



JURNAL GRAMATIKA

Jurnal Penelitian Pendidikan Bahasa dan Sastra Indonesia

ISSN 2442-8455 | PRINT | ISSN 2740-6761 | ONLINE

VOLUME 11 NOMOR 1

PADANG

APRIL 2025



Program Studi Pendidikan Bahasa dan Sastra Indonesia
Fakultas Ilmu Sosial dan Humaniora
Universitas PGRI Sumatera Barat





The editorial team is from 16 countries across 5 continents:

The continent of Australia (Australia)

The continent of Americas (United States)

The continent of Africa (Morocco and Egypt)

The continent of Europe (Netherlands, Turkey, Hungary)

The continent of Asia (Indonesia, Malaysia, China, Iran, Singapore, Japan, Pakistan, Vietnam & Korea Republic)

Editor-in-Chief

» Wahyudi Rahmat, Universitas PGRI Sumatera Barat | Scopus ID :57204044908 | Indonesia

Managing Editor

» Rahayu Fitri, Universitas PGRI Sumatera Barat | Scopus ID : 58701662300 | Indonesia

Regional Handling Editor for Europe and Other Regions

» Edwar Kemal, Universiti Malaysia Kelantan | Scopus ID :57204047359 | Malaysia

Regional Handling Editor for Asia-Pacific Regions

» Lilik Istiqomah, Western Sydney University | Scopus ID : 57200983436 | Australia

Editorial Advisory Boards

» Suryadi, Leiden University | Scopus ID: 12759636800 | Netherlands

» Kundharu Saddhono, Universitas Sebelas Maret Surakarta | Scopus ID :55571941200 | Indonesia

» Ömer Gökhan ULUM, Mersin University | Scopus ID : 57191366202 | Turkey

» Nor Hazwani Munirah Binti Lateh, Universiti Malaysia Kelantan | Scopus ID: 56958429100 | , Malaysia

» Ehsan Namaziandost, Islamic Azad University | Scopus ID: 57204110674 | Iran, Islamic Republic of

» Mark Fifer Seilhamer, National Institute of Education | Scopus ID: 36606965700 | Singapore

» Masao Yamaguchi, Setsunan University | Scopus ID: 57783169200 | Jepang

» Ania Lian, Charles Darwin University | Scopus ID: 57195512456 | Australia

International Editorial Board

» Zubair Torwali, IBT - Institute for Education and Development | Scopus ID: 35293922000 | Pakistan

» Indrya Mulyaningsih, IAIN Syekh Nurjati Cirebon | Scopus ID :57200991886 | Indonesia

» Ho Ngoc Hieu, University of Social Sciences and Humanities | Vietnam

» Suria Baba, Universiti Malaysia Kelantan | Scopus ID: 57209532812 | Malaysia

» Wen Jia, Yibin University | Scopus ID: 57220765893 | China

» Yulia Pebriani, Universitas PGRI Sumatera Barat | Scopus ID : 58701331300 | Indonesia

» Adenan bin Ayob, Universiti Pendidikan Sultan Idris | Scopus ID: 57205609123 Malaysia



(2442-8485) & (2460-6316)

Jurnal Gramatika: Jurnal Penelitian Pendidikan
Bahasa dan Sastra Indonesia

ASSOCIATED

**The Peer Reviewer is from 19 countries across 5 continents:**

The continent of Australia (Australia)

The continent of Americas (United States and Canada)

The continent of Africa (South Africa, Morocco, and Egypt)

The continent of Europe (United Kingdom, Turkey, Spain, France, Netherlands, Germany, and Austria)

The continent of Asia (Indonesia, Malaysia, China, Japan, Thailand, and Pakistan)

- **Yohan Kurniawan** (<https://www.scopus.com/authid/detail.uri?authorId=56913183200>), Universiti Malaya | Scopus ID: 56120719300, Malaysia
- **Ömer Gökhan ULUM** (<https://www.scopus.com/authid/detail.uri?authorId=57191366202>), Mersin University | Scopus ID : 57191366202, Turkey
- **Mohd Muzhafar Idrus** (<https://www.scopus.com/authid/detail.uri?authorId=25825071100>), Universiti Sains Islam Malaysia | Scopus ID: 25825071100, Malaysia
- **Paul McDonald** (<https://www.scopus.com/authid/detail.uri?authorId=57225692039>), Scopus ID: 57225692039 | University of Nottingham | UK
- **Islam Ragab Abdelhamid** (<https://scholar.google.com/citations?hl=vi&user=7KKg1dcAAAAJ>), Universitas Al-Azhar Cairo |, Egypt
- **Juneman Abraham** (<https://sinta.kemdikbud.go.id/authors/detail?id=26295&view=overview>), Universitas Bina Nusantara | Scopus ID: 56165486100 | Indonesia
- **Ana Bringas López** (<https://www.scopus.com/results/authorNamesList.uri?name=name&st1=L%C3%B3pez&st2=Ana+Bringas&origin=searchauthorlookup>), Universidad de Vigo | Spain
- **Christian Gutleben** (<https://www.scopus.com/authid/detail.uri?authorId=57016637100>), Scopus ID: 57016637100 | University of Nice | France
- **Yosi Wulandari** (<https://www.scopus.com/authid/detail.uri?authorId=57215911101>), Scopus ID: 57215911101 | Universitas Ahmad Dhalan | Indonesia
- **Ehsan Namaziandost** (<https://www.scopus.com/authid/detail.uri?authorId=57204110674>), Islamic Azad University | Scopus ID: 57204110674, Iran, Islamic Republic of
- **Nor Hazwani Munirah Binti Lateh** (<https://www.scopus.com/authid/detail.uri?authorId=56958429100>), Universiti Malaysia Kelantan | Scopus ID: 56958429100 |, Malaysia
- **Silvia Marni** (<https://sinta.ristekbrin.go.id/authors/detail?id=5974037&view=overview>), Universitas PGRI Sumatera Barat | Scopus ID : 57211283690, Indonesia
- **Mark Fifer Seilhamer** (<https://www.scopus.com/authid/detail.uri?authorId=36606965700>), National Institute of Education | Scopus ID: 36606965700, Singapore
- **Oktavianus** (<https://www.scopus.com/authid/detail.uri?authorId=58726175100>), Universitas Andalas | Scopus ID: 58726175100, Indonesia
- **Winci Firdaus** (<http://sinta.kemdikbud.go.id/authors/detail?id=6011143&view=overview>), Badan Riset dan Inovasi Nasional | Scopus ID: 57205062723
- **Zubair Torwali** (<https://scholar.google.com.pk/citations?user=Kd7r6JoAAAAJ&hl=en>), IBT - Institute for Education and Development | Scopus ID: 35293922000, Pakistan
- **Suwardi Endraswara** (<https://scholar.google.co.id/citations?user=au4vTPQAAAAJ&hl=id>), Universitas Negeri Yogyakarta | Scopus ID:

IMPORTANT LINKS» **Editorial Team**

(/index.php/jurnal-gramatika/pages/view/Editorial%20T

» **Reviewer Acknowledgement**

(/index.php/jurnal-gramatika/pages/view/rev)

» **Plagiarism & Retraction**

(/index.php/jurnal-gramatika/pages/view/Plagiarism%20

» **Publication Ethics**

(/index.php/jurnal-gramatika/pages/view/Publication%20

» **Make a Submission**

(/index.php/jurnal-gramatika/pages/view/Online%20Sut

» **Contact** (/index.php/jurnal-

gramatika/about/contact)

QUICK LINKS» **Peer Review Process**

(/index.php/jurnal-gramatika/pages/view/Peer%20Revi

» **Open Access Policy**

(/index.php/jurnal-gramatika/pages/view/Open%20Acce

» **Copyright Notice**

(/index.php/jurnal-gramatika/pages/view/Copyright%20

» **Privacy Policy** (/index.php/jurnal-

gramatika/pages/view/Privacy%20Po

» **Indexing & Abstracting**

(/index.php/jurnal-gramatika/pages/view/Indexing%20

» **Visitor Statistics**

(/https://statcounter.com/p11127595/account_id=6953115&login_id=1&code

FOR AUTHORS» **Focus and Scope**

(/index.php/jurnal-gramatika/pages/view/focus%20and

gramatika/pages/view/tocus%20and%20

- » [Author Guidelines and Template \(/index.php/jurnal-gramatika/pages/view/Author%20Gi](http://index.php/jurnal-gramatika/pages/view/Author%20Gi)

» [Copyright Transfer Agreement](#)
([/index.php/jurnal-](#)
[gramatika/pages/view/Copyright%20](#)

» [Article Processing Charge](#)
([/index.php/jurnal-](#)
[gramatika/pages/view/Author%20Fe](#)

» [Order Journal \(/index.php/jurnal-gramatika/pages/view/OJ\)](http://index.php/jurnal-gramatika/pages/view/OJ).



<https://docs.google.com/document/d/18F0tYUWwTlDQXGgR9vZnE6BzCkxH7eLWdVjKqf3o/edit?usp=sharing&oid=10890622>

CITATION ANALYSIS

» **Scopus**
(<https://suggestor.step.scopus.com/p/trackingID=4B5496BF51921DAA>)

» Web of Science
(<https://clarivate.com/products/web-of-science/>)

» [Sinta](https://sinta.kemdikbud.go.id/journal/id=1842)
(<https://sinta.kemdikbud.go.id/journal/id=1842>)

» [Garuda](http://garuda.ristekdikti.go.id/journi)
(<http://garuda.ristekdikti.go.id/journi>)

» Google Scholar
(<https://scholar.google.co.id/citations?user=2vT2IDkAAAAJ&hl=id>)

ACCREDITED

Accredited
SINTA 2

(<https://drive.google.com/file/d/1UW0tYD8TjZG6FvXQdR9BzEgkHwKl7nq/view?usp=sharing>)

ACOCIATED



A D O B S I
ASOSIASI DOSEN BAHASA DAN SASTRA INDONESIA

(<https://drive.google.com/file/d/1UW0tYD8TjZvXGQF6Bz9eRlEgkHwLWd7/view?usp=sharing>)

- <https://scholar.google.com/citations?user=AwK6RjYAAAAJ&hl=en>), Maejo University, Nong Han, Chiang Mai, Thailand
- [Yeti Mulyati \(http://sinta2.ristekdikti.go.id/authors/detail?id=5993970&view=overview\)](http://sinta2.ristekdikti.go.id/authors/detail?id=5993970&view=overview), Universitas Pendidikan Indonesia | Scopus ID: 57205082419
- [Vincent Oringo \(https://www.researchgate.net/scientific-contributions/Vincent-Oringo-2219291484\)](https://www.researchgate.net/scientific-contributions/Vincent-Oringo-2219291484), Central University of Technology | South Africa
- [Iswadi Bahardur \(https://scholar.google.co.id/citations?user=4SiBwHIAAAAJ&hl=id&oi=ao\)](https://scholar.google.co.id/citations?user=4SiBwHIAAAAJ&hl=id&oi=ao), Universitas PGRI Sumatera Barat | Scopus ID: 57539438000
- [Bernd Nothofer \(http://worldcat.org/identities/lccn-n84058048/\)](http://worldcat.org/identities/lccn-n84058048/) | Scopus ID: 36442675300 | Johann Wolfgang Goethe Universitat Frankfurt am Main, Germany
- [Mikihiro Moriyama \(https://scholar.google.co.id/citations?user=LBsEV84AAAAJ&hl=id\)](https://scholar.google.co.id/citations?user=LBsEV84AAAAJ&hl=id), Scopus ID: 56178520000 | Nanzan University, Japan
- [Nihal Bouabida \(https://www.researchgate.net/profile/Nihal-Bouabida-2\)](https://www.researchgate.net/profile/Nihal-Bouabida-2), Université Moulay Ismail |, Morocco
- [Mary Dalrymple \(https://scholar.google.com/citations?user=FdLdgCUAAAAJ&hl=en\)](https://scholar.google.com/citations?user=FdLdgCUAAAAJ&hl=en), Scopus ID: 56006144400 | University of Oxford, United Kingdom
- [Dwi Noverini Djenar \(https://scholar.google.com/citations?user=jEevinkAAAAJ&hl=en\)](https://scholar.google.com/citations?user=jEevinkAAAAJ&hl=en), Scopus ID: 15841418400 | University of Sydney, Australia
- [Norwanto \(https://sinta.kemdikbud.go.id/authors/profile/6198703\)](https://sinta.kemdikbud.go.id/authors/profile/6198703), Scopus ID: 57204006221 | IAIN Salatiga, Indonesia
- [Thomas A. Bauer \(https://www.scopus.com/authid/detail.uri?authorId=55985858000\)](https://www.scopus.com/authid/detail.uri?authorId=55985858000), Scopus ID: 55985858000 | Universität Wien, Vienna | Austria



PPJB - SIP
 Perhimpunan Pengeliti Jurnal Bahasa dan Sastra Indonesia serta Pengajarannya

(<https://ppjb-sip.org/senarai/jurnal-gramatika-jurnal-penelitian-pendidikan-bahasa-dan-sastra-indonesia>)

TOOLS



MENDELEY

(<https://www.mendeley.com/interaction/required=true>)



grammarly

(<https://www.grammarly.com/planName=none&payment=>



(<https://www.turnitin.com/>)

User

Username

Password

☐ Remember me

Login

SOCIAL MEDIA & VISITORS



facebook

(<https://www.facebook.com/Gramatika-Jurnal-Penelitian-Pendidikan-Bahasa-dan-Sastra-Indonesia-2265984866977017/>)



(<http://s05.flagcounter.com/>

00615989

(<https://www.statcounter.co>

Visitor's Stats

(<http://statcounter.com/p11?guest=1>)

Journal Content



DOI: [\(https://doi.org/10.22202/jg.2025.v11i1\)](https://doi.org/10.22202/jg.2025.v11i1).

Jurnal Gramatika: Jurnal Penelitian Pendidikan Bahasa dan Sastra Indonesia or Gramatika has been accredited SINTA 2 (2020) by the Ministry of Research, Technology and Higher Education, the Republic of Indonesia, started from Volume 6 Number 1 (2020). The last accreditation is valid until 2028.

This issue has been available online since April 2025 for the regular issue of April 2025.

DOI: [10.22202/jg.2025.v11i1.9136](https://doi.org/10.22202/jg.2025.v11i1.9136)

(<http://dx.doi.org/10.22202/jg.2025.v11i1.9136>)

Mapping Political Rhetoric: A Scientometric Analysis of Figurative Language in Political Discourse...

(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9136>)

Danang Satria Nugraha, Taat Budiono

[Download PDF](#)

[Views 0 Times](#)

[Pages 1 - 29](#)
(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9136/pdf>)

DOI: [10.22202/jg.2025.v11i1.9371](https://doi.org/10.22202/jg.2025.v11i1.9371)

(<http://dx.doi.org/10.22202/jg.2025.v11i1.9371>)

Unpacking Argumentative Fallacies in Indonesia's 2024 Presidential Debates: A Cognitive-Pragmatic ...

(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9371>)

Yuliana Setyaningsih, R Kunjana Rahardi, Wahyudi Rahmat

[Download PDF](#)

[Views 0 Times](#)

[Pages 30 - 47](#)
(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9371/pdf>)

DOI: [10.22202/jg.2025.v11i1.9350](https://doi.org/10.22202/jg.2025.v11i1.9350)

(<http://dx.doi.org/10.22202/jg.2025.v11i1.9350>)

Politeness in Communicating in Podcast Media: An Integrative-Epistemological Pragmatics Perspective

(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9350>)

R. Kunjana Rahardi, Kristina Marta Noviance

[Download PDF](#)

[Views 0 Times](#)

[Pages 48 - 73](#)
(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9350/pdf>)

DOI: [10.22202/jg.2025.v11i1.9276](https://doi.org/10.22202/jg.2025.v11i1.9276)

(<http://dx.doi.org/10.22202/jg.2025.v11i1.9276>)

Preservation of Ancient Manuscript and Transliteration of Tambo Minangkabau Surambi Alam Sungai...

(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9276>)

Emil Septia, Rohayati Binti Jumaidi

[Download PDF](#)

[Views 0 Times](#)

[Pages 74 - 100](#)
(<https://ejournal.upgrisba.ac.id/index.php/jurnal-gramatika/article/view/9276/pdf>)

IMPORTANT LINKS

» [Editorial Team \(/index.php/jurnal-gramatika/pages/view/Editorial%20Team\)](#)

» [Reviewer Acknowledgement \(/index.php/jurnal-gramatika/pages/view/rev\)](#)

» [Plagiarism & Retraction \(/index.php/jurnal-gramatika/pages/view/Plagiarism%20and%20Retraction\)](#)

» [Publication Ethics \(/index.php/jurnal-gramatika/pages/view/Publication%20Ethics\)](#)

» [Make a Submission \(/index.php/jurnal-gramatika/pages/view/Online%20Submission\)](#)

» [Contact \(/index.php/jurnal-gramatika/about/contact\)](#)

QUICK LINKS

» [Peer Review Process \(/index.php/jurnal-gramatika/pages/view/Peer%20Review%20Process\)](#)

» [Open Access Policy \(/index.php/jurnal-gramatika/pages/view/Open%20Access%20Policy\)](#)

» [Copyright Notice \(/index.php/jurnal-gramatika/pages/view/Copyright%20Notice\)](#)

» [Privacy Policy \(/index.php/jurnal-gramatika/pages/view/Privacy%20Policy\)](#)

» [Indexing & Abstracting \(/index.php/jurnal-gramatika/pages/view/Indexing%20and%20Abstracting\)](#)

» [Visitor Statistics \(https://statcounter.com/p11127595/sur-account_id=6953115&login_id=1&code=6\)](#)

FOR AUTHORS

» [Focus and Scope \(/index.php/jurnal-gramatika/pages/view/focus%20and%20scope\)](#)

» [Author Guidelines and Template \(/index.php/jurnal-gramatika/pages/view/Author%20Guidelines%20and%20Template\)](#)



Mapping Political Rhetoric: A Scientometric Analysis of Figurative Language in Political Discourse (2014-2024)

Pemetaan Retorika Politis: Studi Scientometris terhadap Bahasa Figuratif pada Wacana Politis (2014-2024)

Danang Satria Nugraha¹, Taat Budiono²

¹ Universitas Sanata Dharma, Yogyakarta, Indonesia. E-mail: d.s.nugraha@usd.ac.id

² Universitas Pamulang, Indonesia, E-mail: budionotaat@gmail.com

Corresponding Author:

Danang Satria Nugraha
email: d.s.nugraha@usd.ac.id
Universitas Sanata Dharma, Yogyakarta, Indonesia

Article History:

Received 31 Januari 2025
Revised 16 Maret 2025
Accepted 26 Maret 2025

Abstract: Political speech plays a crucial role in shaping public perception, influencing emotions, and constructing ideological narratives. This study employs a scientometric approach to analyze research trends on figurative language in political discourse over the past decade (2014–2024). Using bibliometric data from the Scopus database, we examined 870 journal articles to identify key themes, publication trends, and dominant research clusters. Findings indicate significant growth in the field, particularly from 2018 onward, reflecting increased scholarly interest in political rhetoric. Social Media and Society, Cogent Arts & Humanities, and Theory and Practice in Language Studies emerged as leading publication venues. Thematic analysis revealed four major research clusters: (1) Language and Rhetoric, focusing on metaphor, framing, and discourse strategies; (2) Politician Identity, covering leadership, charisma, and political messaging; (3) Political Discourse, highlighting ideology, persuasion, and propaganda; and (4) Political Events, examining how figurative language is used during elections, crises, and debates. While this study provides a macro-level overview of research on figurative language in politics, it also highlights gaps in qualitative analysis. Future research should integrate rhetorical criticism with scientometric approaches to provide deeper insights into how figurative language influences political engagement. Additionally, expanding the dataset to include diverse linguistic and cultural perspectives would enhance the understanding of global rhetorical strategies. By mapping this field, the study contributes to a more comprehensive knowledge of how language and power interact in political communication.

Keywords: Political Rhetoric; Figurative Language; Scientometrics; Political Communication; Discourse Analysis

Abstrak: Praktik-praktik wicara politis memainkan peran penting dalam membentuk persepsi publik, memengaruhi emosi, dan membangun narasi ideologis. Studi ini menggunakan pendekatan scientometrika untuk menganalisis tren penelitian tentang bahasa figuratif dalam wacana politik selama dekade terakhir (2014-2024). Dengan menggunakan data bibliometrik dari basis data Scopus, kami

meneliti 870 artikel jurnal untuk mengidentifikasi tema-tema kunci, tren publikasi, dan kluster penelitian dominan. Temuan menunjukkan pertumbuhan signifikan dalam bidang tersebut, terutama sejak 2018, yang mencerminkan peningkatan minat ilmiah dalam retorika politik. *Social Media and Society*, *Cogent Arts & Humanities*, and *Theory and Practice in Language Studies* merupakan jurnal-jurnal ternama dalam tren publikasi. Analisis tematik menunjukkan empat kluster penelitian utama: (1) Bahasa dan Retorika, yang berfokus pada metafora, pemingkasan, dan strategi wacana; (2) Identitas Politisi, yang mencakup kepemimpinan, karisma, dan pesan politik; (3) Wacana Politik, yang menyoroti ideologi, persuasi, dan propaganda; dan (4) Peristiwa Politik, yang mengkaji mekanisme bahasa figuratif digunakan selama pemilihan umum, periode krisis, dan debat politis. Meskipun penelitian ini memberikan tinjauan tingkat makro tentang penelitian bahasa kiasan dalam politik, penelitian ini juga menyoroti kesenjangan dalam analisis kualitatif. Penelitian mendatang perlu mengintegrasikan kritik retorika dengan pendekatan scientometrika untuk memberikan wawasan yang lebih mendalam tentang mekanisme bahasa kiasan memengaruhi keterlibatan politis. Selain itu, perluasan korpus data untuk mencakup perspektif linguistik dan budaya yang beragam akan meningkatkan pemahaman tentang strategi retorika secara global. Dengan pemetaan berbasis data bibliometrika, kajian ini sekurang-kurangnya berkontribusi pada deskripsi keterjalinan antara bahasa kiasan sebagai sarana retorik dalam komunikasi dan wacana politis.

Kata kunci: Retorika Politis; Bahasa Kiasan; Scientometrika; Komunikasi Politis; Analisis Wacana

1. Introduction

Political speech serves as principal medium for leaders to connect with the community, articulate their visions, and mobilize support for their agendas. In this context, political speech encompasses a wide range of communicative acts undertaken by political actors, including formal addresses, campaign speeches, parliamentary debates, and public pronouncements (Drămnescu, 2016; Freedman, 2021; Gee, 2014; Hannon, 2023), all aimed at influencing public opinion, shaping political discourse, and mobilising support for specific policies or ideologies. Within political rhetoric (Condor et al., 2013; Feldman, 2023b, 2024; Kinoshita, 2023), figurative language plays a crucial role in shaping public perception, influencing emotions, and shaping political realities. Figurative language refers to the use of words or expressions with a meaning that is different from the literal interpretation, often evoking vivid imagery, creating emotional resonance, and conveying complex ideas in a concise and impactful manner (Colston, 2015; Dancygier & Sweetser, 2014; Glucksberg, 2001; Tuckner, 2022). Metaphors, similes, analogies, and other rhetorical devices imbue political discourse with persuasive power, enabling leaders to frame complex issues, evoke emotional responses, and construct compelling narratives that resonate with their audience. Understanding the dynamics of figurative language in political speech is essential for deciphering the strategies employed by political actors, analysing their impact on public opinion, and fostering critical engagement with the persuasive forces that shape our political landscape.

The study of figurative language in political speech draws upon a theoretical foundation encompassing linguistics, rhetoric, cognitive science, and political communication. Linguistic theories of metaphor and metonymy, such as those proposed by Lakoff, (1993), Lakoff & Johnson (1980) and (Kövecses, 2022, 2023), provide insights into how figurative language shapes our understanding of abstract concepts and political realities. For instance, metaphor theory posits that we understand abstract concepts like “politics” or “democracy” through concrete metaphors, such as “politics is war” or

“democracy is a journey,” which influence our reasoning and attitudes towards these concepts. Classical rhetorical theories, dating back to Aristotle and Cicero, offer frameworks for analysing the persuasive strategies employed by orators to appeal to audiences through logic, emotion, and credibility (Gowland, 2017; Norris, 2017; Timmerman & Schiappa, 2010). These theories emphasize the importance of crafting arguments, appealing to emotions, and establishing the speaker’s character to persuade and mobilize audiences. Cognitive linguistic approaches, such as conceptual metaphor theory and blending theory, illuminate the mental processes involved in comprehending and interpreting figurative language (Gibbs, 2018; Gibbs & Colston, 2023; Kövecses, 2020). For example, blending theory explains how we combine different mental spaces, such as the source and target domains of a metaphor, to create new meanings and understand complex analogies. Furthermore, research in political communication explores how language is used to construct political identities, frame policy debates, and mobilize collective action (Cox, 2017; Feldman, 2023a, 2023c; Rebhorn, 2017). This field examines how political actors use language to create a sense of shared identity, define political issues in specific ways, and motivate individuals to engage in political participation.

Recent research has explored the use of figurative language in a variety of political contexts, including election campaigns, parliamentary debates, and crisis communication. Studies have examined how metaphors are used to frame political issues and leaders (Amaireh & Rababah, 2024), how analogies are employed to justify policy pronouncement (Winter & Leclerc, 2019), and how rhetorical devices are deployed to evoke emotional responses and mobilize support (Charteris-Black, 2021). For instance, Amaireh & Rababah (2024) investigated how metaphors of the realm of lifecycle, such as “life is a game” by Joe Biden or “life is a battlefield” by Kamala Harris, silhouette public understanding and public preference (see also Cowls et al., 2024; Lapka, 2023; Msagalla, 2024). Winter & Leclerc (2019) analysed the use of historical correspondences in justifying expressions of “tamed” and “untamed” power, demonstrating how such analogies can be used to legitimize controversial policies by drawing parallels to past successes or failures (see also Demets et al., 2019; Phillips, 2023; Smith et al., 2024). Charteris-Black (2021) explored the rhetorical strategies employed by political leaders in times of crisis, i.e., corona virus, highlighting how they utilize metaphors and other figures of speech to treasure the public, encourage confidence, and rally support for their leadership (see also Akhib & Marsen, 2024; Hayek, 2024; Wang et al., 2024).

Furthermore, scholars have investigated the role of figurative language in constructing political identities (Kujanen et al., 2024a), shaping public opinion (Neshkovska, 2024), and influencing political outcomes (Widholm et al., 2024). Kujanen et al. (2024a) examined how parliamentary speeches are used to construct notions of belonging and exclusion in political discourse (see also Anckar & Sedelius, 2024; Grimaldi, 2024; Kujanen et al., 2024b). Neshkovska (2024) explored how political discourse utilize narratives and metaphors to frame their cause, mobilize support, and challenge dominant power structure (see also Charteris-Black, 2016; Ivanovic, 2017; McCallum-Bayliss, 2019). Widholm et al. (2024) investigated the impact of political rhetoric on voter behaviour, demonstrating how the use of persuasive language can influence

electoral outcomes (see also Del Orbe Ayala & Ureña, 2024; Towner & Muñoz, 2024; Turkenburg & Goovaerts, 2024).

However, despite the growing body of research in this area, there is a scarcity of data-driven overview of the current state of the field of research. While individual studies provide valuable insights into specific aspects of figurative language use in political speech, there is a need for more systematic analysis of the broader trends and patterns in this research area. Additionally, previous analyses have explored related areas, such as political discourse and media influence, this study distinguishes itself by its specific focus on the intersection of figurative language and political speech within the 2014-2024 timeframe. Unlike studies that broadly examine political language or communication, this research narrows its scope to the figurative devices in political oratory, thereby providing a targeted analysis. Moreover, this study employs a combination of bibliographic and key term analysis, offering a perspective on the intellectual landscape of the field. This design allows for the identification of not only the influential authors and publications but also the thematic clusters and evolving research trends. By focusing on the recent decade, this study captures the contemporary development of political language research, particularly in the context of rising political polarisation and the proliferation of digital media.

Therefore, this study addresses the literature gap by conducting a scientometric analysis of research on figurative language in political speech published between 2014 and 2024. By utilising quantitative methods to analyse a large corpus of publications, this study aims to provide a macro-level perspective on the field. Specifically, this study aims to provide a data-driven mapping of the research landscape on figurative language in political speech, identifying key themes, trends, and research foci. Accordingly, we seek to answer the following research questions:

- 1) What are the major research themes and trends in the study of figurative language in political speech, as evidenced by bibliographic analysis?
- 2) How has the field evolved over time, and what are the emerging areas of inquiry that warrant further investigation, as evidenced by key term analysis?

2. Method

2.1. Research Design

This study employed a scientometric approach, as illustrated in the Figure 1, to map the research landscape of figurative language in political speeches from 2014 to 2024. Scientometrics utilizes quantitative methods to analyse scientific publications, providing empirical results into research trends, prominent themes, and knowledge structure within a specific field (Hood & Wilson, 2001; Sooryamoorthy, 2020). This approach allows for a comprehensive and objective overview of the research area, enabling the identification of key themes, influential authors, and emerging trends (Waltman & van Eck, 2019). By visualizing the intellectual structure of the field, this study aimed to identify the major research clusters, their interconnections and potential areas for future investigation.

2.2. Data Collection Procedure

Data for this study were collected from the Scopus database, a comprehensive abstract and citation database of peer-reviewed literature. The selection of Scopus as the primary database was predicated on three key factors: firstly, its extensive coverage of peer-reviewed literature across a wide range of academic disciplines, ensuring a robust and comprehensive dataset for analysis; secondly, its sophisticated search functionalities and robust metadata, which facilitated the precise retrieval of articles relevant to the study's focus on figurative language in political speech; and thirdly, its established reputation within the academic community as a reliable and authoritative source for bibliometric studies, thereby enhancing the credibility and generalizability of the findings. Nevertheless, it is also important to acknowledge that the selection of the Scopus database introduces a bias towards publications indexed within its system, potentially overlooking relevant research in other databases or non-indexed sources. Specifically, the search was conducted in last of December 2024 and limited to articles published in English between 2014 and 2024. The following query was used to retrieve relevant publications:

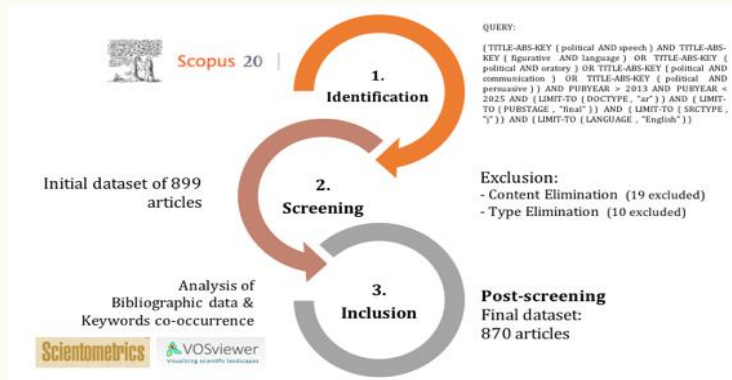
(1) Excerpt 1:

"(TITLE-ABS-KEY (political AND speech) AND TITLE-ABS-KEY (figurative AND language) OR TITLE-ABS-KEY (political AND oratory) OR TITLE-ABS-KEY (political AND communication) OR TITLE-ABS-KEY (political AND persuasive)) AND PUBYEAR > 2013 AND PUBYEAR < 2025 AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English"))"

This query aimed to capture articles that explicitly addressed the intersection of figurative language and political speech, incorporating several related terms such as "oratory," "communication," and "persuasive." The initial search yielded 899 documents, which reduced to 870 after screening and exclusion process. The post-screening documents constituted the corpus for this study. Inclusion criteria stipulated that article must explicitly address the use of figurative language in political speech, while exclusion criteria removed article that focused solely on other aspects of political discourse or communication in general without explicitly analysing figurative language. To ensure the relevance and accuracy of the selected articles, this study employed a focused search query and a rigorous screening process, detailed in Figure 1. The rationale behind the chosen timeframe was to capture contemporary trends in the fields, particularly in the context of increasing political polarization and digital media influence. Firstly, the period from 2014 to 2024 witnessed a significant intensification of political polarization globally, marked by events such as the Brexit referendum, the rise of populist movements, and the increasing fragmentation of political discourse, making it a crucial period for examining the role of figurative language in shaping political attitudes. Secondly, this timeframe coincides with the rapid proliferation of digital media and social networking platforms, which have fundamentally altered the landscape of political communications, necessitating an analysis of how figurative language is employed and interpreted within these new communicative spaces. Finally, focusing on this recent decade allows for the examination of the most current scholarship, providing insights into the evolving research agenda on figurative language in political speech. Additionally, limiting the search to English publications and specific

document types (peer-reviewed articles) was necessary to maintain consistency and manageability of the data, but it acknowledges the potential exclusion of valuable research published in other languages or formats.

Figure 1. Stages of the present study.



2.2. Data Analysis Procedure

The publication corpus of 'figurative language in political speech' were analysed using VOSviewer (version 1.6.20), a software tool designed for constructing and visualising bibliometric network (van Eck & Waltman, 2010, 2023). This algorithm-based tool enables the creation of scientific maps based on bibliographic data, including term co-occurrence maps. In this study, VOSviewer was employed for both bibliographic analysis and key term analysis. The bibliographic analysis mapped the distribution of publication across the analysed period, distribution of important aspects, such as yearly output, publishers, authors, institutions, countries, funding-sponsor, as well as topic identifier of publications. Particularly, key term analysis focused on identifying and visualising the co-occurrence of terms in the titles and abstracts of the retrieved documents. To create the term co-occurrence map, a binary counting method was used, and the minimum number of occurrences of a term was set to 20. Of the 20,479 terms identified, 235 met this threshold. A relevance score was then calculated for each term, and the 60% most relevant terms (141 terms) were selected for visualization. The accuracy of keyword analysis and the selection of relevant terms were refined through this combination of frequency thresholds and relevance scoring. This approach allowed for the identification of the most prominent and interconnected themes within the research on figurative language in political speech.

3. Results of Analysis

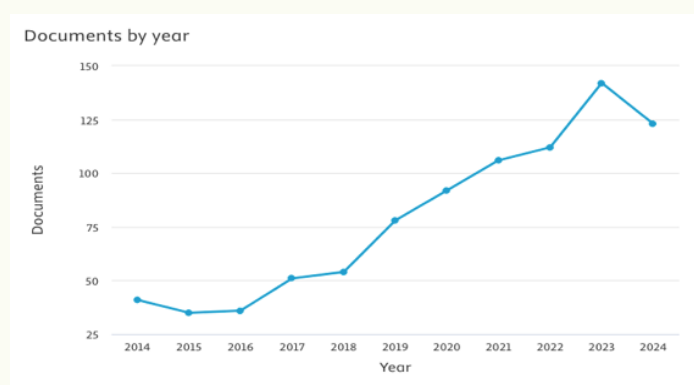
This section presents the results of the current scientometric analysis, offering insights into the research landscape of figurative language in political speech from 2014 to 2024. The analysis comprehends important dimensions, including the chronological output of publications, the identifications of influential publishing journals and leading scholars, the institutional and national distribution of research, the prominent sponsor of funding, the topical classification of documents, and the distribution of keywords. These analyses

collectively provide a data-driven overview of the field, emphasising key trends, prominent themes, and potential areas of future research.

3.1. Chronological Output

The chronological distribution of publications pertaining to figurative language in political speech, as illustrated in the Figure 2, reveals a discernible upward trend in scholarly interest over the investigated period (2014 – 2024). Beginning with a modest output of 42 documents in 2014, the number steadily increased, reaching a preliminary peak of 78 in 2019. This initial growth suggests an up-and-coming recognition of the significance of figurative language in political discourse and its potential impact on public opinion and policy-making. However, the period between 2019 and 2020 witnessed a more pronounced surge, with the number of documents climbing to 95, indicating a possible intensification of research focus in this area.

Figure 2. Chronological output.



Source: Analysis of main data, 2024.

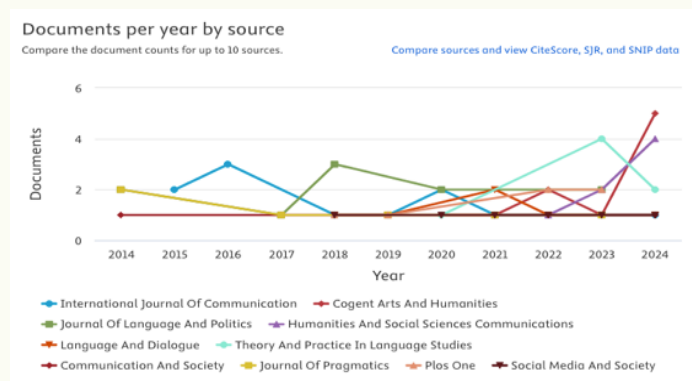
This accelerated growth trajectory continued through 2023, culminating in a peak of 146 documents, which represents a 247% increase from the baseline year of 2014. This substantial rise may be attributed to several factors, including heightened political polarisation globally, increased accessibility of digital archives and textual analysis tools, and a growing interdisciplinary interest in the intersection of linguistics, political science, and communication studies. The marked surge in publications from 2019-2023 likely reflects the intensification of political discourse surrounding events such as the 2020 US Presidential election, the Brexit debates, and the global response to the Covid-19 pandemic, all of which saw a heightened reliance on figurative language to frame issues and mobilized support. Moreover, the increasing accessibility of social media platforms during this period has provided scholars with a rich source of data for analysing the real-time deployment of figurative language in political communication, contributing to the growth in academic output. Notably, a slight decline to 125 documents is observed in 2024, potentially reflecting a natural plateau following a period of rapid expansion. Nonetheless, the overall trend unequivocally points towards a sustained and growing

scholarly engagement with the role of figurative language in shaping political communication.

3.2. Influential Publishing Journal

An analysis of the leading journals publishing research on figurative language in political speech reveals a diverse and evolving landscape. While several journals demonstrate a sustained interest in this area, as demonstrated in the Figure 3, none have emerged as a dominant force. *Social Media and Society* (Q1 | SJR: 2.16) exhibits the most consistent output, publishing at least one relevant document every year with a peak of 5 in 2024. This suggest a focus on the interplay between figurative language, digital platforms, and political engagement. *Cogent Arts and Humanities* (Q2 | SJR: 0.34) and *Theory and Practice in Language Studies* (Q2 | SJR: 0.26) also demonstrate a steady contribution to the field, albeit with some fluctuations in yearly output.

Figure 3. Influential publishing journal.



Source: Analysis of main data, 2024.

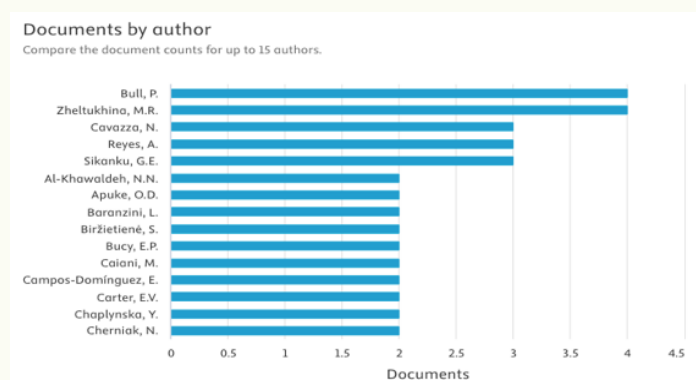
Interestingly, *International Journal of Communication* (Q1|SJR:0.72) and *Journal of Language and Politics* (Q1|SJR:0.76) show a more sporadic publication pattern. The former published a notable 3 documents in 2016 but remained relatively dormant until 2023 and 2024, while the latter peaked in 2018 with 3 documents and subsequently decreased its output. This variability may reflect shifts in editorial focus or the cyclical nature of research trends within these specific journals. Notably, several journals, including *PloS One* (Q1|SJR: 0.84), *Humanities and Social Sciences Communications* (Q1|SJR:0.87), and *Journal of Pragmatics* (Q1|SJR:1.11), exhibit a recent surge in publications, indicating a growing recognition of this research area within broader academic discourse. This diversified publication landscape underscores the nature of research on figurative language in political speech, attracting contributions from specific fields such as linguistics, communication studies, and political science.

3.3. Leading Scholars

An examination of the leading scholars in the field of figurative language in political speech reveals a diverse group of researchers, as showed in the Figure 4, with varied research interests and methodological approaches. Bull, P. and Zheltukhina, M.R.

emerge as the most prolific authors, each contributing 4 documents to the corpus. This suggests a sustained commitment to investigating the nuances of figurative language within the political domain. Following closely are Cavazza, N. and Reyes, A., with 3 documents each, indicating their significant contributions to the field. Interestingly, the subsequent authors, ranging from Sikanku, G.E. to Cherniak, N., all demonstrate comparable productivity with 2 documents each. This parity in output suggests a relatively equitable distribution of research activity among a larger cohort of scholars.

Figure 4. Leading scholars.



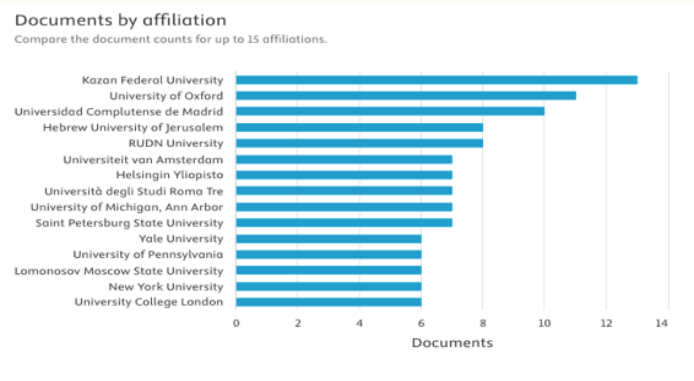
Source: Analysis of main data, 2024.

This distribution may indicate a healthy and competitive research landscape where multiple scholars actively contribute to the evolving understanding of figurative language in political discourse. The diversity of authors, potentially representing various disciplinary backgrounds and theoretical perspectives, enriches the field and fosters a multi-faceted exploration of this fascinating phenomenon. While some scholars focus on specific aspects, such as the impact of metaphors on political persuasion or the role of humour in political rhetoric, others may adopt a broader approach, examining the interplay of various figurative devices across different political contexts. This collective effort contributes to a more nuanced and comprehensive understanding of how language shapes political communication and influence public perception.

3.4. Institutional Distribution of Research

The institutional distribution of research on figurative language in political speech, as presented in the Figure 5, reveals a global landscape with contributions from diverse academic centres. Kazan Federal University emerges as the most prolific institutions, contribution 13 documents to the corpus, highlighting its significant research focus in this area. This is followed by the University of Oxford with 11 documents, indicating a strong research presence in the UK. Interestingly, a cluster of universities exhibit comparable productivity, with Universidad Complutense de Madrid and Hebrew University of Jerusalem each producing 10 documents, and RUDN University contributing 9. This suggests a distributed network of research activity across Europe and Asia.

Figure 5. Institutional Distribution of Research.

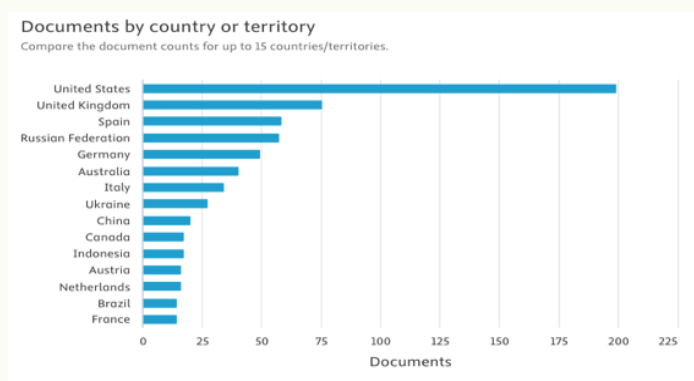


Source: Analysis of main data, 2024.

Furthermore, a notable concentration of research output is observed in North America, with institutions like the University of Michigan, Ann Arbor, Yale University, and the University of Pennsylvania each contributing 6 documents to the corpus. This transcontinental distribution underscores the global relevance of this research topic and widespread recognition of the interplay between language, politics, and persuasion. The presence of institutions like Lomonosov Moscow State University and Saint Petersburg State University further emphasizes the contribution from Eastern Europe. This diverse institutional landscape fosters a rich and varied perspective on the use of figurative language in political discourse, drawing upon diverse cultural and linguistic contexts.

3.5. Documents by Nations

The geographic distribution of research output on figurative language in political speech, as shown in the Figure 6, reveals a global landscape with varying degrees of contribution from different countries. The United States emerges as the clear leader, generating approximately 200 documents, which constitutes nearly 40% of the total corpus. This dominance likely reflects the robust research infrastructure and the significant focus on political communication within American academia. Following the United States, the United Kingdom demonstrates a substantial contribution with 75 documents, representing roughly 15% of the total output. This suggests a strong research tradition in the UK concerning the intersection of language and politics. Specifically, the United States’ leading position can be attributed, in part, to the intense political discourse surrounding events like the Trump presidency and subsequent elections, which generated a surge of academic interest in the linguistic strategies employed by political actors. Similarly, the UK’s significant contribution may be linked to the politically charged debates surrounding Brexit, which prompted extensive scholarly analysis of the use of figurative language in shaping public opinion and political outcome.

Figure 6. Documents by Nations.

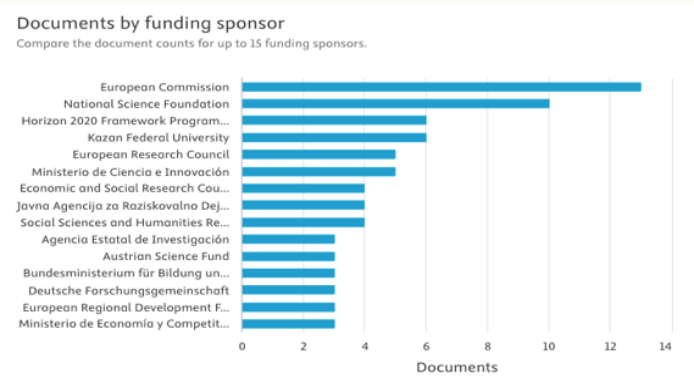
Source: Analysis of main data, 2024.

Interestingly, Spain occupies the third position with 60 documents, accounting for 12% of the total, highlighting a notable concentration of research activity in this region. The subsequent countries, including the Russian Federation, Germany, and Australia, each contribute around 50 documents, indicating a more evenly distributed research landscape across these nations. Notably, while countries like Italy, Ukraine, and China demonstrate a moderate level of engagement, others, such as Canada, Indonesia, and Austria, exhibit a relatively smaller contribution to the overall research output. This variability in research activity may reflect factors such as national research priorities, funding availability, and the degree of emphasis on linguistic analysis within different academic traditions.

3.6. Patronage in Academia

Analysis of the prominent funding sponsors of research on figurative language in political speech, as shown in the Figure 7, reveals a diverse funding landscape with substantial support both national and international organisations. The European Commission emerged as the leading funding entity, supporting 13 documents, which underscores its commitment to fostering research on this topic across Europe. This is followed closely by the National Science Foundation with 11 documents, highlighting its significant role in promoting research within the United States. Notably, the Horizon 2020 Framework Programme, another initiative of the European Commission, ranks third with 8 documents, further emphasizing the European Union's dedication to advancing knowledge in this domain. Interestingly, Kazan Federal University appears as a prominent funding sponsor with 6 documents, indicating its proactive role in supporting research endeavours, potentially through internal grants or institutional funding schemes. Other notable contributions include the European Research Council and the Ministerio de Ciencia e Innovación, each backing 5 documents. This varied funding landscape reflects a collaborative effort between international, national, and institutional sponsors to facilitate research on the intricate relationship between figurative language, political discourse, and public perception.

Figure 7. Prominent Funding Sponsor.



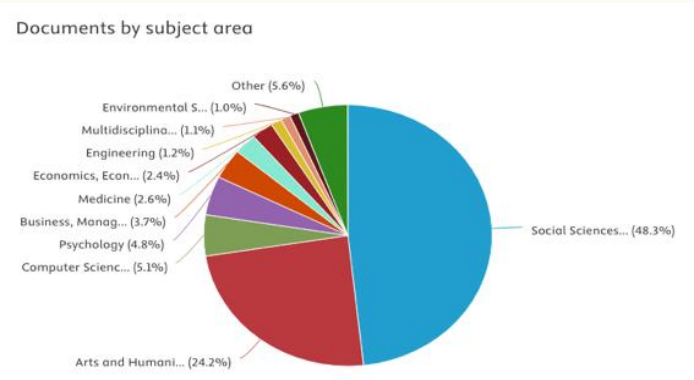
Source: Analysis of main data, 2024.

The presence of diverse funding sources ensures a broader scope of research, encompassing various methodological approaches, theoretical frameworks, and geographical contexts. This contributes to a more comprehensive understanding of how figurative language shapes political communication and influences public opinion across different cultural and linguistic settings.

3.6. Topical Classification

The topical classification of documents within this scientometric analysis, as exemplified in the Figure 8, shows a strong emphasis on research situated within the social sciences and arts and humanities, reflecting the nature of investigating figurative language in political speech. *Social Sciences* account for the largest share, comprising 48.3% of the documents. This is unsurprising given that the study of political discourse, communication strategies, and public opinion formation are central to this field. *Arts and Humanities* follow closely with 24.2%, encompassing disciplines such as linguistics, rhetoric, and literary studies, which provide crucial theoretical frameworks for analysing figurative language and its persuasive effects.

Figure 8. Topical Classification of the Documents.



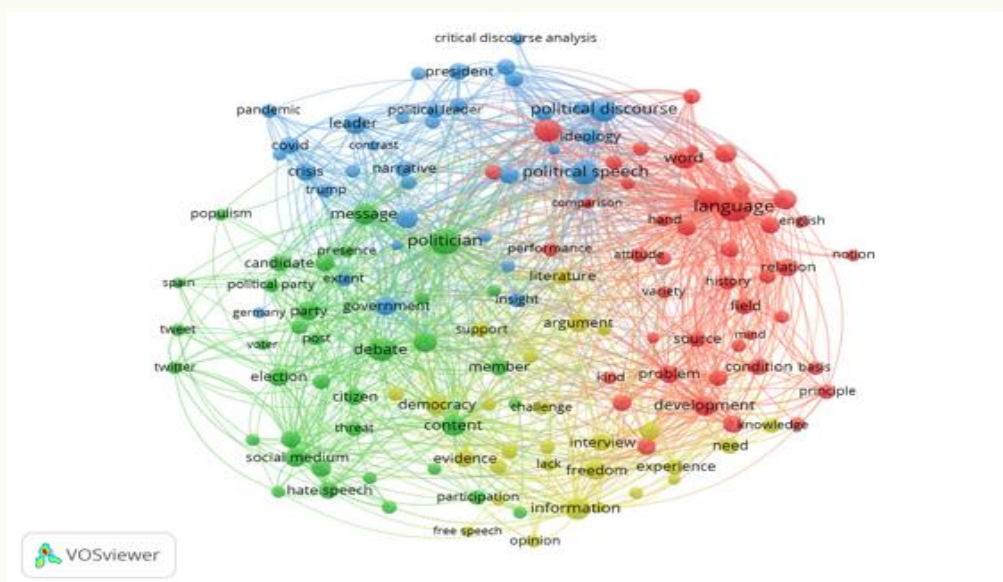
Source: Analysis of main data, 2024.

While the dominance of *Social Sciences* and *Arts and Humanities* is anticipated, the remaining categories offer interdisciplinary insights into the diverse applications of this research area. *Psychology*, contributing 4.8%, highlights the importance of understanding the cognitive mechanisms involved in processing and responding to figurative language in political messages. *Computer Science*, with 5.1%, demonstrates the growing utilisation of computational tools and techniques for analysing large corpora of political speech and identifying patterns of figurative language use. Furthermore, disciplines such as *Economics, Econometrics and Finance* (2.4%), *Medicine* (2.6%), *Business, Management and Accounting* (3.7%), and *Environmental Science* (1.0%) suggest potential applications of this research in understanding how figurative language influences decision-making, risk perception, and communication strategies across various professional domains. This diverse topical distribution underscores the broad relevance and applicability of research on figurative language in political speech, extending beyond traditional disciplinary boundaries.

3.7. Distribution of Keywords

The network visualisation of key terms related to research on figurative language in political speech four distinct clusters, each representing a different thematic focus within this domain. The largest cluster, coloured red in the Figure 9, comprises 44 terms (31.2%) and centres around the concept of “language.” This cluster includes terms like “rhetoric,” “meaning,” “speech act,” and “persuasion,” indicating a focus on the cognitive and affective dimensions of figurative language and its impact on audience perception. The emphasis on these linguistic and cognitive aspects underscores the importance of analysing how specific figurative devices are employed to evoke emotions, shape understanding, and influence political attitudes and behaviours.

Figure 9. Network visualisation of main clusters pertaining terms related to the research on ‘figurative language in political speech’ spanning from 2014 to 2024.



Source: Analysis of main data, 2024.

The second cluster, represented in green, consists of 36 terms (25.5%) and revolves around the notion of “politician.” This cluster encompasses term such as “political party,” “message,” “citizen,” and “social media,” suggesting a focus on the role of figurative language in constructing and contesting political ideologies, particularly within online environments. The prominence of this cluster highlights the increasing scholarly interest in understanding how figurative language contributes to the formation and dissemination of political messages in the digital age. The blue cluster or third cluster, comprising 34 terms (24.1%), centres on “political discourse” and includes terms such as “political speech,” “critical discourse analysis,” “narrative,” and “public speech.” This cluster reflects the enduring interest in the rhetorical strategies employed by political leaders to connect with to connect with their audience. Finally, the yellow cluster or fourth cluster, with 27 terms (19.1%), focuses on “political events” and encompasses terms like “democracy,” “free speech,” “opinion,” and “interview.” This cluster highlights the role of figurative language in shaping public discourse and influencing political outcomes during significant events and periods of uncertainty. The presence of these distinct yet interconnected clusters demonstrates the nature of research on figurative language in political speech, encompassing linguistic, cognitive, social, and political dimensions.

In particular, Table 1 presents a classification of the keywords associated with Cluster 1, which, as previously established, revolves around the theme of “language” in the context of figurative language in political speech. These terms offer insights into the diverse facets of language that are relevant to this research area, ranging from specific linguistic devices to broader communicative functions. A close examination of the terms reveals several sub-clusters that reflect distinct yet interconnected aspects of language use in political discourse. Firstly, a prominent sub-cluster (1.1) focuses on the types and functions of figurative language, encompassing terms such as “metaphor,” “metonymy,” analogy,” “irony,” and “sarcasm.” This highlights the importance of understanding how different figures of speech are employed to create specific effects, such as persuasion, emotional engagement, or humour. Secondly, a sub-cluster (1.2) related to discourse analysis emerges, featuring terms like “framing,” “narrative,” “discourse,” and “rhetoric.” This emphasizes the role of figurative language in shaping broader narratives, framing political issues, and constructing persuasive arguments. Thirdly, a sub-cluster (1.3) pertaining to meaning and interpretation is evident, with terms like “meaning,” “interpretation,” “understanding,” and “ambiguity.” This underscores the complexities involved in decoding and interpreting figurative language, particularly in the context of political communication where strategic ambiguity and multiple interpretations can be prevalent. Finally, a sub-cluster (1.4) related to the psychosocial aspects of language use is discernible, with term “emotion,” “identity,” “ideology,” and “power.” This emphasizes the role of figurative language in constructing social identities, shaping political ideologies, and influencing emotional responses.

The identification of four distinct sub-clusters within the “language” cluster provides a foundation for formulating targeted research questions that delve deeper into the figurative language in political speech. For sub-cluster 1.1, we can consider several questions, for example: how do different types of figurative language, such as metaphors, metonymy, and irony, differentially impact audience perception and

persuasion in political speeches? Thereafter, for sub-cluster 1.2, one can focus on: how do political leaders utilize figurative language to construct overarching narratives and frame complex political issues in ways that resonate with target audience? For sub-cluster 1.3, we can put attention to: what are the cognitive mechanisms involved in interpreting and understanding figurative language in political speech, and how do individual differences in cognitive processing affect these mechanisms? Lastly, for the sub-cluster 1.4, one might be interested in how does the use of figurative language in political speech contribute to the construction and reinforcement of social identities and group boundaries?

Table 1. Details on main clusters pertaining terms related to the research on ‘figurative language in political speech’ spanning from 2014 to 2024.

Cluster	N	(%)	Colour in Figure 9	Categorisation of terms
1	44	31.2	Red	word; variety; today; speech act; speaker; source; sense; scholar; rhetoric; researcher; relation; reference; problem; principle; persuasion; performance; participant; notion; nature; mind; meaning; mean; language; kind; interaction; history; hand; genre; function; field; fact; example; essays; English; emphasis; development; connection; condition; comparison; characteristic; basis; author; attitude; application
2	36	25.5	Green	voter; video; user; twitter; tweet; threat; Spain; social medium; social media platform; rise; representative; regard; presence; post; populism; politician; political party; platform; party; participation; parliament; opportunity; message; member; hate speech; Facebook; end; election; difference; debate; content analysis; content; comment; citizen; candidate; account
3	34	24.1	Blue	war; United States; Trump; response; representation; public speech; public opinion; public; president; political speech; political leader; political discourse; political actor; pandemic; nation; narrative; metaphor; leader; insight; ideology; government; Germany; future; fear; extent; emotion; discourse analysis; critical discourse analysis; crisis; covid; corpus; contrast; construction; combination
4	27	19.1	Yellow	ability; argument; attempt; challenge; claim; concern; decision; democracy; evidence; experience; factor; free speech; freedom; gap; gender; individual; information; interview; knowledge; lack; literature; man; need; opinion; right; support; woman

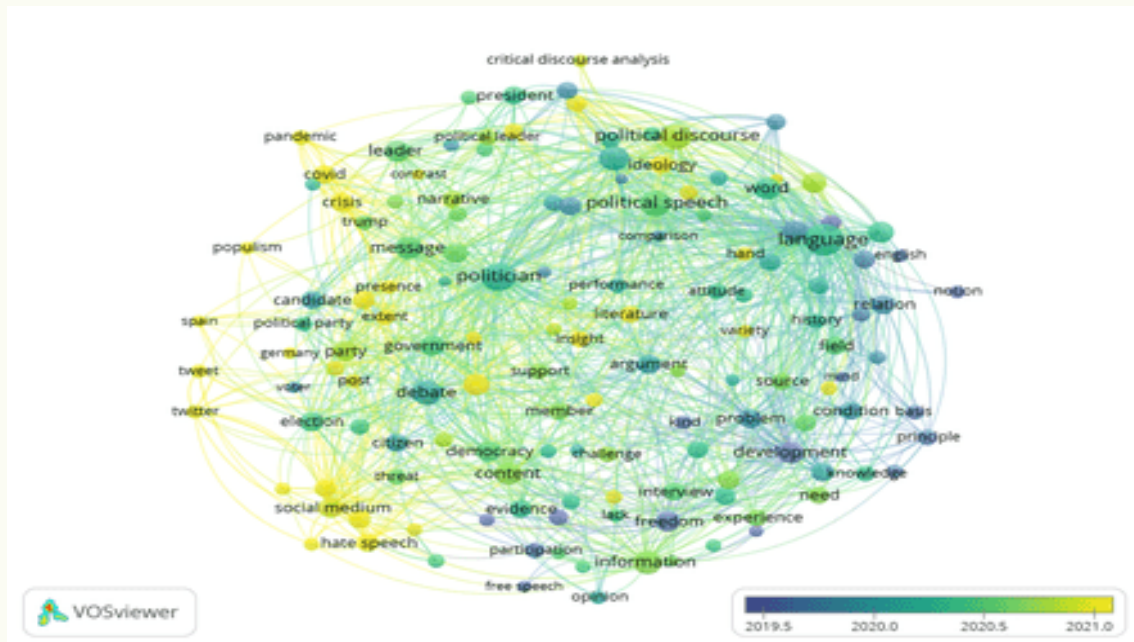
Cluster	N	(%)	Colour in Figure 9	Categorisation of terms
Total	141	100		

Source: Analysis of main data, 2024.

Furthermore, Table 1 also provides a detailed overview of the keywords associated with Cluster 2, which centres on the theme of “politician” within the context of figurative language in political speech. This cluster comprises 36 terms, representing 35.5% of the total keywords identified in the analysis. These terms shed light on various aspects of the relationship between politicians and their use of figurative language, encompassing their roles, characteristics, strategies, and the impact of their communication on public perception. A closer examination of the terms reveals several interconnected sub-clusters that reflect different dimensions of this relationship. Firstly, a sub-cluster (2.1) related to political roles and actions is evident, with terms such as “president,” “leader,” “candidate,” “minister,” “election,” “campaign,” and “debate.” This highlights the diverse contexts in which political goals, whether it be during election campaigns, parliamentary debates, or international summits. Secondly, a sub-cluster (2.2) associated with communication and media emerges, featuring terms like “social media,” “television,” “interview,” “speech,” and “message.” This underscores the importance of various communication channels and media platforms in disseminating political messages and amplifying the impact of figurative language. Thirdly, a sub-cluster (2.3) related to public image and perception is discernible, with terms like “image,” “representation,” “populism,” and “charisma.” This emphasizes the role of figurative language in constructing and managing the public image of politicians, shaping their perceived charisma, and influencing their connection with voters. Lastly, a sub-cluster (2.4) pertaining to political strategies and ideologies is apparent, with terms such as “power,” “ideology,” “party,” “participation,” and “populism.” This highlights the use of figurative language in promoting specific political ideologies, mobilizing support for political parties, and engaging citizens in the political process.

The identification of four distinct sub-clusters within the “politician” cluster offer fertile ground for formulating research questions that further illuminate the intricate relationship between political actors, their use of figurative language, and the dynamics of political communication. For the sub-cluster 2.1, we can study several questions, for example: how the types and functions of figurative language employing by politicians vary across different roles (e.g., president, opposition leader, candidate) and contexts (e.g., campaigns, debates, international summits)? Next, for the sub-cluster 2.2, one can focus on: how do different media platforms and communication channels (e.g., social media, television, traditional print media) influence the selection and deployment of figurative language in political discourse? For the sub-cluster 2.3, we can study several questions, such as: what is the role of figurative language in constructing and maintaining the desired public image of a politician, and how do different type of figurative language contribute to perceptions of charisma, trustworthiness, and competence? Lastly, for the sub-cluster 2.4, one can put attention to: how do politicians utilize figurative language to promote specific political ideologies, frame policy databases, and mobilize support for their agendas?

Figure 10. Overlay visualisation of the terms related to the research on ‘figurative language in political speech’ spanning from 2014 to 2024.



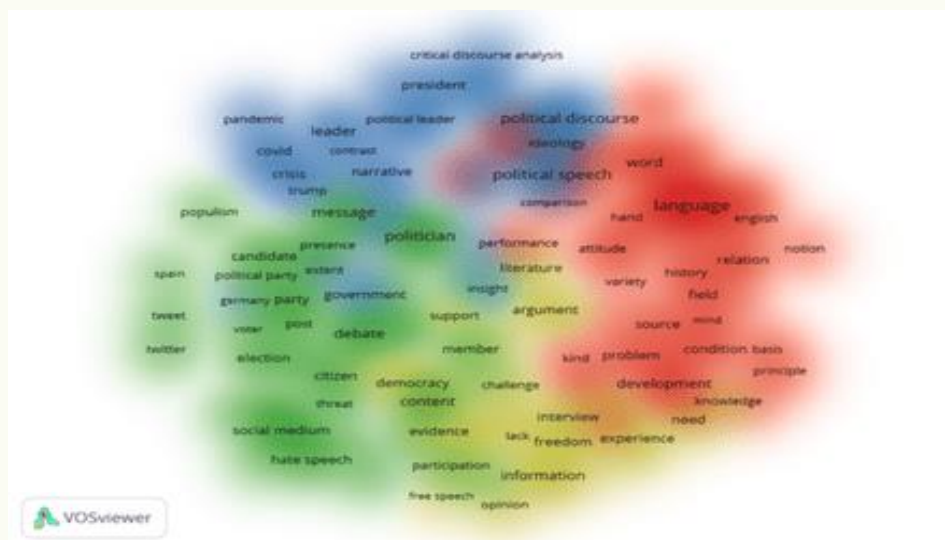
Source: Analysis of main data, 2024.

Moreover, there is also notable categorisation of keywords related to Cluster 3 in Table 1. This cluster revolves around the specific theme of “political discourse.” This cluster encompasses 34 terms, representing 24.1% of the total keywords identified in the analysis. These terms offer specific depiction into the dimensions of political discourse, ranging from specific linguistic strategies and communicative functions to broader social and political implications. A detailed scrutinization of the term reveals interconnected sub-clusters that reflect distinct yet interrelated aspects of political discourse. Firstly, a prominent sub-cluster (3.1) focuses on the analysis and interpretation of political discourse, encompassing terms such as “critical discourse analysis,” “framing,” “narrative,” “rhetoric,” and “argumentation.” This highlights the importance of employing critical lenses and analytical frameworks to understand how language is used to construct meaning, shape perceptions, and influence political attitude and behaviours. Secondly, a sub-cluster (3.2) related to the social and political context of discourse emerges, featuring terms like “ideology,” “power,” “identity,” “conflict,” and “democracy.” This emphasizes the role of political discourse in reflecting and shaping social relations, power dynamics, and ideological struggles within a given society. Thirdly, a sub-cluster (3.3) pertaining to the communicative functions of political discourse is evident, with terms like “persuasion,” “mobilisation,” “engagement,” “representation,” and “legitimation.” This underscores the diverse ways in which

political actors utilize language to persuade audiences, mobilize support, engage citizens, and legitimize their actions and policies. Lastly, a sub-cluster (3.4) related to the emotional and psychological dimensions of political discourse is discernible, with terms such as “emotion,” “fear,” “trust,” “anger,” and “hope.” This emphasizes the role of language in evoking emotional responses, shaping affective attitudes towards political issues and actors, and influencing political decision-making. The presence of these interconnected sub-clusters underscores the inimitable nature of political discourse, encompassing linguistic, psychosocial, and political dimensions.

The “political discourse” cluster, with its four interwoven sub-clusters, provides a fertile ground for generating research question that delve into the intricate dynamics of language, power, and persuasion in the political arena. As for the sub-cluster 3.1, we can consider several questions, such as: how do different approaches to critical discourse analysis reveal the underlying ideologies, power relations, and persuasive strategies embedded within political speech, and what are the implications for understanding the manipulative potential of figurative language? Thereafter, for the sub-cluster 3.2, one can put attention to: how does the use of figurative language in political speech reflect and reinforce existing social and political divisions, and how can critical analysis of such language be used to promote dialogue and understanding across ideological divides? For the sub-cluster 3, we can study: how do politicians strategically employ different types of figurative language to achieve specific communicative goals, such as persuasion, mobilization, engagement, representation, and legitimation, and how do these linguistic choices contribute to the overall effectiveness of their political communication? Lastly, for the sub-cluster 3.4, one can focus on: how do different types of figurative language evoke specific emotional responses in audiences, and how do these emotional reactions influence potential attitudes, behaviours, and decision-making processes?

Figure 11. Density visualisation of the terms related to the research on ‘figurative language in political speech’ spanning from 2014 to 2024.



Source: Analysis of main data, 2024.

Finally, Table 1 also presents detailed identification of keywords associated with Cluster 4, which focus on the interplay between “political events” and figurative language in political speech. This cluster encompasses 27 terms, representing 19.1% of the total keywords identified in the analysis. These terms shed light on the diverse range of political events that serve as catalysts for the strategic use of figurative language, as well as the specific types of events that attract heightened scholarly attention in this research area. A closer examination of the terms reveals several interconnected sub-clusters that reflect different dimensions of this interplay between political events and figurative language. Firstly, a sub-cluster (4.1) related to electoral politics is evident, with terms such as “election,” “campaign,” “candidate,” “vote,” and “party.” This highlights the significance of election cycles and campaigns as critical periods where politicians utilize figurative language to mobilize support, persuade voters, and differentiate themselves from opponents. Secondly, a sub-cluster (4.2) associated with political crises and conflicts emerges, featuring terms like “war,” “terrorism,” “crisis,” “conflict,” and “protest.” This underscores the role of figurative language in shaping public understanding and framing narratives during times of national or international crises, often with the aim of rallying support, justifying actions, or managing public anxieties. Thirdly, a sub-cluster (4.3) related to policy and governance is discernible, with terms like “policy,” “government,” “debate,” “parliament,” and “legislation.” This emphasizes the use of figurative language in shaping policy debates, framing legislative agendas, and influencing public opinion on critical policy issues. Lastly, a sub-cluster (4.4) pertaining to social and cultural events is apparent, with terms such as “gender,” “race,” “immigration,” “equality,” and “diversity.” This highlights the role of figurative language in addressing social and cultural issues, shaping public discourse on identity politics, and framing narratives related to social justice and equality. The presence of these interconnected sub-clusters underscores the diverse range of political events that serve as fertile ground for the strategic use of figurative language, as well as the complex interplay between language, politics, and public perception in different event contexts.

The “political events” cluster, with its four distinct sub-clusters, provides a valuable framework for formulating research questions that explore the intricate relationship between political events, figurative language, and the dynamics of public discourse. As for the sub-cluster 4.1, we can study: how do politicians utilize different types of figurative language (e.g., metaphors, analogies, rhetorical questions) to appeal to voters, mobilize support, and attack opponents during election campaigns, and what are the effects of these strategies on voter attitudes and behaviours? Next, for the sub-cluster 4.2, one can focus on: how do political leaders employ figurative language to frame narratives, manage public anxieties, and mobilize support during times of national or international crises, such as wars, terrorist attacks, natural disasters, and economic downturns? For the sub-cluster 4.3, we can analysis several questions, for instance: (a) how politicians utilize figurative language to frame policy debates, advocate for specific policy positions, and mobilize public support for or opposition to legislative initiatives? Lastly, for the sub-cluster 4.4, one can put attention to: how do political leaders and social activists employ figurative language to frame debates on social media and cultural issues, such as gender equality, racial justice, immigration, and how do these linguistic strategies contribute to shaping public discourse and influencing policy outcomes? In

essence, these research questions, emanating from the all clusters, offer a nuanced exploration of the intricate relationship between figurative language and the dynamics of political speech. To some extent, this data-driven results provide fundamental foundation for our comprehension of political rhetoric.

4. Discussion

The analysis presented in this scientometric study reveal several noteworthy trends and patterns in the research on figurative language in political speech from 2014 to 2024. Specifically, Figure 10 illustrates a clear shift in research focus over time, with earlier studies predominantly concentrated on traditional linguistic concepts like “metaphor” and “rhetoric,” while more recent publications exhibit a growing emphasis on the social and political dimensions of language use, evidenced by the prominence of terms such as “ideology,” “power,” and “social media.” Accordingly, the chronological distribution of publications demonstrates a growing scholarly interest in this area, with a significant increase in the number of documents published in recent years. This trend is further corroborated by the density visualization in Figure 11, which shows a clear intensification of research activity in recent years, with a denser clustering of terms and stronger interconnections between them. This density visualisation not only confirms the increasing volume of research but also suggests a growing complexity and sophistication in the field, as scholars delve deeper into the nature of figurative language in political discourse. This upsurge likely reflects the heightened political polarisation and the increasing prominence of social media as a platform for political discourse, both of which have intensified the focus on the role of language in shaping political attitudes and behaviours (Aytac, 2024; Juita et al., 2024; Mak et al., 2024).

Furthermore, the geographic distribution of research output highlights the global nature of this field, with significant contributions from North America, Europe, and Asia. However, the dominance of Western institutions and scholars raises questions about the representation and inclusion of diverse perspectives and cultural contexts in the study of political discourse, even though there are several important studies such as Abdullah et al., (2024), Farhan et al. (2024), and Sakhiyya et al. (2024). The prominence of funding sponsors such as the European Commission and the National Science Foundation underscores the importance of institutional support in driving research in this area. However, the variability in funding sources across different countries and regions may contribute to disparities in research output and influence the types of research questions that are prioritized (cf. Derbesh, 2023; Gil-Torres et al., 2024; Lu & Zhou, 2024; Mai et al., 2024).

Moreover, the analysis of Cluster 1, centred on “language,” reveals a specific understanding of the role of language in political speech. The sub-clusters highlight the irreplaceable functions of figurative language, including persuasion, framing, emotional engagement, and identity construction. This aligns with previous research emphasizing the persuasive power of metaphors and other figurative devices in shaping political attitudes and behaviours (Bull & Waddle, 2021; Feldman, 2023b). Discourse analysis illuminates how these functions are not merely communicative tools but rather constitutive elements of political reality, actively shaping the very social landscapes they

purport to describe. By examining the specific linguistic choices within these sub-clusters, we can unpack the ideological underpinnings of political communication, revealing how language is strategically employed to construct and reinforce particular power dynamics and social identities. However, the cluster also reveals a critical perspective on language use, with terms such as “manipulation,” “deception,” and “propaganda” suggesting a recognition of the potential for misuse and abuse of figurative language in political discourse (Choi & Bull, 2021; Mastropietro et al., 2022). This underscores the need for critical analysis of political speech to expose hidden agendas, challenge dominant narratives, and promote more transparent and accountable communication (Gee, 2014; Lu & Zhou, 2024). Specifically, a discourse analytic approach would examine how these terms, often laden with negative connotations, function within political texts to delegitimize opposing viewpoints and construct a “truth” aligned with the speaker’s agenda. This necessitates a focus on the micro-level linguistic choices that reveal underlying power dynamics and ideological biases, exposing the rhetorical strategies employed to manipulate public opinion and control the narrative.

Cluster 2, focused on “politician,” highlights the agency and strategic intent of political actors in utilizing figurative language to achieve their goals. This sub-clusters reveal the diverse roles and contexts in which politicians employ figurative language, from election campaigns and parliamentary debates to crisis communication and social media engagement. This aligns with research emphasizing the importance of political skill and communication competence in navigating the complexities of public life (Choi & Bull, 2023; Tameryan et al., 2019). Viewing the matter discursively, this cluster underscores the performative nature of political language, where politicians actively construct their identities and exert influence through strategic linguistic choices. It highlights how figurative language serves as a tool for crafting persuasive narratives and managing public perceptions. However, the cluster also raises questions about the authenticity and transparency of political communication, particularly in the context of social media where the lines between personal and political personas can become blurred (González-aguilar et al., 2023; Strikovic et al., 2023). By applying discourse analytic principles, this blurring of personal and political personas highlights the complex interplay between public and private discourse, demanding a critical examination of how these boundaries are negotiated and manipulated to achieve specific political aims.

Moreover, Cluster 3, centred on “political discourse,” emphasizes the broader social and political context in which figurative language operates. The sub-clusters highlight the role of discourse in shaping power relations, constructing social identities, and influencing political outcomes. This resonates with research emphasizing the importance of critical and empirical analysis in understanding how language is used to maintain or challenge existing power structures and social inequalities (Cavazza, 2016; Cavazza & Guidetti, 2018). From a discourse analytic perspective, this cluster underscores the constitutive nature of language, demonstrating how it actively constructs and reinforces, or subverts, the social and political realities it purports to describe. It highlights the strategic deployment of figurative language as a means of ideological positioning and power negotiation within the complex interplay of social identities and political processes. However, the cluster also reveals the dynamic and

contested nature of political discourse, with terms such as “dialogue,” “debate,” and “negotiation” suggesting the potential for language to facilitate communication and understanding across different perspectives (Shen, 2023; Zheng, 2021). From a discourse analytic perspective, these terms point to the dialogic nature of political interaction, emphasizing the potential for language to be a site of negotiation and meaning-making rather than solely a tool of domination. This highlights the importance of analysing not just the persuasive strategies employed by political actors, but also the discursive spaces where competing voices and perspectives engage.

Focused on “political events,” Cluster 4 underscores the situational and contextual nature of figurative language use in political speech. The sub-clusters highlight the diverse range of events that shape political discourse, from elections and crises to policy debates and social movements. This aligns with research emphasizing the importance of understanding the specific historical and cultural context in which political speeches are delivered (e.g., Baranova & Kriakina, 2020; Nugraha, 2023a, 2023b, 2024a, 2024b; Oktavianus, 2024; Pfetsch, 2020). From a discourse analysis perspective, this emphasis on context highlights the dynamic interplay between language, power, and ideology within specific socio-political settings. Figurative language, in this view, is not merely a stylistic choice but a strategic tool used to frame events, construct narratives, and mobilize support in ways that are deeply intertwined with the prevailing power structures and ideological contestations of the time. However, the cluster also raises questions about the predictability and controllability of political events, and how unexpected events can disrupt established narratives and challenge the use of conventional rhetorical strategies (Kurmanova et al., 2021; Taubaldiyev et al., 2024). These disruptions highlight the contingent nature of political discourse and the ongoing struggle for meaning-making. When unforeseen events occur, the established discursive order is challenged, forcing political actors to adapt and re-strategize their use of language to regain control of the narrative and reassert their power or legitimacy.

5. Conclusion

Overall, this scientometric analysis offers a data-driven synthesis of core themes, evolving trends, and extant research lacunae within the study of figurative language in political discourse, underscoring its increasing salience for comprehending the intricacies of contemporary political communication. Limitations include the exclusive reliance on the Scopus database, potentially overlooking pertinent research. Furthermore, the keyword co-occurrence technique may not fully encapsulate the nuanced arguments presented. While some qualitative analysis was conducted, more extensive qualitative inquiry could yield richer insights. Future research should explore the influence of emerging technologies and social media on the utilization and interpretation of figurative language in political contexts. The findings bear practical implications for political communication training, media studies, and offer policymakers strategic insights into the persuasive capacity of figurative language and its impact on public opinion. Addressing the identified research questions will foster a more comprehensive understanding of figurative language’s role in shaping political discourse and influencing the academic landscape of political language studies.

Declaration of Conflicting Interest

There is no conflict of interest concerning the publication of this paper.

References

- Abdullah, I., Hasse, J., Qudsy, S. Z., Pabbajah, M., & Prasojo, Z. H. (2024). The Use and Abuse of Internet Spaces: Fitna, Desacralization, and Conflict in Indonesia's Virtual Reality. *Cosmopolitan Civil Societies*, 16(3), 1–12. <https://doi.org/10.5130/ccs.v16.i3.8962>
- Akhib, M., & Marsen, S. (2024). Scott Morrison's political discourse during crisis: A narrative-semiotic analysis. *Media International Australia*, 192(1), 34–50. <https://doi.org/10.1177/1329878X221129922>
- Amaireh, H. A., & Rababah, L. M. (2024). Bidenian and Harrisian Metaphors: A Corpus-Based Analysis of Joe Biden and Kamala Harris' Political Discourse. *Jordan Journal of Modern Languages and Literatures*, 16(3), 651–671. <https://doi.org/10.47012/jjml.16.3.5>
- Ankar, C., & Sedelius, T. (2024). Cohabitation and presidential powers: A global examination of dual executives 1850–2022. *International Political Science Review*. <https://doi.org/10.1177/01925121241282789>
- Aytac, U. (2024). Digital Domination: Social Media and Contestatory Democracy. *Political Studies*, 72(1), 6–25. <https://doi.org/10.1177/00323217221096564>
- Baranova, L. L., & Kriakina, N. L. (2020). 'Safe' political discourse: Linguo-cultural and pragma-linguistic perspectives. *Training, Language and Culture*, 4(3), 31–42. <https://doi.org/10.22363/2521-442X-2020-4-3-31-42>
- Bull, P., & Waddle, M. (2021). "Stirring it up!" Emotionality in audience responses to political speeches. *Russian Journal of Linguistics*, 25(3), 611–627. <https://doi.org/10.22363/2687-0088-2021-25-3-611-627>
- Cavazza, N. (2016). When political candidates "go positive": the effects of flattering the rival in political communication. *Social Influence*, 11(3), 166–176. <https://doi.org/10.1080/15534510.2016.1206962>
- Cavazza, N., & Guidetti, M. (2018). Captatio Benevolentiae: Potential Risks and Benefits of Flattering the Audience in a Public Political Speech. *Journal of Language and Social Psychology*, 37(6), 706–720. <https://doi.org/10.1177/0261927X18800132>
- Charteris-Black, J. (2016). Politicians and rhetoric: The persuasive power of metaphor. In *Politicians and Rhetoric: The Persuasive Power of Metaphor*. <https://doi.org/10.1057/9780230501706>
- Charteris-Black, J. (2021). *Metaphors of Coronavirus*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-85106-4>
- Choi, H., & Bull, P. (2021). Speaker's verbal behavior and collective audience responses in Korean political oratory. *Language and Dialogue*, 11(2), 271–299. <https://doi.org/10.1075/ld.00090.cho>
- Choi, H., & Bull, P. (2023). Invitation to respond by rhetoric or delivery: A microanalysis of orator-audience turn-takings in a Subject-Object-Verb language. *Language and Dialogue*, 13(1), 51–80. <https://doi.org/10.1075/ld.00137.cho>

- Colston, H. L. (2015). *Using Figurative Language*. Cambridge University Press. <https://doi.org/10.1017/CBO9781316226414>
- Condor, S., Tileagă, C., & Billig, M. (2013). Political Rhetoric. In Leonie Huddy, David O. Sears, & Jack S. Levy (Eds.), *The Oxford Handbook of Political Psychology, 2nd edn.* Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199760107.013.0009>
- Cowls, J., Darius, P., Santistevan, D., & Schramm, M. (2024). Constitutional metaphors: Facebook's "supreme court" and the legitimization of platform governance. *New Media and Society*, 26(5), 2448–2472. <https://doi.org/10.1177/14614448221085559>
- Cox, V. (2017). Rhetoric and Politics. In M. J. MacDonald (Ed.), *The Oxford Handbook of Rhetorical Studies* (pp. 328–340). Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199731596.013.027>
- Dancygier, B., & Sweetser, E. (2014). *Figurative Language*. Cambridge University Press.
- Del Orbe Ayala, K. R., & Ureña, I. P. (2024). The impact of Covid-19 on November 2020 United States presidential election: analysis of the presidential debates | Incidencia de la Covid-19 en las elecciones presidenciales de los Estados Unidos del 2020: análisis de los debates presidenciales. *Revista Espanola de Ciencia Politica*, 66, 131–154. <https://doi.org/10.21308/recp.66.05>
- Demets, L., Dumolyn, J., & De Paermentier, E. (2019). Political ideology and the rewriting of history in fifteenth-century flanders. *Bijdragen En Mededelingen Betreffende de Geschiedenis Der Nederlanden*, 134(1), 73–95. <https://doi.org/10.18352/bmgn-lchr.10557>
- Derbesh, M. (2023). Academic freedom and knowledge tradition of the Arab heritage. *On the Horizon*, 31(2), 81–94. <https://doi.org/10.1108/OTH-11-2022-0071>
- Drămnescu, B. (2016). *Pragmatic Approaches in the Analysis of the Political Discourse*. <https://doi.org/10.22618/TP.PCMS.20164.349005>
- Farhan, F. B., Revita, I., & Oktavianus, O. (2024). Persuasive languages on political billboard of the 2024 Indonesian General Election in Padang City West Sumatra, Indonesia. *Cogent Arts and Humanities*, 11(1). <https://doi.org/10.1080/23311983.2024.2325679>
- Feldman, O. (2023a). Assessing the Politics of Debasement: From Impoliteness to Demonization in Political Communication. In *Political Debasement* (pp. 1–28). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-0467-9_1
- Feldman, O. (2023b). Challenging Etiquette: Insults, Sarcasm, and Irony in Japanese Politicians' Discourse. In *Political Debasement* (pp. 93–116). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-0467-9_5
- Feldman, O. (2023c). Introduction: Studying Political Debasement Discourse in the Public Sphere. In *Debasing Political Rhetoric* (pp. 1–12). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-0894-3_1
- Feldman, O. (2024). Quotations as Devices of Political Persuasion and Argumentation: A Conceptual Introduction. In O. Feldman (Ed.), *Not My Words. The Language of Politics*. (pp. 1–15). https://doi.org/10.1007/978-981-97-9789-9_1
- Freeden, M. (2021). Discourse, concepts, ideologies: Pausing for thought. *Journal of Language and Politics*, 20(1), 47–61. <https://doi.org/10.1075/jlp.20051.fre>

- Gee, J. P. (2014). An Introduction to Discourse Analysis: Theory and Method. *An Introduction to Discourse Analysis: Theory and Method*, 1–242. <https://doi.org/10.4324/9781315819679>
- Gibbs, R. W. (2018). Conceptual Metaphor Analysis. In *Metaphor Wars* (pp. 17–56). Cambridge University Press. <https://doi.org/10.1017/9781107762350.002>
- Gibbs, R. W., & Colston, H. L. (2023). Irony and Thought: The State of the Art. In Raymond W., J. Gibbs, & Herbert L. Colston (Eds.), *The Cambridge Handbook of Irony and Thought* (pp. 3–14). Cambridge University Press. <https://doi.org/10.1017/9781108974004.002>
- Gil-Torres, A., Mall, B. A., & Muringa, T. (2024). Memetization of the president's speeches to the nation in South Africa as popular rhetoric elements. *Northern Lights*, 22, 115–135. https://doi.org/10.1386/nl_00051_1
- Glucksberg, S. (2001). *Understanding Figurative Language*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780195111095.001.0001>
- González-aguilar, J. M., Segado-boj, F., & Makhortykh, M. (2023). Populist Right Parties on TikTok: Spectacularization, Personalization, and Hate Speech. *Media and Communication*, 11(2), 232–240. <https://doi.org/10.17645/mac.v11i2.6358>
- Gowland, A. (2017). Rhetoric and Early Modern Politics. In M. J. MacDonald (Ed.), *The Oxford Handbook of Rhetorical Studies* (pp. 476–488). Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199731596.013.039>
- Grimaldi, S. (2024). Between policy issues and values: the public discourse of constrained presidents in Western Europe. *Journal of Contemporary European Studies*. <https://doi.org/10.1080/14782804.2024.2445299>
- Hannon, M. (2023). Public discourse and its problems. *Politics, Philosophy and Economics*, 22(3), 336–356. <https://doi.org/10.1177/1470594X221100578>
- Hayek, L. (2024). Media Framing of Government Crisis Communication During Covid-19. *Media and Communication*, 12. <https://doi.org/10.17645/mac.7774>
- Hood, W. W., & Wilson, C. S. (2001). The literature of bibliometrics, scientometrics, and informetrics. *Scientometrics*, 52(2), 291–314. <https://doi.org/10.1023/A:1017919924342>
- Ivanovic, I. (2017). Comparative study of metaphor in british and United States of america (Us) political discourse. *XLinguae*, 10(2), 16–29. <https://doi.org/10.18355/XL.2017.10.02.02>
- Juita, N., Ermanto, E., Liusti, S. A., Vicno Triwira Dhika, J. R., & Ardi, H. (2024). The Linguistic Politeness of Indonesian Female Politicians in Political Communication on Social Media. *International Journal of Society, Culture and Language*, 12(3), 17–31. <https://doi.org/10.22034/ijscsl.2024.2037674.3621>
- Kinoshita, K. (2023). Introduction: Political Communication as Political Rhetoric. In *Japanese Politicians' Rhetorical and Indirect Speech* (pp. 1–18). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-4295-4_1
- Kövecses, Z. (2020). *Extended Conceptual Metaphor Theory*. Cambridge University Press. <https://doi.org/10.1017/9781108859127>
- Kövecses, Z. (2022). Some recent issues in conceptual metaphor theory. In *Researching Metaphors: Towards a Comprehensive Account*. <https://doi.org/10.4324/9781003184041-3>

- Kövecses, Z. (2023). Metaphorical creativity in discourse. *Lublin Studies in Modern Languages and Literature*, 47(1), 55–70. <https://doi.org/10.17951/lsmll.2023.47.1.55-70>
- Kujanen, M., Koskimaa, V., & Raunio, T. (2024a). President's constitutional powers and public activism: a focused analysis of presidential speeches under Finland's two presidencies. *Comparative European Politics*, 22(5), 594–615. <https://doi.org/10.1057/s41295-023-00375-z>
- Kujanen, M., Koskimaa, V., & Raunio, T. (2024b). Taking intra-executive politics into public arenas? Analysis of presidential speeches in six semi-presidential European countries. *International Political Science Review*. <https://doi.org/10.1177/01925121241237527>
- Kurmanova, A. Z., Sarsikeyeva, G. K., & Utegulova, G. Z. (2021). Political linguistics: Public speech of American and Kazakh politicians. *International Journal of Society, Culture and Language*, 9(2), 212–221.
- Lakoff, G. (1993). The contemporary theory of metaphor. In A. Ortony (Ed.), *Metaphor and thought* (pp. 202–251). Cambridge University Press.
- Lakoff, G., & Johnson, M. (1980). *Metaphors we live by*. University of Chicago Press.
- Lapka, O. (2023). Machine metaphors in 2020 USA electioneering campaign: a cognitive aspect | Mašinų metafora 2020 metų JAV rinkimų kampanijoje: kognityvinis aspektas. *Studies About Languages*, 43, 64–76. <https://doi.org/10.5755/j01.sal.1.43.35102>
- Lu, Y., & Zhou, T. (2024). A critical discourse analysis of Chinese diplomatic speeches on China-US relations. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-04193-w>
- Mai, N. T. T., Luyen, N. T. K., & Hien, P. (2024). A Comparative Analysis of American and Vietnamese Presidents' Speeches: A Systemic Functional Grammar Perspective. *Theory and Practice in Language Studies*, 14(11), 3630–3640. <https://doi.org/10.17507/tpls.1411.33>
- Mak, M. K. F., Koo, A. Z.-X., & Rojas, H. (2024). Social media engagement against fear of restrictions and surveillance: The mediating role of privacy management. *New Media and Society*, 26(4), 1984–2005. <https://doi.org/10.1177/14614448221077240>
- Mastropietro, A., Bull, P., D'Errico, F., Sessa, I., Migliorisi, S., & Leone, G. (2022). President Obama's Humble Face: An Authentic or a Socially Desirable Posturing? A Study on Reactions to Obama's Autobiographical Self-Disclosures. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.911556>
- McCallum-Bayliss, H. (2019). Donald trump is a conqueror: How the cognitive analysis of trump's discourse reveals his worldview. In *Populist Discourse: Critical Approaches to Contemporary Politics*. <https://doi.org/10.4324/9780429026751-15>
- Msagalla, B. (2024). 'I compare president Magufuli to Jesus Christ': metaphorical analogy in Tanzanian parliamentary discourse. *Cogent Arts and Humanities*, 11(1). <https://doi.org/10.1080/23311983.2024.2438469>
- Neshkovska, S. (2024). 'Where there is a will there is a way': figurative language use and its pragmatic functions in political discourse. *Lodz Papers in Pragmatics*, 20(1), 149–173. <https://doi.org/10.1515/lpp-2024-2002>

- Norris, A. (2017). Rhetoric and Political Theory. In M. J. MacDonald (Ed.), *The Oxford Handbook of Rhetorical Studies* (pp. 624–636). Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199731596.013.048>
- Nugraha, D. S. (2023a). The Sword of the Word: The Use of Hyperbole in The Political Cartoons of Indonesians. *Interference: Journal of Language, Literature, and Linguistics*, 4(2), 199–216. <https://doi.org/10.26858/interference.v4i2.51257>
- Nugraha, D. S. (2023b). Mocking Laughter: The Political Humor of Indonesians Portrayed in Newspaper Cartoons. *Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 12(3), 266–278. <https://doi.org/10.15294/seloka.v12i3.71615>
- Nugraha, D. S. (2024a). Topical Theme Depicted in the Speech of Indonesian Minister of the State Secretariat. *Gramatika STKIP PGRI Sumatera Barat*, 10(1). <https://doi.org/10.22202/jg.2024.v10i1.6664>
- Nugraha, D. S. (2024b). A Tale of Two Presidents: Indonesian Humor as Depicted in Political Cartoons. In *Communicating Political Humor in the Media: How Culture Influences Satire and Irony* (pp. 45–71). Singapore: Springer Nature Singapore. https://doi.org/10.1007/978-981-97-0726-3_3
- Oktavianus, O. (2024). Linguistic Landscape and Cultural Approach through Minangkabau and Malay Language as Election Campaign Strategies. *Gramatika STKIP PGRI Sumatera Barat*, 10(2). <https://doi.org/10.22202/jg.2024.v10i2.8549>
- Pfetsch, B. (2020). Democracy and digital dissonance: The co-occurrence of the transformation of political culture and communication infrastructure. *Central European Journal of Communication*, 13(1), 96–110. [https://doi.org/10.19195/1899-5101.13.1\(25\).7](https://doi.org/10.19195/1899-5101.13.1(25).7)
- Phillips, N. (2023). The Politics of Libel: Thomas Erskine, Freedom of the Press, and Transatlantic Legal Culture, c. 1780–1830. *Law and History Review*, 41(4), 683–708. <https://doi.org/10.1017/S0738248023000275>
- Rebhorn, W. A. (2017). Rhetoric and Politics. In M. J. MacDonald (Ed.), *The Oxford Handbook of Rhetorical Studies* (pp. 386–396). Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199731596.013.032>
- Sakhiyya, Z., Dewi Saraswati, G. P., Anam, Z., & Azis, A. (2024). What's in a name? Crisis communication during the COVID-19 pandemic in multilingual Indonesia. *International Journal of Multilingualism*, 21(2), 1169–1182. <https://doi.org/10.1080/14790718.2022.2127732>
- Shen, L. (2023). Culture and Explicitness of Persuasion: Linguistic Evidence From a 51-Year Corpus-Based Cross-Cultural Comparison of the United Nations General Debate Speeches Across 55 Countries (1970–2020). *Cross-Cultural Research*, 57(2–3), 166–192. <https://doi.org/10.1177/10693971221139523>
- Smith, A., Cole, M., & Küsters, A. (2024). How do speaker characteristics influence use of rhetorical history? Insights from text mining analysis of discourse about Brexit. *Management and Organizational History*, 19(4), 249–281. <https://doi.org/10.1080/17449359.2024.2436377>
- Sooryamoorthy, R. (2020). *Scientometrics for the Humanities and Social Sciences*. Routledge. <https://doi.org/10.4324/9781003110415>
- Strikovic, E., van der Meer, T. G. L. A., Vliegthart, R., & Bos, L. (2023). Appeals to the people: A content analysis of references to the people in traditional media, social

- media, and parliamentary materials. *Information Society*, 39(4), 236–249. <https://doi.org/10.1080/01972243.2023.2210133>
- Tameryan, T. Y., Zheltukhina, M. R., Slyshkin, G. G., Zelenskaya, L. L., Ryabko, O. P., & Bodony, M. A. (2019). Political Media Communication: Bilingual Strategies in the Pre-Election Campaign Speeches. *Online Journal of Communication and Media Technologies*, 9(4). <https://doi.org/10.29333/ojcm/5869>
- Taubaldiyev, M., Kulmanov, S., Amirbekova, A., Azimkhan, Y., Zhonkeshov, B., Utemissova, G., & Ospanov, Y. (2024). Terminology In Political Discourse as A Means of Language Representation of The Image of The Country. *Eurasian Journal of Applied Linguistics*, 10(1), 186–198. <https://doi.org/10.32601/ejal.10117>
- Timmerman, D. M., & Schiappa, E. (2010). *Classical Greek Rhetorical Theory and the Disciplining of Discourse*. Cambridge University Press.
- Towner, T. L., & Muñoz, C. L. (2024). Tell Me an Instagram Story: Ephemeral Communication and the 2018 Gubernatorial Elections. *Social Science Computer Review*, 42(6), 1288–1312. <https://doi.org/10.1177/08944393241227554>
- Tuckner, M. (2022). Figurative Language. In *Minnesota Review* (Vol. 2022, Issue 98, pp. 22–23). Cambridge University Press. <https://doi.org/10.1215/00265667-9563681>
- Turkenburg, E., & Goovaerts, I. (2024). Food for Thought: A Longitudinal Investigation of Reflection-Promoting Speech in Televised Election Debates (1985–2019). *Political Studies*, 72(1), 67–89. <https://doi.org/10.1177/00323217221090102>
- van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523–538. <https://doi.org/10.1007/s11192-009-0146-3>
- van Eck, N. J., & Waltman, L. (2023). *VOSviewer* (1.6.20). Universiteit Leiden.
- Waltman, L., & van Eck, N. J. (2019). *Field Normalization of Scientometric Indicators* (pp. 281–300). https://doi.org/10.1007/978-3-030-02511-3_11
- Wang, X., Kaur, S., Mat Isa, N. A. N., & Kaur, S. (2024). Image restoration strategies in pandemic crisis communication: a comparative analysis of Chinese and American COVID-19 political speeches. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-03825-5>
- Widholm, A., Ekman, M., & Larsson, A. O. (2024). A Right-Wing Wave on TikTok? Ideological Orientations, Platform Features, and User Engagement During the Early 2022 Election Campaign in Sweden. *Social Media and Society*, 10(3). <https://doi.org/10.1177/20563051241269266>
- Winter, D. G., & Leclerc, R. (2019). Developing a Measure of Generative Historical Consciousness From Political Leaders' Speeches. *Personality and Social Psychology Bulletin*, 45(9), 1338–1351. <https://doi.org/10.1177/0146167218823043>
- Zheng, Y. (2021). The effectiveness of Xi Jinping's metaphorical discourse in cross-cultural communication. *Journal of Language Teaching and Research*, 12(6), 1051–1055. <https://doi.org/10.17507/JLTR.1204.21>

Appendix

Table 2. Extended version of the thematic-cluster of the publications within a corpus of 'figurative language in political speech' spanning from 2014 to 2024. Each cluster is represented by 8 sample of the most recent articles.

Cluster	Sub-cluster	DOI	Year	Author(s)
1	1.1	10.1177/14614448221085559	2024	C.J. et al.
		10.47012/jjml.16.3.5	2024	A.H.A. et al.
	1.2	10.17645/mac.7774	2024	H.L.
		10.1057/s41599-024-03228-6	2024	H.S.
	1.3	10.1080/13556509.2024.2386706	2024	G.C. et al.
		10.22055/rals.2023.19581	2023	B.S.S.
	1.4	10.57239/PJLSS-2024-22.2.00654	2024	A.M.M. et al.
		10.6035/MonTI.2024.16.07	2024	L.M.A.O
2	2.1	10.17507/tpls.1411.33	2024	M.N.T.T et al.
		10.1093/pnasnexus/pgae431	2024	Z.K. et al.
	2.2	10.1177/00323217221090102	2024	T.E. et al.
		10.1111/stul.12226	2024	N.N.
	2.3	10.1007/s12115-024-00969-7	2024	K.J.
		10.1016/j.leaqua.2023.101702	2023	J.U.T et al.
	2.4	10.3389/fpos.2024.1435712	2024	R.M.P. et al
		10.1111/dome.12303	2023	B.S.
3	3.1	10.1075/jlp.22066.eln	2023	E.R.
		10.1177/1329878X221129922	2024	A.M. et al.
	3.2	10.1177/00323217221096564	2024	A.U.
		10.1017/XPS.2023.17	2024	W.A. et al.
	3.3	10.1515/lingvan-2021-0136	2023	K.A.
		10.5430/wjel.v14n1p398	2024	K.A. et al.
	3.4	10.1177/14614448221077240	2024	M.M.K.F. et al.
		10.1017/ipo.2023.8	2023	C.M. et al.
4	4.1	10.5755/j01.sal.1.43.35102	2023	L.O.
		10.1080/23311983.2024.2325679	2024	F.F.B. et al.
	4.2	10.1080/14790718.2022.2127732	2024	S.Z. et al.
		10.1057/s41599-024-03825-5	2024	W.X. et al.
	4.3	10.1111/lsq.12421	2024	I.C.
		10.21308/recp.66.05	2024	D.K. et al.
	4.4	10.1590/1413-81232024292.15552023EN	2024	D.S.D.A. et al.
		10.17507/tpls.1312.18	2023	B.A.A.S.