugees is the glue among members.										✓			✓				
5	Poverty is cancer.			✓										✓	✓			
6	USA is a sculptor shaping world's economy.											✓		✓				
7	Freddie is a rising star.				✓										✓			
8	My heart is the captain of the ship								✓			✓			✓	✓		
9	Love is a puzzle.	✓												✓		✓		
10	Solidarity is power.											✓		✓				
11	Rich people are greedy										✓			✓				
12	Patience is a tree with deep roots.												✓		✓	✓		
13	Education is the pillar of social evolutions	✓					✓							✓				
14	This step is the fuel of growth	✓														✓		
15	Resistance is the lighthouse in the dark sea												✓	✓				
16	He is a walking corpus	✓												✓		✓		✓
17	Social media is digital beehive												✓			✓		
18	ChatGBT is a river of knowledge												✓	✓				
19	Divorce is unfinished novel	✓														✓		
20	Marriage is a team effort										✓				✓			✓
21	Mother is a symphony								✓		✓					✓		
22	Moon is the eyes of the night											✓				✓		
23	War is a poisoned chalice										✓				✓	✓		
24	Hunger is a social wound										✓			✓	✓			

Continuation of Table (1)

No	Metaphor	Metaphor Domains												Metaphor Functions				
		Ontological Metaphor	Animal M.	Health/Disease M.	Up/down M.	Historical M.	Hierarchal M.	Conflict M	Emotional M.	Religious M.	Moral Justification M.	Body & Personification M.	Nature & Environmental M.	Understanding enrichment	Persuasion& Attitude Framing	Showing creativity	Evoke emotion	Reinforcing social Bonds
25	Their promises are melted butter	✓												✓	✓			
26	Her laughter is honey								✓									✓
27	The truth is a hard candy										✓			✓				
28	Liar is a broken compass	✓									✓					✓		
29	Education is a gateway to opportunity										✓			✓	✓			
30	Effort is a lighting fire in darkness												✓			✓		
31	Karla is a sitting duck		✓													✓		
32	Good willing is elevating one's status				✓						✓				✓			✓
33	Stubbornness is a locked door with no key	✓									✓			✓				
34	His moral is the peak of greatness				✓													✓
35	His manners were a royal banquet						✓								✓	✓		
36	The sky is a choking blanket												✓			✓		
37	The rain is the nature teardrops												✓			✓		
38	Beauty is magnet of opportunity	✓													✓			
39	You are a delicate rose								✓								✓	
40	The moon behind clouds is a shy lover												✓			✓		
41	her eyes are deep oceans								✓				✓			✓	✓	
42	His trust is a treasure																	
43	Charlie is a dead lion		✓											✓				
44	Faith is a strong fortress										✓				✓			
45	Honor is a valuable commodity.										✓				✓			
46	Loss of honor is financial ruin										✓			✓				
47	Respect is a Doorway										✓			✓	✓			
48	Reputation is a fragile glass	✓									✓			✓				
49	His absence was a silent earthquake								✓								✓	
50	Patience is a shield	✓									✓				✓			
51	Envy is unmerciful fire										✓		✓	✓				
52	Jealousy is a cracked eyeglasses										✓			✓				
Overall Results		11	2	1	3	0	2	0	5	0	19	4	13	20	22	17	3	6

The above table comprehensively illustrates the analysis of 52 metaphors detected, then, analysed in 12 employed authentic televised social debates. The employed model aims to find out the domains and the functions of the detected metaphors, helping in identifying the metaphors that are used in televised social debates. During the process of analysis, a certain metaphor could fall in different metaphorical domains. For example, 'Liar is a broken compass' could be recognized as an ontological and moral metaphor at the same time. It is an ontological metaphor due to the existence of a tangible object ' a broken compass' as a source domain in it; it is a moral metaphor as it provides an ethical judgment about lying and dishonesty. Regarding identifying the functions of metaphor, the process mainly draws on the context in which metaphors are used. For example, a metaphor 'Envy is unmerciful fire' could be used to enrich understanding of the concept

of 'envy', and could be also used to persuade the recipients that envy is a destructive source, and it usually behaves like fire burning everything good or bad. Thus, it is the context that determines whether the aforementioned metaphor is used for understanding enrichment, for persuasion and attitude framing or for both of them. Thus, some of the metaphors among the analysed metaphors fall in different domains and have more than one function. Therefore, the overall number of the metaphors detected according to domains and functions do not necessarily match with the number of analysed metaphors.

Based on the previous studies, 12 types of metaphor domains are observed in everyday interactions and social debates which are Ontological Metaphors, Animal Metaphors, Health/Disease Metaphors, Up/Down Metaphors, Historical Metaphors), hierarchical metaphors, conflict Metaphors, emotional metaphors Religious Metaphors, Moral Justification Metaphors, Body Metaphors, and Nature and environmental metaphors. However, across 12 employed authentic televised debates in approximately 10 hours of interaction on different social topics covering various social issues such as poverty, asylum, love, support, marriage, honesty, truth, education, social sites, art, morality, faith, effort, job opportunities, personal evolutions, community issues, etc., some of the domains are not detected at all whereas the others are detected with considerable diversities in their occurrences.

Among the analysed metaphors, historical, conflict and religious metaphors are not represented at all in televised social debates. The ignorance of such domains in social debates confirms that English interactants in general, and those who attend such debates namely English celebrities, activists and media figures in specific are not interested in historical, conflict and religious metaphors. England, USA, Canada and Australia where English is the first language of the people are recognized as individualistic cultures as they pay less attention to historical, conflict and religious metaphors. Some other metaphor domains are restrictedly utilized in the analysed televised social debates. Health/ Disease metaphor is just used once, and each of animal and hierarchical metaphors are used twice across the employed discourses. It can be deduced that English native speakers avoid metaphors that have negative connotations such as 'Racism is cancer', dehumanize or insult people such as 'He is a snake', or reinforce social inequality such as 'She is among the ruling elite'. However, some of the metaphor domains are widely utilized in televised social debates by English interlocutors. Moral Justification metaphors are used 19 times, Nature and Environmental metaphors are used 13 times, Ontological metaphors are used 11 times, emotional metaphors are used 5 times, Body and Personification metaphors are used 4 times, and Up/Down metaphors are used 3 times.

Moral Justification metaphor is the most frequent metaphors used in televised social debates because they provide ethical framing and help debaters to claim common values that cannot be refuted. Nature and Environmental metaphors are also considerably used because nature and environment are easily approachable and understandable by human beings; therefore, their integration of these familiar ecological phenomena into metaphorical construction simplify intricate issues to the audiences. The use of Ontological metaphors is in the third order because human beings usually use concrete substances to elaborate on abstract issues, making them easier to perceive especially in televised social debates. Emotional metaphors are also significantly used, making arguments more compelling by triggering feelings and empathy. Body and Personification metaphors are also notably used because human beings are well-familiar with their physical and personal characteristics; therefore, integrating their physical and personal traits can highly contribute in identifying abstract entities when they are connected. Finally, Up/Down metaphors are also moderately used in televised social debates because directions are mostly connected to failure and success, and weakness and Strength in the English community. Thus, it can be deduced that Moral Justification metaphors, Nature and Environment, Ontological metaphors, Emotional metaphors, Body and Personification metaphors, and Up/Down metaphors are those metaphors that are significantly used in televised social debates.

Concerning the functions that metaphors have in televised social debates, the results reveal that metaphors are used by English native speakers to maintain persuasion and attitude Framing, understanding enrichment, showing creativity, reinforcing social bonds and evoke emotion. Among the 52 analysed metaphors, 22 metaphors are utilised to persuade the recipients and shape their opinion, 20 metaphors are used to enhance comprehensibility of the recipients, 17 metaphors are used to show the speaker's competence and creativity over the debaters and the audiences, 6 metaphors are used to reinforce social bonds among the recipients in general, and 3 metaphors to evoke the recipient's emotion. All these five functions directly or indirectly are helpful to shape others' opinions. These metaphors are, then, used as a tool of power in televised social debates. For instance, the metaphor 'Patience is a tree with deep roots' is used by the speaker to describe patience, to show her creativity in constructing her statements, and, then, to convince the recipient that being patient is very important in a human's life. Thus, all the functions that the preceded metaphor serves give prestige and power to the statement in which the metaphor is used. Based on the results

achieved metaphors highly serve as a tool of power in televised social debates.

**7.2 The Quantitative Data Analysis and Discussion**

The process of quantitative data analysis is undertaken manually, aiming at determining the results of structured questionnaire items to illustrate the influence of metaphor on interactants' attitude and presenting the perspective of English interactants towards the role of metaphor in empowering language and dominating interactions on the one hand, and to confirm the results achieved from the qualitative analysis of the extracted metaphors in televised social debates on the other hand. In this stage, a structured questionnaire is integrated to explore the influence of the identified metaphor in the qualitative stage on the employed social interactions.

The participants are 161 native English speakers, but the selected responses are just 104 who watch televised social debates occasionally, regularly or often in which 61 of the structured questionnaire respondents are females, and 43 of them are males.

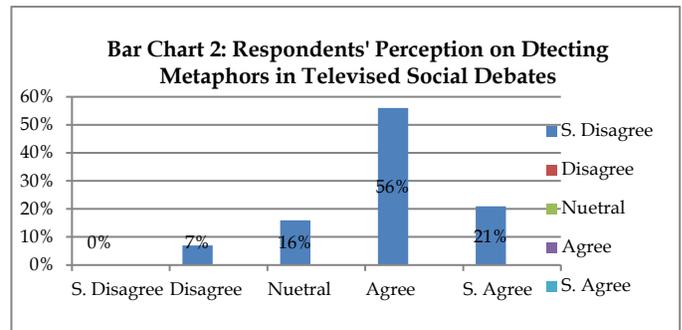**7.2.1 The Results of the Questionnaire**

Item1. How often do you watch televised social debates?

Out of the 104 responses 33 of the participants watch televised debates occasionally, 46 of the participants watch such kinds of debates regularly, and 25 of the participants often watch them as it is illustrated in bar chart (1). This question is important to differentiate between those who are really interested in watching televised social debates from those who are not interested in such kinds of TV programs. Those who admitted that they never or rarely watch televised social debates and their responses are ignored in this study.


Bar Chart 1: Frequencey of Watching Televized Social Debates
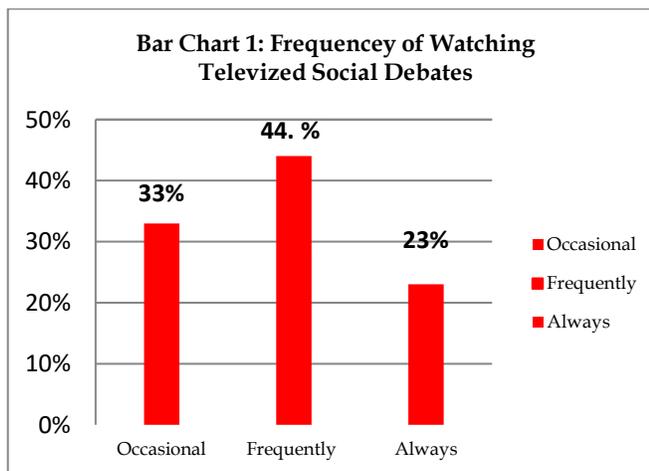
Item2. Metaphors are frequently observed in televised social debates.

Based on the results achieved from the questionnaire, 77% participants who are English native speakers either agree or strongly agree that metaphors are observed in televised social debates. This confirms the significance of using metaphors by debaters as it is shown in bar chart 2.

Bar Chart 2: Respondents' Perception on Dtecting Metaphors in Televised Social Debates

**Item3: Metaphors are used to establish power in Televised Social Debates.**

According to the results maintained in the questionnaire, the majority of the employed respondents believe that metaphors are used as a tool of power in televised social debates. 61% of the respondents admit that metaphors are always used to empower the interactions, 24% believe that metaphors are frequently utilized to empower interactions, and 13% indicate that they are occasionally used for this purpose. However, only 2% of the participants declined the role of metaphor as a tool of power as it is stated in bar chart (3).

Bar Chart 3: The Empowerment of Metaphors in Televised Social Debates
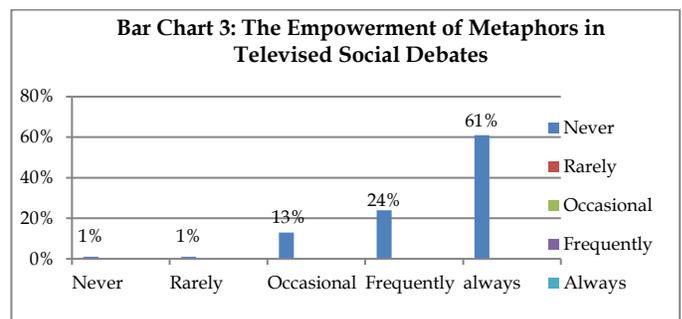
Item 4: My Perceptions have been influenced by a metaphor used in televised social debates.

From the participants' respondents, the integration of metaphor in social debates can highly influence the recipient and debaters' perceptions. 56% of the participants believe that the used metaphors in televised social debates always affect recipients' views. In addition to that, 31% of the responses indicate that metaphors frequently influence perceptions, and 17% of the participants regard the impact of metaphor as something occasional in televised social debates. However, only 6%

of the participants believe that metaphors never or rarely influence recipients' perceptions as it is demonstrated in bar chart (4).

Bar Chart 4: The Influence of Metaphor on Recipients' Perceptions
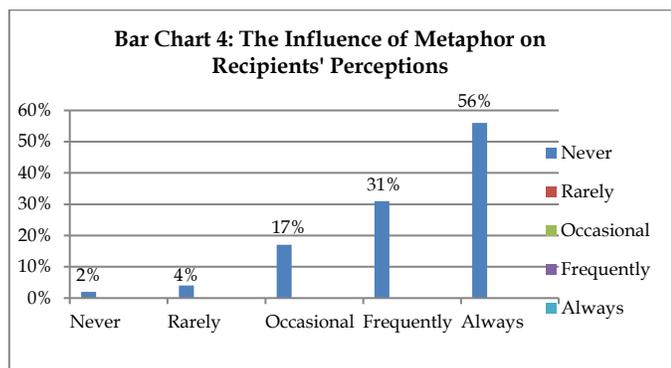
### Item 5: Metaphors used in televised social debates help you better understand the issues being discussed.

Participants admit that metaphors utilized in televised social debates help the recipients to understand the topics being argued by debaters. According to the results illustrated in bar chart (4), 82% of the participants acknowledged that metaphors either always or frequently contribute in clarifying the issues being discussed in televised social debates. However, only 23% of the respondents concede that metaphors are occasionally, rarely or never integrated in clarifying the issues being discussed in such registers.

Bar Chart 5: The Influence of Metaphor on Understanding the Discussed Issues
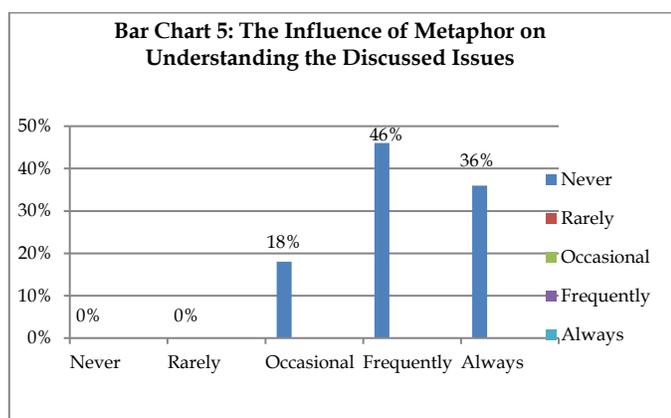
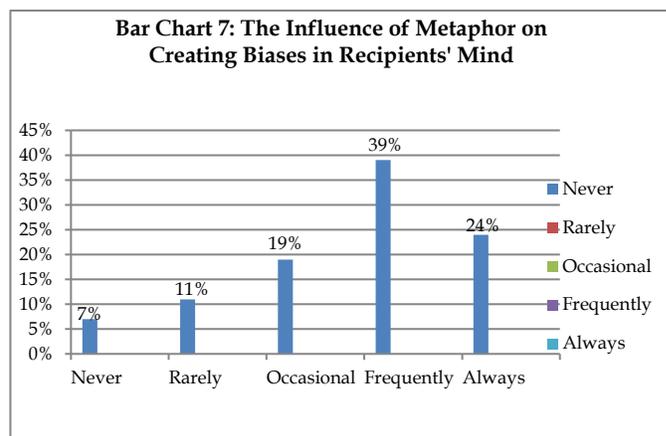### Item 6: Metaphors used in televised social debates reflect social power dynamics

The results shown in bar chart (6) present that the majority of the respondents confess that metaphors used in televised social debates reflect social dynamics. 36% of the participants believe that metaphors used in televised social debates always reflect social dynamics, 39% of them admit that metaphors frequently reflect social dynamics, and 18% of the participants acknowledge that

metaphors occasionally fulfill this purpose. However, only 7% of respondents indicate that metaphors rarely or never reflect social dynamics.

Bar Chart 6: Metaphors as a Reflection of Social Dynamics
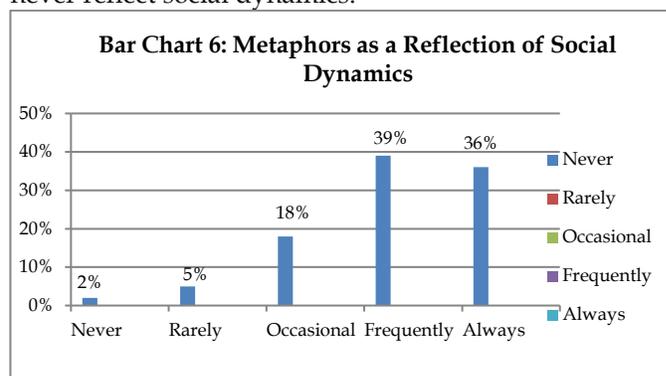
### Item 7: Metaphors create biases in your mind.

According to the results achieved from the participants' responses to item 7, metaphors generally cause biases in the recipients' mind. For 24% of the participants metaphors cause biases in the perceptions of the audiences, for 39% of them, metaphors frequently cause biases, and for 19% of the participants' views, metaphors occasionally create biases in the recipients' mind. However, 18% of the respondents employ that metaphors never or rarely cause biases in the mind of recipients as they are demonstrated in bar chart (7).

Bar Chart 7: The Influence of Metaphor on Creating Biases in Recipients' Mind

### Item 8: I would like to observe metaphors in televised social debates.

According to the responses of the participants to the item (8) as they are illustrated in bar chart (8), English native speakers would like to observe metaphors in televised social debates. 68% of the participants believe that they are always of frequent convenience when the metaphors are utilized in televised social debates. Moreover, 18% of

the respondents indicate that they occasionally feel convenient while hearing metaphors. However, for 14% of the participants, the use of metaphors does make recipients convenient.

Bar Chart 8: The Relationship between the Use of Metaphors and the Recipients' Convenience
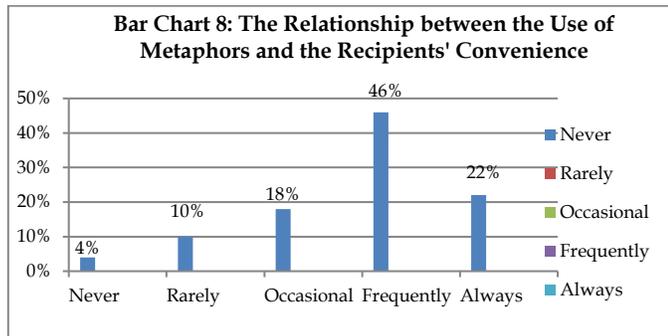
Item 9: Televised Social Debates with no metaphor are less convincing.

According to the results shown in bar chart (9), the use of metaphors in televised social debates play a significant role in convincing recipients. 22% of the participants admit that meaphors always integrate in convijencing recipients with the speakers' points of view. Moreover, 46% of the respondents acknowledge that metaphors frequently contribute in petrsuading the audiences. However, according to the participants responses, the occasinal contribution is 18%, the rare contribution is 10%, and no contribution is 4% as they are presented in bar chart (9).

Bar Chart 9: The Role of Metaphor in Convincing the Recipients
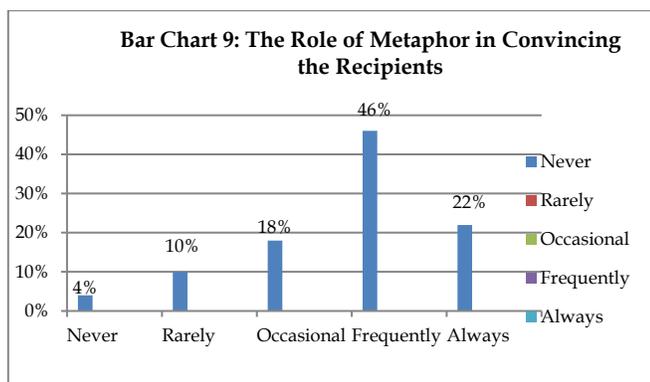
Item 10: Please indicate how influential you find each of the following metaphorical expressions extracted from televised social debates:

i. Poverty is cancer
ii. Beauty is magnet of opportunity
iii. Marriage is a team effort
iv. Hunger is a social wound
v. Liar is a broken compass

The results presented in table (3) show that the above extracted metaphors from employed televised social debates have a great impact on the recipients. Overall, approximately 60% to 90% of the participants believe that each of the abovementioned metaphors either considerably or strongly influences recipients whereas 5 to 39 of the participants admit that the preceding mentioned metaphors have no influence, a slight influence or moderate influence on them. Precisely, for 71% of the respondents the metaphor 'Poverty is cancer' is strongly influencing, for 24% of them is considerably influencing and for 5% is moderately influencing where none of them employed no influence or slight influence on the recipients.

Table 3: The Influence of Some Selected Metaphors Used in Televised Social Debates

No.	Metaphorical Expression	No Influence	Slight Influence	Moderate Influence	Considerable Influence	Strong Influence
1	Poverty is cancer	0	0	5%	24%	71%
2	Beauty is magnet of opportunity	0	7%	19	64%	10%
3	Marriage is a team effort	3%	14%	22%	38%	23%
4	Hunger is a social wound	0	3%	13%	39%	45%
5	Liar is a broken compass	2%	9%	19%	41%	29%

8. CONCLUSIONS

The most concluding points that have been derived in this study are:

1. Metaphors are considerably observed in televised social debates, and they have considerable influence on the perceptions and views employed by participants regarding social issues.
2. Moral Justification metaphors, Nature and Environment metaphors, Ontological metaphors, Emotional metaphors, Body and Personification metaphors, and Up/Down metaphors are those metaphors that are significantly used in televised social debates.
3. Based on the context where metaphors used , and on the recipients' reaction to the used metaphors

while the debate, metaphors are used by English native speakers to maintain persuasion and attitude Framing, understanding enrichment, showing creativity, reinforcing social bonds and evoking emotion.

3. Metaphors used in televised social debate highly integrate in creating biases in the mind of recipients.
4. The use of metaphor in televised social debates helps the process of interaction go smoothly, clearly, logically, and persuasively; consequently, these make the audiences feel engaged.

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Appendices

Appendix One:

The Links of the Employed Televised Social Debates

1. Oprah Winfrey Show: https://www.youtube.com/watch?v=sCwL0tgGBSc
2. Oprah Winfrey Show: https://www.youtube.com/watch?v=Wu-vSGWMd9g
3. Oprah Winfrey Show: https://www.youtube.com/watch?v=fFcuXHbiqa4
4. Oprah Winfrey Show: https://www.youtube.com/watch?v=86QR6Tt2LAM
5. The Graham Norton Show: https://www.youtube.com/watch?v=sKgCsH21vE4
6. The Graham Norton Show: https://www.youtube.com/watch?v=BhOsnALog-Y
7. The Graham Norton Show: https://www.youtube.com/watch?v=N5me75KYocE
8. The View: https://www.youtube.com/watch?v=MBpLWwrUBxw
9. The View: https://www.youtube.com/channel/UCeH6qE4V7n5tVwP7NkdrtJg
10. The View: https://www.youtube.com/watch?v=cQ4tZeHf3V8
11.60 Minutes: https://www.youtube.com/watch?v=lxEawadotB0
12. 60 Minutes: https://www.youtube.com/watch?v=lxEawadotB0

Appendix Two

The Structured Questionnaire, using Likert-scale.

1. How often do you watch televised social debates?
2. Metaphors are frequently observed in televised social debates?
3. Metaphors are used to establish power in Televised Social Debates?
4. My Perceptions have been influenced by a metaphor used in televised social debates.
5. Metaphors used in televised social debates help you better understand the issues being discussed.
6. Metaphors used in televised social debates reflect social power dynamics.
7. Metaphors create biases in your mind.
8. I would like to observe metaphors in televised social debates.
9. Televised Social Debates with no metaphor are less convincing.
10: Please indicate how influential you find each of the following metaphorical expressions extracted from televised social debates:
    i. Poverty is cancer
    ii. Beauty is magnet of opportunity
    iii. Marriage is a team effort
    iv. Hunger is a social wound
    v. Liar is a broken compass