

The “Belgian Tetris”:

Assessing the political impact of metaphors on citizens' perception of Belgian federalism

Julien Perrez & Min Reuchamps

University of Liege (ULg)

University of Louvain (UCLouvain)

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Introduction

- Interdisciplinary project
 - Linguistics & political science
 - Metaphors in political discourse
 - Context: Belgian federalism
 - Use of metaphors
 - Citizen data
 - Impact of metaphors?

The political impact of metaphors?

- Key question to our understanding of political interactions
- But the political impact of metaphors is often a no-question:
 - Linguists assume a political impact of metaphors
 - Conceptual Metaphor Theory
 - Fundamental role of metaphors in our perception and comprehension of the world
 - Models explaining how metaphors can frame political issues and shape the perception and comprehension of these issues by the public opinion (strict father >< nurturant parent).
 - Critical discourse analysis
 - Metaphors = important rhetorical tools
 - » Especially in political discourse

« In political contexts metaphor can be, and often is, used for ideological purposes because it activates unconscious emotional associations and thereby contributes to myth creation: politicians use metaphors to tell the right story»

(...)

« Rhetorically, metaphors contribute to mental representations of political issues, making alternative ways of understanding these issues more difficult and in so doing 'occupy' the mind »

(Chatreriis-Black, 2011 : 28)

The political impact of metaphors?

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The political impact of metaphors?

- Key question
- But the political impact of metaphors is often a no-question:
 - Linguists assume a political impact of metaphors
 - Political scientists do not really look at metaphors
- Why do we use metaphors in political discourse?
- What effect(s) do they have?
 - Cf. Thibodeau & Boroditsky (2011), Steen et al (2014)

Belgian federalism?

Du. “Normale partijen die een staatshervorming willen enzovoort die willen eigenlijk hetzelfde als we zo zeggen een ernstige *LAT relatie* in dit land.” (PBN, M5, 3130-3131)’

c’est comme dans un *ménage*, on ne règle jamais les solutions une fois pour toutes. On se *marie, ou en vit ensemble*, peut importe, à 20 ans, puis on a des enfants, puis les enfants deviennent grands, puis le bonhomme fait sa crise de la quarantaine, puis on se dit que tout compte fait, on se dit que c’était quand même pas si mal et puis rien, et puis entre, temps, madame est ménopausée et puis... (...) puis..... Puis elle a perdu son job, puis les enfants se sont mariés, voilà que la maison est trop grande... les situations évoluent et je ne pense pas qu’on va rêver d’avoir une situation immuable. (PBF, B8, 1968-1977).



L2: “het is vergelijken met dat *huwelijk* he. De Belgische staat is een *gearrangeerd en geforceerd huwelijk* geweest.” (2263-2266) (...)

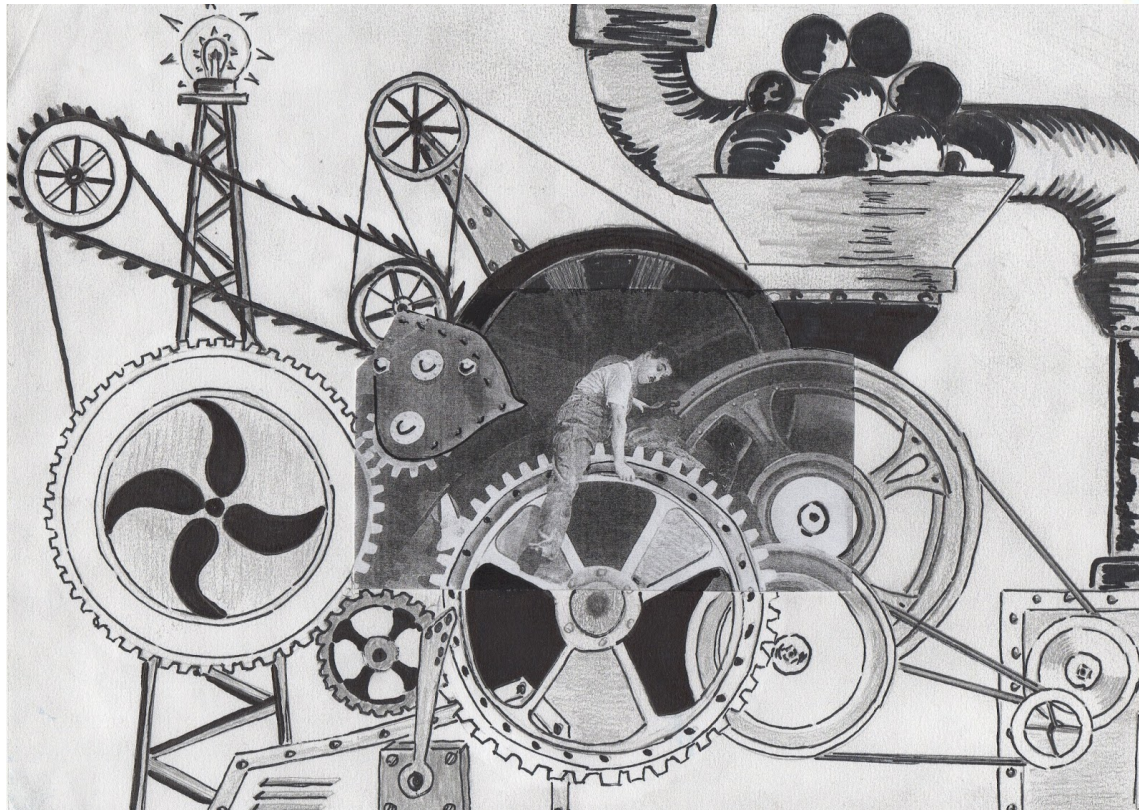
L6: “het is inderdaad een *gearrangeerd huwelijk* en het is *gearrangeerd* door de internationale gemeenschap” (2268-2269) (...)

L6 : “een *gearrangeerd huwelijk* kan ook ontbonden worden, zo moeilijk is dat allemaal niet. Het moet gewoon erkend worden door de internationale gemeenschap.” (2279-2280)

L2 : “ja maar dat *is getrouwd voor goede en kwade dagen* en wij zijn nu in *kwade dagen*.” (2281-2282)

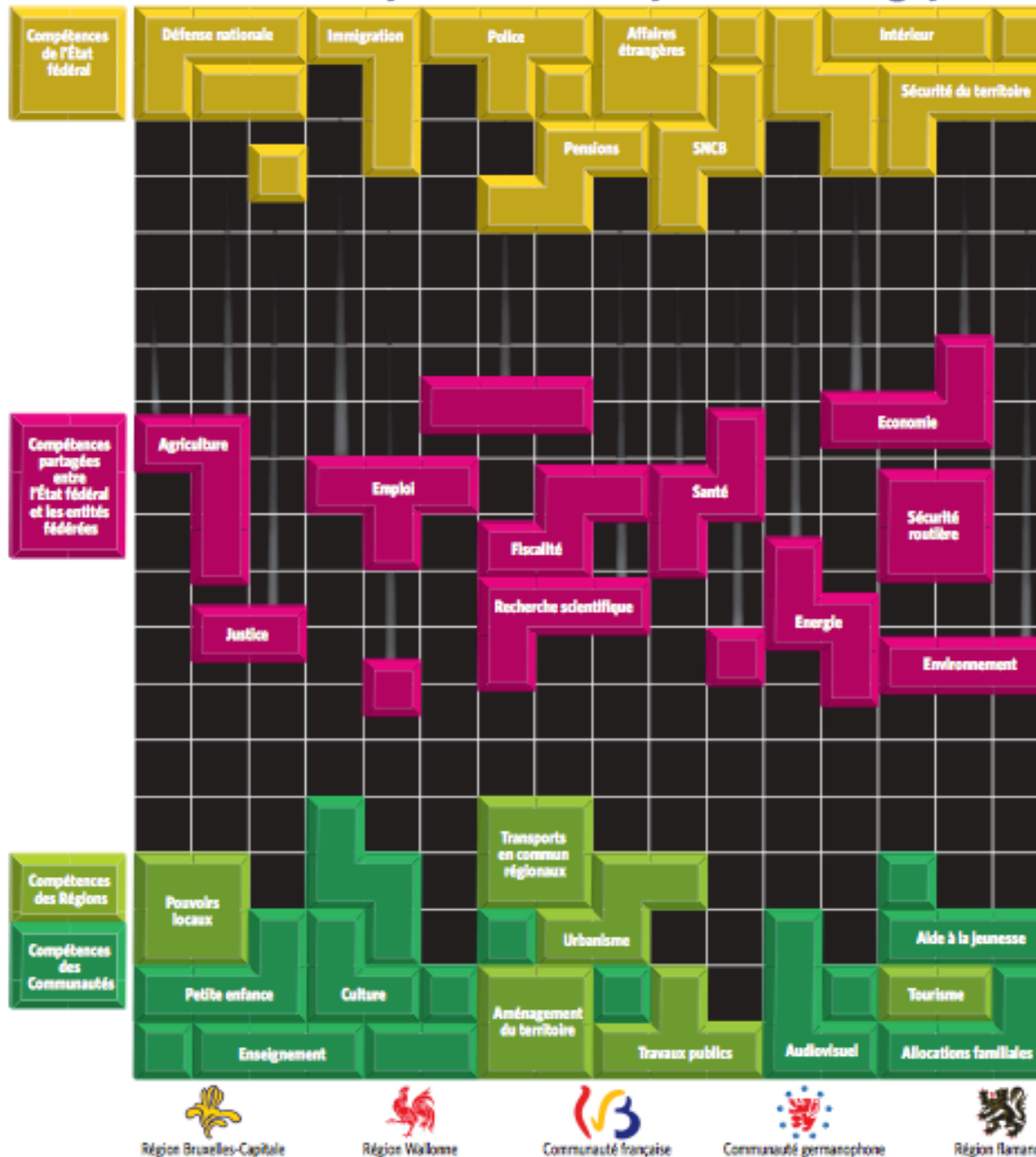
L6 : “maar bij een *gearrangeerd huwelijk* is het niet *in goede en kwade dagen* vrijwillig, maar is het verplicht in *kwade dagen*. (...) ik hoop toch dat we zover zijn *dat huwelijken niet meer verplicht* zijn ofwel?” (2283-2287)

Fr. *On a coupé le citoyen du fonctionnement d'une espèce de mécanisme, de machine folle lancée sur elle-même.* (PBF, B8, 839-840)



Du. “Maar ik denk dat je kunt concluderen dat het federalisme zoals het nu is dat het niet *werkt*” (PBN, N4, 3318-3319)

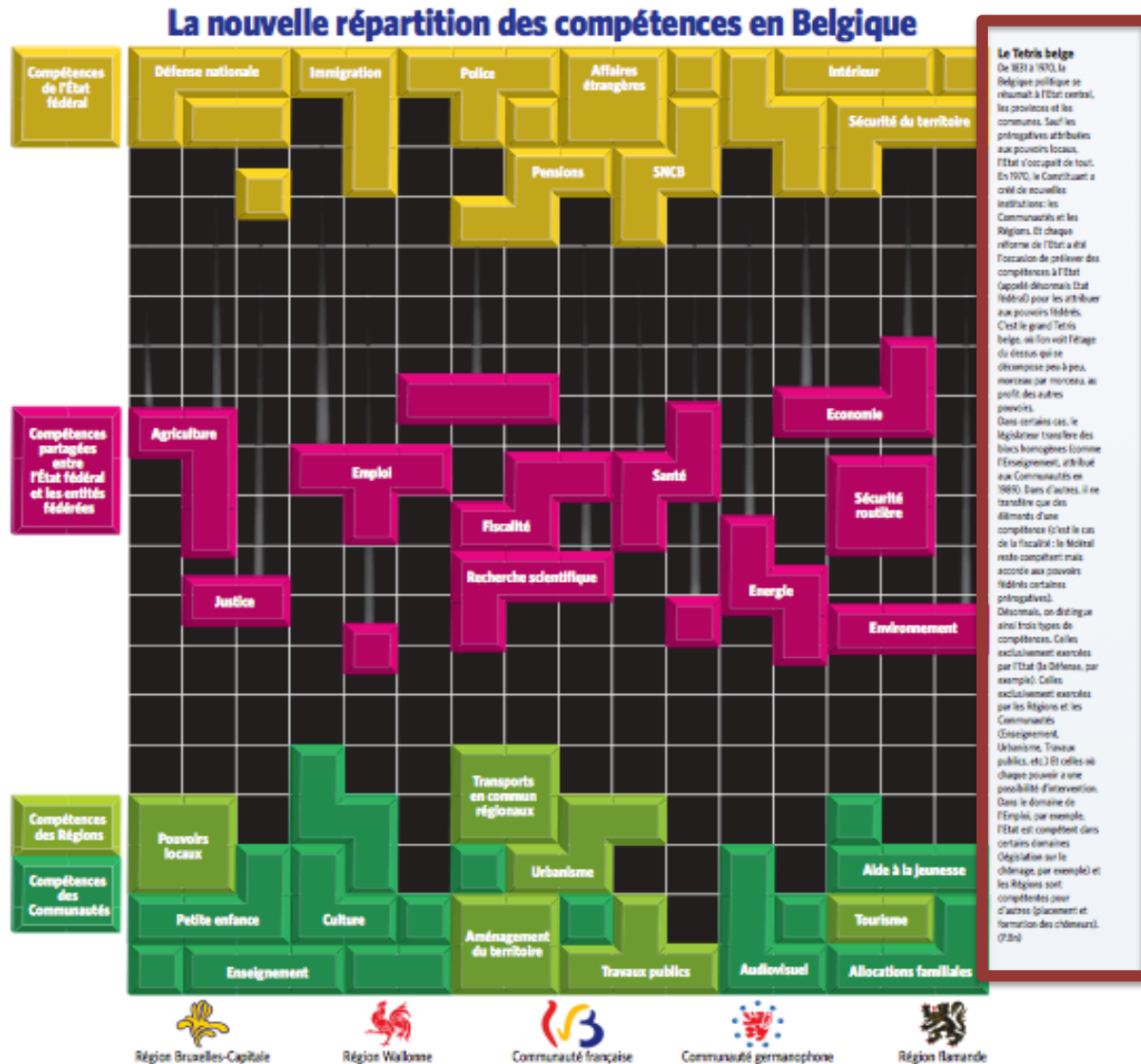
La nouvelle répartition des compétences en Belgique



Le Tétris belge
 De 1831 à 1970, la Belgique politique se résumait à l'Etat central, les provinces et les communes. Sauf les prérogatives attribuées aux pouvoirs locaux, l'Etat s'occupait de tout. En 1970, le Constituant a créé de nouvelles institutions: les Communautés et les Régions. Et chaque réforme de l'Etat a été l'occasion de prélever des compétences à l'Etat (appelé désormais Etat fédéral) pour les attribuer aux pouvoirs fédérés. C'est le grand Tétris belge, où l'on voit l'étagage du dessus qui se décompose peu à peu, morceau par morceau, au profit des autres pouvoirs. Dans certains cas, le législateur transfère des blocs homogènes (comme l'Enseignement, attribué aux Communautés en 1989). Dans d'autres, il ne transfère que des éléments d'une compétence (c'est le cas de la fiscalité: le Molin restait compétent mais accorde aux pouvoirs fédérés certaines prérogatives). Désormais, on distingue ainsi trois types de compétences. Celles exclusivement exercées par l'Etat (la Défense, par exemple). Celles exclusivement exercées par les Régions et les Communautés (Enseignement, Urbanisme, Travaux publics, etc.) Et celles où chaque pouvoir a une possibilité d'intervention. Dans le domaine de l'Emploi, par exemple, l'Etat est compétent dans certains domaines (régulation sur le chômage, par exemple) et les Régions sont compétentes pour d'autres (placement et formation des chômeurs). (7.2)



Experimental material - Image



Experimental material - Text

Le Tetris belge

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The Belgian tetris

From 1831 to 1970, Belgium came down to the central state, the provinces and the municipalities. Except for the prerogatives attributed to the local authorities, the State was taking care of everything. In 1970, the constituent power created new institutions: communities and regions. And every state reform has been the occasion to take competences from the state (from there on called the federal state) to attribute them to federal authorities. This is the big Belgian Tetris, where we see the upper floor that is falling apart (decomposing) , block by block, at the benefit of other authorities. In certain cases, the legislator is transferring homogeneous blocks (like education, attributed to the communities in 1989). In other cases, it is only transferring some elements of a competence (it's the case of tax system: the federal state remains competent but assigned certain prerogatives to the federal entities). From now on, we therefore make a distinction between three types of competences. The ones that are exclusively exercised by the federal state (like Defense, for example). The ones that are exclusively exercised by the Regions and Communities (Education, Town planning, Public works, and so on). An the ones for which each power has a possibility of intervention. In the domain of employment, for instance, the (federal) State is competent for certain domains (unemployment legislation, for instance) and the Regions are competent for other ones (training courses of unemployed people).

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XP design

- Central questions
 - Does the Tetris metaphor have an impact on the representations of Belgian federalism by the citizens?
 - If it does, what type of impact?

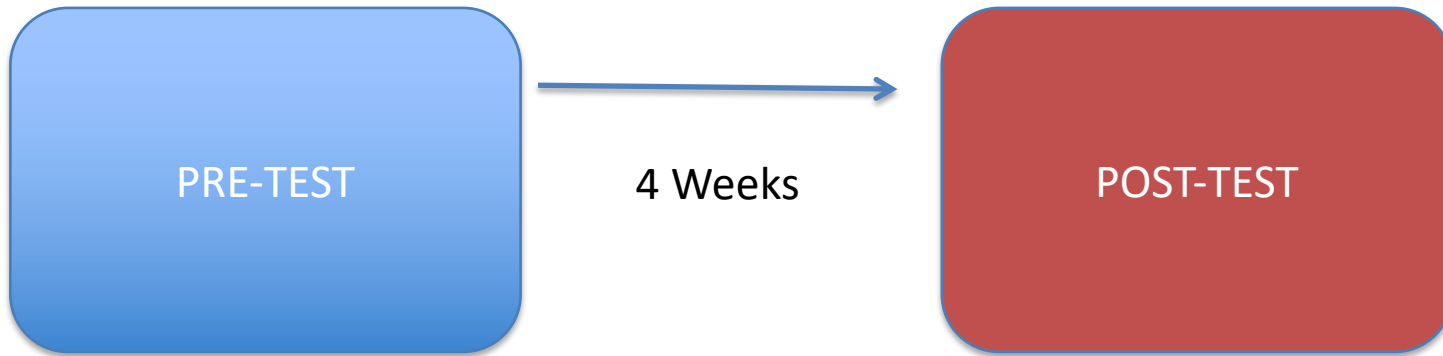


4 Weeks



4 XP Conditions





FREE DESCRIPTION TASK

Describe Belgian federalism in your own terms

IMAGE ASSOCIATION TASK

POLITICAL KNOWLEDGE QUESTIONS

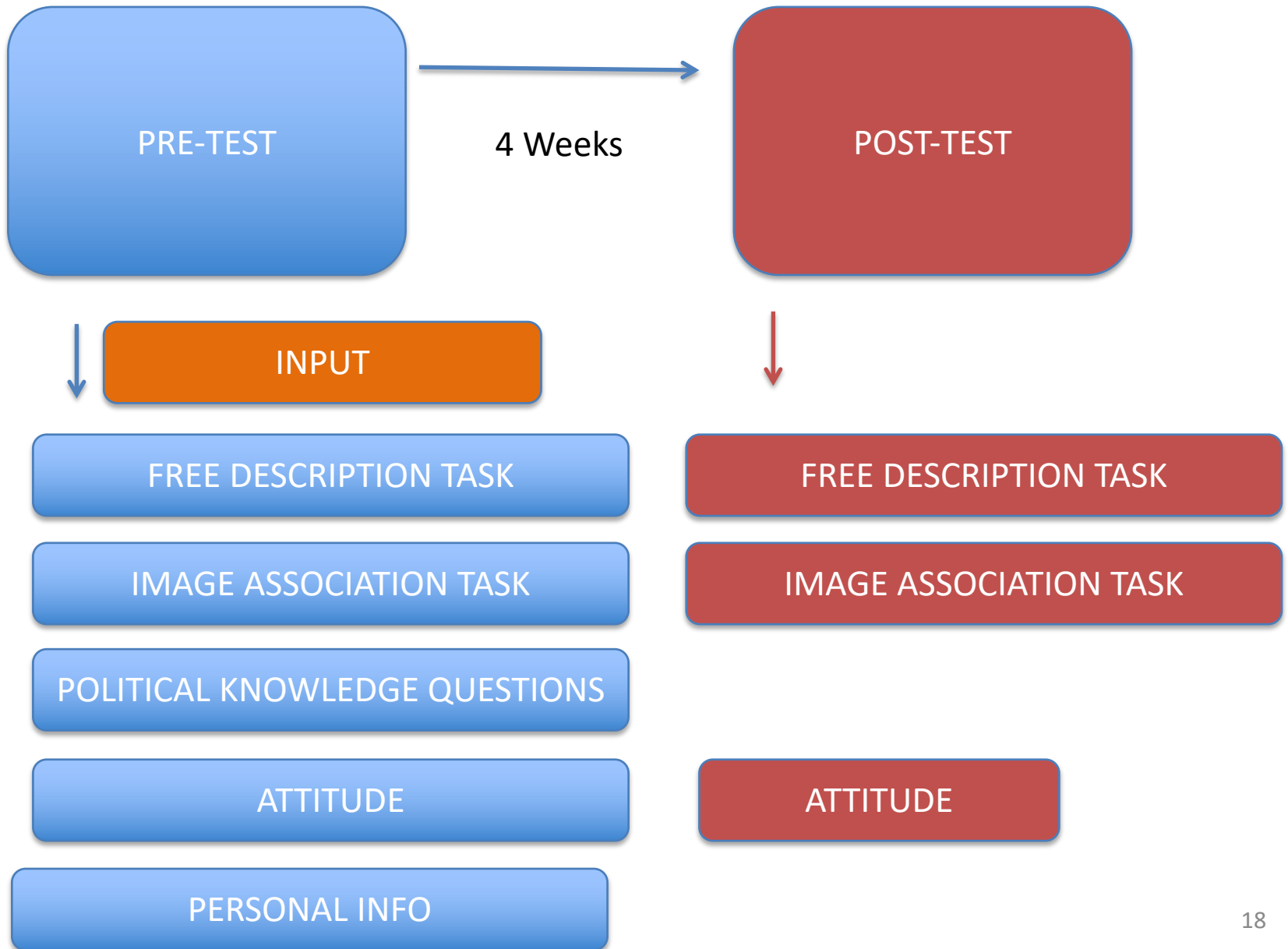
Which political function can you fulfill without being directly elected?

ATTITUDE

“To what extent should Flemish people and Walloon people live together in the same country?”

PERSONAL INFO

“Belgium is like a couple, a better communication will pacify the relations between Flemish and Walloon people”



XP design

- Central questions
 - Does the Tetris metaphor have an impact on the representations of Belgian federalism by the citizens?
 - If it does, what type of impact?
- Independent variables
 - 4 xp conditions (various degrees of exposure to input material)
 - Pre-test – post-test
- Dependent variables
 - Representation of Belgian federalism
 - Description task
 - Image association
 - Attitude towards Belgian federalism
 - Statements on a Likert-scale

Participants

- 1st y. French-speaking bachelor students
- Modern Languages + social and political sciences
- Pre-test: N = 493
- Post-test: N = 300

	Pre-test		Post-test	
	N	%	N	%
Control condition	126	25.6	82	27.4
Full condition	125	25.4	79	26.4
Image condition	114	23.1	65	21.7
Text condition	128	26.0	73	24.4
Total	493	100.0	300	100.0

Results

- Free description task
 - Linguistic analysis
 - Political science analysis

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Linguistic analysis

- Linguistic analysis of the description task
 - *To what extent do the participants talk differently about Belgian federalism when having been exposed to the input material?*
 - 1) Length of the productions
 - 2) Lexical influence of the experimental text
 - 3) Keyword analysis
 - 4) Corpus-based content analysis

Linguistic analysis

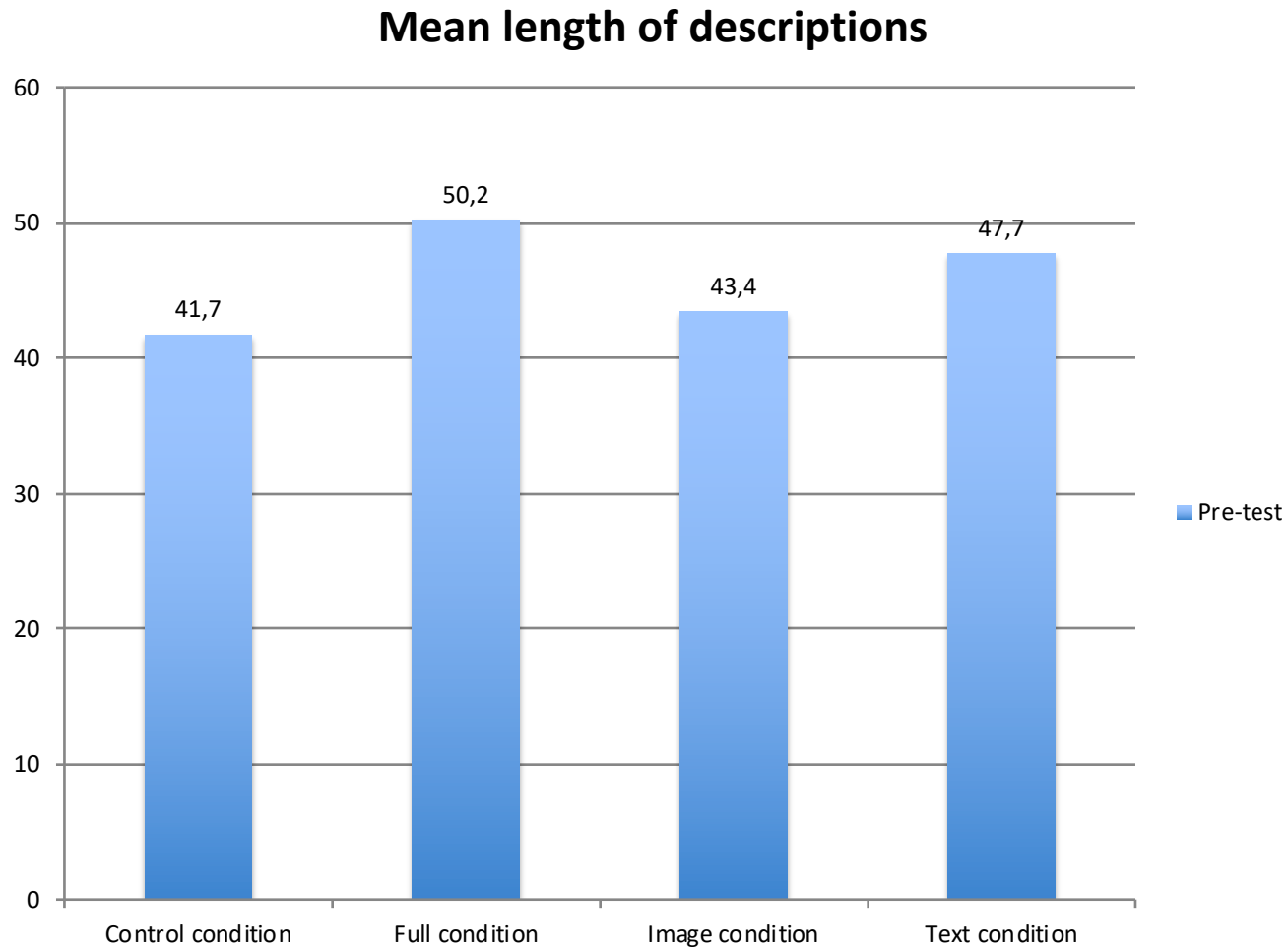
- Free description task
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General harvest – Free description task (pre-test)

- Mean length (in terms of number of words)
Linear trend: no input < visual input < textual input < visual and textual input
- One-way ANOVA:
 - Statistically significant differences between the groups: ($F_{(3,489)}=3.652$. $p < .05$)

	Mean length of the descriptions (N words) Pre-test			
	Mean score	SD	Min	Max
Control condition	41.7	22.9	3	120
Full condition	50.2	21.3	3	128
Image condition	43.4	23.6	5	126
Text condition	47.7	23.9	3	127
Total	45.8	23.1	3	128

(2) Length of descriptions (pre-test)

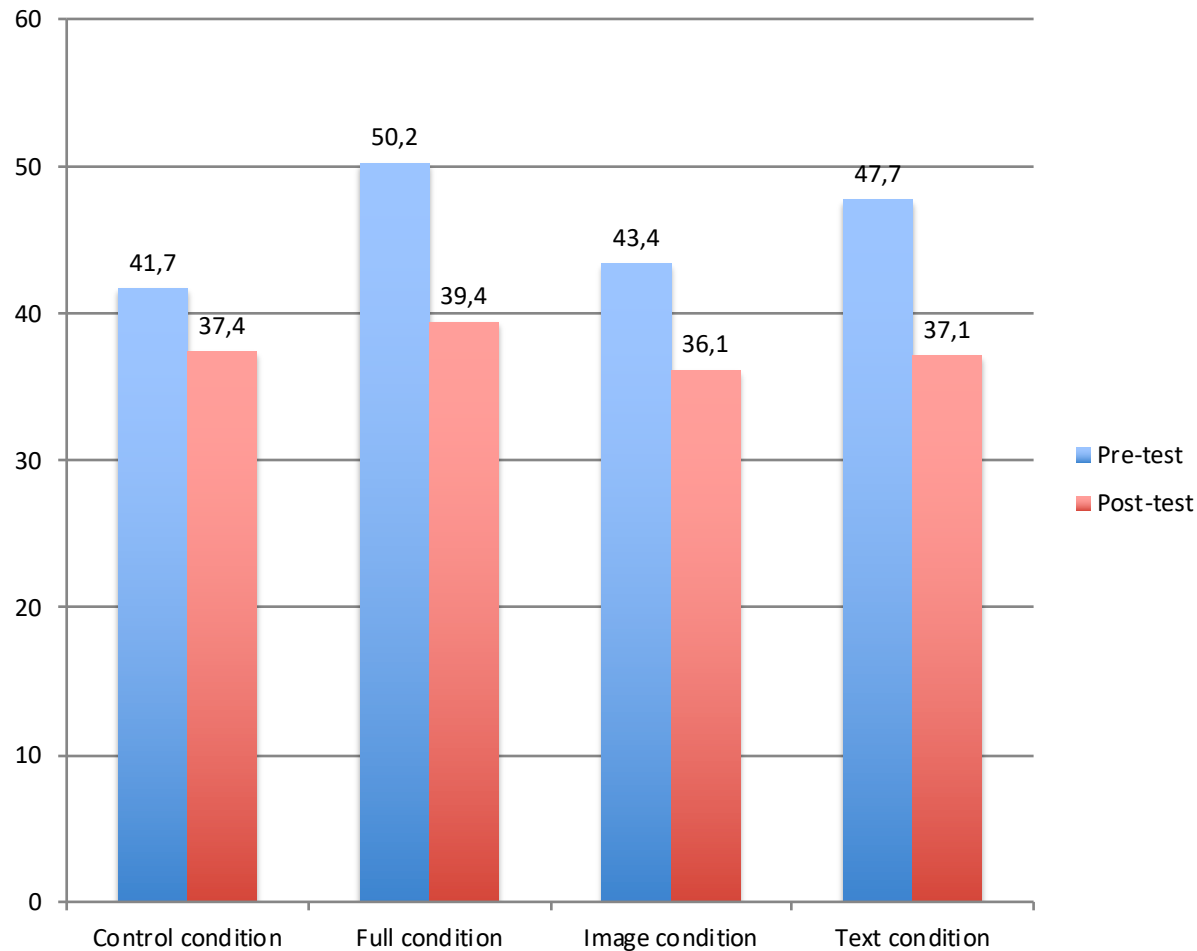


General harvest – Free description task (post-test)

- No effect anymore between groups
 - One-way ANOVA: ($F_{(3,295)}=.346$, $p=.792$)
- Mean length decreases
 - Effect is globally significant: ($t_{(1,299)}=7.833$, $p < .0001$)
 - Paired t-test: indicate this decreasing tendency is significant for all the conditions as well

	Mean length of the descriptions (N words) Post-test			
	Mean score	SD	Min	Max
Control condition	37.4	18.7	3	80
Full condition	39.4	20.0	3	85
Image condition	36.1	20.6	3	98
Text condition	37.1	22.1	3	126
Total	37.6	20.3	3	126

(2) Length of descriptions (pre+post)



Linguistic analysis

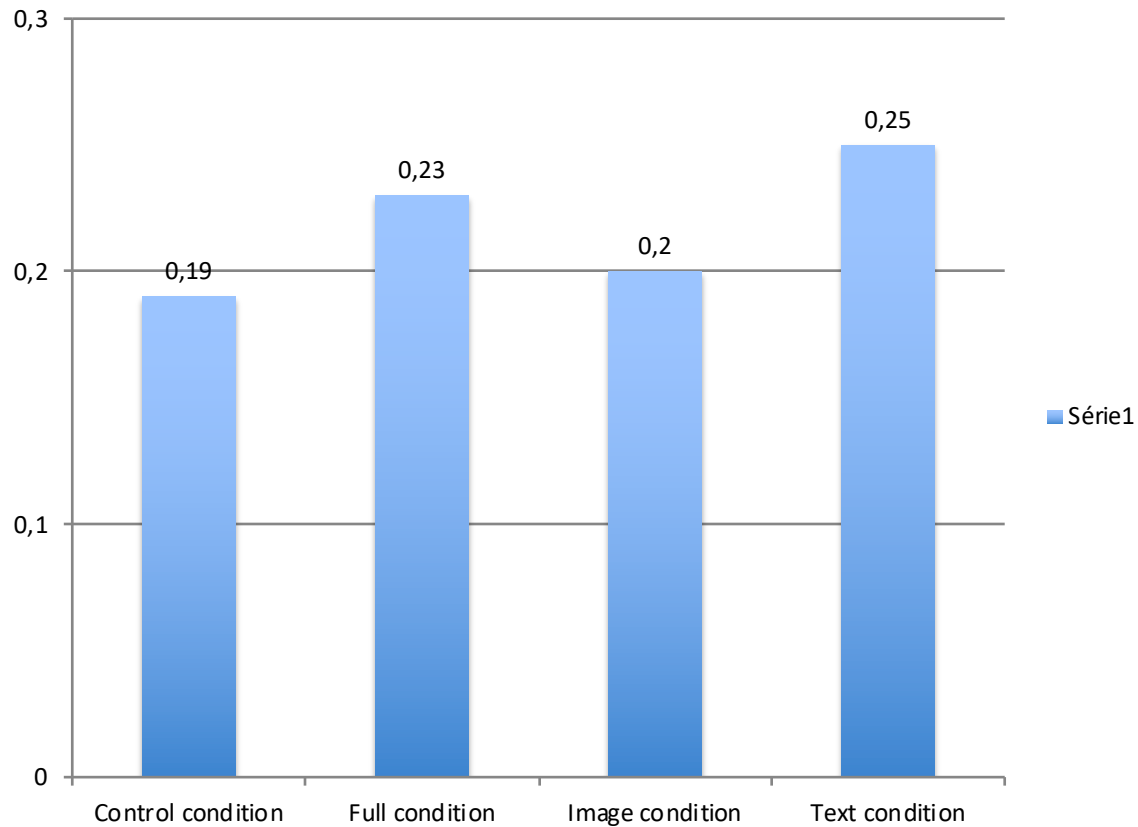
- Free description task
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General harvest – Lexical influence (pre-test)

- Lexical overlap between the experimental text and the free descriptions
 - N. of similar lexical items / Total N. of words
- One-way ANOVA:
 - Statistically significant differences between the groups: ($F_{(3,489)} = 6.502, p < .001$)

	Lexical influence of the input text on the free description task (Pre-test)			
	Mean score	SD	Min	Max
Control condition	.19	.14	.0	.78
Full condition	.23	.12	.3	.67
Image condition	.20	.13	.0	.71
Text condition	.25	.12	.0	.75
Total	.22	.13	.0	.78

(3) Lexical influence of the input (pre)

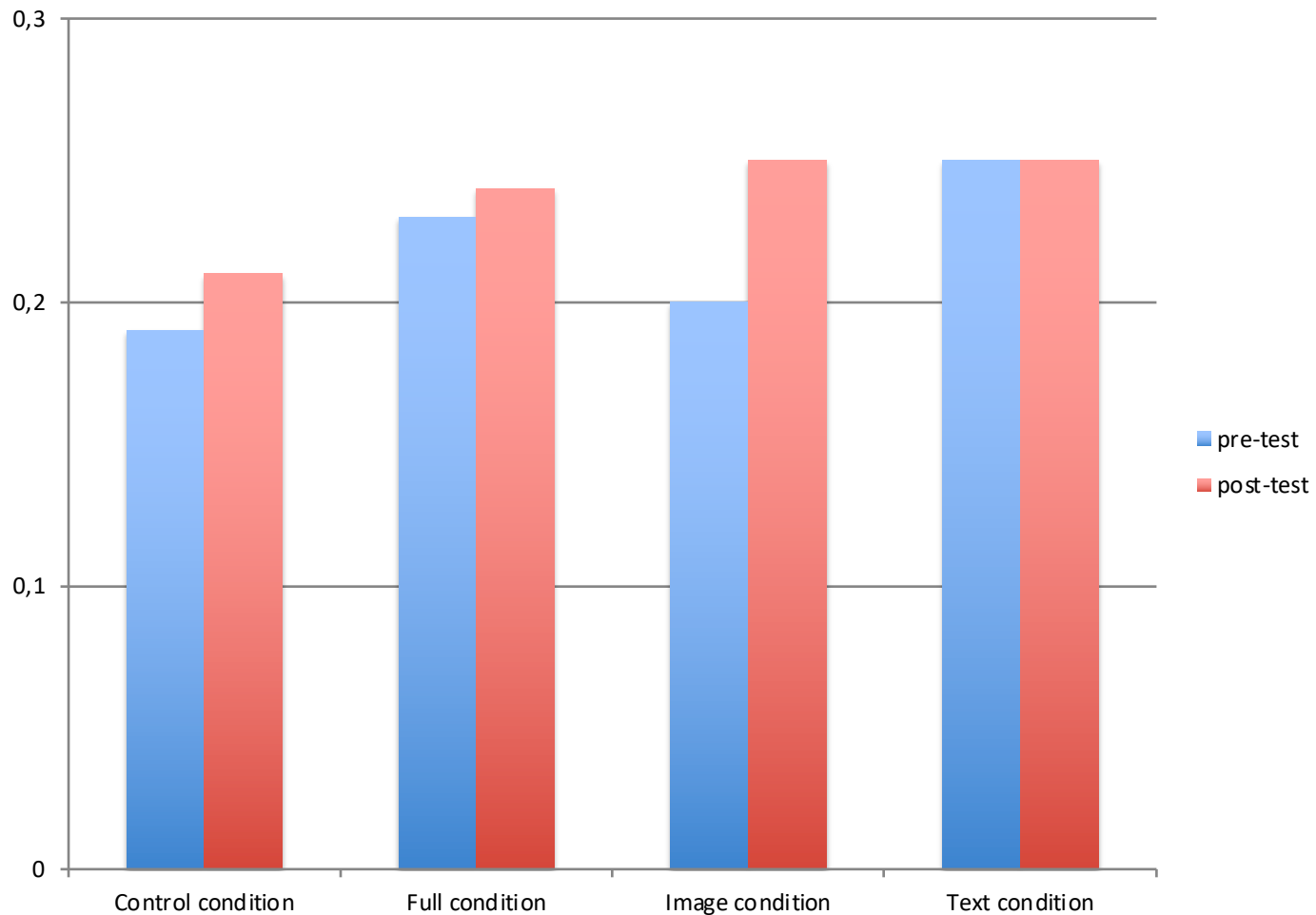


General harvest – Lexical influence (post-test)

- Lexical influence of the text disappears in the post-test
- One-way ANOVA:
 - No statistically significant differences between the group anymore: ($F_{(3,295)} = .922, p = .430.$)

	Lexical influence of the input text on the free description task (Post-test)			
	Mean score	SD	Min	Max
Control condition	.21	.15	.0	.78
Full condition	.24	.14	.0	.86
Image condition	.25	.19	.0	.85
Text condition	.25	.16	.0	.88
Total	.24	.16	.0	.88

(4) Lexical influence of the input (pre+post)



Linguistic analysis

- Free description task
- Linguistic analysis
 - 1) Length of the productions
 - 2) Lexical influence of the experimental text
 - 3) Keyword analysis
 - 4) Corpus-based content analysis

Linguistic analysis

- Keyword and domain analysis
 - 8 sub-corpora

	Pre-test	Post-test
Control condition	5.406 words	3.247 words
Full condition	6.469 words	3.282 words
Image condition	4.972 words	2.678 words
Text condition	6.199 words	2.919 words

Keyword analysis (pre-test)

Table 10 - Comparison of the full condition corpus to the control condition corpus (PRE-TEST)

Key word	Freq. PRQ2	% PRQ2	Freq. PRQ1	% PRQ1	Keyness	P
ETAT	116	1.68	39	0.68	27.30	***
DOMAINES	12	0.17	0	0.00	14.51	***
COMPÉTENCES	117	1.70	53	0.93	14.42	***
POUVOIRS	65	0.94	25	0.44	11.81	***
FÉDÉRÉS	14	0.20	1	0.02	11.16	***
NOUVELLES	9	0.13	0	0.00	10.88	***
FONCTIONS	9	0.13	0	0.00	10.88	***
EXERCÉES	7	0.10	0	0.00	8.46	**
ÉTAT	71	1.03	34	0.59	7.39	**
EMPLOI	6	0.09	0	0.00	7.25	**
SNCB	6	0.09	0	0.00	7.25	**
CERTAINS	18	0.26	4	0.07	7.23	**
EXEMPLE	13	0.19	2	0.03	7.10	**
AUTRES	22	0.32	6	0.10	6.99	**
OCCUPE	10	0.15	1	0.02	6.97	**
PARTAGÉES	10	0.15	1	0.02	6.97	**
FLAMANDE	4	0.06	13	0.23	-6.85	**
PAYS	31	0.45	47	0.82	-7.01	**
BELGIQUE	42	0.61	61	1.07	-8.03	**
SYSTÈME	26	0.38	43	0.75	-8.05	**
NOUS	3	0.04	13	0.23	-8.75	**
EST	147	2.13	180	3.15	-12.67	***

* p<0.05; ** p<0.01; *** p<0.001

Table 11 - Comparison of the image condition corpus to the control condition corpus (PRE-TEST)

Key word	Freq. PRQ3	% PRQ3	Freq. PRQ1	% PRQ1	Keyness	P
DOMAINES	14	0.27	0	0.00	20.67	***
OCCUPE	12	0.23	1	0.02	11.96	***
IMMIGRATION	7	0.13	0	0.00	10.33	**
FÉDÉRÉ	6	0.11	0	0.00	8.85	**
SÉCURITÉ	6	0.11	0	0.00	8.85	**
CHARGE	6	0.11	0	0.00	8.85	**
FÉDÉRAL	74	1.41	49	0.86	7.61	**
POLICE	5	0.10	0	0.00	7.38	**
IMPORTANCE	5	0.10	0	0.00	7.38	**
COMPÉTENCE	8	0.15	1	0.02	6.83	**
EN	72	1.37	121	2.12	-8.83	**
BELGIQUE	29	0.55	61	1.07	-9.09	**
POUVOIR	22	0.42	53	0.93	-10.72	**

* p<0.05; ** p<0.01; *** p<0.001

* p < .05, ** p < .01; *** p < .001

Keyword analysis (pre-test)

Table 12 - Comparison of the text condition corpus to the control condition corpus (PRE-TEST)

Key word	Freq. PRQ4	% PRQ4	Freq. PRQ1	% PRQ1	Keyness	P
ETAT	106	1.62	39	0.68	23.97	***
DOMAINES	13	0.20	0	0.00	16.32	***
RÉGIONS	133	2.03	68	1.19	13.69	***
COMMUNAUTÉS	122	1.86	64	1.12	11.52	***
ENSEIGNEMENT	19	0.29	3	0.05	10.91	***
TETRIS	8	0.12	0	0.00	10.04	**
PROFIT	8	0.12	0	0.00	10.04	**
PEU	22	0.34	5	0.09	9.38	**
ÉTAT	72	1.10	34	0.59	9.32	**
ÉTÉ	30	0.46	9	0.16	9.27	**
DÉSORMAIS	7	0.11	0	0.00	8.79	**
CRÉÉ	7	0.11	0	0.00	8.79	**
EXEMPLE	13	0.20	2	0.03	7.59	**
CHÔMAGE	6	0.09	0	0.00	7.53	**
ÉTAIT	10	0.15	1	0.02	7.38	**
PLUS	67	1.02	34	0.59	7.01	**
PARTIE	17	0.26	4	0.07	7.00	**
SYSTÈME	26	0.40	43	0.75	-6.91	**
BELGIQUE	41	0.63	61	1.07	-7.21	**
GOVERNEMENT	4	0.06	14	0.24	-7.34	**
POLITIQUE	9	0.14	25	0.44	-10.20	**
NIVEAU	3	0.05	16	0.28	-11.64	***
PAYS	19	0.29	47	0.82	-16.48	***
EST	121	1.85	180	3.15	-21.62	***

* p<0.05; ** p<0.01; *** p<0.001

* p < .05, ** p < .01; *** p < .001

Keyword analysis

- Control condition
 - *System, Belgium, government, country*
- Experimental conditions
 - *Competences, domains*
 - Text & full conditions
 - *State, region, communities, federal, Tetris*

Keyword analysis (post-test)

Table 13 - Comparison of the full condition corpus to the control condition corpus (POST-TEST)

Key word	Freq. PRQ2	% PRQ2	Freq. PRQ1	% PRQ1	Keyness	P
PROVINCES	11	0.32	0	0.00	15.20	***
DIVISÉ	9	0.26	1	0.03	7.32	**

* < 0.05; ** < 0.01; *** < 0.001

Table 14 - Comparison of the image condition corpus to the control condition corpus (POST-TEST)

Key word	Freq. PRQ3	% PRQ3	Freq. PRQ1	% PRQ1	Keyness	P
OCCUPENT	7	0.25	0	0.00	11.14	***
PROVINCES	5	0.18	0	0.00	7.96	**
RÉSULTAT	5	0.18	0	0.00	7.96	**
PROPRE	8	0.28	1	0.03	7.66	**
PARTAGENT	13	0.46	4	0.12	6.95	**

* < 0.05; ** < 0.01; *** < 0.001

Table 15 - Comparison of the text condition corpus to the control condition corpus (PRE-TEST)

Key word	Freq. PRQ4	% PRQ4	Freq. PRQ1	% PRQ1	Keyness	P
DÉFENSE	5	0.16	0	0.00	7.46	**

* < 0.05; ** < 0.01; *** < 0.001

* < .05, ** < .01; *** < .001

Linguistic analysis

- Free description task
- Linguistic analysis
 - 1) Length of the productions
 - 2) Lexical influence of the experimental text
 - 3) Keyword analysis
 - 4) Corpus-based content analysis

Linguistic analysis

- Domain analysis
 - Different framing of the descriptions?
 - Deconstructing the Tetris
 - Tetris is a **game**
 - Tetris is a **puzzle game** // complexity of the system
 - Tetris includes **levels** (// federal entities) and **blocks** (// competences) moving between the different levels => construction domain
 - Construction of the lower level
 - Deconstruction of the upper level

Linguistic analysis

- Domain analysis
 - Different framing of the descriptions?
 - Defining onomasiological profiles of 5 domains related to the Tetris metaphor (Unitex)
 - Game domain
 - Complexity domain
 - Construction domain
 - Deconstruction domain
 - Transfer domain

Onomasiological profiles

- Game domain
 - *Tetris, puzzle, labyrinth, rule, tactic, match, competition, winner, loser, win, lose, participant, play, game,...*
- Complexity domain
 - *Complex, difficulty, puzzle, brain-teaser, reflection...*
- Construction domain
 - *Building, level, block, foundation, structure,...*
- Deconstruction domain
 - *Deconstruction, destruction, dividing, demolition, cutting-up,...*
- Transfer domain
 - *Passing, transition, repartition, going from ... to ..., ...*

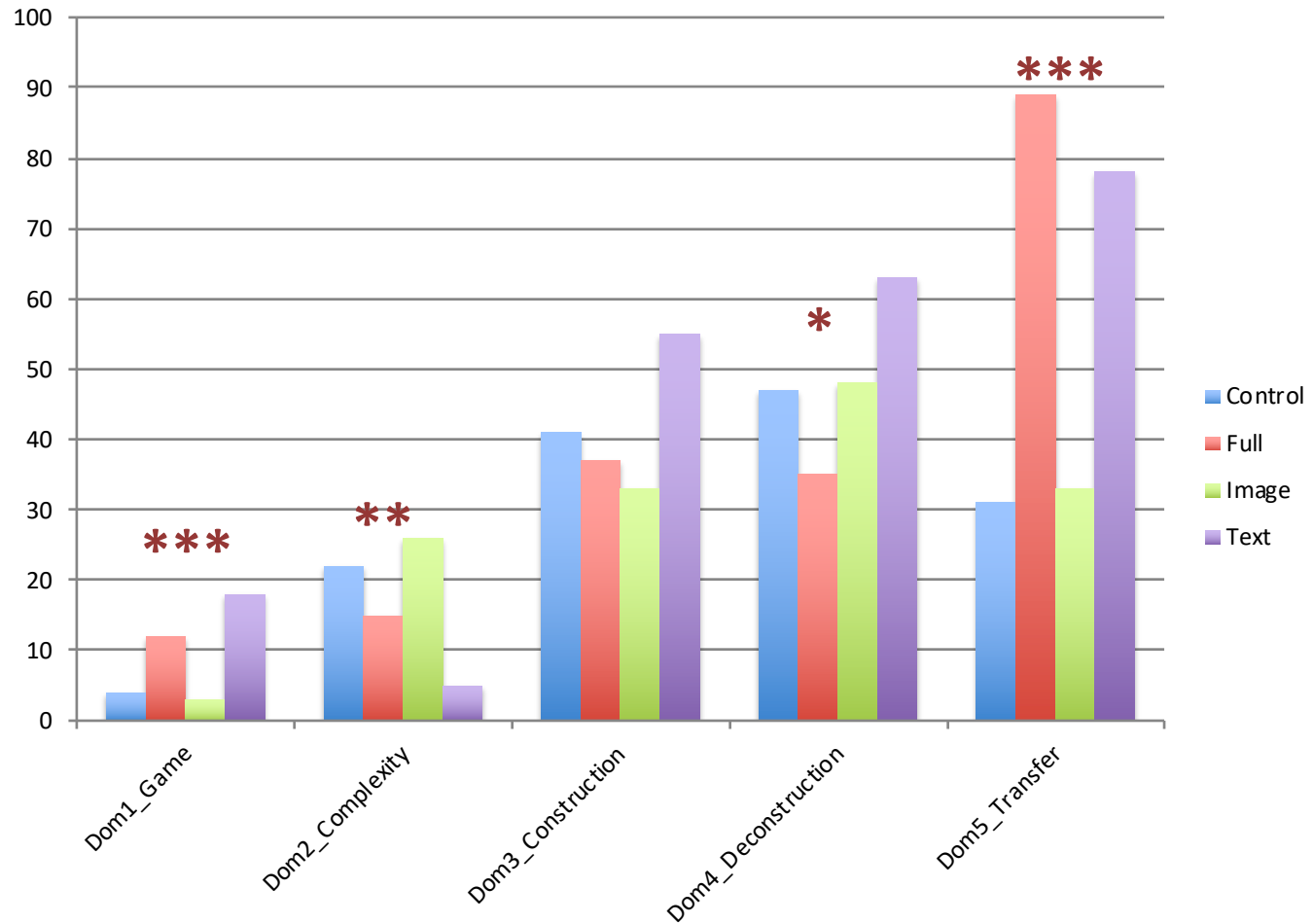
Onomasiological profiles

Fields	Expressions	Examples
Game	<i>case</i> ('square'), <i>compétition</i> ('competition'), <i>défaite</i> ('defeat'), <i>gagner</i> ('win'), <i>jeu</i> ('game'), <i>jouer</i> ('play'), <i>joueur</i> ('player'), <i>match</i> ('match'), <i>participant</i> ('participant'), <i>participer</i> ('participate'), <i>perdant</i> ('loser'), <i>perdre</i> ('lose'), <i>pion</i> ('pawn'), <i>puzzle</i> ('jigsaw'), <i>règle</i> ('rule'), <i>stratégie</i> ('strategy'), <i>tactique</i> ('tactics'), <i>Tetris</i> ('Tetris'), <i>vainqueur</i> ('winner'), <i>victoire</i> ('victory'),...	<i>Tel un <u>jeu de Tétris</u>, de plus en plus de pouvoirs (de différents types) sont légués au "bas de l'échelle"</i> (Pre-test-full condition-071) (Like a <u>Tetris game</u> , more and more powers (of different types) are handed down to the 'bottom of the ladder') <i>Dans le cas de du fédéralisme belge, l'Etat est en train de <u>perdre</u> de plus en plus de compétences.</i> (Post-test-control condition-128) (In the case of the Belgian federalism, the State is <u>losing</u> more and more competences)
Com-plexity	<i>casse-tête</i> ('headache', 'puzzle'), <i>cogitation</i> ('cogitation'), <i>complexe</i> ('complex'), <i>complexifier</i> ('make more complex'), <i>complication</i> ('complication'), <i>complexité</i> ('complexity'), <i>compliqué</i> ('complicated'), <i>difficile</i> ('difficult'), <i>difficulté</i> ('difficulty'), <i>ne pas comprendre</i> ('not understand'), <i>peu/pas compréhensible</i> ('little or not understandable'), <i>problème</i> ('problem'), <i>réflexion</i> ('thinking'),...	<i>le partage des pouvoirs s'avère un peu chaotique et <u>complexe à comprendre</u></i> (Pre-test-image condition-086) (power-sharing turns out to be a bit chaotic and <u>complex to understand</u>) <i>le fédéralisme belge manque parfois de logique et crée des <u>problèmes</u> car il y a 3 langues différentes</i> (Post-test-control condition-070) (Belgian federalism is sometimes lacking logic and creating <u>problems</u> because there are three different languages)
Cons- truction	<i>base</i> ('basis'), <i>bâtiment</i> ('building'), <i>bâtir</i> ('build'), <i>bloc</i> ('block'), <i>brique</i> ('brick'), <i>chantier</i> ('construction site'), <i>ciment</i> ('cement'), <i>construction</i> ('construction'), <i>construire</i> ('build'), <i>créer</i> ('create'), <i>échafaudage</i> ('scaffolding'), <i>édifice</i> ('building'), <i>étage</i> ('floor'), <i>fondations</i> ('foundations'), <i>immeuble</i> ('building'), <i>maison</i> ('house'), <i>niveau</i> ('level'), <i>pilier</i> ('pillar'), <i>stable</i> ('stable'), <i>structure</i> ('structure'),...	<i>Le fédéralisme à la belge est bancal car il <u>repose sur</u> des conflits communautaires</i> (Pre-test-text condition-120) (Belgian federalism is shaky since it is <u>relying</u> on community conflicts) <i>Le fédéralisme en Belgique est particulier. Il s'est <u>construit</u> au fur et à mesure des revendications émises par les deux communautés.</i> (Post-test-control condition-117) Federalism in Belgium is peculiar. It is <u>constructing</u> itself depending on the demands voiced by the two communities)

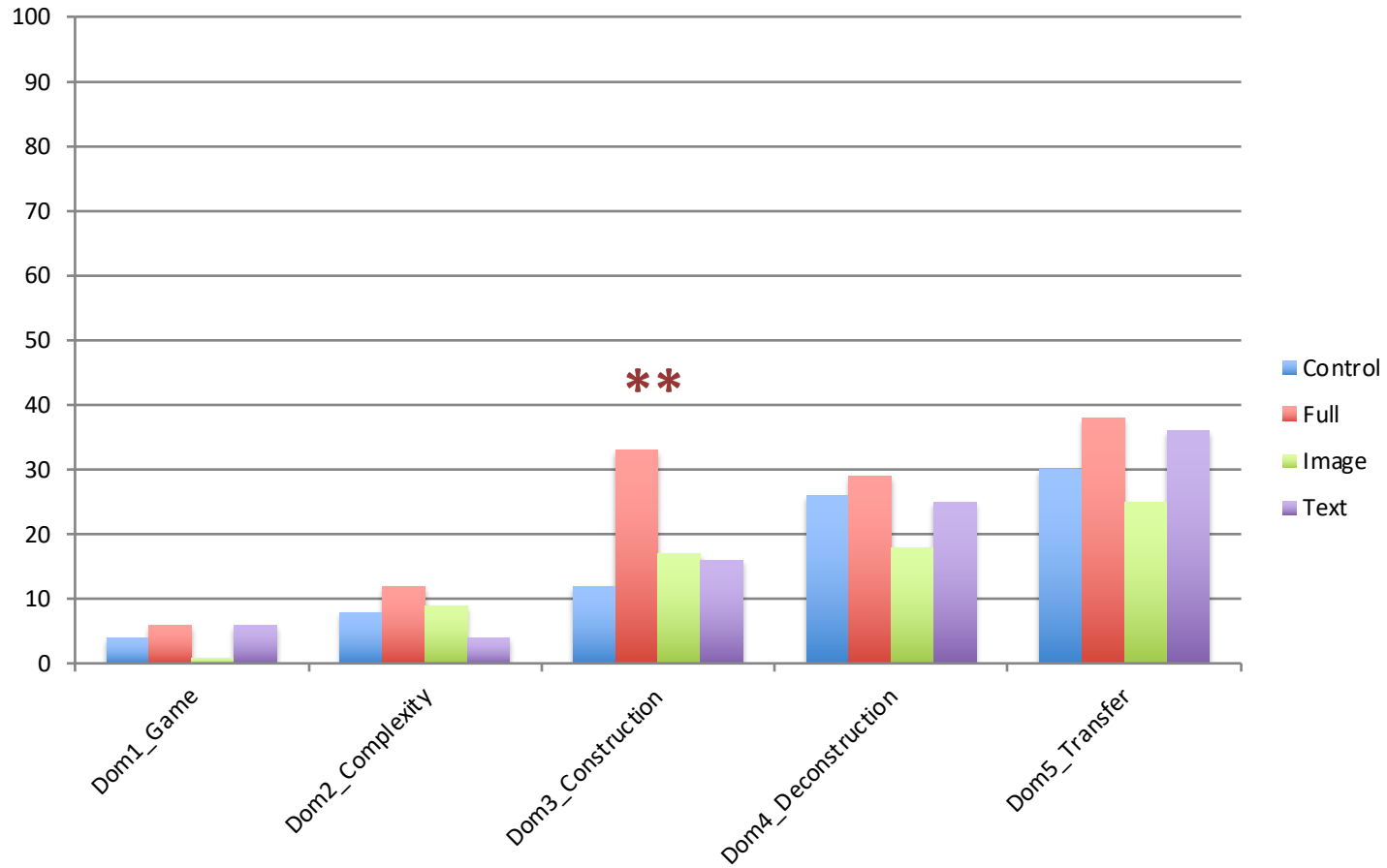
Onomasiological profiles

Fields	Expressions	Examples
De-construction	<p><i>abattre</i> ('pull down', 'destroy'), <i>clivage</i> ('divide'), <i>décomposer</i> ('break down'), <i>décomposition</i> ('decomposition'), <i>déconstruction</i> ('deconstruction'), <i>découper</i> ('divide'), <i>découpage</i> ('division'), <i>démolition</i> ('demolition'), <i>démolir</i> ('demolish'), <i>destruction</i> ('destruction'), <i>détruire</i> ('destroy'), <i>diviser</i> ('divide'), <i>fracture</i> ('fracture'), <i>morceler</i> ('divide ip'), <i>scission</i> ('split'), <i>séparation</i> ('separation'),...</p>	<p><i>On parle en Belgique de fédéralisme de dissociation ou de <u>désagrégation</u>, puisque la tendance est à l'autonomie plutôt qu'à la mise en commun.</i> (Pre-test-image condition-045) (One speaks in Belgium of federalism of dissociation or of <u>disaggregation</u>, since the tendency is for autonomy rather than for common-sharing) <i>Chaque Réforme prélève compétences pour les attribuer au pouvoirs fédérés. Mais tout se <u>décompose</u> peu à peu en profit des autres pouvoirs.</i> (Pre-test-text condition-111) (Each reform takes out competences in order to allocate them to the substate powers. But all <u>is breaking down</u> little by little to the benefit of the other powers)</p>
Tran-sfer	<p><i>attribuer</i> ('allocate'), <i>confier</i> ('entrust'), <i>déléguer</i> ('delegate'), <i>délégation</i> ('delegation'), <i>donner</i> ('give'), <i>distribuer</i> ('allocate'), <i>obtenir</i> ('obtain'), <i>passer de ... à ...</i> ('pass on to'), <i>recevoir</i> ('get'), <i>redistribuer</i> ('reallocate'), <i>répartir</i> ('share out'), <i>répartition</i> ('sharing out'),...</p>	<p><i>Le pouvoir qu'elles reçoivent est pris à l'Etat fédéral pour ainsi le <u>donner</u> aux communautés et regions</i> (Pre-test-full condition-003) (The power they receive is taken from the federal State in order to <u>give</u> it to communities and regions) <i>une forme de fonctionnement d'un Etat où certaines compétences sont gérées par l'ensemble du pays alors que d'autres sont <u>réparties</u> par régions ou communautés</i> (Post-test-text condition-013) (a form of functioning of a State where some competences are dealt with by the country altogether while others are <u>distributed</u> among regions or communities)</p>

Domain analysis (pre)



Domain analysis (post)



Linguistic analysis

- Linguistic analysis of the description task
 - *To what extent do the participants talk differently about Belgian federalism when having been exposed to the input material?*
 - **They do!**
 - In the pre-test condition
 - Full condition & textual condition
 - » Longer **descriptions**
 - » Different **words**
 - » Different **framing domains**
 - No impact of the image condition
 - Not in the post-test condition
 - Except for the construction domain (full condition)

Conclusions

- Subjects who were submitted to the textual stimulus (full and text conditions) tend to behave similarly
 - Description task
 - Picture association task
- Subjects who were submitted to the visual stimulus (image condition) and subjects from the control condition tend to behave similarly
- => **No impact** of the **image**
- => **Impact** of the **text**

Conclusions

- => **No impact** of the **image**
- => **Impact** of the **text**
 - Short-term impact
 - (Except for the construction domain)

Discussion

- Central question

(1) Does the Tetris metaphor have an impact on the representations of Belgian federalism by the citizens?

- Results for the image condition tend to suggest there is no direct impact of the Tetris metaphor on the representations of the participants
- However, **reading the text** appears to have an **impact** on the representations of the participants, which might suggest an indirect impact of the metaphor.
 - *To what extent does the Tetris metaphor contribute to a better integration of the textual information into the participants' mental representation of the text?*

Discussion

- Impact of the Tetris metaphor on the integration of textual information?
 - Tetris metaphor = creative metaphor
 - No conceptual frame available
 - « Encyclopaedic knowledge has to be ‘searched’ for the hearer to construct a relevant meaning » (Zinken 2007)
 - Process of meaning construction might in turn positively influence the construction of the mental representation of the text (at the level of the textbase)
 - Communicative function of metaphor
 - The use of such a metaphor to frame such political issues might help the reader to understand complex political issues in a given communication context, but do not have an impact on the long-term cognitive representation of the target domain

Discussion

- Long-term impact?
 - Interesting increase of the construction domain in the recall of the participants from the full condition (text + image)
 - Selection of the image
 - Onomosiological profile (linguistic analysis)
 - Tetris metaphor might feed the conceptual metaphor
POLITICAL SYSTEMS ARE BUILDINGS



THANK YOU FOR

YOUR

ATTENTION

Julien.Perrez@ulg.ac.be Min.Reuchamps@uclouvain.be



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Julien.Perrez@ulg.ac.be Min.Reuchamps@uclouvain.be