



The metaphor in the political speech of Luiz Inácio "Lula" Da Silva".

Marise Schadeck*
Betina Beltrame**
Zélia Maria Mirek***
Andrea Bujnick Vieira****

Received: September 2012 – Accepted: February 2013

*Graduada em Letras- URI (1998)- Especialista em Língua e literatura hispanoamericana-URI- (2001) Especialista em Gestão de Pessoas-FEMA-(2009) Mestranda em Didáctica de la lengua y literatura -UNR- Graduanda em Administração-UNIP. Mestranda em Desenvolvimento- UNIJUI. PROFESSORA NOS CURSOS DE ADMINISTRAÇÃO E CIÊNCIAS CONTÁBEIS DO IESA.

✉: mariseschadeck@hotmail.com

**Graduada em Psicologia UNIFRA. PROFESSORA DOS CURSOS DE ADMNISTRAÇÃO

✉: bebeltrame@yahoo.com.br

***Graduada em Ciências Contábeis- URI (1992)- Especialista Gestão Estratégica de Organizações (2000) e Contabilidade Avançada (2004)- Mestre em Engenharia de Produção pela Universidade Federal de Santa Maria (2003). PROFESSORA DOS CURSOS DE ADMNISTRAÇÃO E CIÊNCIAS CONTÁBEIS, COORDENADORA DO CURSO DE CIENCIAS CONTÁBEIS- INSTITUTO CENECISTA DE ENSINO SUPERIOR DE SANTO ÂNGELO. IESA.

✉: zeliamirek@via-rs.net

**** Graduação: Bacharel em Administração CRARS 37987 Pós-graduanda MBA Gestão com Pessoas – FEMA. Mestranda em Desenvolvimento – UNIJUI

✉: andreabujnickvieira@gmail.com

I - INTRODUCTION

This article has like theoretical base the Critical Analysis of the Speech of American line and like field discursive the political speech. The text treats to analyze the political speech of Luiz Inácio "Lula" da Silva, specifically the metaphors by him used, having in sight that such metaphors are in narrow relation with way as self-evident like subject, and like member of the speech, by times representing to if same, other times to the another in the game of the multiples representations.

The corpus discursive is composed by cuts discursive, existent in the sequences discursive produced in the interior of the speeches proofreads by the subject in the period of 2003.

The analytical focus insider on the use of metaphors interpreted under the optics of the Critical Analysis of Speech (ACD), that conceives them, according to Fairclough⁽²⁰⁰¹⁾ as being in all the types of speech, included in the technicians and scientists and are not only superficial stylistic attires of the speech. "The metaphors structure as we think and as we act and our systems of knowledge and belief, of penetrating and fundamental form" (p.241).

The words do not present an only sense, an only meaning, as depending on the training discursive that represent can mean different.

This correlation between speech, ideology, can and sense unchains the metaphorical effect, fundamental result for the analysis, that is precisely glide them of subject and sense, relating ideology and unaware.

Of between the characteristics of the speech of "Lula", usually considered "popular", find the metaphors, by times evidence like a personal mark of his speech. The popular metaphors are referred generally like a type of language "fail" by the impossibility of the one who uses it employ expressions more precise or inverse, for trying ensure the understanding of people that imaginaries would not have competition to access to the sense pretended.

As such processes are not necessarily a mark of the political speech, goes back interesting investigate his operation while peculiarity of the speech of "Lula", carrying in account that the ACD proposes when studying the language like social practice and, for such, considers the crucial paper of the context. This type of analysis interests by the relation that there is between the language and the power. This is the point instigator that determined the present proposal of investigation. It will have she like base the observation of fundamental appearances of the constitution of the different metaphors used by the president with the purpose to make possible a reflection and back discussion of his operation discursive, joining them to his ideological determinations.

It is important, still, that explicate the reason of the election of this subject and of the textual gender. Firstly, for treating of a controversial and divergent speech that influence directly the daily of the people, being able to change habits, behaviors and to transform communities and his subjects, and finally, because it pretends that this investigation can bring contributions to the Linguistics Applied regarding the knowledge of phenomena related to the interpretation of texts, with repercussions in the education.

The study pretends to be an approximation to the introduction to the study of the metaphor. By no means has it pretended to be exhaustive and complete.

The subject, in addition to important, is wide. In this sense, the proposal programmatic contained in this work, has only like interest exhaust the inherent possibilities to the field of the Critical Analysis of Speech, and to the light of this theory, pretends to detain in the problematic nuclear and complex of the relation between the speech and the ideology that interweave with the power in the game of the social practice and, that to his time influencing with big loads the process of development of the facts, want to are historical, politicians and social. All this cuture constitutes a challenge to all the subjects that find in the cloth of the interdiscursivity and like political speech in the protuberance of the democracy.

II - REFERENTIAL THEORISTS

2.1 The school ACD

It uses like theoretical reference the Social Theory of the Speech, of the American school, proposal by Norman Fairclough (2001). In his theory, Fairclough defends that the speech does use of the language like a social practice and no a purely individual activity. Being like this, the speech involves a way of action, "a form in that the people can act on the world and especially on the others, as also a way of representation" (FAIRCLOUGH, 2001, p. 91).

Still according to this author, the construction and analysis of a speech follow a three-dimensional model gathering three analytical traditions indispensable: the text, practical discourse discursive and the social practice. The text is the materialization of the speech, "this is, words or sequences longer of texts that consist of a meaning combined with a form, or of a 'meant' combined with a 'significant' (pp. 102 - 103), they promote the practical discursive. The practical discursive is the process that "wraps processes of production, distribution and textual consumption, and the nature of these processes vary between different types of speech in accordance with social factors" (p. 106). And finally, it is in the social practice where the speech has a wider character wrapping the ideology and the power, being this last, the hegemony of classes. It is in the speech like social practice that occur the disputes of relations of power like hegemonic fight and that becomes the change social road change discursive.

II.2 The origin of the metaphor

The theoretical way that will visit for this investigation will go through the definition of metaphor like phenomenon intralinguistic, from the classical point of view of Aristotle, Socrates and Plato, that in his studies already mentioned the metaphor like member of the Rhetoric, until his characterization like phenomenon interlinguistic, arriving to the Critical Analysis of the Speech, from now designated ACD.

Of the Aristotelian definition is possible to affirm that metaphor is the application of a thing or a pertaining name to another thing, being as the use of a term that serves to substitute another in determinate situation to avoid that they repeat elements already mentioned. Fact as that does with that produce the connotation wished and direct the attention for the significant.

For Aristotle, the metaphor is the "detour", is like the odd word that employs in the place of a name, the effect of sense was observed to the lexical level.

The metaphor, like member of the Rhetoric of the Average Age, concerned with the decorum, being attributed to her the function of beauty, many times giving place to a speech sophistic, full of false arguments or thinks defective.

Afterwards, with Cícero, Horace and Longino, this presupposition functional of the metaphor continued to level of decorum, confirming his place of harmonious property,

coherent and of determinate normal, and like this followed along the Average Age the studies on the metaphor explicitly his mere function of ornament superfluous.

Later, some studios had happened to suspender another significance and use of the metaphor, affirming that this figure is not for the language like simple ornament and yes like participant activate in the process, claiming his strength of creation.

From the 20th century, some notions begin to be altered, giving place to other definitions regarding the study of the metaphor. According to Diaz, the Semantic, justifies the creation of the metaphor and his interpretation by the coincidence between one or more seams common between the metaphorical term and the substituted ^(1990:159-160). Grice ⁽¹⁹⁸⁸⁾ suggests that the metaphor would be an exploitation of the Maximum of Quality. Like this, of conscious way the speaker/emissary would be exploring a Maximum Conversational with the purpose to communicate of effective way a message, always basing in the cooperative principle. Therefore, an analysis of the metaphor will require a level of interpretation that take into account the general principles of the cooperative behavior and the suppositions or present previous presumptions in the mind of the speakers to the hour to apply these principles. This type of budgets goes to take integral part of the recent investigations.

Paul Ricouer, in his contribution to the theory of the metaphor, refuses some of these budgets, based by semantic theories, as the one of Max Black, a theory of the interaction, opposite to the ones of replacement. Satisfied Ricouer ⁽¹⁹⁹²⁾ in the metaphor the speech takes format of a body, assuming forms and characteristic those usually characterize the human face, the "figure" of the man [...]. The author affirms that the metaphor only does felt like result of two terms in a metaphorical utterance, being like this a phenomenon of predication and no of domination. This involves a second thesis: there would be any detour of the literal sense, but a real operation of the operation of predication, continues the author, serious say of another form, is the conflict between two interpretations that sustenta the metaphor ^(1992:62).

In his essay "Metaphors and Symbol", Paul Ricouer declared: the metaphors are precisely the linguistic surface of the symbols ^(1996:81), and it added, still that the power of the metaphor to relate semantic dimensions (linguistic) and pré-semantic of the human experience is debtor, without doubts, of the bidimensionalidad of the symbol. The metaphor occurs in the universe of the language, but the symbol oscillates in the limit between logos and life. The metaphor is a free invention, an event of speech that contains the symbolic power. It has, however, more consistency that the symbol when it reveals with clarity to the semantic of the similarity.

But, beyond all doubt, that the big divisor of waters of the pesquisas related to the metaphor is of course Metaphors of the daily life of George Lakoff and Mark Johnson, of 1980. This work dumped of big importance for the social and political discussion of the metaphor. Both authors argue that the conceptual system human is fundamentally metaphorical and that the metaphor structures the way to think. The argumentation says that the metaphor "is not a resource only of the language, but also of the thought and of the action" supports the study of the social and political speech ^(LAKOFF and JOHNSON, 1980: 208; BLACK, 1962; JOHNSON, 1987; LAKOFF, 1986; LAKOFF and TURNER, 1989 and SWEETSER, 1991). Thus, of the cognitive point of view of the metaphor, she is used in the communication so that it can comprise problematic situations from situations that already are us known. The ancient "or" dead "metaphors" and "new" or "alive" are usually built from human concepts from the interaction of the human body with the environment in that we live: remain in foot, be in a space delimited, and move

of a point for another.

II.3 The metaphor in the ACD

For Fairclough ⁽²⁰⁰¹⁾ the metaphor is in all the types of speech, even in the technicians and scientists and is not only superficial stylistic attires of the speech. "The metaphors structure as we think and as we act and our systems of knowledge and belief, of penetrating and fundamental form" ^(p. 241). Fairclough Also defends that: some metaphors are so deeply naturalized in the interior of a particular culture that the people know only leave to perceive them in greater part of the time, as they consider extremely difficult to escape of them in his speech, thought or action, same when it calls his attention for this ^(p. 241).

The objectivistic tradition and rationalist of the called western world considered the language like mere representation of the reality, not admitting, as today it does, that good part of this reality was built social and discursive ^(Fairclough, 2001). Therefore, if it put it it was to discover and describe precisely the world and his objective truths, the language appeared, including here the metaphor, would have to be avoided to all cost, on penalty to arrive to false results, induced by his imaginative characteristics and his call with the subjectivity.

In other words if a metaphor presents a determinate command in terms of another, do not have here a mere comparison, but yes the creation of a way to comprise the first, that transfers for him characteristics of the second, which become constitutive elements of the vision on that subject.

It arrives, like this, to the vision of metaphor that embassy this work. Far to be mere ornament, she is a cognitive operation and possesses conceptual nature, as it is essential for the understanding/construction of world. It does not treat of a disguised comparison between two different commands, but of a cognitive cartographic lifting of a command in terms of another, that certainly affects the understanding on him and our social practices to him related. Neither it treats of a peripheral cognitive operation, but of something that is central in the construction of our visions of world, since an infinity of human experiences, especially the less concrete and familiar, are conceptualized by the diverse cultures in terms of other more concrete or familiar.

The place of observation of indexes of conceptual metaphors is the speech, as it is in him that manifests the marks of a cognitive operation more global. And when it thinks in speech, thinks certainly in communities discursive that legitimate determinate forms to think the world and, consistently, determinate metaphors and no others. Here there is an approximation of the thought of Gibbs (1999) that recognizes that, if the cognitive phenomenon of the metaphorical structuring of the thought is universal, the metaphors that structure the diverse concepts are specific of each culture.

Satisfied Carvalho:

The metaphors can be used with the aim to persuade when suggesting an interpretation of situations or events tendenciosamente. This becomes because they build a balance between the elements of the command – source (the semantic field of which the literal meaning is originated) and white – command (the semantic command inside which the metaphorical meaning is located). However, has to be attentive because the metaphor does not provide a complete vision of his commonplace, but, sure, she will stand out some appearances and will hide others.

And it is by cause of this characteristic that the political speech, metaphorical almost by nature, deserves attention in the field of the critical analysis of text written and/or spoken of this field of the science.

II.4 The Speech and the political speech

When using the term speech, Fairclough says, propose to consider the use of the language like form of social practice and no like activity purely individual or reflection of situational variables (FAIRCLOUGH, 1994). The speech has to be seen like a way of action, like a practice that alters the world and alters the others individuals in the world. The dimension of the constitutive speech of the social, inspired by Foucault, possesses three effects according to the author:

- 1) the speech contributes for the construction that is referred like "social identities" and positions of subject, for the subject social and the types of ME;
- 2) THE speech contributes for the construction of the social relations;
- 3) the speech contributes for the construction of systems of knowledge and belief.

They are, therefore those the three functions of the language, and adds a function developed in the work of Halliday (1978), that is the textual function of the speech - that treats of the calls of the parts of the text with others split precedents and following and with the social situation out of the 'text' (FAIRCLOUGH, 1994, tap of the author).

The speech is still proposed like a notion tri-dimensional by Fairclough like an attempt to gather three commands: the linguistic theory, the macro-sociology and the micro-sociology. These three levels comprise the textual dimension that incorporates the technicians of the linguistic systemic of Halliday, the dimension of the practical discursive like a social practice of production, distribution and consumption of texts - a practice of active actors that attribute felt - and the social dimension that treats of the practical discursive in relation to the social structure. When looking for connect the boarding macro - that says respect to the already quoted relations between social practices and structures - with the micro sociological - that read with the practical discursive under a perspective interactional - the author does unfeasible other boarding's:

"It cannot neither reconstruct the process of production neither explain the process of interpretation simply by reference to the texts; they are respectively strokes and tracks of this process and cannot be produced neither interpreted without the resource of the members" (FAIRCLOUGH, 1994).

With the affirmation of the need of the "resources of the members", the agent (or the subject) reappears in a fundamental position for all the process of analysis discursive. The anti-humanism, that embodied the common guideline of the theorist's post-structuralism, finds his opposite, in some dimensions of the proposal of work of Fairclough: the world is constituted by the attribution of sense that the social actors impose him.

The speech is for the ACD the dimension of the social practice constituted by two instances: text (descriptive) and practical discursive (interpretative).

The political speech for the ACD, in the figure of Fairclough, says that the speech is the reflection, reproduction and reaffirmamento of existent social relations, at the same time that affirms to be this responsible speech for transforming the systems of values and beliefs.

III - THE HYPOTHESES OF THE INVESTIGATION

This investigation has like general aim examine the speech of Lula, in the perspective of the Critical Analysis of the Speech, specifically the metaphors by him used, taking into account that such metaphors are in narrow relation with the way like him self-evident like subject, and like member of the speech, once representing to if same, another in the game give multiples representations.

However it wishes to verify the operation of the metaphor like transfer in the construction of the say of the president, as well as, identify in the speech of the president Lula the relation between intradiscurs and interdiscurs in the constitution of the responsible processes by the use of different metaphors.

3.1 Hypotheses 1: How work the metaphors like transfer in the construction of the say of the president?

3.2 Hypotheses 2: What mark linguistic and ideological are inseridas in the metaphors used by president Lula?

IV - METHOD

The corpus discursive will be constituted by cuts discursive, formed by sequences discursive produced in the speech of the subject in analysis, in the period of the year of 2003, in his first mandate like president of the Republic.

The analytical focus insider on the use of metaphors interpreted in the optics of the ACD.

The analysis of the corpus will be in three stages. In a first moment, will be realized the observation of the speeches, looking for find in them his discursividad, building an object discursive that undoes the illusion that that that was said only could be said of that way and know of another.

Afterwards, in the second stage is precise to relate the speech with the trainings discursive different, and these, so that with the ideological training to understand as if they constitute the senses in the say.

This correlation between speech and ideology unchains the metaphorical effect, crucial point for the third stage, that is precisely the analysis of glide them: subject and sense, relating ideology and can.

The empirical material was collected from the official place of the Presidency of the Republic, that has of information's on Brazilian presidents, the organization of the federal government, collection of documents of the presidency and legislation, well like the biography, the diary, pronunciamientos and the word of the president, with monthly divulging and daily update.

IV.1 Analyses of the corpus

Of a general way what perceives in the speeches proofreads by "Lula", are political wishes, pretences and a constant confusion between the political man and the Luiz Inácio private man. This constitution presents of clear and evident form for the moment of his speech. "Lula" launches hand of metaphors in the intention to build an interpretation the most next possible of his speaker, although it avenges to be with empty words, with comparisons and trespass of sense of the said for that that he wants to that it was interpreted by the Brazilian village.

I want to treat each one of you like deal my benjamín of 17 years. In the hour in that it can do, will do. But, in the hour in that it do not give to do, with the same serenity and with the same affection, want to say: mate, does not give to do. (*Speech in the III Social Forum World-wide-25-01-2003*).

There is not speech more metaphorical, magic and imaginary and by surrealist times, that conceals the reality and evidence a deep relation with the village that the political speech. The metaphorical insertions of "Lula" are not few, and have happened to appear like mark of his political speech.

[...] We take Brazil in the UTI. In 2003 it was an immense work to carry the Brazil for the infirmary. The one who already remained ingresado knows the advance to go out of an UTI to go for an infirmary. The one who never went does not have notion, thinks that is only change of chamber. But the one who already was ingresado knows the difference to go out of an UTI to go for an infirmary. And now already we receive high..." (*Speech of "Lula" gives Silva, in the opening ceremony of the World-wide Forum of the Tourism Salvador-BA, 01-12-2003*).

Already on the metaphors related to familiar situations, perceives like the enunciator transfers elements of the familiar institution for the political institution/adherent. The act to govern, as in the example down, is similar to the condition to be father.

It is as if we had a son with fever and wanted to change of doctor and of medicine. And, between a doctor and another, this son had fever. You, perhaps, had to give the same medicine that was the reason by the which you took out the boy of the doctor. (*Speech in the ceremony of transmission of the charge of general director Brazilian of Itaipu Binacional, Antônio J. Ribas for Samek- Auditorium of the Channel of the Song - Curitiba - PR, 23-01-2003*).

The political speeches of "Lula", so much in the period of candidature to the lawsuit what in the actuality, are revealed of way travestied and full of metaphorical characteristics in the aim to show a new paradigm in relation to the operation of the federal power. In this field, the constituents of "Lula" and the remaining of the nation go back able listeners to encode the idealism through the message, that is to say: the power and the politics go back passable of understanding through the language used by the president.

Still, with strategies launched and with the prominence of metaphorical uses, relates the intention to convince the Brazilian village, and all his faithful electorate, through an ideological speech and with the illusion to be able to bill something new and true in the transformation of the Brazilian society.

It is what perceives to be followed:

I said, today: this is more or less as in a family in that, of hit, appears a son believed in drugs and, to the change of the father and the mother argued with the son and know where is that it is the defect, begin to blame the school, begin to blame the neighbor, begin to blame the girlfriend; to the change to seat and look for inside the father and of the mother and ask to himself same: "What we leave to do, so that our son did not go drug-adict?". (Speech in the III Social Forum World-wide-RS, 24-01-2003).

Luiz Inácio, while enunciator tensional modify and influence on the others, expecting like this, that to the proffered his speeches, loaded of ideological marks and of metaphorical resources, can inside the group of the trainings and representations that assumes to persuade and convince the village that his articulations and propositions are compatible with his position of subject-president and all this immense expectation that created when being chosen, in truth was ranged in the pass of his mandate of four years.

Justifying the relation done by the president in the speech in that the same realizes the comparison with a family that presents problems with the chemical dependency of the son; "Lula" achieves to define through the metaphorical speech the real interest of his speech: persuade and obtain the understanding of the Brazilian village. When quoting a family with problems is evident the comparison with the situation of the country. Where the problems presented in this speech – the relation of the son with the drugs – choice to the father and the mother, in the case the power, the notable task to argue the problem directly with the wrapped, the son (the politicians, in the comparison), and no the narrow comfort in wanting the simplest solution, putting the fault in another, in the case the right relation x left and media x power.]

In another example, "Lula", with a purpose clearly to approach of the enunciario, associates the do of the government (field of the politics) when doing of the player of football (entity, that supposes nearer of the universe of the common citizen).

It was as if it was a team of football, where each forward threw for himself and did not perceive that the party is a collective sport and that what more you happen the ball for his mate, more opportunity you will have to mark the goal. And what more you throw only, more opportunity you will have to lose the ball. (*Speech in the ceremony of signature of Protocol of Intentions and Review of Resources of the Union for the Espírito Saint for the area of the public security -Victoria – IS, 22-04-2003*).

The main thesis – the one of that the Executive does not achieve to do all only – is sustentada by an analogy. It can parafrasear the speech of "Lula" of the following way: "as well as the player that cannot strike corner and mark the goal at the same time, the Executive is not able to act only". With this, the president looks for refuter the slowness attributed by opponents to his Government.

It perceives, therefore, that, by means of analogies' and metaphors, the president, with a clearly didactic purpose, establishes frequent associations between attitudes and

actions of the Government and pertaining situations to the universe of the common citizen, standing out, in this procedure persuasive, subjects like the patience, the tolerance, the justice and the union

The art to convince will be so much more efficient what less went to the affective bases. The one to persuade, by his turn, will carry advantage at least abundant appear to the logical structures of the intellect. The metaphor configures of suitable and notable way like maximum representative in the art to persuade.

It is evident and lucid that exists a transition in the speech of "Lula". In the interior of his training discursive is possible to find other subject positions that no that assumed by him like president of the Republic. With this stroke, looks for the bases for the implantation and guarantee of the democracy, as with a full speech of inherent characteristics to the religious speech, by times with a pedagogical speech and, still, by excessive times with characteristic insertions of the familiar speech. Discerning a transition of the public sphere for private sphere.

The subject-president and his say are marked by his training discursive, built from his speeches, and in him represented his ideas, his vision of world and consistently his ideological training.

The materialidad linguistic present in the speech of "Lula", that is to say, what he says, as it says and in that situation bills, evidence by the marks of the that says, presenting like this, in this linguistic surface, tracks that help the interpretation and understanding of the billed when contextualizing .

Can verify, then, that the speeches of "Lula", are resulted of the social relations, where exists more than a training discursive, training this represented and reproduced in his speech.

In front of this, the speech of "Lula", is loaded of marks, that travestied of religious characteristics, pedagogical, familiar, metaphorical to cost of credibility, where bills X not to say And, speech of a subject sifted, crossed by ideological representations inside a context partner-historical, full of embattles and contradictions.

"Lula", by not being a subject common, pretends with one of the most launched means to persuade, with prominence of metaphorical uses, convince the Brazilian village and, especially his faithful electorate. Through a speech, where the trainings discursive are inscribed with an ideological training strongly represented by knowledge's that are no universal neither individual, but relate one with to another, say that it is possible, against-arguing to the political speech costumbrero, having the illusion to bill something new that it was true and that contribute for the redistribution of income and transformation of the Brazilian society.

With this, although thinking that was inspired by the ethical ideals that imperia the democracy and the social justice, and that trusted this proposition will win and will achieve to establish the bases for the implementation of a new model of economic and social development.

The question of the metaphorical speech will be always connected to the art to know do politics, persuading the village to accept quiet the truth, then, said by the president of the Republic. The ideology of the populism

V - CONCLUSIONS

The analysis of the speeches shows that when speaking of himself and of his government, the enunciator Lula remits the enunciators to the idea of administrative success. Conscious of his responsibilities like head of government, "Lula" confers to his speech a tone of social commitment, what, obviously, reinforces the bows of privacy between enunciator and his enunciators.

At the same time, from examples, looked for show like the political speech is a big stage of action of distinct strategies discursive. Used consciously or no, sees in the speech of the president Lula elements, like the use of metaphors and analogies. With them, a predominantly abstract speech, like the politician, wins a good dose of materialidad.

Costing of figures as to of the member of the family that commits error, or of the agriculturalist that goes for the harvest, Lula translates with examples, harvested of diverse areas, the field of the politics. His metaphors work like able elements to do that the enunciators accept the arguments proposed; they are instruments of adhesion to his theses. With the reference to the football, for example, the enunciator reinforces the thesis that the Executive cannot act alone and that the others - opponents and constituents - have to be patient and tolerates.

The metaphors or analogies, also, show like the president speaks the language of the village. When having a conversation, specifically, with the poorest classes of the population, "Lula" induces these Brazilians to the impression that they are perceived in his individuality. From the point of view of this plot of the reception, the president is people like the people.

VI - BIBLIOGRAPHY

- (1) ALMEIDA, Ricardo Luiz T. (2005). A educação formal e as metáforas do conhecimento: a busca de transformações nas concepções e práticas pedagógicas. *Ciências & Cognição*; Ano 02, Vol 06, nov/2005. Disponível em: www.cienciasecognicao.org. Acesado em junho de 2010.
- (2) ARISTÓTELES. *Arte Retórica arte Poética-Livro I-II-III* Tradução de Antônio Pinto de Carvalho. São Paulo, Tecnoprint, 1983.
- (3) BAKHTIN, Mikhail. *Marxismo e Filosofia da Linguagem*. 8ª ed. São Paulo: Hucitec, 1997. Os gêneros do discurso. *Estética da criação verbal*. 3ª ed. São Paulo: Martins Fontes, 2000, p. 277-326.
- (4) BLACK, Max. *Modelos y Metáforas*. Ed. Tecnos, Madrid, 1966.
- (5) CARVALHO, Sérgio. Do crime à Guerra-uma análise crítica do discurso político-metafórico dos acontecimentos durante e após o 11 de setembro de 2001. Disponível em: <http://www.filologia.org.br/revista/33/03.htm>
- (6) DU MARSAIS. *Traité des Tropes, t.I, 4. Tratado de los tropos*. (tradução de José Miguel Aléa) 2 vols., Madrid, Aznar, 1800, p. 22.
- (7) EDWARD, Lopes. *Metáfora - da Retórica à Semiótica*, São Paulo-SP Atual Editora, 1986.
- (8) FAIRCLOUGH, Norman. *Discurso e mudança social*, Brasília: Editora Universidade de Brasília, 2001.
- (9) FIORIN, José Luiz. *Linguagem e Ideologia*. SP, Ática: 1990. *A ordem do Discurso*. 4 ed. SP: Loyola, 1988.
- (10) GIBBS, R.W.Jr. (1999). Taking metaphor out of our mind and putting it into the cultural world. Em: Gibbs, R. & Steen, F. (orgs.). *Metaphor in cognitivelinguistics*. Amsterdã/Filadélfia: John Benjamins Publishing Company.
- (11) LAKOFF, G., JOHNSON M. *Metáforas do Cotidiano*. SP: EDUC/ Pontes, 1991.
- (12) LAKOFF, G. & TURNER, M. *More than cool reason: a field guide to poetic metaphor*. Chicago: The University of RICOEUR, Paul. *A Metáfora Viva*. Porto Rês Editora, 1983.
- (13) RICOEUR, Paul. O processo metafórico como cognição, imaginação e sentimento. In: Sacks, Sheldon (org.). *Da metáfora*. SP: EDUC/Pontes, 1992.
- (14) SWEETSER, E. *From Etymology to Pragmatics: Metaphorical and Cultural Aspects of Semantic Structure*. Cambridge: CUP. , 1991 www.brasil.gov.br- página del Gobierno Federal www.planalto.gov.br- página de la Presidencia de la República-