

'Royal' Clusters and Deliberate Metaphor

A comparative study of metaphor in Danish and Norwegian New Year's Eve speeches



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Background

- Dano-Norwegian union 1524-1814
- «Scandinavian»: mutually comprehensible
- NYE speeches = national rituals



Aims

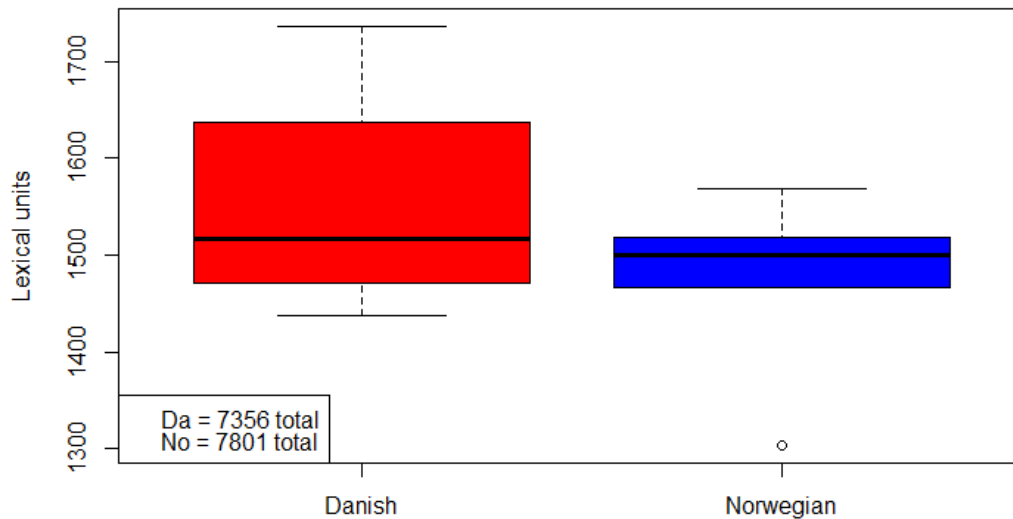
Research questions

- How is metaphor used in NYE speeches?
- Is metaphor used in similar ways in Danish and Norwegian NYE speeches?

Focus areas

- Metaphor density
- Metaphor clusters
- Deliberate metaphors

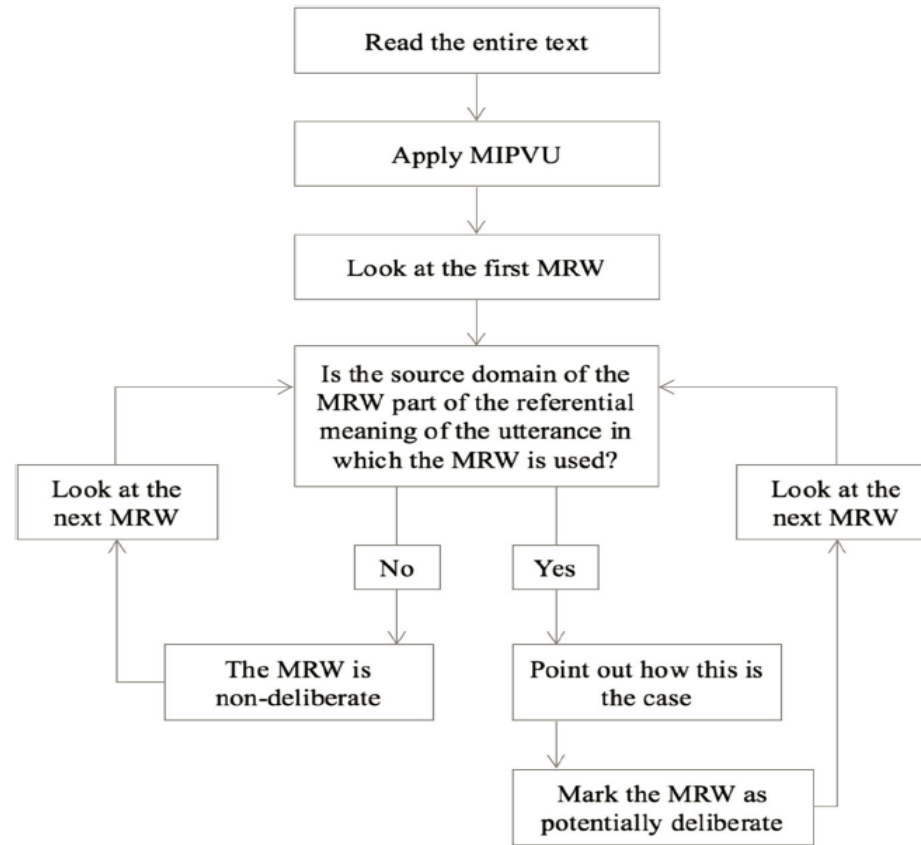
Primary material 2013-2017



Identification methods

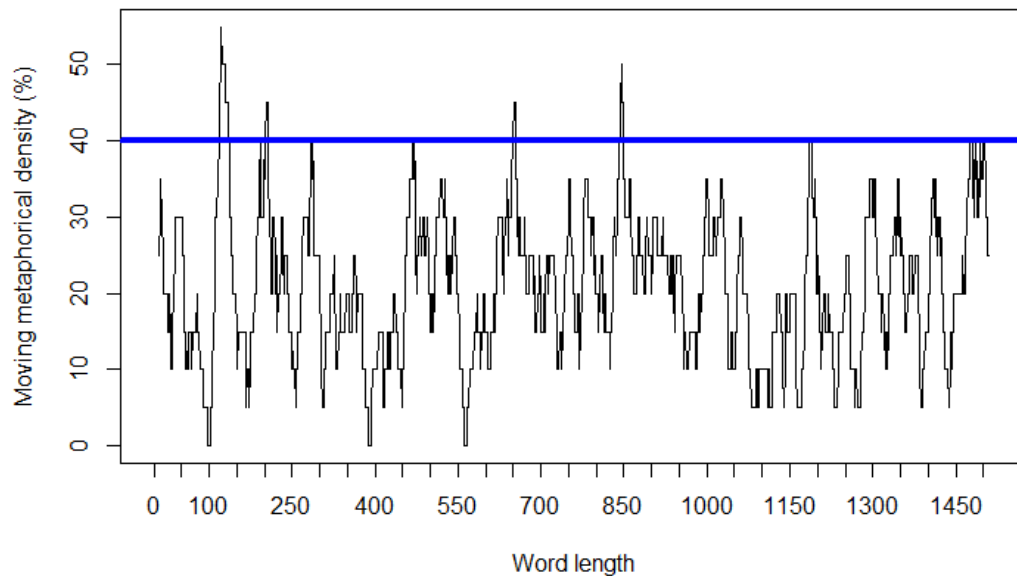
- **Scandinavian MIPVU** (Nacey, Greve & Falck submitted)
 - Linguistic metaphors
- **DMIP** (Reijnierse et al. 2017)
 - Deliberate metaphors
- **Moving metaphoric density** (Littlemore et al. 2014, Turner 2010)
 - Metaphor clusters

DMIP



Moving metaphoric density

2013 Norwegian NYE speech



2015 NYE speeches

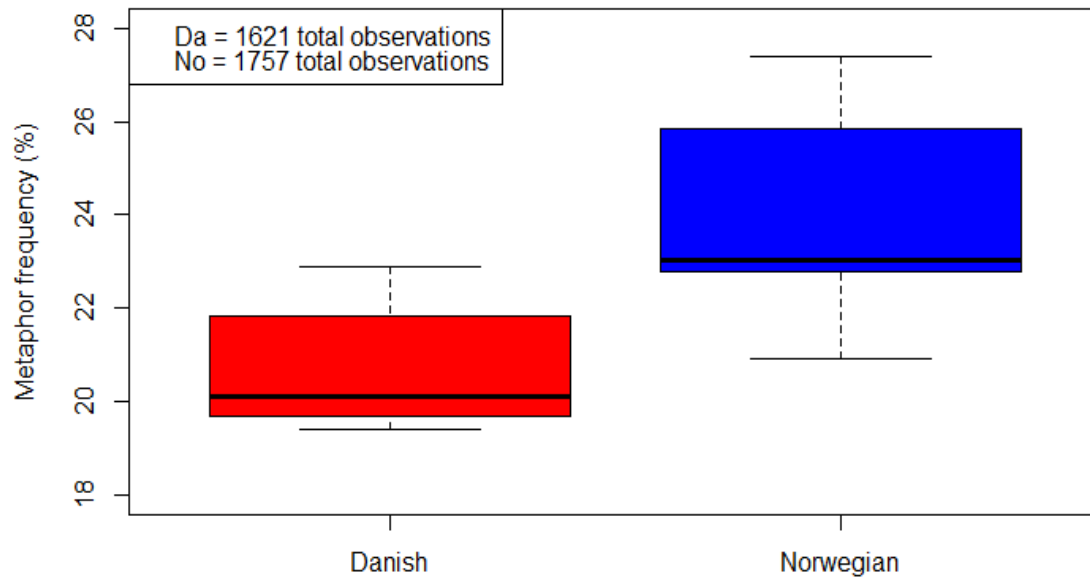
Danish topics

- Danish values
- Current events
 - Terror in Copenhagen and Paris
 - Refugee crisis
- Prince retiring
- Greenland, Faroe Islands
- Police, defense, volunteers

Norwegian topics

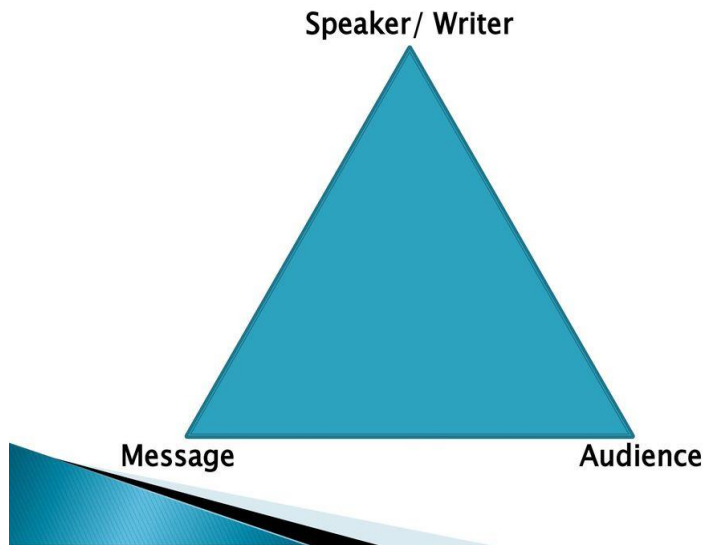
- Norwegian values
- Current events
 - Terror in Copenhagen and Paris
 - Refugee crisis
 - Climate change
- Defense, police, diplomats, volunteers

Metaphor density



Metaphor and rhetorical function

The Rhetorical Triangle



Appeals

- Ethos
- Logos
- Pathos
- Kairos
- Topos

Ethos

Queen Margrethe II

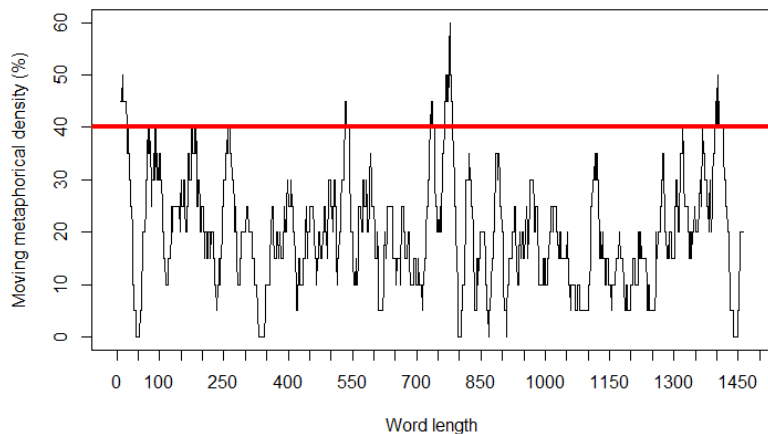


King Harald V

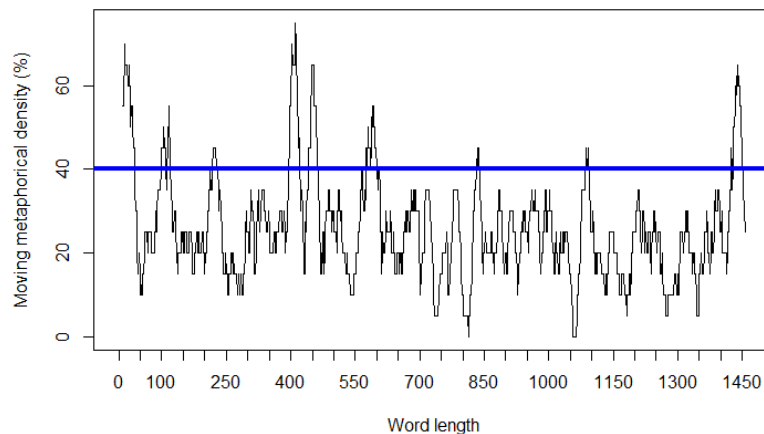


Metaphorical clusters

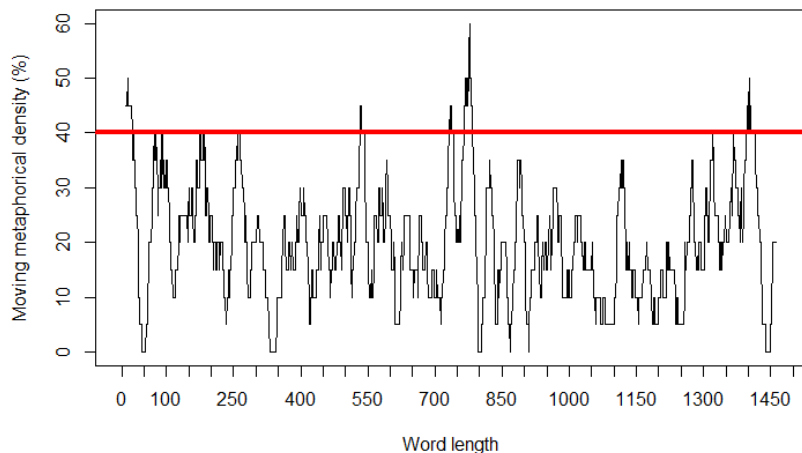
2015 Danish NYE speech



2015 Norwegian NYE speech



2015 Danish NYE speech



1. Topos / kairos
2. Pathos (empathy: terror)
3. Pathos (empathy: terror)
4. Pathos (empathy: refugees) ←
5. Pathos (reassurance) ←
6. Pathos (reassurance)
7. Pathos (endurance) ←
8. Pathos (personal)
9. Pathos (personal)
10. Kairos

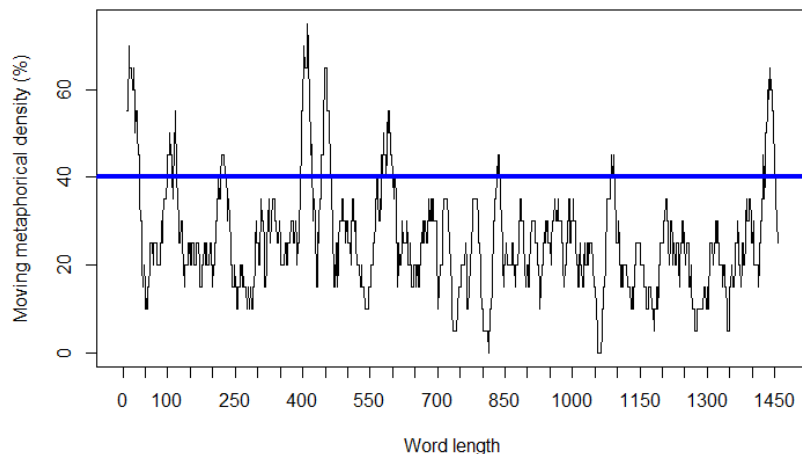
Danish 2015: Cluster 3

Også vi føler os **ramt**, og vi må forstå og besinde os på, at **ingen er en ø**, vi er alle en del af et hele. Vores reaktion må ikke blive **til** en **lammende** frygt.

We also feel **struck**, and we have to understand and realize that **no man is an island**,* we are all a **part of** a whole. Our reaction must not transform **into** a **paralyzing** fear.

*Lit.: *nobody is an ø*

2015 Norwegian NYE speech



1. Topos / logos (testimony; analogy)
2. Topos / logos (analogy)
3. Pathos (pride)
4. Logos (testimony; analogy) ←
5. Pathos (personal) / logos (analogy)
6. Pathos (empathy: economy)
7. Pathos (empathy: terror)
8. Pathos (empathy: refugees)
9. Logos (analogy) / kairos ←

Norwegian 2015: Cluster 1

Døden er ikke så skremmende som før.

Folk jeg var glad i
har gått foran og kvistet løype.
De var skogskarere og fjellvante.
Jeg finner nok fram.

Death is not as frightening as it used to be.

People that I loved have gone before me and marked the trail.
They were familiar with the forests and mountains.
I'll find my way forward.



Concluding thoughts

Metaphor in Norwegian NYE speeches...

- **Greater metaphor density**
- **Wider variety of appeals/functions**

...than metaphor in Danish NYE speeches

- Tighter, more coherent texts
- More effective speeches