

Ideology-Induced Contexts in the Conceptualization of 'the Islamic State' in Political Cartoons

Authors : Rim Baroudi

Abstract : The notion of the context-induced metaphors refers to the role of different contextual aspects (socio-cultural, linguistic, bodily-physical, and ideological) in affecting metaphor production. This has not been investigated in visual discourse. This paper intends to extend the focus of this research interest to study context-induced metaphors in newspapers' cartoons. It seeks to account for different contextual variables influencing the production of metaphors in cartoons placing special focus on the ideological variable. The aim is to demonstrate how different contextual aspects are conditioned by the ideological variable. The study applied critical metaphor approach to analyse contextual variables shaping the conceptualization of 'the Islamic State' in the cartoons of 3 newspapers (Al-Ryadh newspaper, Tehran Times, and The New York Times). Findings have revealed the decisive role of the ideological context in conditioning and priming the rest of contextual variables in the conceptualisation of 'the Islamic State' in political cartoons of the three newspapers. These findings bear special importance to the study of bodily-physical and socio-cultural variables inducing and shaping political cognition in political cartoons in a way consistent with the ideological framework within which newspapers operate.

Keywords : context-induced metaphors, ideological context, the Islamic State, political cartoons

Conference Title : ICCL 2017 : International Conference on Cognitive Linguistics

Conference Location : Zurich, Switzerland

Conference Dates : January 13-14, 2017