

“Do your homework on Brexit!”

Transnational education metaphors in newspaper discourse

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Germany LECTURES UK after May PULLS Brexit vote - 'DO YOUR HOMEWORK!'

GERMANY insists it is now time for Brexit decisions to be made in London and not Brussels after Britain's European Union divorce broke down because Theresa May couldn't gather enough support for her controversial deal.

By **JOE BARNES, BRUSSELS CORRESPONDENT**

PUBLISHED: 11:15, Tue, Dec 11, 2018 | UPDATED: 16:09, Tue, Dec 11, 2018

Alexis Tsipras's homework has been thrown back in his face

Larry Elliott



Judging by the angry red amendments all over Greece's proposals, its creditors are in no mood whatsoever to compromise



📷 Alexis Tsipras, Greece's prime minister, at the talks in Brussels. Photograph: Julien Wamand/AFP/Getty Images

NACIONAL | POLÍTICA

Puigdemont reta a Pedro Sánchez a que haga los “deberes pendientes en vacaciones”

■ "No se puede querer los votos para convertirse en presidente y luego no actuar en consecuencia", ha recalcado el ex president desde Bruselas junto a Torra

Publicado el 28 de Julio de 2018 - 12:06

[EL INDEPENDIENTE](#)

[‘Puigdemont requests Pedro Sánchez to do “the outstanding homework during the holidays”’]

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Puigdemont reta a Pedro Sánchez a que haga los “deberes pendientes en vacaciones”

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[‘Puigdemont requests Pedro Sánchez to do “the outstanding homework during the holidays”’]

» Política

Verónica Pérez afirma que “Susana Díaz le ha hecho los deberes a Rajoy con propuestas concretas”

16 de Diciembre de 2014 18:24h

[‘Verónica Pérez affirms that “Susana Díaz has done Rajoy’s homework for him by making concrete proposals”’]

≡ ara.cat

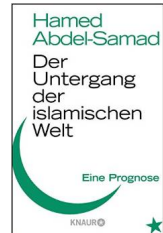
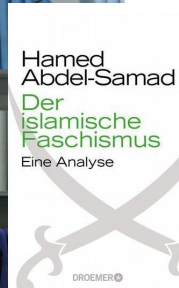
internacional

Els deures d'Europa

MARC VIDAL ACTUALITZADA EL 11/02/2016 23:30

“... A Europa li costa **fer els deures**. Dels 160.000 refugiats que es va comprometre a recol·locar, amb prou feines n’ha cobert 500.”

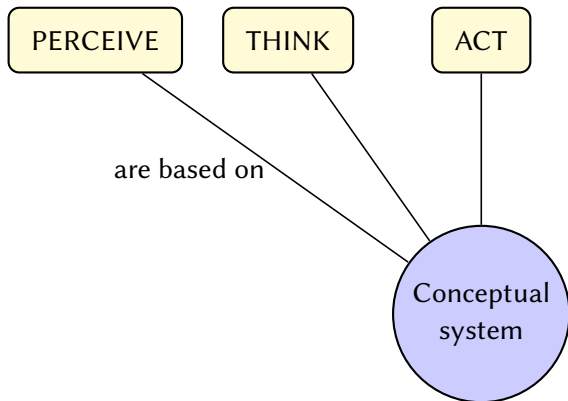
[‘Europe has a hard time doing its homework. Of the 160,000 refugees that it promised to take on, it has hardly covered 500.’]



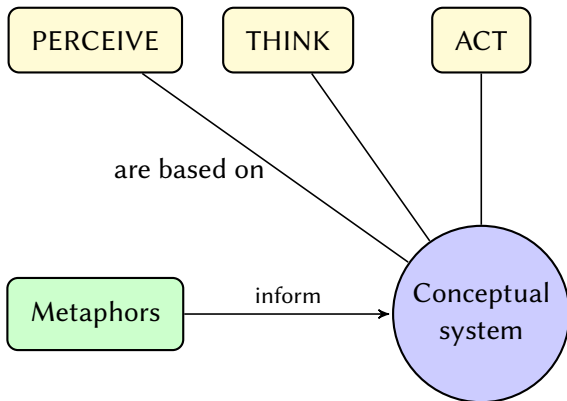
„Die arabische Welt hat jahrhundertlang ihre **Hausaufgaben**
nicht gemacht.“ *(Focus Magazin, Nr 28/2015)*

[‘The Arabic world hasn’t done its homework for centuries.’]

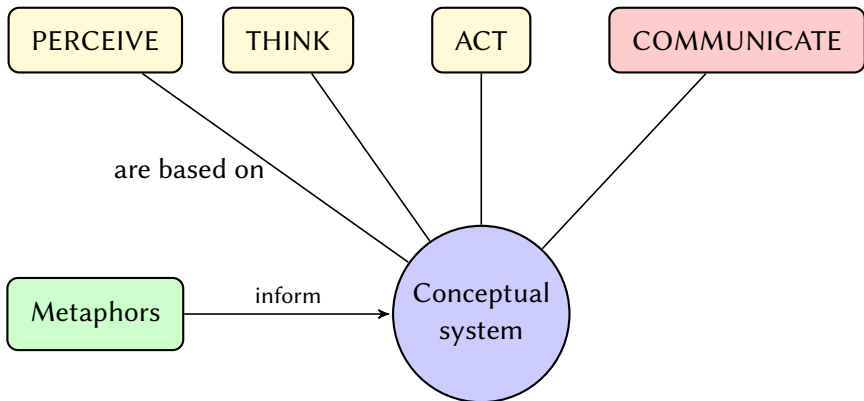
Lakoff & Johnson (1980): *Metaphors we live by*



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Lakoff & Johnson (1980): Our conceptual system is metaphorical

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 - *storm, tormenta financiera*

└ "Homework" as a structural metaphor

└ Discourse effects of the "homework" metaphor

Lakoff & Johnson (1980): *Metaphors we live by*

homework → "structural metaphor" (Lakoff & Johnson 1980)

- "use one highly structured and clearly delineated concept to structure another" (Lakoff & Johnson 1980: 61)
- "*do your homework*" ← prepare for complex economic/political task

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Süssmuth (1997)

Wenn komplizierteste ökonomische und strukturelle Vorbereitungen für die Weiterentwicklung der Europäischen Union unter die Floskel “seine Hausaufgaben machen” gestellt werden, muss die Öffentlichkeit glauben, auftretende Probleme seien lediglich von faulen und unaufmerksamen “Schülern” verschuldet.

└ "Homework" as a structural metaphor

└ Discourse effects of the "*homework*" metaphor

Bernabeu García (2012): "Hacer los deberes" no es cosa para niños

"The motive behind choosing this metaphor is the positing of an **authority**—the *teacher*—who, being hierarchically superior, does not only have the possibility, but rather the obligation to set the tasks the *students* have to do." (my translation)

- Use of the "*homework*" metaphor

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- Use of the “homework” metaphor
 - establishes teacher–pupil relationship
 - actor setting the homework → authority

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 - helps fortify social and economic views (Holmgreen 2003)

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- establishes teacher–pupil relationship
- actor setting the homework → authority
- actor having to do the homework → inferiority

■ Effects:

- helps fortify social and economic views (Holmgreen 2003)
 - persuades others about how to see the world (Schiappa 2003)
- more effective than insults (e.g. “Pleite-Griechen” [‘broke-greeks’] (Markwardt 2015))

└ "Homework" as a structural metaphor

└ Shaping world views directly and indirectly



└ “Homework” as a structural metaphor

└ The “homework” metaphor in negative other-representation

„Die Formel ‚Zeit ist Geld‘ stimmt ganz besonders in Griechenland. [...] **Die Griechen müssen ihre Hausaufgaben machen.** Athen profitiert von Milliardenhilfen über die Rettungspakete. Die Griechen haben keinen Grund zur Klage.“

–Volker Kauder, CDU government spokesman

[‘The formula “time is money” is especially true for Greece. [...] **The Greeks must do their homework.** Athens is benefitting from billions via the aid packages. The Greeks have no reason to complain.’]



Source: cducsu.de/presse/texte-und-interviews/griechen-muessen-ihre-hausaufgaben-machen

└ “Homework” as a structural metaphor

└ The “homework” metaphor in negative other-representation

≡ EL PAÍS

ECONOMÍA

ECONOMÍA EMPRESAS MERCADOS BOLSA MIS AHORROS VIVIENDA TECNOLOGÍA OPINIÓN/ANÁLISIS BLOGS EMPLEO FORMACIÓN TITULARES »

ANÁLISIS

Deberes tenemos todos

Los políticos europeos deben entender que hacer deberes no sólo es algo que atañe a la periferia

“Es hora de que algunos dirigentes europeos piensen que hacer los **deberes** no sólo es algo que atañe a los países del sur, sino a todos.”

(*El País*, 12 October 2014)

[‘It’s time that some European leaders thought that doing homework is not only something for the southern countries, but for everyone.’]

└ “Homework” as a structural metaphor

└ The “homework” metaphor in positive self-representation

The “homework” metaphor is used for:

- negative other-representation ✓
- positive self-representation (see Wodak 2001: 73)

└ "Homework" as a structural metaphor

└ The "homework" metaphor in positive self-representation

The "homework" metaphor is used for:

- negative other-representation ✓
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UNIVERSITATS

El Govern, sobre universitats:
"Nosaltres ja hem fet els deures, ara
toca a la resta d'autonomies"

El secretari d'Universitats, Antoni Castellà, reclama a Madrid canvis en el sistema de beques. L'increment del 25% de les taxes és exactament la proposta que havia fet l'executiu de Mas

ARA Barcelona ACTUALITZADA EL 20/04/2012 08:55

[‘We have done our homework, now it’s up to the other autonomous regions’]

└ “Homework” as a structural metaphor

└ The “homework” metaphor in positive self-representation



Thomas de Maizière
German minister of the Interior

“Das Zuwanderungsrecht hat seine Hausaufgaben gemacht.”

(*Die Zeit*, 24 August 2010)

[‘The immigration law has done its homework.’]

└ “Homework” as a structural metaphor

└ The “homework” metaphor in positive self-representation

Summary so far

Effects of the “*homework*” metaphor

- ↪ simplification: the public believes problems are caused only by lazy and unattentive students (see Süssmuth 1997)
- ↪ influence public perception: particular interpretation is presented as natural, unchallengeable (Deignan 2005: 130)

Cross-linguistic studies of metaphor in discourse

- Jonathan Charteris-Black & Timothy Ennis. 2001. A comparative study of metaphor in Spanish and English financial reporting. *English for Specific Purposes* 20(3). 249–266
- Elena Semino. 2002. A sturdy baby or a derailing train? Metaphorical representations of the euro in British and Italian newspapers. *Text & Talk* 22(1). 107–139
- Jonathan Charteris-Black & Andreas Musolff. 2003. “Battered hero” or “innocent victim”? A comparative study of metaphors for euro trading in British and German financial reporting. *English for Specific Purposes* 22(2). 153–176
- ✓ Ángel Arrese. 2015. Euro crisis metaphors in the Spanish press. *Communication & Society* 28(2). 19–39
 - *hacer los deberes* as “organism” metaphor: “actions and situations of living beings, [...] quite miscellaneous” (Arrese 2015: 27, 29)

Categories of conceptual metaphor (Arrese 2015)

Six categories of conceptual metaphors

disease inyección de dinero, la enfermedad griega...

natural tormenta financiera, brotes verdes, sequía crediticia...

mechanical grifo del dinero, naufragio financiero, la locomotora...

war Waterloo económico, acabarse la pólvora...

sport/entert. Barra libre de liquidez, echar balones fuera...

organism rescate financiero, tragedia griega, **hacer los deberes**, el lobo de la crisis, los mercados se duermen, Talón de Aquiles, un plan sin cocinar

→ Organism: “actions and situations of living beings, [...] quite miscellaneous” (Arrese 2015: 27, 29)

Analysis of “organism” metaphors (Arrese 2015: 29)

- *ABC, El Mundo, El País, Expansión*
- results (most common categories):
 - 1 health
 - 2 natural**organism**

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~> catch-all nature of category: difficult to draw conclusions for
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- discourse on crisis: natural metaphors (Cortés de los Ríos 2010, O’Mara-Shimek, Guillén-Parra & Ortega-Larrea 2015)

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- discourse on solutions: pedagogic metaphors? (“homework”, “red amendments”, “Musterschüler”/“alumno modelo”)

Discourse on solutions: pedagogic metaphors?

“Bereits seit Mai 2014, früher als geplant, kann sich Lissabon wieder aus eigener Kraft finanzieren. In Brüssel und Berlin gelten die Portugiesen deshalb als **Musterschüler**, zusammen mit Irland.”

(*Die Zeit*, Nr 41/2015)

[‘Since May 2014 already, earlier than planned, Lissabon can finance itself autonomously. That’s why in Brussels and Berlin the Portuguese, along with Ireland, are seen as **model pupils**.’]

Discourse on solutions: pedagogic metaphors?

“Antes de la crisis, España era **el alumno modelo** de la **clase** de Maastricht, con un superávit público del 2,2% y un endeudamiento por debajo del 40% del PIB.”

(*Nuevatribuna.es*, 7 January 2012)

[‘Before the crisis, Spain was the **model pupil** of the Maastricht **class**, with a public surplus of 2.2% and a debt of less than 40% of GDP.’]

Discourse on solutions: pedagogic metaphors?

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→ pedagogic metaphors establish competitive thinking instead of solidarity

Study overview

1 Corpora

DE DWDS-ZEIT (1946–2017)

EN Corpus of Historical American English (1930–1989), Corpus of Contemporary American English (1990–2017), HANSARD parliament speeches (1803–2005)

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2 Aims of the study

- to investigate the metaphoric use of the “*homework*” metaphor in English and German (quantitative)
- evaluative function – differentiate positive, negative and neutral contexts (qualitative)
- pedagogic metaphors in discourse on solutions to the crisis

Homework

Homework (Oxford English Dictionary)

- 1 "Work done at home, esp. as distinguished from work done in a factory"
- 2 "Schoolwork assigned to a pupil to be done outside lesson time (typically at home). In extended use: an assignment or exercise to be completed in one's own time"
- 3 **to do one's homework:** "to prepare thoroughly for an event or situation; to brief oneself in preparation for a meeting or discussion" (first occurrence: 1915, sports article)

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→ "conventionalised metaphor" (Deignan 2005: 47)

“*Homework*” in English

First metaphoric occurrence: 31 July 1936

“I read a speech by a member of the German Government the other day in which he referred to that questionnaire and said, ‘Really, is the German Government to be set homework?’”

Hausaufgaben

Duden

- 1 “vom Lehrer/der Lehrerin aufgegebenene Arbeit, die die Schülerinnen und Schüler zu Hause erledigen müssen” (‘task given by the teacher that the pupils have to do at home’)

└ Analysis

└ “Hausaufgaben” in German

“Hausaufgaben” in German

First metaphoric occurrence

“Außerdem schwelt immer noch die Kontroverse um den dampfgekühlten Brüter, über den im Dezember des vergangenen Jahres eine abschließende Studie vorgelegt werden sollte, die dann noch einmal hätte diskutiert werden können. **Diese Hausaufgabe** freilich konnte das Karlsruher Management nicht erledigen.”

(*Die Zeit*, 26.02.1971)

[‘Furthermore there is still the controversy about [...] **This homework**, of course, could not be done by the management in Karlsruhe.’]

→ negative evaluative context

Analysis

– “Hausaufgaben” in German

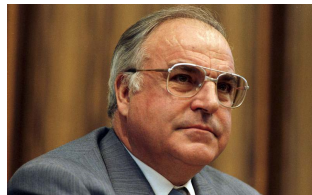
Helmut Kohl

“Von unseren Partnerländern erwarten wir, daß sie auch ihrerseits die übernommenen **Hausaufgaben erfüllen.**”

(*Die Zeit*, 31.10.1986)

[‘We expect from our partner countries that they also **do the homework** they took on.’]

→ neutral evaluative context



Chancellor of Germany
1982 – 1998

“Aus Schavans Amtszeit wird vor allem das Deutschlandstipendium in Erinnerung bleiben; Wanka **beschränkte sich darauf, ihre Hausaufgaben zu erledigen** wie etwa die Aufstockung des Hochschulpaktes.”

(*Die Zeit* Nr. 38, 20.09.2013)

[‘Regarding Schavan’s time in office, people will remember mainly the “Germany Bursary”; Wanka has **limited herself to doing her homework** such as the funding increase of the higher education agreement.’]

→ positive evaluative context

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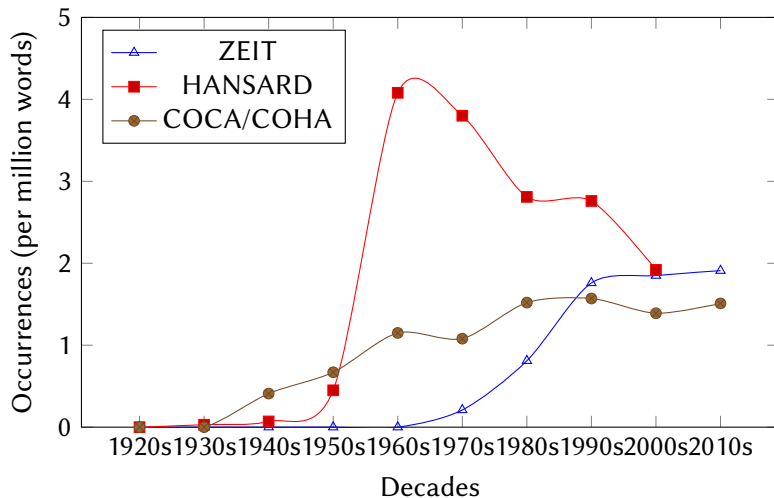
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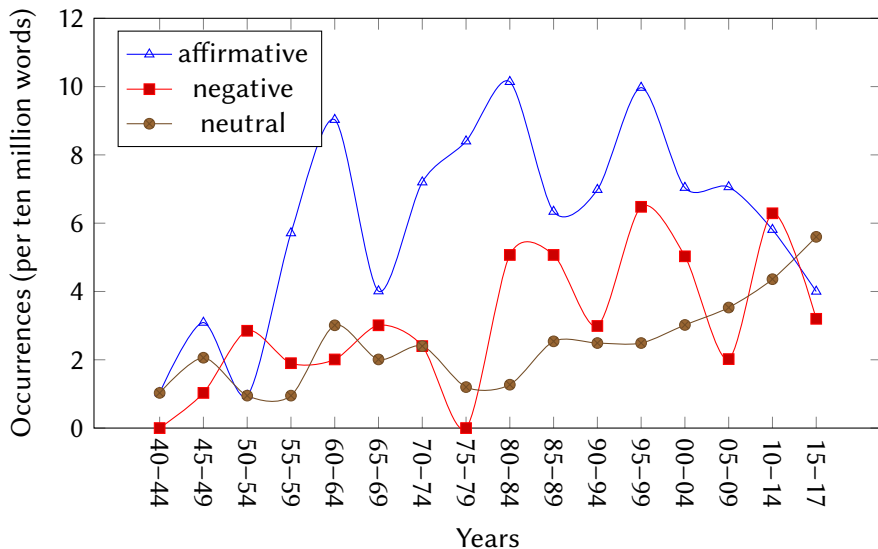
→ positive evaluative context

- ...but here: homework as minimum requirement

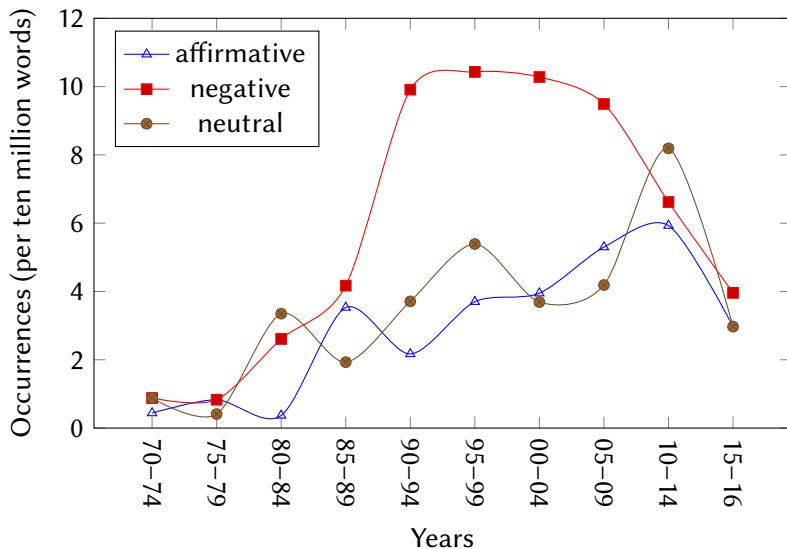
The metaphor in the three corpora



Evaluative profile in the COCA/COHA corpus



Evaluative profile in the ZEIT corpus



Conclusions

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 - English: affirmative usage more frequent
 - German: negative usage more frequent
 - non-evaluative profile (neutral) increasing: adoption of metaphor into general usage
- negative effect on public debate, given the implications discussed

Thank you for your attention!

Article:

Bisiada, Mario. 2018.

A cross-linguistic analysis of the
“homework” metaphor in German
and English political discourse.

Discourse & Society 29(6). 609–628.

doi:10.1177/0957926518802916

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