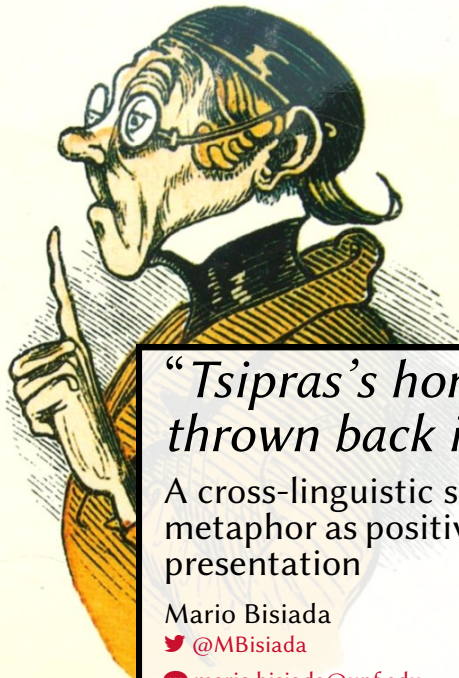




“Tsipras’s homework has been thrown back in his face”

A cross-linguistic study of the “homework” metaphor as positive self- and negative other presentation

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Universitat
Pompeu Fabra
Barcelona

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 Warnand/AFP/Getty Images



≡ EL PAÍS 

ACTUALIDAD

DIRECTO

[Sigue la sesión de control al Gobierno en EL PAÍS Vídeo »](#)

Zapatero: "He invitado a Rajoy a hacer los deberes que tenemos pendientes"

El presidente del Gobierno insta al líder del PP a centrar en la renovación de los órganos judiciales la reunión del día 23.- Cospedal responde que el Gobierno debe hacer "los deberes para salir de la crisis"



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» Política

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

16 de Diciembre de 2014 18:24h



≡ ara.cat

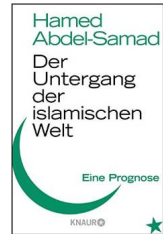
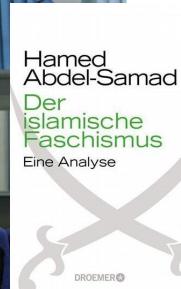
internacional

Els deures d'Europa

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

“D’iniciatives per aconseguir-ho, n’hi ha hagut diverses, però la de convertir l’Aliança Atlàntica en un cos de guardafronteres de la UE és tot un salt qualitatiu. 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.”



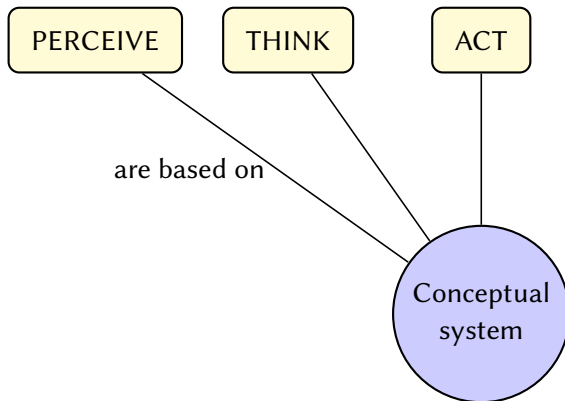


„Die arabische Welt hat jahrhundertlang ihre **Hausaufgaben** nicht gemacht.“
(*Focus Magazin*, Nr 28/2015)

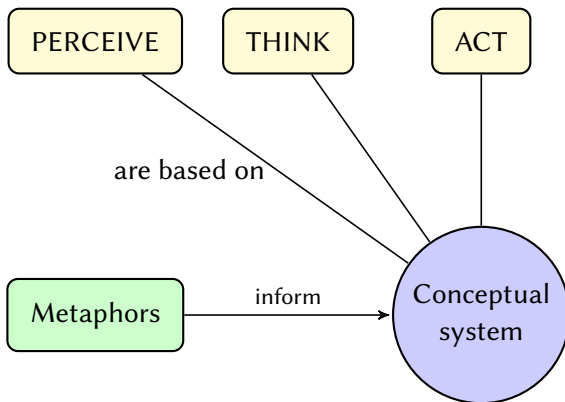
[‘The Arabic world hasn’t done its homework for centuries.’]



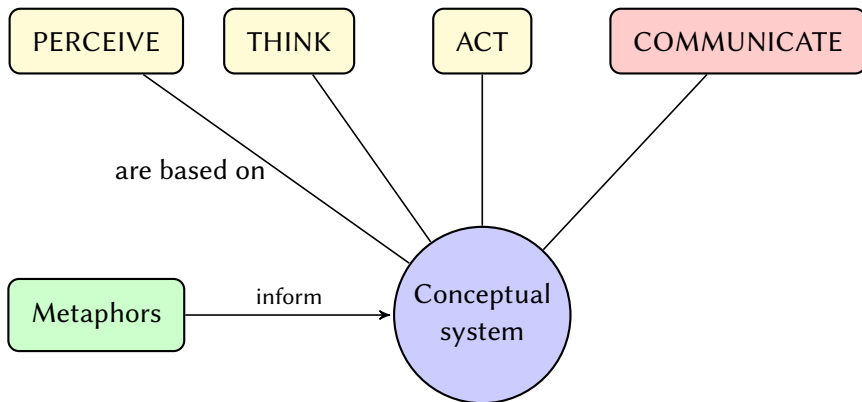
Lakoff & Johnson (1980): *Metaphors we live by*



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

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

- “The essence of metaphor is understanding and experiencing one kind of thing in terms of another” (Lakoff & Johnson 1980: 5)



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

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

- “The essence of metaphor is understanding and experiencing one kind of thing in terms of another” (Lakoff & Johnson 1980: 5)
- metaphors structure how we perceive, how we think, and what we do



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

- “The essence of metaphor is understanding and experiencing one kind of thing in terms of another” (Lakoff & Johnson 1980: 5)
- metaphors structure how we perceive, how we think, and what we do
- new metaphors: not just naming, but structuring a situation ⇒ conceptualising the world (Dobrovol'skij & Piirainen 2005: 142)



└ “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



└ “Homework” as a structural metaphor

└ Discourse effects of the “homework” metaphor

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

“El motivo que justifica tal elección es la existencia de una **autoridad**—el *maestro*—que desde su **postura jerárquicamente superior** posee no solo la posibilidad, sino, más bien, la obligación de marcar al *alumnado* las pautas que deben cumplir.”

- Use of the “homework” metaphor



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 - establishes teacher–pupil relationship



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 - actor setting the homework → authority
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- Effects:
 - helps fortify social and economic views (Holmgreen 2003)
 - persuades others about how to see the world (Schiappa 2003)



└ “Homework” as a structural metaphor

└ Discourse effects of the “homework” metaphor

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

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■ Use of the “homework” metaphor

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

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



└ “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)



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.’]



Study overview¹

1 Corpora

DE DWDS-ZEIT (1970–2015)

EN NOW (News on the Web), NEWS-GB, HANSARD (parliament speeches) – **too recent**

ES CREA (1975–2004) – **lack of recent data**

CA newspaper corpora collected by research groups

¹Part of the project *Evidentiality and epistemicity in texts of evaluative discourse genres*, funded by the Spanish Ministerio de Economía y Competitividad.



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2 Aims of the study

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

¹Part of the project *Evidentiality and epistemicity in texts of evaluative discourse genres*, funded by the Spanish Ministerio de Economía y Competitividad.



“Homework” in English

First metaphoric occurrence: 6 July 1948

“The hon: Member for East Aberdeen, who had some considerable fun about **having done his homework**, wanted to know whether we are to be ‘trust busters’ under this Agreement: **If he had really done his homework** in reading the Agreement, or, alternatively, listened to the Chancellor of the Exchequer, I do not think he would have asked that question”



└ 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



└ Analysis

└ “Hausaufgaben” in German

“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)

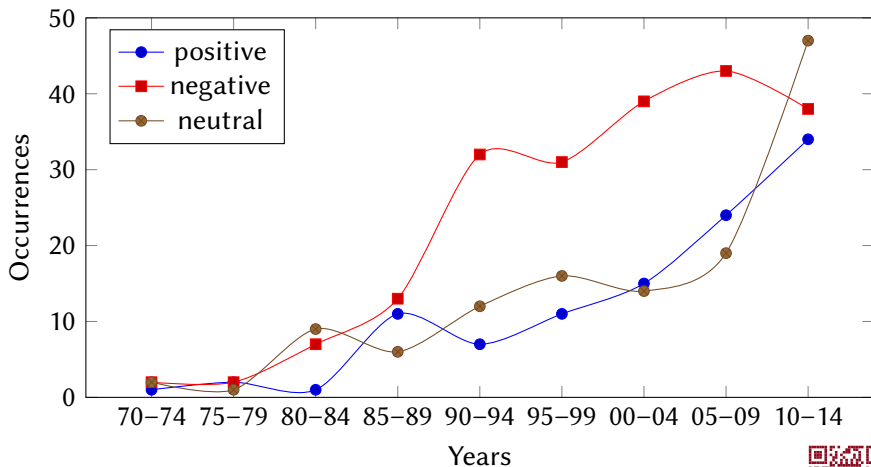
[‘Regarding Schavan’s time in office, people will remember mainly the “Germany Bursary”; Wanka has **limited herself to doing her homework** such as the funding increase of the higher education agreement.’]

→ positive evaluative context

- ...but here: homework as minimum requirement

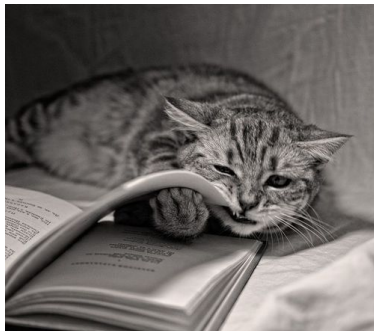


“Hausaufgaben” in the ZEIT corpus



Thank you for your attention!

Lots of homework to chew over!



Email me: mario.bisiada@upf.edu or download the slides here →



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