

## **Comparative Study of the Use of Cognitive Metaphor in Associated Press (Ap) and Presstv Online News**

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### **Abstract**

The study investigates the use of Cognitive Metaphors in online news reports by the Associated Press (AP) and Press TV. Through a detailed analysis of articles from 2019, the research reveals how these news agencies employ structural metaphors to convey complex political topics, reflecting their distinct ideological stances. AP frequently uses war and battle metaphors to frame political conflicts, underscoring urgency and drama, while Press TV leans towards metaphors of manipulation and resistance, emphasizing opposition to Western policies. These metaphorical choices are strategic, aligning with each agency's rhetorical and ideological objectives. The findings highlight the influential role of metaphors in shaping news narratives and audience perceptions, underscoring the need for critical awareness of linguistic strategies in media. It therefore contributes to media studies by providing a framework for analyzing cognitive and ideological dimensions in news discourse.

**Key words:** cognitive metaphors, political news reporting, audience perceptions

### **Introduction**

The term "news" traces its origins back to the 14th century, originally denoting the presentation of new ideas. Today, it serves as the primary source of information about current events across various mediums, such as oral communication, print media, broadcasting, and electronic platforms. Covering a broad spectrum of topics including politics, sports, entertainment, and more, news reports provide insight into both objective facts and subjective interpretations.

While storytelling has long been a part of human culture, the modern concept of news is closely tied to the development of newspapers, which emerged in China in the 8th century BCE and later spread to Europe with advancements in paper and printing press technology. Throughout history, the dissemination of news has been influenced and controlled by political, religious, and commercial interests, particularly with the rise of major news agencies like the Associated Press (AP) in the 20th century.

News media, including outlets like PressTV and Associated Press, play a significant role in shaping societal perceptions by covering a wide range of topics and events. Beyond traditional media networks, independent news sources and the blogosphere have emerged as platforms for alternative perspectives and citizen journalism. The advent of online journalism has transformed the news landscape, allowing for faster delivery and access to information through platforms like blogging and social media. However, this digital era has also seen a proliferation of fake news and intentionally misleading stories propagated through various online channels. Metaphors are prevalent in news reporting, offering insight into underlying thought patterns and attitudes. This study examines the use of cognitive metaphoric expressions in online news from AP and Press TV, aiming to identify the interplay of metaphors in conveying meaning and different points of view.

Press TV, headquartered in Tehran, presents an alternative viewpoint to what it perceives as biased Western media, while Associated Press, an American multinational news agency, aims to provide accurate and unbiased reporting to a global audience. Despite the extensive research on news from various perspectives, the role of cognitive metaphors in news reporting remains relatively unexplored.

As technology continues to evolve, news consumption becomes a shared experience among millions of individuals worldwide, highlighting the importance of understanding how metaphors shape our understanding of current events and societal issues.

### **Literature Review**

Metaphor serves as a tool for illustrating similarities between disparate entities, a concept elaborated by Kovecses (2010:9) within the traditional view of metaphor. This view posits five key aspects: metaphor as a linguistic phenomenon, its utilization for artistic and rhetorical purposes, its foundation on resemblances between compared entities, its deliberate and conscious use, often requiring a special talent, and its application for special effects rather than as an intrinsic part of everyday communication.

Metaphors facilitate communication by naming events or processes wherein multiple elements mutually influence each other, shaping the context of the situation. Happel (2002) highlights that metaphors encourage audience engagement by inviting reflection on implied similarities and differences, fostering agreement or dissent with the worldview presented, and potentially motivating action to uphold associated values.

Ivor Armstrong Richards, in his philosophy of rhetoric (1937), delineates metaphor into two parts: the tenor and the vehicle. The tenor represents the subject to which attributes are attributed, while the vehicle embodies the object from which attributes are borrowed. Although terms like ground and figure are sometimes used interchangeably, cognitive linguistics predominantly employs target and source to denote these respective elements.

## Theoretical Framework

Conceptual metaphor, categorized by Lakoff and Johnson (2003), encompasses structural, orientational, and ontological types. This paper focuses on structural metaphor, where one concept is expressed through another, such as understanding "time is motion" through the concepts of movement and space.

In news and media, effective communication hinges on cognitive processes in conveying information. This study delves into cognitive metaphors, crucial for conceptualizing ideas through metaphorical associations. Cognitive Metaphor Theory, proposed by Michael Reddy, underscores metaphors as fundamental to ordinary thought and language, shaping our worldview by structuring how we conceptualize concepts.

Cognitive linguistics explores metaphor through "domains," specific knowledge contexts that underpin metaphorical expressions. Kovecses (2010) identifies source domains like the human body, animals, and machines, and target domains encompass emotions, morality, and society. These domains form the foundation for conceptual metaphors, influencing how abstract ideas are comprehended through tangible imagery and associations.

TARGET DOMAIN (Time)

Time *goes by* fast.

Time *flies*.

In the *following* week

SOURCE DOMAIN (Human body)

The *heart* of the problem

To *shoulder* a responsibility

The *head* of the department

It can be recalled from above that the conceptual domain from which we draw metaphorical expressions to understand the conceptual domain is called the 'source domain', while the

conceptual domain that is understood this way is the ‘target domain’. From the above examples, it is realized that time is exemplified as the target domain from the metaphoric point of view, i.e., ‘*goes*’, ‘*flies*’, and ‘*following*’, while from the source domain, the human body is used in exemplifying the metaphorical aspects of life, i.e., ‘heart’, ‘shoulder’, and ‘*head*’. This can only be achieved using the Lakoff and Johnson (1980) cognitive approach, which emphasizes the importance of the relationship between metaphor and our cognition while rejecting the notion that metaphor is a decorative device peripheral to language and thought and holding that metaphor is central to thought and language (Deignan, 2005:2).

### **Methodology**

This research analyzed data from online reports of two media channels, AP and Press TV, focusing on five news reports from each in 2019. Extracted sentences and clauses were used to illustrate and interpret metaphoric expressions across two domains. The study highlights metaphor as a critical linguistic tool intertwined with cognition, demonstrating how cognitive metaphors convey nuanced meanings to audiences. This insight is valuable for discourse and semantic analysis researchers and learners alike.

The analysis categorized data into different metaphoric forms and their implications, starting with structural metaphors in AP online news, followed by those in Press TV. It underscores that conceptual metaphors play a pivotal role in shaping news content, with each news source offering distinct perspectives through their choice of source domains to describe target domains.

### Structural Metaphors Used in Associated Press

In structural metaphors, complex concepts, typically abstract ones, are presented in terms of concepts that are more concrete. This is done to make our mental perception of them clearer.

So, we have ABSTRACT equals to COMPLEX or COMPLEX equals to SIMPLE kinds of relation. These can be seen in the extracts given below:

Note: Extracts 1 to 5 are all related to the report titled US SAYS CHINA'S DEATH SENTENCE AGAINST CANADIAN POLITICAL, AP 2019. It is tagged here as AP Report 1.

Extract 1

1. The U.S. State Department said that China's death sentence for a Canadian man is politically motivated. Led by the prime minister, our government has been energetically reaching out to our allies and explaining that the arbitrary detentions of Canadians are not just about Canada... "Actually, you can count by the fingers of your hand the few allies of Canada that chose to side with it on this issue," Hua said.

*Bruce Heyman, a former U.S. ambassador to Canada, said the U.S. and other allies need to take a stronger public stance supporting Canada. A threat to Canadians is a threat to the United States. That's what's missing here. That's what you do with allies and your best friend.*

*"We should be there, protecting our allies."*

(AP Report 1)

In today's global political discourse, media channels frequently utilize cognitive metaphors to effectively communicate complex messages. For instance, terms such as "allies" in political news symbolize strong bonds and mutual support

between nations, making intricate geopolitical relationships more accessible to audiences.

The metaphorical connection between the source domains of "threats" and "protections" and the target domain of "allies" is clear. Words associated with warfare, like "protection" and "threat," are metaphorically employed in political contexts to frame diplomatic interactions in terms of conflict and cooperation. This use of structural metaphors not only shapes public perception but also reinforces specific political narratives.

The metaphorical construction of "ALLIES" from source domain concepts such as energetic outreach, taking a strong public stance, and mutual support is evident in the analysis. This framing illustrates how countries align and support each other within the complexities of global politics.

An example like "count by the fingers of your hand" serves as an iconic representation, metaphorically conveying the scarcity or limited number of countries supporting a particular government, such as Canada's. This cognitive metaphor contrasts with the notion of "to side with," which denotes supportive nations engaged in multilateral relationships.

Moreover, terms like "threat," a metaphorical war term, evoke imagery of conflict or danger posed to countries not aligned as allies, invoking a sense of fear akin to wartime implications. These metaphors not only enhance understanding but also shape perceptions of international relations in contemporary media discourse.

#### *Extract 2*

*Opposition leader Juan Guaidó took a bold step to revive his movement to seize power in Venezuela, taking to the streets Tuesday to call for a military uprising that drew quick support from the Trump administration and fierce resistance from forces loyal to socialist Nicolas Maduro.*

*The violent street battles that erupted in parts of Caracas were the most serious challenge yet to Maduro's rule. And while the rebellion seemed to have garnered only limited military support, at least one high-ranking official announced he was breaking with Maduro, in a setback for the embattled president.*

*In a Tuesday night appearance on national television, Maduro declared that the opposition had attempted to impose an "illegitimate government" with the support of the United States and neighboring Colombia. He said Venezuela had been a victim of "aggression of all kinds."* [CLASHES ROCK VENEZUELA AS GUAIDO, MODURO VIE FOR POWER, AP 2019-AP REPORT 2]

From extract 2 above, the expression bold step is used to express a fearless move. Its meaning is formed by combining the orientation metaphor, which can be expressed as:

*taking a bold step REPRESENTS fearlessness or  
making a bold move REPRESENTS bravery*

When an abstract thing is given the quality of a concrete one, it is regarded as an ontological metaphor. So, from the example above, it is seen that bravery and fearlessness are pointing to the aforementioned type of metaphoric usage. The mapping here is of the representation of Juan Guaido, who stands fearless with his full confidence in agitating for the power he is demanding, and the source idea of his bold step makes him a hero.

The expression; 'seize power' is used to project his force in demanding the seat of power in Venezuela. It can be noted that some metaphors with their source domains located in the idea of battle are used in the above extracts, which are illustrated in Table 1 below:



**Table 1: Source and Target Mapping of Battle Related Source Domains**

Source Domain	Target Domain	Mapping
Juan Guaido <u>stand fearless</u> with his...	Fearless as in BATTLE.	Standing fearless in a battle makes one a HERO
The <u>violent street battles</u> that erupted in parts of Caracas	Battles with guns/swords including death and injury.	Stones/tear gas and police batons equated with battle weapons to create BATTLE IMAGE
Moduro declared that the opposition had attempted to impose an <u>'illegitimate government'</u> .	Illegal act of leadership by a regime.	Trying to paint an opposition government in order to WIN over it.
He said, Venezuela had been a <u>victim of aggression of all kinds.</u>	Casualty of WAR.	Referring the country as a CASUALTY in order to create a manifesto of achieving a political goal.
Opposition leader Juan Guaido <u>took a bold step.</u>	An action taken with full confidence.	CONFIDENCE develops self-esteem and courage.

...to revive  
his  
movement to  
seize power  
in Venezuela,

An act of war

**OVERTHROWING**  
of a government by  
an opposition.

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It's evident from the analysis that several metaphoric expressions are strategically employed to convey complex political narratives. The term "fearless," used within the context of war metaphors, evokes images of heroism and battlefield courage, aligning with the depiction of violent street confrontations. This metaphorical framing emphasizes a battle-like scenario, where conflicts and casualties are implied through the imagery of ammunition and loss.

Similarly, the phrase "illegitimate government," employed by the opposition, constructs a negative image schema aimed at undermining political rivals and seizing power through rhetoric and public perception. This metaphorical strategy paints a dark portrayal to sway public opinion against the existing government of Venezuela.

The metaphor "victim of aggression" operates similarly, using rhetoric to generate animosity and portray opponents in a negative light, thereby influencing public sentiment and political outcomes. These metaphors, such as "bold step" depicting courage or "heavily armed troops" implying readiness for conflict, contribute to a narrative that resonates with readers, despite the absence of actual warfare.

Expressions like "seize power," "bloodied," "dodging fireballs," and "street battles" further reinforce the war-like imagery, illustrating intense political struggles with high stakes and dramatic consequences. This structural use of metaphors effectively shapes the discourse surrounding Venezuelan politics, leveraging familiar war-related references to convey a

heightened sense of urgency and conflict, compelling readers to interpret events through this metaphorical lens.

*Extract 3*

*Venezuelan opposition leader Juan Guaido took to the streets with a small contingent of heavily armed troops on Tuesday in a bold and risky attempt to lead a military uprising and oust socialist leader Nicolas Maduro.*

*As the two opposition leaders coordinated actions from a highway overpass, troops loyal to Maduro fired tear gas from inside the adjacent air base.*

*Two demonstrators, lying on the ground with their heads and legs bloodied, were rushed away on a motorcycle as the vehicles sped away, dodging fireballs thrown by the demonstrators. The head of a medical center near the site of the street battles said doctors were treating 50 people.*

*Later Tuesday, Lopez and his family sought refuge in the Chilean ambassador's residence in Caracas, where another political ally has been holed up for over a year.*

*... Flanked by top military commanders, Defense Minister Vladimir Padrino López condemned Guaido's move as a "terrorist" act and "coup attempt" that was bound to fail like past uprisings.*

*... "Those who try to take Miraflores with violence will be met with violence," he said on national television, referring to the presidential palace where hundreds of government supporters, some of them brandishing firearms, had gathered in response to a call to defend Maduro.*

*Meanwhile, Foreign Minister Jorge Arreaza said the "right-wing extremists" would not succeed in fracturing the armed forces, which have largely stood with the socialist leader throughout the months of turmoil.*

*... "Since 2002, we've seen the same pattern," Arreaza told The Associated Press. "They call for violence, a coup, and*

*send people into the streets so that there are confrontations and deaths. And then, from the blood, they try to construct a narrative.*

*But in a possible sign that Maduro's inner circle could be fracturing, the head of Venezuela's secret police penned a letter breaking ranks with the embattled leader.*

*Manuel Ricardo Cristopher Figuera, the head of Venezuela's feared SEBIN intelligence agency, wrote a letter to the Venezuelan people saying that while he has always been loyal to Maduro, it is now time to "rebuild the country."*

*... He lamented that corruption has become so rampant that "many high-ranking public servants practice it like a sport."*

*As events unfolded, governments from around the world expressed support for Guaidó while reiterating calls to avoid violent confrontation.*

*...He said he was waiting for key power brokers including Padrino, Supreme Court chief justice Maikel Moreno and head of the presidential guard to make good on their commitments to achieve the peaceful transfer of power to Guaidó.*

The extracted source and target domains are shown in Table 2 below:

**Table 2: Target and Source Domain Mapping from AP Report 2**

Source Domain	Target Domain
Terrorist act and coup attempt	violent act or overthrow of government
Right wing extremist	Patriots
Months of turmoil	periods of great anxiety
Violence coup	extreme attempt to overthrow a government
Blood	bloody injury or killing
Penned a letter	wrote a letter

To change	It is now time to 'Rebuild the country. The country was being destroyed.
Game	High-ranking public servants practice it (corruption sport. Sporting event\game that gives pleasure.
Violent confrontation	Physical combat
Key power brokers	People with the zeal to overthrow a government

The analysis highlights how metaphoric references strategically align source and target domains to emphasize specific perspectives and criticisms. For instance, terms like "terrorist act" and "coup attempt" are used metaphorically to condemn actions, portraying them as illegal and against constitutional norms. By invoking images of conflict and illegality, these metaphors intensify the perceived seriousness of the actions being criticized.

Similarly, describing government loyalists as "right-wing extremists" metaphorically associates opposition figures with radicalism and unwavering support, shaping public perception through metaphorical framing.

In another context, the metaphorical expression "practice it like a sport" links corruption among high-ranking officials to the domain of games, illustrating how such misconduct has become normalized. This metaphorical strategy uses the familiarity of sports-related activities to effectively convey the pervasive nature of corruption.

Furthermore, phrases like "rebuild the country" in the extract aim to convey the urgency of addressing issues caused by war and leadership challenges. The metaphorical mapping between

"build" and "destroy" draws a complex link from the concept of war destroying countries to implying that the current government under Maduro has caused destruction in Venezuela, legitimizing opposition protests as efforts to restore order.

Lastly, referring to Guaido's actions as a "terrorist act" and "coup attempt" by military leaders and opposition figures metaphorically frames his attempts to seize power as acts of terrorism and illegality. This metaphorical transformation from source to target domains underscores the gravity and contested nature of political actions in Venezuela.

*Extract 4*

The letter lays bare simmering tensions between the Justice Department and the special counsel about whether Barr's summary adequately conveyed the gravity of Mueller's findings, particularly on the key question of obstruction. The revelation is likely to sharpen attacks by Democrats who accuse Barr of unduly protecting the Republican president and of spinning Mueller's conclusions in Trump's favor. And it will almost certainly be a focus of Wednesday's Senate Judiciary Committee hearing at which the attorney general will defend his handling of Mueller's report.

2. ... "This threatens to undermine a central purpose for which the Department appointed the Special Counsel: to assure full public confidence in the outcome of the investigations." (MUELLER FRUSTRATED WITH BARR OVER PORTRAYAL OF FINDINGS, AP 2019 – AP REPORT3).

From extract 4 above, lays bare simmering tensions is a metaphoric expression generated as a source domain which is used to clarify a target domain of a dilemma, conflict of interest situation based the Mueller's report.

Furthermore, *the revelation is likely to sharpen attacks* is also used metaphorically as a source domain which is also trying to hit the target of war. War metaphors are often used by the AP in order to convey some kind of information. It is further clarified that the aforementioned expression “lays bare simmering tensions” is trying to make people understand the kind of tension that exists between the two parties, that is, President Trump and the Democrats, which may likely result to *war* or *fight*, metaphorically speaking.

In another example, the meaning of *sharpen* is metaphorically derived from the source domain of sharpening a knife of a similar cutting instrument. Thus, mapping the known *sharpening* with *sharpening of attacks* means to harbour a war intention or make an ongoing war worst -thus, speaking none metaphorically, it means that the intense criticisms directed at Trump is becoming more intense and biting. The metaphor ‘threatens’ tries to portray actions that trigger war or conflict.

#### Extract 5

3. Akihito took the throne in 1989 and devoted his career to making amends for a war fought in his father’s name while bringing the aloof monarchy closer to the people. His era was the first in Japan’s modern history without war. (JAPAN WITNESSES RARE IMPERIAL ABDICATION, AP 2019).

War metaphor as explained in earlier reports means a using a mental representation of a battle fought by military personnel of a nation, region or territory in order to defend a nation. Its usage in the above extract is metaphorical because it is used as a source domain to a particular a target domain battle which is one of the major cognitive metaphoric expressions. Structural Metaphors Used in PressTV

Below are presented the PressTV reports culled from their web site.

*Extract 1*

*The Intermediate People's Court in Jiangmen City announced in a statement on Tuesday that it handed down the sentence to Canadian Fan Wei for his leading role in the production and trafficking of addictive stimulant methamphetamine*

*....Reacting to the newer ruling, Canada's Foreign Minister Chrystia Freeland condemned the use of capital punishment, describing it as "cruel and inhumane punishment which should not be used in any country."*

*...China also recently detained two Canadian nationals on national security grounds.*

*...Back in March, Beijing firmly protested Ottawa's decision to approve extradition proceedings against Meng, nearly three months after her arrest in a Vancouver airport, branding the move as "a political persecution against a Chinese high-tech enterprise." (CHINA SENTENCES ANOTHER CANADIAN TO DEATH ON DRUG CHARGES, PRESSTV 2019- PTV REPORT 1)*

Handed down is an orientational metaphor where things are attributed to upward and downward directions. Here the term is referring to a downward direction which literarily can mean to fall, and also suggest negative things. Handing down a jail sentence is negative in this context. In addition, the words cruel and inhumane used by the Canadians is metaphorically charged because it maps into source domains like a criminal gang or a war situation where cruelty or inhumane things happen. The references are made here in order to refer to draw the sympathy of listeners/the international community so that they can condemn the sentencing.

*Extract 2*



*The notorious US mercenary firm Blackwater has been reportedly lobbying with the Trump administration as well as opposition figures in Venezuela for a secret mission to topple Maduro, Reuters reported on Tuesday.*

*...The sources said he has asked for at least \$40 million in funds plus a chunk of billions of dollars Venezuela has in frozen assets around the world.(VENEZUELAN OPPOSITION FIGURE GUAIDO COLLUDING WITH US TO OUST MADURO: ANALYST, PRESSTV 2019).*

It is evident from the extract provided that metaphorical usage plays a pivotal role in shaping meanings and perceptions within political discourse. For instance, the term "lobbying" in the target domain is used literally to denote the act of persuasion often employed in political contexts. It serves as a means for politicians, interest groups, and individuals to advocate for their interests or gain support.

In contrast, the term "topple" in the source domain is metaphorically conceptualized as an attempt by Guaido to overthrow Maduro and seize power covertly. This metaphorical framing portrays a dramatic shift in political power dynamics through secretive means.

In another instance from extract 2, the term "notorious" is metaphorically linked to Blackwater, a US mercenary firm, to depict dishonorable or morally questionable actions. This metaphorical association draws on historical or documented negative perceptions of Blackwater's operations, influencing how lobbying efforts are perceived negatively.

Similarly, the metaphorical use of "chunk" in extract 2 metaphorically refers to a portion of Venezuela's frozen assets. This metaphorical mapping evokes images of substantial parts being separated, potentially conveying notions of recklessness or disdain in handling financial matters.

*Extract 3*

*"There is now public confusion about critical aspects of the results of our investigation. This threatens to undermine a central purpose for which the Department appointed the Special Counsel: to assure full public confidence in the outcome of the investigations," the Post quoted Mueller as writing.*

*...Both Trump and Russia have repeatedly denied the accusations. Trump has sought to discredit the investigation, calling it a "witch hunt" and accusing Mueller of conflicts of interest. (MUELLER COMPLAINS BARR'S SUMMARY DID NOT CAPTURE 'CONTEXT' OF TRUMP PROBE, PRESSTV 2019).*

The expression *threatens* is a target word here that literally it mean potential or imminent danger, but as it is used here, it gives a conceptualization of termination. In a complex mapping with other words, another word *witch hunt* is also used metaphorically as a source domain which is trying to express the act of finding someone in an act of something bad and trying to punish such a person.

*Extract 4*

*...He said he would "reflect deeply" on the example set by his popular father, Akihito, and that assuming the throne filled him with a "sense of solemnity."*

*...But following a "lost decade" after the bubble burst, Japan is locked in a battle against deflation and sluggish growth while its population ages rapidly. (JAPAN'S NEW EMPEROR ASCENDS CHRYSANTHEMUM THRONE, PRESSTV 2019)*

In extract 4, the use of cognitive metaphors involves deeply reflecting on a target, possibly akin to meditation for understanding complex situations. While both AP and PressTV cover similar content, AP uses metaphors like "war" in a cognitive sense to describe past events. This demonstrates the

versatility of cognitive metaphors across different contexts, where understanding the source domain through the target domain remains key.

PressTV's use of the source domain "solemnity" reflects a more positive tone in their conceptual metaphors. Contrasting with AP's use of "war," "battle," and "conflict" in extract 3, PressTV's approach suggests a less negative connotation in their cognitive metaphorical expressions.

**Table 3: AP Source and Target Domains**

AP Source Domain	AP Target Domain
<i>bubble burst</i>	Oust
<i>locked in a battle</i>	Enclosed
<i>Deflation</i>	Down

*Extract 5*

*'The president's unlawful declaration over a crises that does not exist does great violence to our constitution and makes America less safe', (TRUMP DECLARES NATIONAL EMERGENCY TO BUILD US, MEXICO BORDER WALL, PRESSTV 2017)*

The expression *crises* and *violence* from extract 8 above are used as source domains and are terms that refer to conflict or war issues but are used here to metaphorically highlight the description of the hypothetical target domains – a damaged/desecrated constitution and a chaotic/conflict-ridden United States. It is revealed that the metaphors are understood cognitively through the way the media employ them in their reports.

## **Conclusion**

The research findings emphasize the pivotal role of cognitive metaphors in shaping media discourse and influencing audience perceptions, as evidenced by the extensive use of such metaphors by PressTV and Associated Press. Structural metaphors, particularly in political reporting, effectively convey complex ideas by juxtaposing concrete and abstract concepts. These metaphors offer insights into media organizations' ideological leanings and aim to shape audience viewpoints. Recommendations include continued recognition of the importance of cognitive metaphors in news reporting while ensuring transparency and objectivity. Media professionals should undergo training to understand metaphors' impact and use them ethically. Additionally, audience members are encouraged to critically analyze media content and participate in media literacy programs to navigate and evaluate discourse effectively. Overall, responsible and ethical use of cognitive metaphors is crucial for maintaining the integrity of public discourse.

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