THE ROAD AHEAD WILL NOT BE EASY;
METAPHOR IN KAMALA HARRIS VICTORY SPEECH AND ITS INDONESIAN TRANSLATION

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Abstract

Metaphor in political discourse is common as it helps to shape argumentation. It is also found in Kamala Harris's acceptance speech after she is announced as elected vice president of the United States of America. This study aims to investigate the conceptual metaphor found in Kamala Harris's acceptance speech and to further examine the metaphor mapping scheme of the Indonesian translation results. The data source is Kamala Harris's Speech text and its Indonesian translation. Conceptual Metaphor Theory (CMT) of Lakoff and Johnson is used as the theoretical framework during metaphor analysis, whereas Mandelbilt (1995) Cognitive Translation Hypothesis is used during the analysis of the metaphor translation process. The result shows that from ten metaphors examined, there are six target domains of conceptual metaphor found; whereas the comparison with the Indonesian translation shows all metaphors fall into Similar Mapping Condition (SMC) with mostly the same wording or lexical expressions.

Keywords:

Conceptual Metaphor; Political Metaphor; Metaphor Translation; Similar Mapping Condition.

Abstrak

Metafora kerap digunakan dalam wacana politik karena dapat membentuk argumentasi. Dalam pidato kemenangan Kamala Harris yang terpilih sebagai Wakil Presiden Amerika Serikat, metafora banyak digunakan selama pidatonya. Studi ini bertujuan untuk mengkaji metafora konseptual yang digunakan oleh Kamala Harris dalam pidatonya, dan menganalisis skema pemetaan penerjemahan metafora tersebut dalam bahasa Indonesia. Sumber data yang digunakan adalah teks pidato Kamala Harris berbahasa Inggris dan terjemahannya dalam bahasa Indonesia. Kerangka Teori Metafora Konseptual digunakan untuk menganalisis metafora konseptual, sedangkan Hipotesis Penerjemahan Kognitif Mandelbilt (1995) digunakan dalam analisis penerjemahan metafora. Berdasarkan hasil analisis, disimpulkan bahwa dari sepuluh metafora yang dianalisis, terdapat lima ranah sasaran metafora konseptual; sedangkan dari

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terjemahan bahasa Indonesia terlihat bahwa semua metafora memiliki skema Kondisi Pemetaan Sama atau *Similar Mapping Condition (SMC).*

Kata Kunci:

Conceptual Metaphor; Political Metaphor; Metaphor Translation; Similar Mapping Condition.

1. INTRODUCTION
1.1 Background

Metaphor in the language is ubiquitous; it is not only found in literary works but also scattered in everyday discourse. As a kind of common language phenomenon, metaphor reflects different cultural views used in different languages, which is usually called cognitive models. Since metaphor is so pervasive phenomenon in different cultures, and the structure of metaphor varies from culture to culture, special attention should be paid to the understanding of metaphor in cross-cultural communication.

The use of metaphor as a linguistic tool could be manipulated both for pragmatic and strategic reasons. Chilton (2004) agrees that metaphor is important in political discourse and to express general attitudes towards politics. Further, they helped to make citizens identify with and understand beliefs and goals. Charteris-Black (2011) asserts that metaphor is an expression usually used in convincing political arguments. The mapping principle of source and target domains was further used by the politicians to fulfill their persuasive and rhetorical goals in political discourse.

When understanding metaphors in cross-cultural communication, we should not transplant our cognitive model of a metaphor into another; otherwise, misunderstanding in cross-cultural communication will surely occur. Thus, describing the metaphor translation strategy used in the conceptual framework will support the enhancement of improving the awareness.

Since Lakoff and Johnson's work of Conceptual Metaphor Theory (CMT) was introduced, there has been extensive research of metaphor in various discourses including in political discourse. Furthermore, the metaphor translation strategy within the CMT

framework has also become attention and has given birth to few proposals of translation strategy, one of them is proposed by Mandelbilt (1995) with Cognitive Translation Hypothesis.

The CMT holds the argument that metaphor is not only a surface linguistics phenomenon, but it lies in speakers' conceptual or cognitive domain. Lakoff and Johnson (1980) affirm that metaphor is something that is not merely a linguistics expression, but it lies at the conceptual level and involves mapping of two domains at the conceptual level; the source domain and the target domain.

This view has also been supported by (Kovecses, 2005) and further asserts that source domain and target domain of conceptual metaphor vary across languages and cultures. This variation has enabled the investigation of the cultural differences that can be investigated during metaphor translation.

Awareness of metaphor presence and its cultural differences is important in translating text from the source language (SL) into the target language (TL) particularly of political text which pervasively uses the metaphor. This paper aims to investigate the conceptual metaphor found in Kamala Harris's acceptance speech and to further examine the metaphor mapping scheme on the translation results. The English text is Kamala Harris' speech taken from National Herald (2020), whereas the Indonesian translation text is taken from CNN Indonesia (2020).

Throughout this paper, the conceptual metaphor refers to the cognitive mapping of the source to the target domain, whereas the metaphorical expression and metaphor refer to the linguistic expression as the realization of such conceptual mapping.

2. Literary Review
2.1 Conceptual Metaphor in Political Discourse

Metaphor from a cognitive perspective is defined as speaking of A using the terms from B. Lakoff and Johnson (1980) CMT has brought an extensive discussion on the cognitive and conceptual domain of metaphor. They define metaphor as a cross-domain

mapping in the conceptual system, whereas Hart (2010) agrees that metaphor can be viewed as a cognitive tool used to conceptualize subjective experiences and vague social situations. It triggers emotions and bridges the gap between logic and emotions.

The cognitive view of metaphor highlights the presence of the source domain (the concrete concept) and the target domain (the abstract concept) at the conceptual level. The conceptual mapping from the source domain to the target domain then triggers the metaphorical expressions.

The illustration of the conceptual metaphor mapping of ARGUMENT (target domain) is WAR (source domain) can be seen in the following metaphorical expressions (Lakoff and Johnson, 2003).

He attacked every weak point in my argument.

His criticisms were *right on target*.

The abstract concept ARGUMENT is understood using the concept WAR, so WAR is the source domain and ARGUMENT is the target domain. According to Lakoff & Johnson, using the expressions from war terms, e.g., attack a position, strategy, win, to talk about an argument is cognitively triggered, because some properties of conceptual elements of battle characterize the concept of an argument (Lakoff & Johnson 2003: 11).

In a political context particularly in political speech, the use of metaphor is very pervasive. Chilton (2004) agrees that "Metaphor has long been recognized as important in political rhetoric" (p. 51) as it is used not just as additions to literal propositions, but as modes of reasoning. Furthermore, Charteris-Black (2011) views metaphor as a figure of speech that is typically used in persuasive political myths and arguments; this is because it represents a certain mental representation that reflects a shared system of belief as to what the world is and culture-specific beliefs about mankind's place in it.

The orientation of metaphor study can be on source domain, target domain, or both (Stefanowitsch, 2006). In political discourse, various studies attempt to reveal the ideology behind the use of a

particular metaphor (Fallah & Raouf Moini, 2016; Polova, 2020; Umar & Rasul, 2017; Williams, 2018). Nevertheless, encompasses the metaphor study with translation studies particularly in Indonesian context has not drawn much attention. Thus, this study attempts to fill that gap.

According to (Kovecses, 2005), there are variations across cultures in the use of source domain and target domain of metaphor. These cultural variations enable differentiation on the conceptual level of metaphor. On the other hand, the universal concept that is used as the conceptual level of metaphor will enable similarity of metaphor mapping, both in the source domain and the target domain.

The differences across the culture of conceptual metaphor will imply metaphor translation. In general, when a metaphor in Source Language (SL) have the same conceptual metaphor or the same target domain and source domain mapping in Target Language (TL), it will also result from metaphor during translation. Whereas when the SL conceptual metaphor is different in TL it will result in a different metaphor mapping or even non-metaphorical expressions.

2.2 Metaphor Translation-From Traditional to Cognitive approach

Traditionally, metaphors in translation studies may be classified into culture-specific words or idioms which in general may result in metaphor in the TL or else will result in non-metaphor in TL. There have been several strategies of metaphor translation which agree that metaphor is translatable (Broeck, 1981; Mason, 1982; Newmark, 1988)

Since the emergence of the Conceptual Metaphor Theory of Lakoff and Johnson (1980), the approach to metaphor translation strategy has then been developed towards a cognitive framework. Thus, within the framework, the focus of the investigation during metaphor translation study is to see the variety of mapping similarities and differences between the source domain and target domain. It means metaphor is also translated as a metaphor from SL to TL.

According to Dagnev, Burmakova, & Marugina (2014), metaphor translation is the inter-cultural process, so inter-cultural knowledge is essential in translating metaphorical expressions. The methods of translation suggested by cognitive linguistics researchers are in general similar to the traditional approach. Several translation procedures suggested are substitution (metaphor into a different metaphor), paraphrase (metaphor into sense), comparison, or deletion.

In this particular study, the cognitive framework of metaphor translation proposed by Mandelblit (1995) is used. Mandelbilt's (1995) ″Cognitive Translation Hypothesis″ provides schemes to be able to pinpoint the conceptual level similarities and differences and suggest two possibilities:

a. Similar mapping conditions (SMC will obtain if no conceptual shift occurs between the metaphors of the two languages) can be classified onto the same wording or lexical realization and different wording.

b. Different mapping conditions (DMC occurs when a conceptual shift takes place).

These two schemes will be used in identifying the translation result of metaphor in Kamala Harris's acceptance speech from English into the Indonesian language.

Diagram 1 – Mandelblit Hypothesis of Metaphor Translation
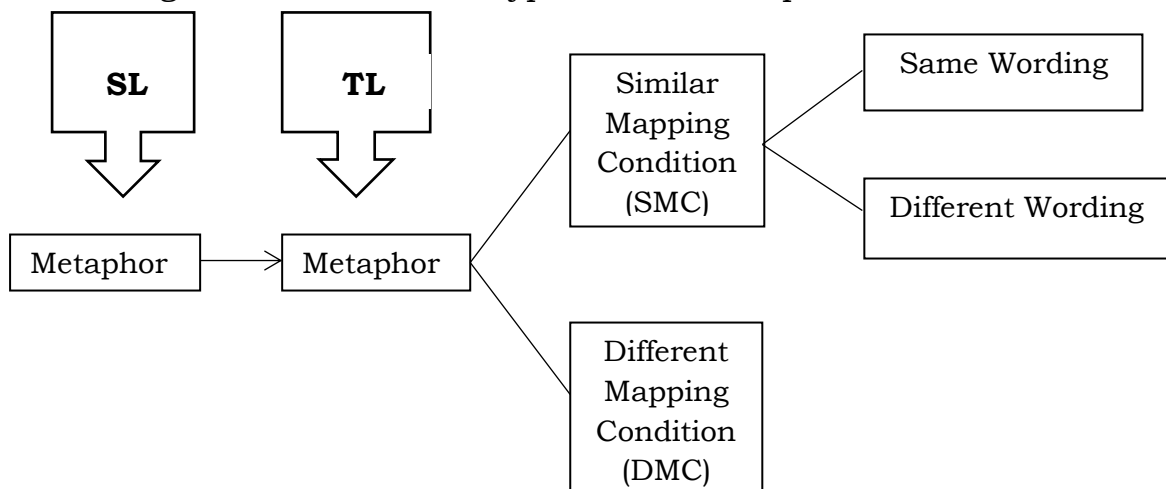
Some previous studies on metaphor translation within the CMT framework has been conducted. Sun & Guo (2018) study the translation of Two Chinese Versions of *The Wind in the Willows*. Dagnev et al. (2014) studies the conceptual metaphor behind the metaphorical linguistic expressions in key texts from five of the greatest stylists of the English language, and by comparing them to their translations into Bulgarian. Whereas, Shuttleworth (2014) provides an overview to the cross-path between metaphor and translation studies, including from cognitive framework.

3. Methodology

The qualitative descriptive method is used during this study. The data source consists of the source text and target text. The source text is Kamala Harris's acceptance speech that was delivered on November 8, 2020, taken from the National Herald (2020), whereas the target text of Indonesian translation is taken from CNN Indonesia (2020).

From the source text, ten metaphorical expressions in SL that result in metaphor translation in TL are purposively chosen. The next stage after metaphor collection and identification is to conduct the mapping of the source domain and target domain.

The last stage during analysis is to compare the Indonesian transcript of each metaphor and to investigate the mapping. Mandelbilt's (1995) Cognitive Translation Hypothesis is used as the framework to identify to which strategy the metaphor translation fits, whether it falls into DMC or SMC.

4. Discussion
4.1. Conceptual Metaphor in Kamala Harris Acceptance Speech

There are various target domains of conceptual metaphor during Kamala Harris's acceptance speech. The main target domains are classified and discussed into the following topic: democracy, election, and equality, the climate crisis, the nations's future, and political career.

Democracy, Election and Equality

Democracy and Election as the target domain are described metaphorically one of them using the source domain war. Thus, the use of warfare terms such as fight, struggle, and victory can be found in Kamala Harris' speech.

Metaphor 1:

"It is only as strong as our willingness ***to fight for it***. To guard it and never take it for granted. And protecting our democracy ***takes struggle.***"

In metaphor 1, democracy is viewed as something to be fought for. Thus, the conceptual metaphor is gaining democracy and maintaining equals with winning the war. It has triggered the metaphorical expressions of "our willingness to fight for it" and "protecting our democracy takes struggle".

It can also be found from metaphor 2 which describes the fundamental right to vote and to participate in democracy as war and is described with 'to fight for."

Metaphor 2:

"Fifty-five years ago with the Voting Rights Act and now in 2020 with a new generation of women in our country who cast their ballots and continued ***the fight for their fundamental right*** to vote and be heard".

The warfare terms are also found in describing the election result, by using the term victory.

Metaphor 3:

"To our campaign staff and volunteers, this extraordinary team, thank you for bringing more people than ever before into the democratic process. And so ***making this victory possible***".

In metaphor 4, although it still talks about democracy and election in general, there is a sub-specific topic of the election that is described. As seen in metaphor 4, where the poll workers that have worked to ensure the counting of all votes, has been metaphorically described as the people who to the nation owe a debt. The source domain used is the domain of mortgage topic or financial topic and is used to vividly describe the appreciation given to the poll workers.

Metaphor 4

"To the poll workers and election officials across our country who have worked tirelessly to make sure every vote is counted, ***our nation owes you a debt of gratitude"***.

Whereas in metaphor 5, the target domain of equality in political rights and equality for all citizens is described by using metaphorical expression "have paved the way for this moment tonight".

Metaphor 5

"But she believed so deeply in an America where a moment like this is possible, and so I am thinking about her and about the generations of women, Black women, Asian, White, Latina, Native American women, who throughout our nation's history, ***have paved the way for this moment tonight"***.

The subject of the metaphorical expressions is the previous generations who have struggled for equality for the political rights in the United States. The struggle for equality is described as a journey where Kamala Harris has arrived at that point, to which she describes the previous generations that fought for equality as they who have provided and have built the road for the journey.

Climate Crisis

The other topic that is also addressed during Kamala Harris' speech is the climate crisis as the target domain. Again, the War source domain is used to describe the need to prevent the worsening

impact of the climate crisis and use the term "combat" as seen in metaphor 6.

Metaphor 6

"To combat the climate crisis, to unite our country and heal the soul of our nation. And the road ahead will not be easy. But America is ready. And so are Joe and I".

The description of preventing the worse impact of climate crisis in terms of war will bring a sense of urgency and will shape people's minds that the climate crisis is something that needs to be addressed and has to be dealt with promptly.

Within the same chain of metaphor 6, two other target domains are mentioned with each different source domain.

The Nation's Future

The conceptual metaphor of a nation is a patient is found in metaphor 6 and the next sentence, the metaphorical expression is used to describe a challenging situation in "healing the sick patient".

"To combat the climate crisis, to unite our country and **heal the soul of our nation**. **And the road ahead will not be easy**. But America is ready. And so are Joe and I.

The challenges and obstacles that will be faced during building the nation are described as a journey by using "the road ahead will not be easy". Using journey as the source domain for describing nation-building provides a vivid mental image of a direction towards a future where Joe Biden and Kamala Harris will be in the front and will lead the journey. Another inference that comes from using the journey as a metaphor is that there will be a kind of progress and movement schematic image.

Relevant to the conceptual metaphor of a nation is a patient in metaphor 6, where it is described in "heal the soul of our nation", metaphor 7 resonances the similar source domain and target domain, where Joe Biden is described as a healer.

Metaphor 7

"***And Joe is a healer,*** a uniter, a tested and steady hand. A person whose own experience of loss gives him a sense of purpose that will help us as a nation reclaim our sense of purpose. And a man with a big heart who loves with abandon".

Describing Joe Biden as a healer to heal the soul of the nation gives a descriptive image of what Joe Biden will do to build and unite the nation. For the common audience, this metaphor will help to provide a concrete image and will be interpreted easily.

The conceptual metaphor of nation is a patient contains the following inferences:

- what is the cause of the disease which can be mapped onto what or who causes the problem to the nation, which can be mapped onto who is responsible for the problem faced by the nation;
- what part of the body that is exposed to the pain can be mapped onto what sector is mostly affected by the problem;
- what medicine or procedures can be taken to heal the sick patient can be mapped onto what actions to be taken by the leader to solve the problem.

Those projections above entail that with the correct treatment from the healer, the patient can recover. Thus, describing Joe Biden as the healer suggests that Joe Biden will be a leader to solve the problems faced by the nation and to bring the nation to a better condition.

In metaphor 8 below, the focus of discussion is on the economic aspect and racism. The economy as the target domain is described as a building; the structure of the economy is the structure of the economic system. The conceptual metaphor of Economy is a Building provides a set of projections that the stronger the foundation and the groundwork, the stronger the building will be; the weaker the

foundation and the structure of the building, then the building may collapse.

Kamala Harris in metaphor 8 speaks about "rebuild economy" which means that the economic aspect will need a new foundation to work with a better and stronger structure building.

Metaphor 8

"To rebuild our economy so it works for working people, to root out systemic racism in our justice system and society".

In metaphor 9, the building is also used as a source domain of metaphor with a different target domain. The use of "to build" is to describe the nation's future in general.

Metaphor 9

"And there is progress. Because we, the people, have the power *to build a better future"*

The conceptual metaphor Economy is a building and Nation is a building provide a framework that Economy and a Nation must have a solid and strong foundation and structures. Any defect during construction or improper conduct during maintenance will potentially bring weakness to the building structure and may result in the total collapse of the building. This conceptual and cognitive framework will enable us to grasp the concept of the development of the economy and a nation more concretely and descriptively.

In metaphor 10, Kamala Harris speaks about the political career and the vice presidency as a journey. This metaphor 10 is related conceptually to metaphor 5 when Kamala Harris describes the previous women generation struggle for the rights to vote as "*paved the way for this moment tonight"*. And at metaphor 10, it highlights that the way that has been paved by the previous generation has enabled her to reach the current point on her political journey.

Political Career
Metaphor 10
We are so grateful to Joe and Jill for welcoming our family into theirs
on this incredible journey.

Kamala Harris's acceptance speech has captured what she perceived about the nation's shapes and future challenges, and those can be reflected from the metaphorical expressions she is using during the acceptance speech. Most of the target domains of metaphor she is using are also common in political discourse, such as target domain of journey, patient, and building.

Using metaphor in political discourse is not only a matter of linguistic surface, but it provides a conceptual scheme by mapping of source domain to the target domain and provides a descriptive picture of the topic discussed. It will also enable the audience to easily understand the abstract concept through analogical correspondence and mapping.

4.2. The Scheme of Metaphor Translation

The comparison of the metaphorical expression translation is conducted with the Cognitive Translation Hypothesis by Mandelbilt (1995). The translation is considered as a Similar Mapping Condition (SMC) if the conceptual level of SL and TL is similar, whereas Different Mapping Condition (DMC) is identified when the conceptual level of TL is different from the source text.

Table 2 shows the comparison of the Indonesian translation of the metaphor and its mapping scheme.

Table 2: Scheme of Metaphor Translation

Metaphorical Expressions	Translation	Mapping Scheme
"It is only as strong as our willingness ***to fight for it***. To guard it and never take it for granted. And protecting our ***democracy takes struggle***."	Itu hanya bisa tercapai sekeras ***kita memperjuangkannya,*** menjaganya, dan tidak pernah menerimanya begitu saja. Dan untuk melindungi demokrasi	Similar Mapping Condition with the same wording

	kita **membutuhkan perjuangan**.	
… and continued **the fight for their fundamental right** to vote and be heard".	dan melanjutkan **perjuangan untuk hak dasar** mereka untuk memilih dan didengar.	Similar Mapping Condition with the same wording
.. And so **making this victory possible**"	dan telah **memungkinkan kemenangan ini.**	Similar Mapping Condition with the same wording
...our nation owes you a debt of gratitude"	**negara berhutang budi** kepada Anda	Similar Mapping Condition different wording
… **have paved the way for** this moment tonight	**yang telah membuka jalan** untuk momen malam ini.	Similar Mapping Condition different wording
"To combat the climate crisis, to unite our country and **heal the soul of our nation.** And **the road ahead will not be easy.** But America is ready. And so are Joe and I".	Untuk **memerangi krisis iklim.** Untuk mempersatukan negara kita dan **menyembuhkan jiwa bangsa kita**. **Jalan di depan tidak akan mudah,** tapi Amerika sudah siap. Begitu juga Joe dan saya.	Similar Mapping Condition with the same wording
"**And Joe is a healer,** a uniter, a tested and steady hand.	Joe **adalah seorang penyembuh.** Pemersatu. Tangan yang teruji dan kuat.	Similar Mapping Condition with the same wording
"To rebuild our economy so it works for working people.	**Untuk membangun kembali ekonomi kita** agar berhasil bagi orang yang bekerja.	Similar Mapping Condition with the same wording
We are so grateful to Joe and Jill for welcoming our family into theirs **on this incredible journey**.	Kami sangat berterima kasih kepada Joe dan Jill karena telah menyambut keluarga kami ke dalam keluarga mereka **dalam perjalanan yang luar biasa ini.**	Similar Mapping Condition with the same wording

From table 2, it can be seen that the translation of all metaphors falls onto the similar mapping condition (SMC) with the variation on

wording found in only two metaphorical expressions, meaning that between English and Indonesian language, the particular source domain can be described metaphorically with the similar source domain and will have the same mapping, particularly in political discourse.

The use of warfare terms to refer to election and democracy is found in both languages, result in a similar mapping condition. The implication to translation metaphor strategy is as follows; to this type of metaphor during translation, no extra effort needed, as it both similar conceptually and at lexical or wording level. Furthermore, being aware whether the particular metaphorical expression should be translated with the same mapping condition or different mapping will be beneficial for a translator in using the correct metaphor in the target language.

Using the cognitive approach provides another perspective in dealing with translating metaphor. Aware of and understand the universal and cultural variation of the conceptual level of metaphor will be a valuable input for a translator in deciding what expression in TL that best fit the metaphor from SL.

5. Conclusion

After data analysis, it is found that there are six target domains of conceptual metaphor, i.e; democracy, election, equality, climate crisis, the nation's future, political career. As for the metaphor translation, all of the metaphors are in Similar Mapping Condition (SMC) with mostly the same wording or lexical expressions.

This study is a short and preliminary investigation on two aspects: the universal conceptual level of metaphor and the translation of metaphor from English into Indonesian particularly in political discourse from a cognitive perspective. The further study shall be conducted with a broader range of data to be able to capture the complete similarities and differences of conceptual level of metaphor

between English and Indonesian which in turn will also be helpful within the translation aspect.

This study has captured the pervasiveness of metaphor in political discourse, particularly in political speech. As for the metaphor translation process, it shows that it is most likely to be translated into metaphor in the target text, although with slightly different lexical expressions. Thus, the same argumentative and persuasive impact can still be maintained.

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