

LINGUISTICS AND VIETNAMESE LINGUISTICS

CONCEPTUAL METAPHOR ‘VIRUS SARS-CoV-2 IS AN INVADER’ IN DONALD TRUMP AND JOE BIDEN’S POLITICAL DISCOURSE**DOAN THUY LINH***

ABSTRACT: This study conducts further analysis on the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER in 30 political discourse delivered by Donald Trump and Joe Biden in 2020 and 2021. The paper is grounded in the conceptual metaphor theory proposed by Lakoff and Johnson (1980) and the Critical Metaphor Analysis approach introduced by Charteris-Black (2004). Via a thorough examination of the corpus, the system of metaphorical expressions employed to characterize the target conceptual metaphor had been elucidated, among which the word *‘fight’* was recorded as the most frequently-used lexical unit. Furthermore, the study delves into clarifying the mappings of the source domain AN INVADER onto the target domain VIRUS SARS-CoV-2 along with the most highlighted attributes. The compilation of eight semantic features accompanied by illustrations and further discussions on their pragmatic values represents the novel contribution of this research.

KEY WORDS: conceptual metaphor; political discourse; mappings; Donald Trump; Joe Biden.

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1. Introduction

In the last decade, Cognitive Linguistics has emerged as a prominent approach within modern linguistics. At the core of this field lies the notion of conceptual metaphor. According to the Conceptual Metaphor Theory (CMT) first presented by Lakoff and Johnson (1980), “metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature” [1, 6]. Correspondingly, all human actions are anchored and guided by their cognition and perceptions over everyday realities. When new events occur, a complex network based on associations with familiar concepts is activated to enable conceptualization of the new notion or identity. Charteris-Black (2010) then developed the Critical Metaphor Analysis approach (CMA), by which metaphor is examined comprehensively and thoroughly from three interrelated aspects: linguistics/semantics, cognitives and pragmatics [2, 28]. This study integrates CMT and CMA as its theoretical framework.

Research on conceptual metaphors in political discourse represents an application of cognitive linguistics to real-life contexts, shedding light on how this thinking mechanism influences human actions. Analyzing political discourse through the lens of conceptual metaphor, is a promising research direction that has gained significant attention from both domestic and international scholars. Pavlikova (2021) examined ten speeches delivered across various states by presidential candidates Joe Biden and Donald Trump, concluding that the most prevalent metaphors included ECONOMY IS A BUILDING, POLITICS IS WAR,” and “NATION IS A TREE” [3]. Doan (2022) analyzed conceptual metaphors in Joe Biden’s presidential nomination acceptance speech, identifying five dominant source domains: WAR, OBJECTS, HUMAN, BUILDING, and JOURNEY, with corresponding target domains such as LIFE, NATION, POLITICS, UNITY, and TIME [4]. In another study, Nguyen, T.B.H., et al. (2023) investigated the conceptual metaphor “SARS-CoV-2 as a Criminal/Terrorist” in Vietnamese online newspapers, revealing that this metaphor serves as a strategic tool employed by the Vietnamese media to promote political agendas. The metaphor amplified the perceived severity of the pandemic, urging readers to adopt preventive and defensive measures to combat the disease [5]. Kanash and Hamdan (2023) focused on COVID-19 conceptual metaphors in Jordanian political discourse in newspapers in 2020. Eight dominant source domains were identified namely WARFARE, CONTAINER, OCEAN,

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JOURNEY, NATURAL PHENOMENON, EXAMINATION, ANIMAL, and SPORTS [6].

Despite being paid high attention by the scholars, research on conceptual metaphors related to COVID-19, particularly the SARS-CoV-2 virus, has generally followed two main directions. The first approach focuses on identifying various source domains used to conceptualize the target domain of COVID-19 based on CMT. The second expands on specific metaphors by examining different parties such as the threat posed by the pandemic, the doctors, the vaccine, or the healthcare facilities. In this study, we focus solely on the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER in 30 prominent speeches by Donald Trump and Joe Biden. In other words, the salient semantic attributes of the source domain AN INVADER mapped onto the target domain VIRUS SARS-CoV-2 will be explored and illustrated through correlated metaphorical expressions. By examining the mappings, we aim to discuss their focused aspects and strategies for shaping the public's standpoints. In the final section, the study discusses how this conceptualization bridged the gap between the cognitive processes of these political leaders and their linguistic strategies, ultimately driving real-world actions. This research direction is both novel and feasible, with no existing overlap compared to previous studies.

2. Content

2.1. Theoretical Background

2.1.1. Literature Review

Concerning the literature review on conceptual metaphors in political discourse, several notable studies have provided valuable insights. Nguyen, X.H. (2020) examined 57 U.S. political speeches and identified ANIMALS - PLANTS, MACHINES, SPORTS, WEATHER, and HEALTH as the most prominent source domains [7]. In a more recent study, Pavlikova (2021) investigated ten campaign speeches delivered across various states by Joe Biden and Donald Trump. Her findings highlighted that the most common metaphorical expressions were "ECONOMY IS A BUILDING," "POLITICS IS WAR," and "NATION IS A TREE" [3]. Ho, T.Q.T surveyed 24 online news articles to analyze the metaphor DISEASE IS AN ENEMY across various fields, including healthcare, economics, education, and socio-political discourse. The study revealed 99 words/phrases reflecting the metaphor, with the word "chống" (to fight) being the most commonly used. The research further found that the economic discourse used the most words/phrases related to this metaphor, while the education sector used the fewest. This suggested that the urgency and intensity of addressing the pandemic were more pronounced in the economic and political fields compared to education [8]. Doan, T.L. (2022) analyzed conceptual metaphors in Joe Biden's presidential nomination acceptance speech, identifying five dominant source domains: WAR, OBJECTS, HUMAN, BUILDING, and JOURNEY, with corresponding target domains such as LIFE, NATION, POLITICS, UNITY, and TIME. In addition, Doan highlighted that Biden portrayed himself as a target domain through the metaphors "Joe Biden is a Warrior" and "Joe Biden is a Leader," emphasizing his virtues and leadership qualities [4]. Similarly, Abdel-Qader and Al-Khanji (2022) explored Biden's political discourse on COVID-19 and confirmed the prominence of similar metaphors [9]. Kanash and Hamdan (2023) focused on COVID-19 conceptual metaphors in Jordanian political discourse, based on a newspaper corpus from 2020. They identified eight dominant source domains: WARFARE, CONTAINER, OCEAN, JOURNEY, NATURAL PHENOMENON, EXAMINATION, ANIMAL, and SPORTS. Their findings show that during the initial phase of the pandemic (February to May), the Jordanian government prioritized restrictive measures, with warfare metaphors being the most frequent. However, as the crisis escalated, container metaphors emerged as the most outstanding [6]. Nguyen, T.B.H., et al (2023) investigated the thinking mechanism of conceptual metaphors VIRUS SARS-COV-2 AS A CRIMINAL/ TERRORIST in Vietnamese online newspapers. The study revealed the conceptual metaphor worked as a strategy of Vietnamese media to build up political motives. It also emphasized on the severity and urged readers for defensive methods and actions to prevent and combat the disease [7].

2.1.2. Basic Concepts

Conceptual metaphor was first introduced by American scholars George Lakoff and Mark Johnson in 1980 via the book titled *Metaphors We Live By*. This book opened a completely new avenue of research on metaphors. Lakoff and Johnson (1980) were pioneers in asserting that "metaphors are pervasive in everyday life, not just in language, but in thought and action" [1, 3], and "most of the conceptual system we have is metaphorical in nature" [1, 4]. Since then, the conceptual metaphor marked a shift in understanding metaphors as inevitable to human thought and reasoning, rather than just stylistic expressions in artistic language.

Building on this foundation, other scholars have further developed and contributed to the theoretical framework of conceptual metaphors. Lakoff and Turner (1989) further clarified the idea that "metaphors allow us to understand one domain of experience through another domain" [10, 5]. To achieve this, there must be a foundational concept - the source domain - from which the attributes of the target domain are illuminated. Conceptual metaphor is captured via a convenient shorthand formulation: CONCEPTUAL DOMAIN A IS CONCEPTUAL DOMAIN B [11, 4]. Metaphorical linguistic expressions are words or other linguistic expressions that come from the language or terminology of the more concrete conceptual domain (i.e., domain B)

Not only the source but target domains are characterized by a number of different aspects as well. When a source domain is applied to a target, only some attributes of the target are brought into focus. Kovecses refers to the term *mappings* as a set of systemic correspondences between the source domain and the target in the sense that constituent conceptual elements of B correspond to constituent elements of A.' [11, 7]. However, the mappings between A and B are, and can be, only partial. We need to scrutinize which part(s) of the source are mapped onto which part(s) in the target [11, 91].

Charteris-Black also made a contribution to present the *Critical Metaphor Analysis* approach (CMA) in 2004. CMA [2, 28] combines linguistic, cognitive, and pragmatic perspectives within critical discourse analysis to identify, interpret, and explain metaphors. Firstly, the approach begins by identifying metaphors at the linguistic level, focusing on metaphorical expressions that carry semantic tensions. Secondly, it interprets conceptual metaphors at the domain level through the mechanism of understanding one thing in terms of another (A is B), supported by a system of sub-mappings. The interpretation process takes into account perceptions that influence how aspects of social and political life, as well as human beliefs and actions, are understood. It also considers evaluations embedded in the mapping, which can either highlight or obscure certain elements of the conceptual metaphor. Finally, in the metaphor evaluation, the speaker's intentions to persuade specific ideologies are examined by integrating the social representations and evaluations found in relation with contextual factors such as social agency, social roles, culture, and historical background.

In conclusion, this study combines the conceptual metaphor theory (CMT) proposed by Lakoff and Johnson (1980) and the CMA framework put forward by Charteris-Black (2004) to identify the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER realized through metaphorical expressions found in thirty political discourse of Donald Trump and Joe Biden in 2020 and 2021. The study would further discuss and justify the pragmatic effects entailed by the metaphor on the Americans' actions in reality.

2.2. Research Methodology

2.2.1. Research materials

With the intention of studying the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER, the corpus was collected from 30 political remarks delivered by Donald Trump and John Biden between 2020 and 2021. Specifically, Donald Trump's speeches included key remarks made by the 45th President of the United States when the United Nations declared COVID-19 a global pandemic, speeches of government response programs to tackle the pandemic, and his final speech before leaving the White House, marking the end of his presidential term. For Joe Biden, the discourse studied included his acceptance speech for the presidential nomination, his victory speech after the 2020 election, his inauguration speech, and

statements regarding the response to the pandemic and vaccine strategy in 2021. All discourse surveyed played a significant role in the election campaign and were part of his transition into the presidency.

2.2.2. Research questions

This study aims at examining the conceptual metaphor of ‘VIRUS SARS-CoV-2 IS AN INVADER’ in political discourse delivered by Donald Trump and Joe Biden within the early days of the pandemic in the light of CMT and CMA. These objectives are realized through three research questions: 1/What are the most dominant metaphorical expressions employed to convey the conceptual metaphor?;2/ What are the mappings between the source domain ‘AN INVADER’ and the target domain ‘VIRUS SARS-CoV-2’? ;3/What are the underlying ideologies of the conceptual metaphor?

2.2.3. Research methods

The study utilized a mixed methods approach to address all research questions. Specifically, both qualitative and quantitative data collection and analysis were necessary to construct conceptual metaphors and labelled out the dominant ones in the first research question. Meanwhile, qualitative data collection and analysis investigated mappings between the source domain AN INVADER and the target domain VIRUS SARS-CoV-2 in the second research question. The underlying ideologies of this conceptual metaphor would be clarified in the third research question with the help of the qualitative method.

In terms of data analysis, this paper employed descriptive methods and discourse analysis to identify and evaluate the source and target domains marked by metaphorical expressions found in 30 political remarks. Additionally, the study used statistical and classification methods to collect, categorize, and quantify those metaphorical units. Also, comparative analysis was employed to compare the conceptual metaphors across the two sets of data, specifically in the speeches of Donald Trump and Joe Biden. Last but not least, the Cognitive linguistics framework was also applied in the analysis to clarify the cognitive elements underlying President Joe Biden's discourse on the coronavirus.

2.2.4. Research procedure

As mentioned in the Basic concepts, the study combined both CMT and CMA as the theoretical background. Hence, the research procedure included three phrases:

Phrase 1: Metaphor identification

This study implemented the four-step Metaphor Identification Procedure (MIP) proposed by Pragglejaz Group [12, 3]. Specifically, the procedure involves: 1/ Read the entire text to comprehend a general understanding of the meaning;2/ Identify the lexical units in the text with potential metaphorical uses and those relevant to the context;3/ Determine the contextual meaning of potential metaphors, then compare and categorize them into source domains and target domains;4/ Identify conceptual metaphors and label the corresponding metaphorical expressions.

Phrase 2: Metaphor interpretation

Metaphor interpretation involves establishing a relationship between metaphors and the cognitive factors that determine them. The research delved into interpreting how the cognitive process had been manifested. To achieve this objective, the study employed the theory of mappings introduced and developed by Kovecses (2010) to clarify which attributes have been highlighted and utilized between the source domain and the target domain.

Phrase 3: Metaphor evaluation

Metaphor evaluation/ explanation is concerned with exploring metaphor's social role in persuasion and identifying social factors behind metaphor choice. In other words, the underlying values and ideology of those conceptual metaphors would be concerned and discussed in this phrase.

All in all, the three-phrase procedure of CMA was employed to provide insight into the cognitive motivation and expressive connotation of metaphor in connection with its pragmatic functions and the underlying ideologies. By unifying cognitive semantics with pragmatic approaches, the study expected to clarify the tight connection among those aspects realized through the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER.

2.3. Findings and discussion

Regarded as one of the most prominent metaphors recorded in the political discourse, the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER was thoroughly examined in three dimensions with the aim of fulfilling the research objectives. The findings would be presented in the form of the correspondences of the three research questions above-mentioned.

2.3.1. Research question 1

First of all, based on the Metaphor Identification Procedure (Pragglejaz Group, 2017), this study noted that 107 metaphorical expressions were recorded in the corpus. These lexical units were recorded at the frequency of 268 occurrences. They included a variety of parts of speech such as adjectives, adverbs, nouns, verbs and prepositions. Out of those metaphorically-expressed words or phrases, the study also delved into finding the dominant ones. The result could be synthesized through the table as follows.

Table 1. The most popular metaphorical expressions and their frequency

Metaphorical expressions	Frequency		Sum of occurrences	Metaphorical expressions	Frequency		Sum of occurrences
	Donald Trump's discourse	Joe Biden's discourse			Donald Trump's discourse	Joe Biden's discourse	
fight	4	15	19	war	4	3	7
against	5	13	18	battle	3	3	6
China, Chinese	18	0	18	due to	3	3	6
defeat	12	2	14	tough	2	3	5
from	0	14	14	independence	0	5	5
beat	2	8	10	death(s)	1	4	5
protect	3	5	8	die	0	5	5
come about/to/into	7	1	8	suffer	5	0	5

Among 107 metaphorically-expressed words or phrases, the word 'fight' was noticed as the most frequently-used to convey the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER. This lexical unit was recorded in the following sample utterances:

- (1) *We are at a critical time in the fight against the virus* (1)
- (2) *My administration is fighting relentlessly to protect all citizens of every color and creed from this terrible virus, the invisible enemy.* (6)
- (3) *Next week, I'll be laying out the path ahead to continue our fight against COVID-19 to get us to July 4th* (20)
- (4) *We are better positioned than we were a year ago to fight COVID-19* (29)

According to the Oxford dictionary, the verb *fight* is defined as 'to take part in a war or battle against an enemy' whereas, the Cambridge dictionary states that to fight means 'using physical force to try to defeat another person or group of people'. When it comes to function as a noun, a fight means 'a situation in which you use a lot of effort and physical force to defeat someone or achieve something, or to stop something happening'. Also, this metaphorical expression collocated with the preposition 'against' to reinforce the contradiction among parties related, entailing 'against' as another popular lexical unit employed to convey the target conceptual metaphor.

- (5) *Next week, I'll be laying out the path ahead to continue our fight against COVID-19 to get us to July 4th* (20)
- (6) *all Americans can rally behind and should unite us in the fight against COVID-19* (29)
- (7) *You have a high degree of protection against severe illness.* (30)

In comparison to the findings of the research about the metaphor DISEASE IS AN ENEMY across various fields in 24 Vietnamese online news articles conducted by Ho, T.Q.T (2022), there was an equivalence to some extent. To be more specific, the study revealed the word "chống" (to fight) in Vietnamese was the most commonly used while the word 'fight' ranked the top in this paper.

Co-standing at the second position with 'against', the word 'China/ Chinese' was utilized frequently throughout the corpus, especially in Donald Trump's political discourse.

(8) *We're using the full power of the government in response to the Chinese virus.* (4)

(9) *The China virus is a vicious and dangerous illness* (8)

(10) *We never had an economy like we had prior to the China plague or China virus coming in* (10)

(11) *as we race to produce a vaccine and eradicate the China virus once and for all* (12)

(12) *families who've suffered so gravely from the China Virus* (15)

On January 21, 2020, the very first patient with COVID-19 was detected in the United States. By March 2020, virus SARS-CoV-2 spread to fifty states of America. On March 11, 2020, WHO announced COVID-19 as the world pandemic. Right after SARS-CoV-2 was first recognized in America, the 45th American president had this word clung to the new virus. No matter the world had proposed an official term to call the new virus, Donald Trump consistently named the virus the China/Chinese one. This expression resulted from his perception on the origin of the deadly virus. On the contrary, Joe Biden had never employed this word in his political discourse surveyed. Here could present different perceptions and ideology between these two presidents. Further discussion on this dissimilarity would be mentioned in the next part as a response for the third research question.

Ranked as the third most popular metaphorical expression, 'defeat' was recorded in the following samples:

(13) *We will defeat the virus* (5)

(14) *And thank you for being here to discuss the relentless work that we're doing to defeat the China virus* (10)

(15) *The single best way to defeat the disease is personal responsibility* (12)

(16) *My administration is doing everything it can to lead a whole-of-government response at the federal, state, and local levels to defeat the pandemic.* (24)

Besides the strong action verbs such as *fight, defeat, beat, combat, confront* both the presidents collocated these verbs with the first plural pronoun 'we' to include themselves and their readers as a unified nation. This impact was amplified by the adverb 'together'. The pragmatic effects of these combinations would be further discussed in the next part.

(17) ***Our** goal is to beat the virus* (3)

(18) *America will develop a vaccine very soon, and **we** will defeat the virus.* (10)

(19) ***Together, we** will defeat the virus* (14)

In terms of linguistic aspect, the study furthermore investigated the frequency of different parts of speech used in the metaphorical expressions for further investigation. We came to a conclusion that both presidents utilized verbs as their metaphorical expressions with nearly 50% of the total. Nouns and prepositions were placed in the second and the third positions correspondingly.

2.3.2. Research question 2

After identifying the metaphorically-expressed linguistic units, the study aimed at looking deeper into the cognitive aspects highlighted in different expressions. In the light of mappings introduced by Kovecses (2010), the mapping scheme of the source domain AN INVADE onto the target domain VIRUS SARS-CoV-2 was investigated.

In terms of the etymology, the word 'invade' originated from Latin *invadere*, rooted from 'in' and 'vadere' (go, walk). *Invadere* was then used as 'to go, come or get into; enter violently, penetrate into as an enemy, assault, make attack on. Dating back to the fifteenth century, 'To invade' means to 'enter in a hostile manner'. According to Cambridge dictionary, an invader refers to 'an army or country that uses force to enter and take control of another country'. Longman dictionary claims that 'an invader is a

soldier or a group of soldiers who enter a country or town by force in order to take control of it'. Collins dictionary defines 'invaders are soldiers who are entering a country by force with an army' meanwhile 'to invade a place means entering it in a large numbers, often in a way that is unpleasant or difficult to deal with. The Free Dictionary by Farlex realizes the meaning of 'to invade' via four cases (1) to enter by force in order to conquer or pillage; (2) to enter as if by invading, overrun or crowd; (3) to enter and proliferate in bodily tissue, as a pathogen; (4) to encroach or endure on, violate.

In the semantic field of the war concept, which attributes of the source domain AN INVADER were highlighted to identify those of the target domain SARS-CoV-2 would be clarified.

Table 2. Mappings of the source domain AN INVADER into the target domain VIRUS SARS-CoV-2

Highlighted attributes of Source Domain AN INVADER	Utilized attributes of Target Domain VIRUS SARS-CoV-2	Sample metaphorical expressions
The origin of an INVADER is from overseas	The origin of virus SARS-CoV-2 is from China	<i>This is the most aggressive and comprehensive effort to confront a <u>foreign</u> virus in modern history.</i>
The state of an INVADER is new-coming and unpredictable; it is constantly changing	The state of virus SARS-CoV-2 is invisible and unpredictable	<i>My administration is fighting relentlessly to protect all citizens of every color and creed from this terrible virus, the <u>invisible</u> enemy.</i>
The nature of an INVADER is violent, opposing and aggressive	The nature of virus SARS-CoV-2 is harmful to the human body, yet people are susceptible to it. Therefore, the human body is contradictory to the virus	<i>This is the most <u>aggressive</u> and comprehensive effort to confront a foreign virus in modern history.</i>
The acts of an INVADER are to attack people and sabotage the infrastructure, impacting all life fields.	The acts of virus SARS-CoV-2 are to attack the respiratory of humans, and to destroy the related organs.	<i>The <u>threat</u> of the Delta virus remains real.</i>
The consequences of an INVADER are pain and casualty.	The consequences of virus SARS-CoV-2 are severe health impairments, even death.	<i>We will do everything we can to trace the roots of this outbreak that has <u>caused so much pain and death</u> around the world</i>
The emotions an INVADER brings about are negative and tragic mainly fear, concern, fatigue, tedium, etc.	The emotions virus SARS-CoV-2 entails are tragic, pessimistic and gloomy.	<i>a year of pandemic and isolation; a year of <u>pain, fear, and heartbreaking loss</u>.</i>
The adequate response of the homeland residents is to fight against INVADER in order to protect the country.	The adequate response of people including Americans is to fight against virus SARS-CoV-2 in order to protect themselves.	<i>America will develop a vaccine very soon, and we will <u>defeat</u> the virus.</i>

The targets of the residents' relevant reaction are to banish or even eliminate INVADER so as to re-establish safety, peace and independence.	The targets of people's relevant reaction are to eradicate virus SARS-CoV-2 virus and bring the safe, peaceful and independent situation back	<i>This is our target date to get life in America closer to normal and to begin to celebrate our <u>independence</u> from the virus together with our friends and loved ones</i>
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As can be seen from the table, there were eight different aspects of the source domain mapped in the target domain, namely *the origin, the state, the nature, the acts, the consequence, the emotion entailed, the adequate response of the residents, and their reaction*' targets.

Mapped from semantic features of 'AN INVADER', some traits were highlight to shed light on the target domain VIRUS SARS-CoV-2 as follows:

Virus SARS-CoV-2 is from overseas, China for specifically

(20) *It has nothing to do with the China virus* (12)

(21) *From the instant the coronavirus invaded our shores* (13)

As a new foreigner, *the state of virus SARS-CoV-2 is invisible and unpredictable*. Donald Trump called coronavirus an invisible enemy which made people struggle to deal with it.

(22) *we call it the hidden virus, the hidden enemy* (3)

(23) *It has been seen in a novel coronavirus before* (7)

The nature of an INVADER is violent, opposing and aggressive, in coincidence with that of SARS-CoV-2. In other words, SARS-CoV-2 is harmful to the human body while people are susceptible to it. Therefore, *the human body is contradictory to the virus in terms of nature*.

(24) *And also, other viruses, like the one in this outbreak - this is a very tough one.* (5)

(25) *Thanks to our heroic vaccine effort, we've gained the upper hand against this virus* (23)

The virus SARS-CoV-2's acts are neither official nor humanitarian, those of an invader are either. An invader might attack people and destroy the infrastructure, affecting all aspects of life. Similarly, virus SARS-CoV-2 is to hurt the human respiratory, and harm the related organs. *What the virus acted on the human body was equivalent to that invaders performed on the country*.

(26) *the country was stricken by a virus* (16)

(27) *As president, the first step I will take will be to get control of the virus that's ruined so many lives.* [16]

(28) *It [The virus] will impact on your social life* (22)

(29) *we know this: It no longer controls our lives* (23)

The consequences of virus SARS-CoV-2 are the same as those of invaders brought about to the homeland residents, which are severe health impairments, even death.

(30) *To ensure that working Americans impacted by the virus can stay home without fear of financial hardship* (18)

(31) *Nearly 1,000 Americans a day are still dying from COVID-19 as we approach 550,000 deaths in a single year.* (19)

(32) *that could help prevent death of people infected by COVID-19* [29]

(33) *Americans that are impacted by coronavirus* (40)

The emotions virus SARS-CoV-2 entails are tragic, pessimistic and gloomy like how homeland inhabitants experience under the threat of invaders.

(34) *places where people live free from fear of COVID* (5)

(35) *American too much fear* (16)

(36) *We also have so much to be sorrowful about [COVID-19]* (19)

(37) *We will do everything we can to trace the roots of this outbreak that has caused so much pain and death around the world* (26)

Not only were the attributes of virus SARS-CoV-2 recognized, but *the adequate response of Americans to fight against virus SARS-CoV-2 in order to protect themselves* entailed as well. They were appealed to fight, battle, combat, beat, defeat the virus in the similar way they beat the invaders.

(38) *We are at a critical time in the fight against the virus* (1)

(39) *while the virus hasn't been vastly, we know this ...* (5)

(40) *we're going to fight this virus with equity* (20)

(41) *Now let's finish the work of beating this virus* (21)

(42) *a wartime effort to defeat this virus* (22)

The target of all responsive actions is to protect people and get the situation returned to be peaceful and independent.

(43) *get help to the remaining people protected from the virus* (7)

(44) *free ourselves from this virus* (22)

(45) *Today, we're closer than ever to declaring our independence from this deadly virus* (23)

(46) *then children can be safe from COVID-19 in schools* (27)

To recapitulate, it could be noted that the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER was realized via the mapping scheme of some highlighted attributes of AN INVADER. Should a problem arise, the residents were expected to fight against those alien forces to free themselves and gain independence and safety. Compared to the findings of Nguyen, T.B.H., et al (2023) over mapping VIRUS SARS-CoV-2 AS A CRIMINAL/ TERRORIST, the correlation could be noticed in the attribute that VIRUS SARS-CoV-2'S ACTS ARE THOSE OF A CRIMINAL/ TERRORIST.

Beyond the mapping scheme, the study expected to scrutinize which semantic attributes were most highlighted. Also, whether there would be any differences between these two presidents was investigated.

Table 3. *The frequency of semantic attributes mapped from the source domain into the target domain*

No.	Semantic attributes mapped	Frequency		Sum of occurrences	Percentage (%)
		Donald Trump's Discourse	Joe Biden's Discourse		
1	Origin	27	1	28	10,5
2	State	5	1	6	2
3	Nature	16	31	47	18
4	Acts	10	16	26	9,5
5	Consequences	18	16	34	13
6	Negative emotions	5	16	21	8
7	Adequate Response	36	48	84	31
8	Targets	8	14	22	8
		125	143		100%
	The total numbers of occurrences			268	

Among eight highlighted attributes, the American's adequate response ranked at first (84 out of 268 occurrences), counting for nearly one third of all metaphorical expressions recorded. The pragmatic effects underscored the urgency of uniting all the Americans in solidarity to fight against the virus. Nothing but cooperation and unity would function as the key point to turn the tide.

As a subordinate notion within the source domain of WAR, the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER inevitably reflected the assertive stance of the two U.S presidents in addressing the COVID-19 pandemic. Beyond merely identifying the characteristics of the novel virus, the new enemy, the political leaders placed significant emphasis on the American's responses to this unprecedented plague. Powerful action verbs such as 'fight, defeat, battle, combat, vanquish' along with the preposition 'against, from, due to' were frequently utilized, creating a strong psychological impact on the audience. In addition to the frequent use of the source domain AN INVADER, Donald Trump and Joe Biden strategically employed the pronoun "We" and the adverb 'together' to rally collective solidarity and urge Americans to take immediate action in confronting the pandemic.

2.3.3. Research question 3

Based on the semantic mappings from the source domain AN INVADER to characterize the target domain VIRUS SARS-CoV-2, several pragmatic insights can be drawn as follows.

First of all, it was the call to action: collective determination Against the Virus. Both presidents emphasized the need for Americans to respond to VIRUS SARS-CoV-2 as they would do to invaders. This metaphor served to invoke a sense of *sheer determination*, urging citizens to unite in the fight and protect themselves with the ultimate goal of restoring stability and peace. In the context of a global pandemic, this call to action carried immense importance, as it mobilized collective effort in combating a widespread and life-threatening crisis.

Second of all, the importance of Understanding the Nature of the Virus was made. Accurately identifying and characterizing the virus was highlighted as crucial to select effective response strategies. The corpus revealed a strong focus on the violent and conflict-driven nature of the virus, emphasizing the inevitability of its consequences. Like a country under threat posed by a foreign invader, the consequences-especially in terms of human loss-remained a critical concern. Since the outbreak, the United States has been one of the hardest-hit nations, with nearly one million deaths attributed to COVID-19. The metaphorical expressions emphasizing on mortality served as a constant reminder, reinforcing the need for vigilance and preparedness among the American public.

Third of all, some differences in the highlighted semantic attributes and linguistic choices between the two presidents could be under scrutiny. While both leaders highlighted the necessity of a human response, notable differences in their rhetorical strategies can be observed. Joe Biden's Focus was put on the virus's nature. Biden's speeches concentrated more on the intrinsic characteristics of the virus. This was reasonable, as Biden assumed office with more information and scientific understanding of SARS-CoV-2 than what was available during Trump's presidency. Donald Trump's Focus was placed on the virus's origin. Trump frequently highlighted the virus's origin, using expressions such as *China* or *Chinese virus*. This linguistic choice underscored his emphasis on the virus's geographical source, a perspective influenced by diplomatic and political considerations, particularly regarding China. In contrast, Biden almost entirely avoided this aspect, reflecting differing foreign policy stances. In terms of lexical Choices, a comparison of the specific linguistic expressions in Table 1 revealed further contrasts. Biden frequently employed the verb *fight* (primarily as a verb), which emphasizes an active, ongoing effort to combat the enemy. This suggested a focus on resilience and continuous struggle. In contrast, Trump favored the verb *defeat*, which implies *winning against* an opponent in a battle, war, or competition. Semantically, *defeat* emphasizes the finality of victory, reflecting Trump's more aggressive and combative stance.

Finally, the impact on public perception and election outcome would be the last point. The above-mentioned rhetorical differences reflected the personalities and leadership styles of the two presidents. Trump's language conveyed a more aggressive and bellicose approach, which resonated with a segment

of the electorate. However, Biden's comparatively moderate and unifying tone gained broader approval, ultimately contributing to his victory in the 2020 presidential election and his subsequent role as the 46th President of the United States.

3. Conclusion

Founded on the ground of the Conceptual Metaphor Theory of Lakoff and Johnson (1980) concerning source domains, target domains, and conceptual metaphors, as well as the three-step research process of Conceptual Metaphor Analysis proposed by Charteris-Black (2004), this study analyzed thirty political speeches delivered by Donald Trump and Joe Biden to identify the most common metaphorical expressions used to realize the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER. The study yielded several key findings. At the linguistic level, both Donald Trump and Joe Biden employed a diverse range of linguistic categories to express the conceptual metaphor. Among these, the verb "*fight*" was the most frequently recorded expression. At the cognitive level, eight semantic aspects from the source domain AN INVADER were mapped onto the target domain VIRUS SARS-CoV-2. Notably, nearly one-third of the linguistic expressions emphasized the appropriate response to the virus as an invader, urging action against it. Besides, there was a significant focus on the nature of the virus, characterized by its severity and inherent conflict. However, a key difference between the two political figures was observed in how they addressed the virus's origin. Donald Trump highlighted the virus's origin extensively, often referencing China or Chinese-related terms, while Joe Biden largely neglected this aspect. At the pragmatic level, in political discourse, different aspects of a conceptual metaphor are emphasized to convey personal viewpoints and communicate messages to voters and the public. In this case, both presidents stressed the American people's response to the virus, reflecting their political strategies to guide public opinion and drive voter action. This emphasis was primarily realized through strong action verbs such as *fight*, *defeat*, *beat*, *combat* and prepositions of opposition like *against*, underscoring the high-conflict nature of the relationship between the virus and the American people. The high frequency of these expressions indicates a clear prioritization by both Trump and Biden to frame the pandemic as a critical national issue, urging citizens to take action to combat the virus. The strategic use of language and a keen understanding of public sentiment allowed Joe Biden to resonate more effectively with voters, ultimately securing his victory in the presidential election. This study has primarily focused on identifying and analyzing metaphorical expressions and mapping aspects of the conceptual metaphor VIRUS SARS-CoV-2 IS AN INVADER in prominent political discourses by Donald Trump and Joe Biden. Future research will delve deeper into the meta-cognitive level, examining how these metaphors influence public cognition, social perceptions, and decision-making processes in a broader socio-political context.

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Ẩn dụ ý niệm “VIRUS SARS-CoV-2 LÀ KẺ XÂM LƯỢC” trong các bài phát biểu của Donald Trump và Joe Biden

Tóm tắt: Nghiên cứu này tìm hiểu về ẩn dụ ý niệm VIRUS SARS-CoV-2 LÀ KẺ XÂM LƯỢC trong 30 diễn ngôn chính trị của Donald Trump và Joe Biden vào năm 2020 và 2021. Nghiên cứu được phát triển dựa trên nền tảng lý thuyết về ẩn dụ ý niệm được đề xuất bởi Lakoff và Johnson (1980), và tiếp cận theo hướng Phân tích Ẩn dụ phê phán (Critical metaphor analysis approach) được đưa ra bởi Charteris-Black (2004). Qua khảo sát ngữ liệu, hệ thống các biểu thức ngôn ngữ được sử dụng để hiện thực hóa cho ẩn dụ ý niệm mục tiêu đã được làm rõ, trong đó từ ‘fight’ được ghi nhận với tần suất cao nhất. Hơn thế, nghiên cứu đã làm rõ cơ chế ánh xạ các nét nghĩa từ miền nguồn KẺ XÂM LƯỢC sang miền đích VIRUS SARS-CoV-2 và mức độ nổi trội của các thuộc tính nhất định. Tập hợp tám thuộc tính ngữ nghĩa đi kèm với minh họa và bàn luận về giá trị dụng học là đóng góp mới của nghiên cứu.

Từ khóa: ẩn dụ ý niệm; diễn ngôn chính trị; ánh xạ; Donald Trump; Joe Biden.