

# Representation of the Hungarian Parliament in Political Cartoons

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## Topic

Creativity is understood here as a result (duality) and also as a method (linkage of various cognitive processes). It is often related to such cognitive processes as irony and hyperbole (El Refaie, 2005; Burgers, Schellens & Mulken, 2013). The representations of the Parliament appearing in political cartoons and therefore applying irony and hyperbole, were investigated from two time periods. The empirical research aims to reveal the differences in preferences of the creative combinations of the cognitive tools and it also wants to give possible reasons for the divergence.

## Corpus

Political cartoons (30 pieces) were collected manually from the digital archive of the most popular satirical magazine, *Ludas Matyi* and the main daily newspaper, *Népszabadság* from the period between 1989 and 1991. Contemporary political cartoons were brought into the corpus from the digital archive of the most sold daily newspaper, *Népszabadság*. Cartoons (21 pieces) were chosen from the years when significant events were related to the Parliament, namely from 2006, 2010, 2012 and 2014. The selected political cartoons depict the building of the Parliament visually. Both newspapers were critical of the government's policy; thus, it seems that the political cartoon as a genre usually occurs in opposition (Abdel-Raheem, 2019).

1989 – 1991	Caricaturists could express their opinion more freely only after the change of the regime. New multi-party democracy was born.
2006	Left-wing prime minister's controversial speech was made public. It revealed MSZP's (Hungarian Socialist Party) false policy, strikes began.
2010	Government elections were held in Hungary: conservative right-wing Fidesz-KDNP (Alliance of Young Democrats and Christian Democrats) became the governing party coalition.
2012	Right-wing Fidesz-KDNP government declared to transform the environment of the Parliament physically and symbolically as well. The square is intended to mirror the artistic image before 1944.
2014	Government elections were held in Hungary: conservative right-wing Fidesz-KDNP won again.

## Research Questions

- RQ1 What kind of cognitive processes can be identified from the perspective of moral framing and its evaluation?
- RQ2 What kind of metaphoric scenarios can be elaborated when the Parliament occurs as an element of the target domain?
- RQ3 "Which pictorial elements contribute to the identification of verbal irony?" (Burgers et. al 2013:31)
- RQ4 What types of cultural models are recalled through the creative linkage of the various cognitive processes?

## Hypothesis

The various cognitive tools have different communicative, rhetorical purposes (Forceville&Urios-Aparisi, 2009; Pérez-Sobrino, 2017) which are related to the cognitive process of moral pictorial framing (Burgers, Konijn& Steen, 2016; Abdel-Raheem, 2019).

## Main Metaphoric Scenarios in Political Cartoons (1989 - 1991)

### SCHOOL (teacher, student, events such as an oral exam, certificate distribution, or graduation)

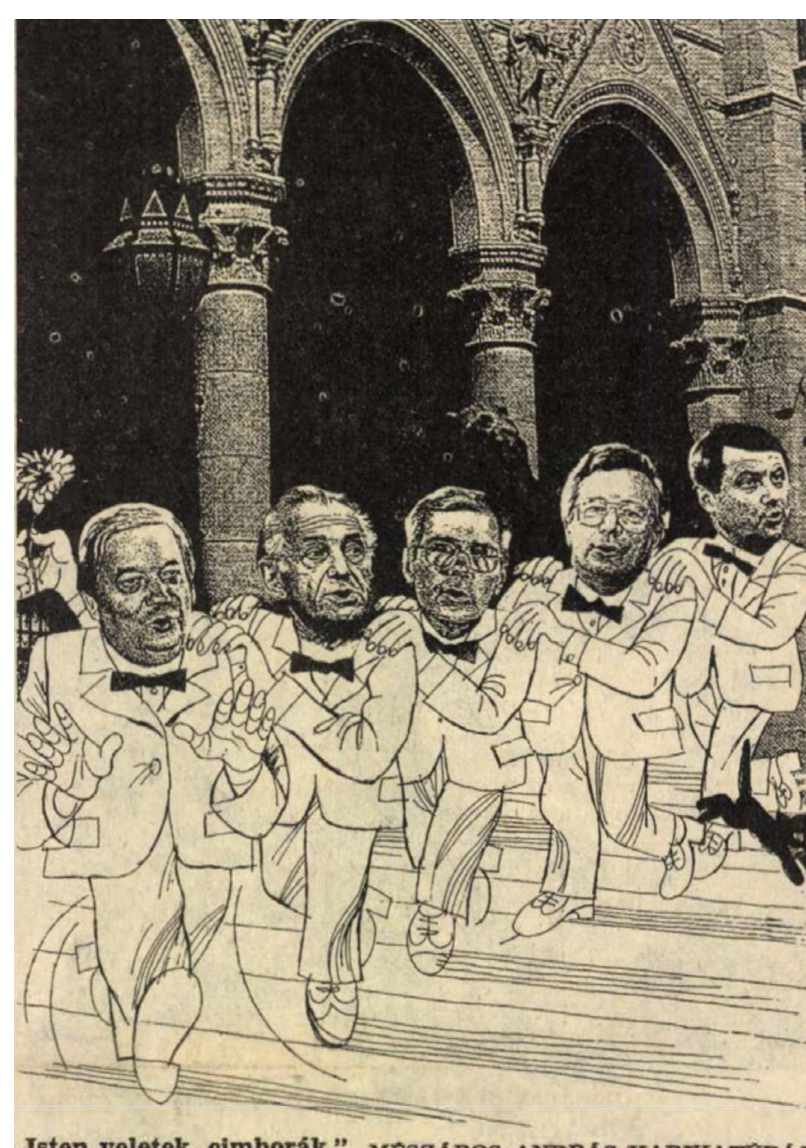


Fig. 1 Népszabadság, 1990

Verbal text: "God with you, pals." (detail of a school song)  
Message: MSZMP politicians (from the Hungarian Socialist Workers' Party) are leaving the Parliament, one-party governance ends.

#### SYSTEM CHANGE (TD)

MSZMP politicians  
Parliament  
Leaving the Parliament  
One party

#### GRADUATION (SD)

Graduated students  
School  
Finishing the school  
Class

#### Metonymies:

Touching each other's shoulders for togetherness  
Song stands for leave-taking

### SPORT (sportsmen, venue, types of sports such as American football, or fencing, style, rules)

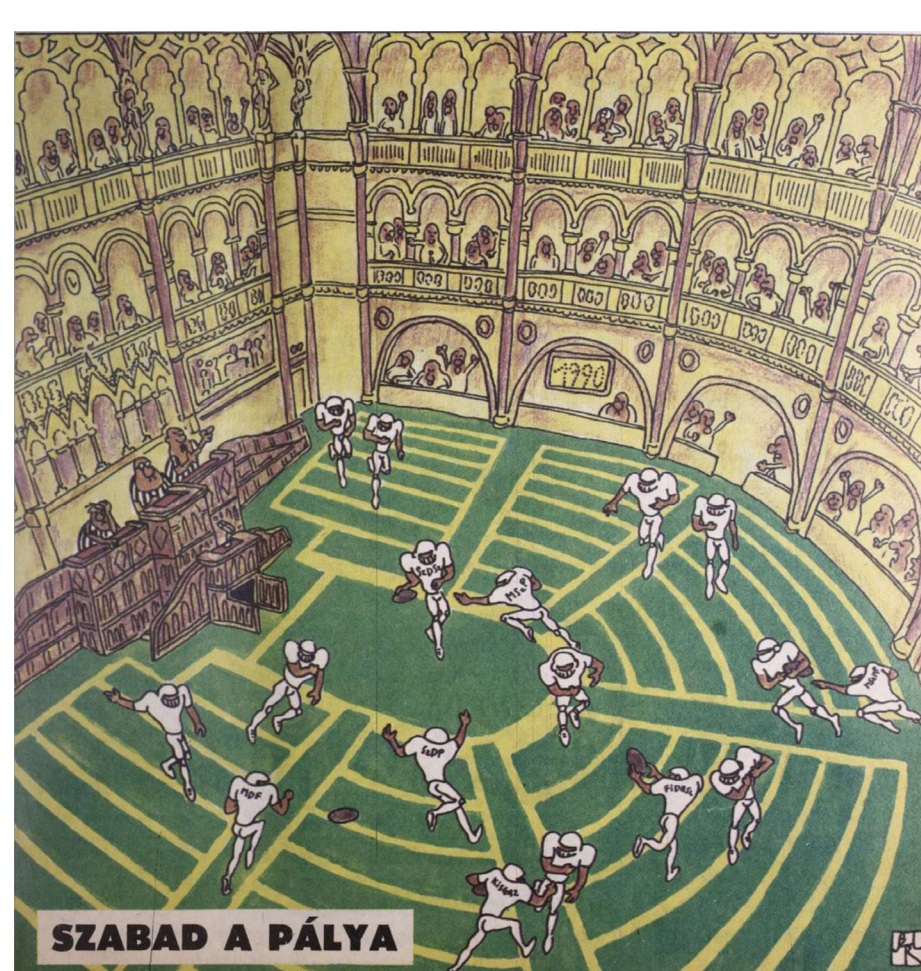


Fig. 2 Ludas Matyi, 1990

Verbal title: "Free court" (meaning: you can do it)  
Message: It is not possible to know which parties are in coalition, and all the parties think that they have advantages.

#### CREATION OF POLITICAL COALITIONS (TD)

Politicians  
Parliament  
Coalition negotiations  
Being in a good position  
Acquisition of the power

#### PLAYING AMERICAN FOOTBALL (SD)

Football players  
Field  
Playing the game  
Possession of the ball  
Purpose of the game

#### Metonymies:

Labels on T-shirts (MDF, SZDSZ, Fidesz, MSZP) stand for the party  
Uniform clothing for having unrecognizable intentions  
More balls on the field for the feeling of having advantage  
Offensive style of the game for the style of the political communication

### THEATRE (actors, play such as a drama, or an operetta, audience)

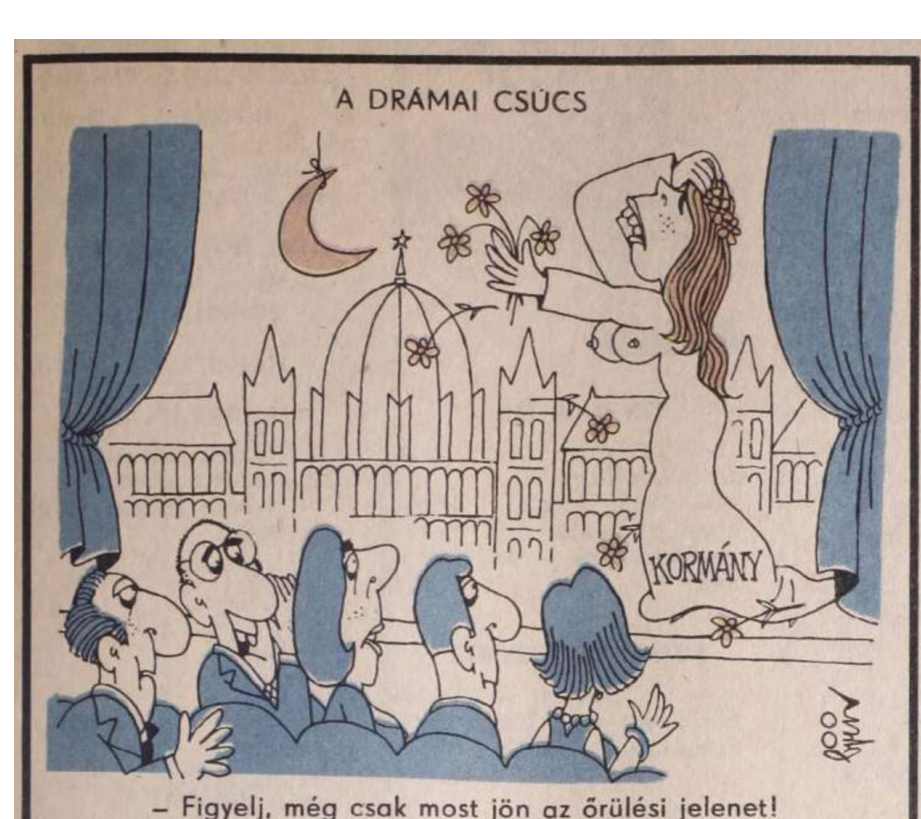


Fig. 3 Ludas Matyi, 1990

Verbal title: "The Dramatic Peak", verbal text: "Listen, the scene of madness is coming just now", Label: "Government"  
Message: "The government seems to be in serious trouble."

#### GOVERNMENT POLICY (TD)

Politicians  
Citizens  
Government  
Parliament  
Political failure

#### MACBETH IN THE THEATRE (SD)

Actors (in a drama)  
Excited audience  
Female protagonist, Lady Macbeth  
Place for madness, or the theatre itself  
Drama with negative outcome

#### Metonymies:

Drama as a genre stands for negative outcome  
The scene of madness stands for the drama Macbeth  
Gestures (touching the head, looking up with closed eyes, and the dropped bunch of flowers) stand for having serious problems  
Half nudity of the woman stands for the visibility of the political problems

## Methodology

Modified protocol of the multimodal analysis (Pérez-Sobrino, 2017):

- 1) Identify the overall message of the political cartoon. And the occurring moral frame.
- 2) Specify the metaphoric scenario by identifying target and source domains. Elaborate the conceptual metaphor through mappings between the two domains.
- 3) Specify the metonymic processes, especially those that are related to the Parliament.
- 4) Extend the investigation to the relationship of the figurative processes within a political cartoon.
- 5) Reveal the communicative purpose of the cartoon regarding the morality (Ahmed-Raheem, 2019).

## Results

- 1) Metaphoric scenario as a cognitive tool was more preferred in the period of transition and occurred within the cognitive model in which the POLITICS IS A HORIZONTAL DISCOURSE.
- 2) Ironic, humorous political scenes were often used as cognitive tools in the 2000s and those appeared with the cognitive model in which the POLITICS IS A VERTICAL DISCOURSE.

	POLITICS IS A HORIZONTAL DISCOURSE	POLITICS IS A VERTICAL DISCOURSE
Investigated material	Political cartoons from <i>Ludas Matyi</i> and from <i>Népszabadság</i>	Political cartoons from <i>Népszabadság</i>
Time period	1989 - 1991	2006, 2010, 2012, 2014
Dominant figurative tools	Ironic metaphoric scenarios (based on metonymies); SCHOOL, SPORT, THEATRE, TALE, CHRISTIAN SCENE	Sarcastic, ironic cinematographic scenes (based on image schemas, hyperboles, ironies) Metaphoric scenario: HIDDEN CAMERA RECORDING
Power relations	Horizontal	Vertical
Power relations among... between...	Political parties Politicians and citizens	Political parties Politicians and citizens
Communication	Possible	Impossible
Perspective	Nurturant-parent model, NMP	Nurturant-parent model, NMP
Focus	Showing the characteristic features of the NPM from ironic point of view "empathy", "social responsibility", "fairness", "fulfillment of life", "an ethic of care", "cooperation for the common good", "building of community", "trust", "commitment", "mutual respect" (Abdel-Raheem, 2019)	Showing the characteristic features of the strict-father model, SFM from ironic point of view (lack of the features of NMP) "moral authority everywhere", "moral strength", "pursuing self-interests", "individual responsibility", "direct causation", "free market", "elimination of social programs" (Abdel-Raheem, 2019)

## Main Figurative Operations in Political Cartoons from the 2000s

### HIDDEN CAMERA RECORDING (figurants, cheated person)



Fig. 4 Marabu, Népszabadság, October 2006

Message: Political activities are organized by political parties, so these never can be real for real purposes (based on conspiracy theory), or it cannot be known surely who lies.

#### POLITICAL ACTIVITY (TD)

Politicians  
Citizens

#### HIDDEN CAMERA RECORDING (SD)

Figurants  
Cheated people

#### Metonymies:

Gyurcsány's profile (great nose) stands for liar, ex-PM of Hu (Pinocchio-effect)  
Parliament stands for false policy and lie  
Media and banner of protest stand for "Orbán's claim"  
Red-white flag stands for extreme right worldview  
Tricolor flag stands for national feelings

### ABUSE OF POWER (exclusion as racism, sexism; frivolous legislation; rewriting the past)



Fig. 5 Marabu, Népszabadság, May 2012

Verbal text: "Honorable Opposition Fellow, your two minutes that you got for high treason is over."  
Message: Government party is always right. Opposition party is always evil (traitor).

**Metaphor:** POLITICAL INTERPELLATION OF THE OPPOSITION PARTY (TD) IS HIGH TREASON (SD), independently from the content

#### Metonymies:

Closed eyes stand for non listening  
Size of the throne stands for the size of the power.

**Used image schemas:** UP – DOWN (POWER IS UP), BIG - SMALL



Fig. 6 Marabu, Népszabadság, May 2014

#### Metaphor:

POLITICAL SOLUTION IS PUTTING THE PROBLEM ASIDE  
POVERTY (TD) IS AN INCOMPATIBLE BEHAVIOR (SD)  
VISIBLE POVERTY (TD) IS AN UGLY THING (SD)  
BIG (here nationalism) IS IMPORTANT  
NATIONALISM IS SERVING THE COUNTRY, independently from the person's conditions  
SMALL (here poverty) IS UNIMPORTANT

#### Metonymies:

Indirect communication stands for the power  
Tricolor flag stands for the national feelings  
Poor looking for homeless for all social needy  
Politician for the governing party

**Used image schemas:** UP – DOWN (POWER IS UP, POVERTY IS DOWN), BIG - SMALL

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