Space Image Schema In Multimodal Representation Of Afghan Migrants Living In Pakistan: A Cognitive Linguistics Approach To Multimodal Discourse Analysis

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Abstract

Most lately, analysis of non-linguistics modes of meaning construction in discourse has gained a lot of interest among the practitioners of Systemic Functional Grammar (Kress and van Leeuwen, 1996; O''Halloran, 1999; RaveUi, 2000; Thibault, 2000). These researchers working in visual images and their "co-articulation of meaning" have widened the scope of meaning-making by co-deployed non-linguistic resources in the meaning-making process (O'Halloran, 2004, p. 38). The facility provided by the SFL theory helped comprehend multimodal texts and paved the way for meaning-making in a digitized visual world. Even though SFG is a natural framework for CDS and semiotics, it is not only the 'grammar', which can be incorporated to expose the internal structure of the discourse. One such model of grammar comes from the domains of Cognitive Linguistics. Some theorists have shown interest in unravelling ideological structures in a given discourse with the help of cognition (O' Halloran, 2003; Chilton, 2005; Hart, 2010). Even though SFG develops 'descriptive' analysis, it nevertheless, lacks interpretation, which is on the other hand provided through cognitive domains (Fairclough, 1995). The interpretation-analysis developed, exposes the effect of ideology transfer, "perspectivised" by the listener/viewer and thus provides psychological grounding for "meaning construction" (Hart, 2014, p.9). The current study while providing a cognitive perspective to the social semiotic model attempts to refine the less clear aspects of SFL's standard account and helps develop a cognitive framework /instrument for both linguistic and non-linguistic image schema analysis and explores the typology SPACE image schemas in the multimodal representation of Afghan migrants.

Keywords: SPACE Image Schema, Cognitive Linguistics, Discourse, Migrants, Afghans

Introduction

Meanings developed in linguistic discourse both contribute to ideology and imagination. Moreover, certain 'grammatical constructions' not only provide meaning in a discourse but also depict certain 'visuospatial properties' that invoke 'conceptualisation' in cognition (Hart, 2014, p.107). In this perspective, Langacker (2002) views the Cognitive Grammar approach to discourse as an 'accurate characterization of the structure and organization of linguistic knowledge as an integral part of human cognition' (p. 102 as cited in Hart, 2014). The grammar of visuals also conveys meaning through non-linguistic experiences such as 'visuospatial' components of discourse. Thus, significance in a discourse can also be developed from the experiences one has with the perception of the world both physically and mentally. Moreover, the construction of meaning not only

depends on linguistic modes but also on the 'cognitive processes' of non-linguistic modes.

CDS are mostly subjected to scrutiny with respect to four analytical frameworks i.e. "transitivity" (Halliday, 1985), "mystification" (O'Halloran, 2005), "social actor" (Leeuwen, 2006) and linguistic representation of a given discourse. However, these analytical frameworks lack "cognitive import" in the analysed texts (Billig 2008; Chilton 2005; O'Halloran 2003; Stubbs 1997; Widdowson 2004 as cited in Hart. 2014, p. 108). These analyses somehow lack to provide answers to questions such as how 'structures in the text' instigate similar "structures in the minds of speakers/hearers" (p. 108). The gap in these analytical frames gives rise to enquire issues such as how mystification and nominalisations in texts, discourse and speaker/hearer (O'Halloran, 2003, p. 234) simultaneously trigger cognitive form (Billig 2008). Such issues are significant for any critical discourse study, as a discourse to have a dialectical relation with the society, requires to be "constitutive of knowledge", which is central to human minds (Chilton 2005; van Dijk 2010). Therefore, it is becoming significant and central for a critical discourse analyst to take into account the cognitive perspective and reveal cognitive domains that involve in the meaning-making processes of the discursive strategies (Wodak, 2006, p. 180).

Most of the previous literature on cognition and discourse relate to the socio-cognitive method and theory of event models, both identified and contemplated by van Dijk (1997, 1998, 1999, 2009, 2010, and 2011). He proposed his event models to be propositional and as socio-cognitive structures that guide the discursive procedures. However, a more recent study towards cognition of discourse has been derived from the fields of cognitive linguistics. The study infers that the mental modes in the mind are more abstract and conceptual as

compared to being "propositional in nature" (Hart, 2014, p. 109). Moreover, the Cognitive Linguistic Approach (CLA) focuses more on the processes of comprehension and contextualization of socio-political discursive strategies. CLA proposes conceptualisation as the cognitive process that involves meaning-making in terms of both linguistic and non-linguistic modes (Evans & Green, 2006, p. 162). Background knowledge when conceptualised takes various forms such as "image-schemas, frames and conceptual metaphors" and therefore, CLA provides a theoretical framework to examine and reveal "conceptual effects of ideological" linguistic choices and provides cognitive balance to the discursive studies (Evans & Green, 2006, p. 162).

Cognitive linguistics is an emerging approach to the domains of CDA. It involves patterns of cognitive comprehension and meaning-making such as mental spaces and construal dimensions to social meaning. Since Christopher Hart relates cognition with CDS, the following section provides a review of his research using CLA to CDS.

One such study conducted by Christopher Hart (2011) to reveal cognitive support for CDS was on the force dynamics represented and invoked in anti-immigration discourse in British politics. The study exposes that force interactive dynamics develop schemes of 'Steady-State Opposition' and 'Shift in State of Opposition' which reveal the ideological potential of conceptualisations in immigrant discourse. The study concludes with the theoretical significance of the interface of linguistic analysis and Gestalt principles and therefore, adds to the existing literature on CLA.

Another study by Christopher Hart (2013) uses CLA to CDS and reveals discursive strategies such as structural configuration, framing, identification and positioning, for the development of ideology in the background of

virtual press disputes of political parties. The paper investigates the conceptualisation of violent acts entreated on the official websites of The Telegraph vs. The Guardian in relation to the current political act developed on the migration of Syrian refugees. The study revealed philosophical conceptual domains triggered by the two online press sites i.e. The Telegraph and The Guardian to reveal the violence that happened in the protests of G20. Logical differences identified in construal operations revealed some structures of conceptualisation, including image schemas and various 'other' operations, which, as advocated by the study, illuminated conceptual structures embedded in ideological representation through discourse. The conceptual formations revealed irregular action schema i.e. classification of social actors (protestants) as either rioters or demonstrators. The newspaper, The Telegraph induced the philosophy of viewing the Police as violent and guilty of violence, while the newspaper The Guardian tried to interpolate the philosophy of creating balance by neither attributing Police as violent nor marking them as innocent. In a similar study, Hart (2014) explored models of cognition and conceptual meaning-making in reporting British political protests. A comparative study was conducted to investigate the online reporting of the protest rallies. The study revealed image schemas that constructed protesting events and ideological patterns and that ultimately reconstructed the minds of the reader.

All the studies mentioned above provide significant background to the analytical perspective adopted in the current study. The studies briefly reviewed the cognitive grammar approach adapted to CDS at the textual level and highlighted the significance of adopting the Cognitive Grammar approach to a Critical semiotic analysis i.e. the application of construal operations and cognitive components on non-linguistic data such as visuals. Therefore, the current study, identifying the gap, proposes an analytical model that will depict a Socio-Cognitive Semiotic Analysis of the photographic representation of Afghan refugees and answers the following research question:

What typology of SPACE image schemas are employed to represent counter-narrative in the Multimodal Depiction of Afghan Refugees living in Pakistan?

Image Schemas in the Data Sets

Johnson (2013) and Mandler (2007) define image schemas as intangible knowledge structures conceptualised from continual patterns of experience during cognitive development. They (image schemas) are gleaned from basic dimensions such as paths, links, containers and force. Image schemas are crucial to a given conceptual system and facilitate the conceptualisation of discursive events. The study explores an inventory of image schemas discussed above, drawn from Johnson (2013), Lakoff, and Turner (2009) in the photographs and taglines. The explorative table below shows the frequency of image schemas in both photographs and their respective taglines, while the typology of image schemas is interpreted in detailed analysis in the sub-sections below. Image schemas as Johnson puts are "dynamic" patterns that function as "abstract structures of an image" and therefore, connect various physical experiences with our conceptualisation of an event (Johnson, 1987, p. 2). Johnson (1987) further elaborates on the functioning capacity of image schemas to abridge sensorimotor interactions and conceptual representation in the mind, by proposing image schemas as integral components in developing logic and meaning of the world (Tseng, 2007). Image schemas structure both bodily and non-bodily experiences through different types of physical and metaphoric expressions respectively and are therefore multimodal in nature. The current subsection provides the range of "sensory-perceptual" experiences represented through

embodied structures i.e. image schemas at both bodily (visual) and non-bodily (linguistic) levels

to reveal the counter-narrative employed to voice the plight of Afghan refugees.

Image Schema	N (Visual)	Percent	N (Textual)	Percent
SPACE	**105**		**40**	
UP-DOWN/VERTICALITY/SCALE	0	00.00%	3	7.50%
FRONT-BACK	12	11.43%	1	2.50%
LEFT-RIGHT	3	2.86%	0	00.00%
NEAR-FAR	9	8.57%	5	12.50%
CENTER-PERPHERY	81	77.14%	17	42.50%
CONTACT-PATH	0	00.00%	11	27.50%

Table1: Descriptive Statistical Analysis of Image Schemas in Photographs and Taglines

SPACE Schema

SPACE schema defines the characteristics of our perceptual experiences i.e. our perceptual space is composed of a domain of various objects that can be both at "varying distances" and "central vantage point" (Johnson, 1987, p. 124). The perceptual space not only shows the structure of a given physical field but can also configure foregrounding and backgrounding of philosophical dimensions of "social, economic, political, and religious" worlds (p. 125). This image schema consists of a figure (Trajector-an element capable of motion or subject to motion), a ground (landmark: an element where the trajector is moving to and is considered to be static but with boundaries) and a line/plane (path: where the trajector moves) as the minimal requirements for schemata to be marked as SPACE Schema. Having these essential properties SPACE schema can be further divided into subtypes depending on the movement a figure (trajector) adopts in line with the ground (landmark) and can thus reflect parallel-ness (FRONT-BACK and LEFT-RIGHT), perpendicularity (VERTICALITY/UP-DOWN), horizontality (NEAR-FAR), adjacency

(CONTACT-PATH) and relative magnitude (CENTER-PERIPHERY) (Johnson, 2005).

In lieu of the above-mentioned description of the integral defining features of SPACE image schema, this section explores the typology of SPACE schemas employed in the visual/textual representation of Afghan refugees living in Pakistan. The most common type of SPACE Schema employed both in visuals and textual representations of Afghan refugees are CENTER-PERIPHERY, UP-DOWN, FRONT-BACK and NEAR-FAR image schemata (see Table 1). The figures and the table below show some of the typical visual and textual representations of these mentioned image schemata.

Image schemas represent one's perceptual experience through physical embodiment and thus carve the concept that at a particular given event, one's focus/attention can be fixed at a particular object or field or in other words, what is foregrounded at one point may become backgrounded at another (Johnson, 1987, p. 124). Such characteristics are central to the embodied nature of the CENTRE-PERIPHERY schema. Johnson (1987), Lakoff (1987) and

Deane (1992) explained the schema analogously with the human body, i.e. the trunk and internal organs being central and the rest of the body parts as peripheral (Pena, 2008). CENTRE-PERIPHERY schema thus is based on structural elements such as an entity that is identified as whole, central and peripheral parts and a "configuration" (Pena, 2008, p. 1061). Lakoff (1987) and Santibanez (2002) further elaborated on the internal logic of this schema by identifying that the peripheral parts in a given whole depend on the central parts but not vice versa. Therefore, the central in a given whole is integral to conceptualisation; whereas, the peripheral may be regarded as less significant or can be ignored.

The significance of centre-periphery difference surfaces in everyday linguistic and visual expressions. The data sets employed in the study also reflect the use of the CENTRE-PERIPHERY schema. As evident from Table 1, the most commonly employed SPACE schema is the CENTER-PERIPHERY Schema in both photographs and taglines of Afghan refugees. The selected data sets show the use of CENTRE-PERIPHERY image schema that highlights Afghan refugees, their living conditions, provision of financial assistance and registration opportunities, self-other distinction and inner-outer value (s).

The CENTER-PERIPHERY schema is projected in photographs (see figure 1) by camera zooming to foreground the elderly man and his cow, Afghan child with the balloon, Afghan elderly woman with registration and Afghan child carrying UNHCR funded school bag, whereas, the slums, the Registration Centre and Afghan refugees' mud homes are shown in the background. The photographs representing the CENTRE-PERIPHERY Schema, typically represent Afghan refugees as central part to the given event i.e. Afghan refugee living issues. Thus, the producer(s) of the photographs perpetuate and impose the conceptualisation of the connection of ill living [slums and mud

homes, (see figure 1a & 1b), issues of documentation (registration card and process (see figure 1c) and lack of educational facilities (makeshift schools (see figure 1d)] with Afghan refugees living in Pakistan. As mentioned previously, analysis of image schemas not only provides grounds for analysing conceptual grounding of narrative structures (visual and linguistic) but also perpetuates to provide a "semantic means of classifying and describing" narrative process (Hart, 2014, p. 112). In this regard, the centre-periphery distinction explored in the photographs also highlight conceptual reflex of both transactional and (uni- & bi-) directional visual narrative structures.

a)   © MM

b)   © MM

c)   © UNHCR

d)   © UNHCR

Apart from the visual depiction of centre-periphery peculiarity, the taglines also revealed the use of CENTRE-PERIPHERY schema basic to their representation of conceptualisation of ordeals of Afghan migrants. The diagrammatic notation of the CENTRE-PERIPHERY Schema in the taglines is conceptualised in figure 2 below. Tseng (2007) pointed out that centre-periphery distinction is realised through linguistic cues that can be both explicit and implicit. Explicit cues are reflected through adjectives of measurement and comparison followed by the amplified noun being amplified. Certain linguistic entities though reflecting the absence of "explicit orientational space", have their typical or recognizable image schematic features (Tseng, 2007, p. 139).

Figure 1: CENTER-PERIPHERY Schema in Afghan Refugee Photographs

* Legal assistance to some 1.6 million Afghans
* Pakistanis
* SHARP Organization

* USD 2.3 million
* Afghans
* Efforts of UNHCR
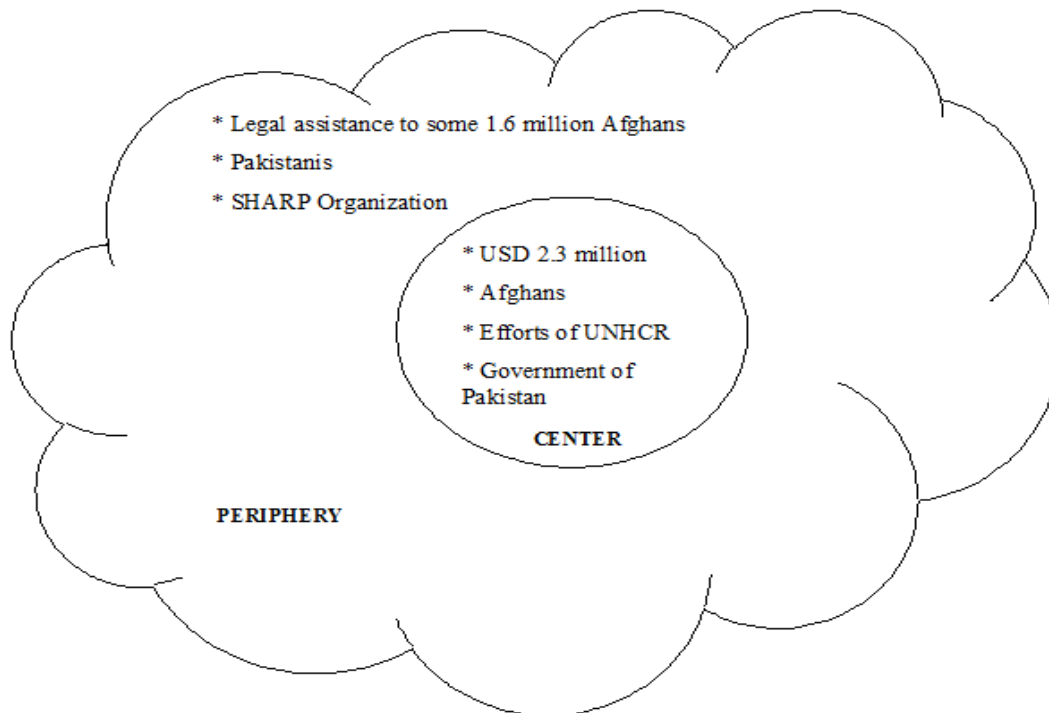* Government of Pakistan

CENTER

PERIPHERY

Figure 2: Diagrammatic Notation of CENTRE-PERIPHERY Image Schema in Taglines

Centre-periphery distinction is employed as rudimentary to present the conceptualisation of provision of financial help and its purpose to the Afghan migrants. This schema is basic to develop tangibility in multimodal metaphor MIGRANTS ARE NEEDY:

> **'The largest portion of this amount, USD 2.3 million will go to the health sector and benefit** approximately **600,000 Afghan refugees residing in 76 refugee villages, through improved healthcare services.'**

The adjective 'largest' followed by the noun 'portion', reflects the significance of centralizing the health issues faced by the Afghan refugees. Image schemas also reflect features of the superimposition, i.e. a given linguistic expression might generate an "interaction of series of image schemas" (Tseng, 2007, p. 139). In this regard, the above-mentioned health issues and consequential provision of health benefits reveal associated domains of NEAR-FAR schemas (elaborated below). The nearness of adversity of Afghan refugees' health conditions is depicted as something in the present situation, whereas, future promises of 'improved healthcare

services' seem far. Werth (1999) pointed out image schemas are not just entities of the mind, but also constitutive of instantiations of socio-political or cultural contexts. In this perspective, the provision of healthcare benefits from a foreign country depicts the deprived status of the socio-political standing of Afghan refugees by the Pakistani Government. In this perspective, Mohmand, (2017) emphasised, that Pakistan should take into consideration the Afghan settlement policies on the grounds of humanitarian grounds. The caption provides a voice to the adversities faced by the Afghan refugees and reflects counter-discourse features such as logical inversion and parody in the discourse represented. With daily brouhaha of blaming Afghan refugees, the cause of prevalent insecurity issues in Pakistan and a constant daily dose of anti-refugee narrative in socio-political contexts, this caption simply counters the dominant discourse and questions the presupposed knowledge of indiscriminately calling Afghan refugees terrorists. The health issues faced by the Afghan refugees simply mock the presupposed dominant discourse of considering them as a threat to national security interests.

CENTRE-PERIPHERY schema was also reflected in taglines that represented self (Afghans)-other (UNHCR, Government of Pakistan, Police, etc.) distinction on the basis of the provision of law enforcement and other life essential facilities:

- **Station House Officer (SHO) Wilayat Shah talking to Afghan refugee elders from Jalala refugee village in Mardan district. The SHO assured the refugee elders that every possible assistance will be provided to refugees in cases of arrests and detentions and that the police will not discriminate between Afghans and Pakistanis.**

The meeting was organised by UNHCR as part of its advocacy campaign about the rights and protection of refugees in Pakistan. UNHCR field team together with lawyers from partner organization SHARP met with the police authorities in Mardan, Khyber Pakhtunkhwa and apprised them of the efforts of UNHCR to establish contacts with refugee elders from refugee villages in Mardan.

- **UNHCR in Pakistan works daily to ensure that the voluntary returns programme for registered Afghan refugees is conducted in dignity, safety and that the needs of the people returning come first.**
- **Government of Pakistan today launched pilot programme to register undocumented Afghans in the country.**

The above-mentioned taglines identify the distinction between centre-periphery image schematic elements by distinguishing the US versus THEM perspective. The taglines show the use of nominalisation as implicit linguistic cues such as 'every possible assistance', 'in dignity, safety', 'Voluntary returns programme', 'the needs of the people', 'undocumented Afghans', etc. The taglines also show the use of nominalisations in the form of verb phrases such as 'will not discriminate between Afghans and Pakistanis', 'UNHCR in Pakistan works daily', 'launched pilot programme' and 'to register' shows the categorisation of 'Pakistanis', UNHCR in Pakistan' and 'Government of Pakistan as others and 'Afghans', 'registered Afghan refugees' and 'undocumented Afghans'. In this regard, the superimposition feature of the CENTRE-PERIPHERY image schema shows CONTAINER schema orientation. The Afghans in the 'self' domain even though project 'US'

perspective, are considered as outsiders and thus outside the bounded container based on the socio-political perceptual capacities and conceptual values. The taglines mentioned above reflect the conceptualised bounded region to be a place where features such as 'rights and protection', 'dignity' and 'safety' prevail and thus indicate the deprivation of Afghans from such basic humanitarian rights. On the other hand, 'Pakistanis', etc., though reflected as 'others' in the taglines above, are considered a part of the bound container and thus not discriminated against when it comes to these human rights features. At the discursive level, this implies the biased behaviour projected by the state law imposers when it comes to Afghan migrants. The rights and protections of refugees are compromised due to the prevalent political policies laid by the Government (before August 2021). Thus, the image schematic orientation reflected in the caption above provides an opportunity to "disentangle the discourse-cognition-cultural triangle" and reveals how APS Attack (2014) led to scapegoating treatment of Afghan refugees living in Pakistan by the law-imposing authorities (Tseng, 2007, p. 140).

Ijaz (2015) points out to the hostile climatic measures taken by the police against the Afghan refugees post-APS Attack. The hostility towards the Afghan migrants has left them trapped outside the bounded container i.e. Pakistan, and left them in a desperate situation where they are even not able to return to Afghanistan due to war issues. Ijaz (2015) further elaborates that police harassment, detention and extortion have cornered the Afghan refugees and have deprived them of the basic right of living in a dignified way. The taglines arouse counter voice and imply partial reframing. This means, that the mainstream discourse frame i.e. the relationship between undocumented Afghan refugees and the compromised situation of the host state in terms of security has been provisionally refuted and alternate discourse

frames such as issues of maltreatment of the Police with the Afghan migrants, forced and unsafe repatriation and issues of documentation of unregistered Afghan refugees are highlighted. Therefore, the counter voice echoed in the taglines, is represented in the form of partial reframing, which, does not usually disown the mainstream narrative, but provides an alternative view to look at the same discourse event (Macgilchrist, 2007; Bartlett, 2018).

Finally, the taglines also reflected conceptual configuration that revealed the CENTRE-PERIPHERY schema while representing the inner (central/integral) and outer (peripheral/ insignificant) value(s) of the support needed to be given or already provided to the Afghan migrants living in Pakistan as observed in the below mentioned tagline:

- **The project was aimed at providing marketable skills and developing market linkages to some 230 Afghan refugees out of which, 125 trainees were women. Like Shams, today, many of the other trainees are also benefiting from sustainable livelihood opportunities and are supporting their families.**
- **Pakistan continues to host world's second largest & most protracted refugee population globally.**

The categorisation of centre-periphery is reflected in the above taglines through the use of implicit linguistic cues i.e. adjectives such as 'marketable skills', 'sustainable' and 'second largest protracted refugee population'. Such centre-periphery distinction generates orientation that defines subjectivity in terms of the entity that is identified as central or innermost such as the implicit linguistic cues mentioned above. Therefore, the training of essential employment skills and Pakistan hosting Afghan refugees has

been given a significant position when it comes to the provision of livelihood opportunities and refuge from war. The taglines reveal partial reframing counter-narrative strategy at the discursive level and somehow do not deny the financial issues faced by the GOP. They also emphasised the employment support needed for the Afghan refugees.

The next line of image schemas such as VERTICALITY/UP-DOWN, NEAR-FAR, LEFT-RIGHT and CONTACT are subservient to PATH Schema (Johnson, 1987). Therefore, in order to reveal the patterns of above mentioned image schemas in the data sets, it is integral to elaborate the notion of PATH schema first. As

mentioned above, all typologies of SPACE Schema will have figure, ground and plane (see above), likewise, the PATH Schema contains a source (starting point), a goal (ending point) and a sequence of motion that enables the peripatetic figure to move in a particularly specified direction, i.e. "connecting source with the goal" (p. 113). Johnson (1987) explained that PATH schemas give rise to metaphoric structures such as PURPOSES ARE PHYSICAL GOALS. This implies, that physical realisations are mapped onto abstract domains and thus such mapping can be seen both at concrete and abstract levels in the Afghan refugee photographs and taglines respectively (see diagrammatic notation in figure 3, below).
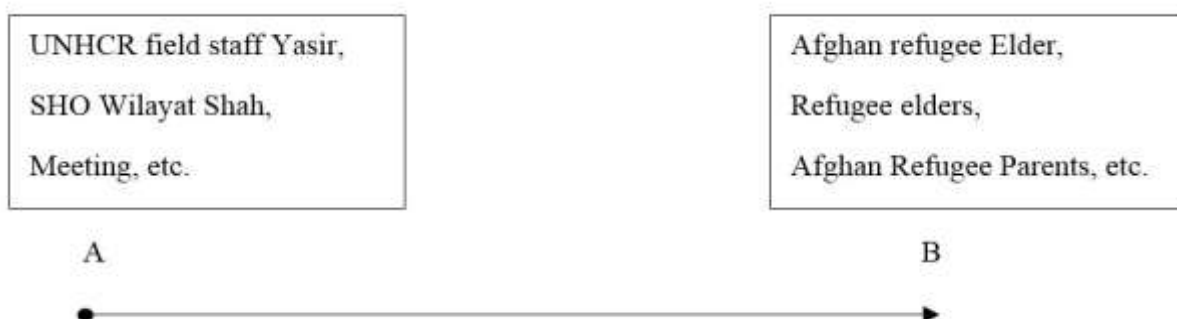

Figure 3: Diagrammatic Notation of PATH Schema in Taglines

One of the realisation of PATH Schema in both the photographs and their respective taglines is seen through the employment of VERTICALITY/UP-DOWN image schema. As mentioned above, VERTICALITY image-schema can be also considered as compliant to PATH image schema. Based on their directions, PATH schema can be exhibited in all direction i.e. "horizontal, circular, and vertical" (Pena, 2003, p. 138–139). In this regard, VERTICALITY or UP-DOWN image schema displays an upside-down positioning and thus reflects the embodiment of below and above. This schema consists of a perpendicular path which encompasses entities such as a source, a

directionality, and a destination; therefore, it develops its conceptual configuration from the PATH schema (Pena, 2008). Johnson (1987) considers this schema as SCALE schema and elaborates that conceptual domains of verticality are basic to both qualitative and quantitative perspectives and thus can be measured either in terms of an increase(decrease) of amounts or in terms of degree of influence. As seen in table 1, none of the visuals in the given date sets reflect VERTICALITY as basic for their conceptual layout, however, the taglines mentioned below reveal the image schema as basic to their conceptual configuration in order to represent the

provision of health facilities and Pakistan's Government support:

UNHCR's Assistant High Commissioner for Operations, Mr. George Okoth-Obbo, the Minister of State for States and Frontier Regions (SAFRON), Mr. Shehryar Khan Afridi, the Provincial Finance Minister, Mr. Taimur Khan Jhagra, and the Provincial Health Minister, Dr. Hisham Inamullah Khan, inaugurating the cold chain warehouse in Peshawar. Khyber Pakhtunkhwa gets <u>it's first-ever vaccine storage facility UNHCR mobilizing international support for Afghan refugee situation</u>: Top UN official lPeshawar - 7 November 2019: <u>Khyber Pakhtunkhwa gets it's first-ever state-of-the-art vaccine storage facility that will cater to the needs of the entire province. The facility – having the capacity to store large amounts of vaccines – will benefit 1 million children as well as 1 million women of child-bearing age</u>. Last year, UNHCR, the UN Refugee Agency, signed a Memorandum of Understanding (MoU) with the Department of Health in Khyber Pakhtunkhwa to support the provincial government to effectively administer immunization services. An inauguration ceremony of the cold chain warehouse was held in Peshawar on Thursday. UNHCR's Assistant High Commissioner for Operations, Mr. George Okoth-Obbo, the Minister of State for States and Frontier Regions (SAFRON), Mr. Shehryar Khan Afridi, the Provincial Finance Minister, Mr. Taimur Khan Jhagra, the Provincial Health Minister, Dr. Hisham Inamullah Khan, and other distinguished guests
attended the ceremony. Speaking on the occasion, Mr. Okoth-Obbo said that he was pleased to learn that UNHCR has built vaccine storage facilities in both the Khyber Pakhtunkhwa and Balochistan provinces, which are hosting the largest numbers of refugees. <u>"In the last five years, UNHCR has helped channel more than \$38 million to Pakistan just to support health care,"</u> he said, adding that <u>the international community values Pakistan's generous support towards Afghan refugees despite facing its own economic and social challenges.</u> Mr. Okoth-Obbo reiterated UNHCR's commitment to help mobilize additional political, financial and technical support for sustainable solutions for Afghan refugees. He informed that UNHCR and the Governments of Pakistan, Iran and Afghanistan have decided to launch a Support Platform to enhance international solidarity for the Afghan refugee situation.To be formally launched in December at the first-ever Global Refugee Forum – the first major meeting on refugees of the 21st century – Mr. Okoth-Obbo explained that the Solutions Strategy for Afghan Refugees (SSAR) Support Platform will seek stronger political and financial commitments to accelerate concrete results. <u>Pakistan is one of five co-conveners of this world meeting on refugees, which presents a unique opportunity for the international community to make a tangible and long-term difference in the lives of refugees and the communities that host them.</u>

The parts of taglines underlined and mentioned above, express the quantitative aspects

of VERTICALITY Schema. Pena (2008) elaborated that even though Verticality Schema is one of the subsidiaries of Path Schema, the schema does have a unique differentiating elements of its own. One of the notable ones is the ability to portray conceptual metaphoric orientation such as GOOD IS UP and BAD IS DOWN, thus generating axiological dimension. In other words, the interaction between discourse, cognition and society (cultural or political) impose and interweave image schemas that reveal axiological parameter (Tseng, 2007). Tseng (2007) added/proposed that axiological values suggesting 'UP' movements attempt to project positivity in a given discourse whereas, 'Down' movements are assigned to project negativity. The taglines mentioned above reflect and suggest 'plus-minus' axiological perspective i.e. Pakistan being the host country for Afghan Refugees is at the top. This 'plus-minus' parameter also suggests the tendency of opposite or complementary parts at the lexical levels. Therefore, complementary parts of schema might be valued as positive or negative. For example, the mentioning of state of the art vaccination centre and quantitative value of VERTICALITY schemas depicting financial support in the taglines show or suggest positive axiological values whereas, indicating the absence of the health support in the past, indicates negativity or deprivation at the axiological level. The details of Verticality Schema aiding in positioning the viewers the values of US (Afghans) and THEM (State, UNHCR) can be revealed in axiology proximization strategy at discursive and interpersonal level.

The next in line schemas are subservient to PATH Schema, are FRONT-BACK, LEFT-

RIGHT and NEAR-FAR. All these mentioned schemas due to being part of PATH Schema, conceptualise both physical and abstract motion/direction adopted in a particular trajected space.

FRONT-BACK and LEFT-RIGHT Image Schemas are experiences that provide conceptualisation of figure and ground. Therefore, orientation of these schemas not only details kinetic motion but also static one and thus highlights the significant element conceptualised as in the FRONT/LEFT and others at the BACK/RIGHT (Pena, 2008).

The typical conceptual structures of these FRONT-BACK schemas are elements such as an initial point (considered/positioned as BACK) and a destination location (considered as FRONT). This schema thus, orients prototypical movement through space by connecting source and goal point and by representing movement of the trajected element (TR) (Pena, 2008). The LEFT-RIGHT Schema, even though subservient to PATH Schema does not reflect a movement on a trajected plane, rather depicts the static position of elements and therefore, highlight the significance of positioning entities in a specific way. Kress & van Leeuwen (2006) regarded LEFT-RIGHT orientation of elements in a given visual space as analogous to given and new information in linguistics. In this perspective, LEFT-RIGHT Schemas are pre-conceptual structures that materialize the concrete positioning of participants in a given visual in a meaningful way. FRONT-BACK and LEFT-RIGHT Schemas are present in visual depiction of Afghan Refugees as shown in figure 4 below.

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c) © MM

d) © UNHCR

Figure 4: FRONT-BACK and LEFT-RIGHT Image Schemata in Afghan Refugee Photographs

Figure 4 above, shows the use of FRONT-BACK and LEFT-RIGHT Schemas while representing 'old Afghan Refugee', 'Afghan Children', 'Afghan Women', etc. According to the basic orientation of FRONT-BACK schema, if an element is positioned forward, it is regarded as important in terms of specificity; whereas, entities portrayed as BACK are not particularized. Therefore, what is profiled in figure 4 (a) and (b) from an axiological point of view, is considered positive or in terms of the current study can be regarded as prototypical representation of elders and Afghan Children living in refugees' slums. In case of LEFT-RIGHT Schema, the representation of Afghan Refugees living in slums show and depict their living conditions and therefore depict the producers' motive to highlight the atrocities of living in such conditions.

FRONT-BACK and LEFT-RIGHT Schemas are also present through linguistic items in the taglines. LEFT-RIGHT Schema is mostly employed through explicit linguistic cues that refer to positioning of Afghan Refugees during their daily chores. The prototypical example of LEFT-RIGHT Schema showing the movement/position of Afghan migrants in their daily routine is shown. FRONT-BACK Schema is represented in taglines through both explicit and implicit linguistic cues:

> **Heavy fighting forced Maria, 49, and her family to flee their native Jawzjan province in Afghanistan eighteen years ago. The family now lives in Turkmen Afghan Refugee Village in Nowshehra. Her son is at school now and she wants him to have an education. Maria makes a living by preparing wool for the carpets weavers.**

Pena (2008) elaborated FRONT-BACK image schema's movement as when an entity moves forward/backward, it passes through various intermediates along the path. The further the element has moved, the further it is from a given BACK location and closer to the FRONT point. In the case of the tagline above, Maria's (an Afghan Refugee woman) migration journey is mentioned. The noun phrase 'Heavy Fighting' (FORCE Schema) caused Maria and her family to leave behind the BACK location i.e. 'their native Jawzjan province in Afghanistan'. The trajected movement of the Afghan Refugee woman with her family depicts the path travelled from the source point (Afghanistan). Therefore, the noun phrase 'Turkmen Afghan Refugee village in Nowshera', is considered as the goal point and ultimately the FRONT location. Their movement along a path i.e. migration due to war in order to reach a secure place, reveals the vulnerability of Afghan Refugees and highlights 'MIGRANTS ARE VICTIMS' metaphors and ultimately the VICTIMIZATION frame. The linguistic cues such as nouns of location, relate to the BACK point and FRONT point. From an axiological perspective, forward movement i.e. migrating to a safer place is considered positive, which ultimately 'elicits that we can know better what is in front of us' (Pena, 2008, p. 1056). However, in case of Afghan migrants, the future in Pakistan, due to deprivation of basic living facilities, the conceptualisation of future (FRONT) is dubious. The figurative path i.e. migration is depicted as a metaphoric journey represented through implicit linguistic cue i.e. infinitive ('to flee') and therefore identifies the negative BACK point. This representation of pre-conceptual structures of FRONT-BACK Schema in the given tagline invokes a sympathetic appeal and therefore generates complexification of parallel discourse events. The conceptualisation of Afghan Refugees' vulnerable position

depicted in the taglines reflects parallel notation in the face of metanarrative of state policies. The parallel discourse developed, therefore, challenges explicitly stated inhuman repatriation procedures by the host policy makers, and thus indulges the reader's attention towards the less mediatized face of the coin i.e. plight of Afghan Refugees living in Pakistan.

NEAR-FAR Schema works on the same conceptual blueprint as the PATH Schema. Like every other schema subservient of PATH Schema, NEAR-FAR Schema share two entities and a path. The conceptualisation of NEAR-FAR Schema generates NEAR Schema, if, an entity is near another element. The two entities would have an effect on each other in a way, where one of the element might exert control, impact and influence on the other (Pena, 2008). Conversely, having large distances between entities, the FAR image schema is called upon and thus the "less it will affect it or will be affected by it" (Pena, 2008, p. 1056).

The representation of Afghan migrants in the photographs above, depict physical orientation of placement of Afghan Refugees in the given visuals. Apart from this, NEAR-FAR Schema is also a feature employed to develop the CHARITY frame and ultimately persuading the audience with depiction of MIGRANTS ARE NEEDY metaphor (underlined in the taglines):

- **The Government of Japan has announced a generous contribution of USD 6 million in support of the UNHCR's refugee programme in Pakistan. The new funding will bolster UNHCR's interventions in the areas of education, healthcare and the provision of legal assistance to some 1.6 million Afghan refugees in the country.**

- **The SHO assured the refugee elders that every possible assistance will be provided to refugees in cases of arrests and detentions and that the police will not discriminate between Afghans and Pakistanis.**

- **Abu Khalid is learning English and would like to become a doctor in the future. We hope he will achieve his dreams in Afghanistan.**

- **An inspirational story of an Afghan refugee father and his daughter; who, despite all the opposition from their community are determined to continue their struggle for education. Salma is making her father proud by teaching girls at her home, who are not allowed to attend regular school. At the age of sixteen, she is the only female teacher in the entire refugee village. She runs a Home-Based Girls' Centre at her house, with the support from UNHCR.**

- **Safia, 7, poses with her brother Wesal, 5, at a newly constructed Government Primary School in Hayatabad, Peshawar. "I am happy sitting in a proper classroom. I will not need to go to different places every day because my school is finally built. Thank you!" says Safia with a smile. The students of this school sat near a garbage dump in the locality under open skies, bracing cold and heat. With UNHCR/RAHA intervention, this new school building was constructed in a record 6 months duration and now the children have appropriate facilities to study.**

The above-mentioned taglines depict NEAR Schema while representing the current situation of Afghan migrants at two levels. The first level depicts the current atrocities faced by the migrants as a feature of NEAR schema and a hopeful future depending upon the support provided as a feature of FAR schema. The other level depicting NEAR-FAR Schema, relates the past struggles that ultimately led to migration as FAR schema entity and showing a somewhat better current situation as a NEAR schema entity. Both levels are expressed through implicit linguistic cues such as 'the Government of Japan as announced a generous contribution of USD 6 million', 'every possible assistance', 'Abu Khalid is learning English', 'struggle for education', 'under the open skies', etc., and reflect the difficult situation Afghan Refugees are living in through feature of NEAR schema. Image schemas provide a discourse-cognitive-societal viewpoint, reinforce, and elaborate Hampe's (2005) contextualized elaboration of image schemas in a larger socio-political and socio-cultural context. In this perspective, the NEAR Schema relating to the current situation of Afghan Refugees reinforces and persuades the audience to develop humane emotions towards the displaced community. This conceptualisation of Afghan migrants being needy is further embarked and imposed using pre-conceptual structures of FAR schema. The schema is reflected in implicit linguistic cues such as 'the new funding will bolster', 'will go to the health sector', 'will not discriminate between Afghans and Pakistanis', 'he will achieve his dreams in Afghanistan', etc. Kovecses (2005) identified image schemas as universal physical embodiments that can be employed in various ways and therefore conceptualise various metaphoric expressions that involve "individual, social, ethnic, regional, stylistic, subcultural, etc." (p. 88-113). In this regard, NEAR-FAR Schemas revealed in the above taglines impose the context of migration and reflect "positive-

negative evaluative tendency" about the past and present situation of Afghans residing in Pakistan and possible future implications expected through the provided support (Tseng, 2007, p. 142). Therefore, taglines reflecting NEAR-FAR Schema show both positive and negative evaluative bias. This polarity is manifested through linguistic cues such as 'the Government of Japan as announced a generous contribution of USD 6 million', 'every possible assistance', 'Abu Khalid is learning English' and 'the new funding will bolster', 'will go to the health sector', 'will not discriminate between Afghans and Pakistanis', 'he will achieve his dreams in Afghanistan' respectively. Thus mentioning of help and hopeful future is positively valued; whereas, relating past struggles is negatively valued.

The last of the typology of SPACE schema that is employed in taglines is CONTACT Schema. CONTACT Schema is subsidiary with the NEAR-FAR Schema, therefore, any two entities are said to conceptualise CONTACT image schema, if they come nearer/closer to each other. Therefore, absence of distance between the two entities in motion is said to have maintained contact. The structural elements for this schema therefore, are two or more entities, the path-on which movement is caused and the measurement of the distance between the elements (Pena, 2008). The taglines (underlined) depicted the employed CONTACT Schema through implicit linguistic cues such as nominalisation, NP-VP combinations, etc. representing the SECURITISATION and CHARITY frame:

- **The meeting was organised by UNHCR as part of its advocacy campaign about the rights and protection of refugees in Pakistan. UNHCR field team together with lawyers from partner organization SHARP met with the police**

authorities in Mardan, Khyber Pakhtunkhwa and apprised them of the efforts of UNHCR to establish contacts with refugee elders from refugee villages in Mardan.

• **UNHCR supports Afghan refugees and host communities through livelihoods development by imparting vocational skill training, provision of income generating tools and business start-up equipment in Pakistan.**

• **UNHCR facilitates #AfghanRefugee parents to obtain birth certificates for their newborn & children under 18 in Pakistan. The birth certificate is an important legal document, which is required on many occasions during a person's life, e.g. enrolment in school, employment, marriage, issuance of identity documents and proof of nationality.**

• **Mr. Okoth-Obbo reiterated UNHCR's commitment to help mobilize additional political, financial and technical support for sustainable solutions for Afghan refugees.**

As evident from the taglines mentioned above, the CONTACT Schema is literally realised through explicit NP-VP combinations such as 'the meeting was organised', 'UNHCR field team together with lawyers from partner organization SHARP met with the police authorities in Mardan', 'efforts of UNHCR to establish contacts with refugee elders', etc. Apart from this, implicit linguistic NP-VP combinations ('UNHCR supports Afghan refugees and host communities', 'Mr. Okoth-Obbo reiterated UNHCR's commitment to help

mobilize additional political, financial and technical support for sustainable solutions for Afghan refugees', etc) reflect the financial help given by UNHCR and SHARP. This reveals the help given by human rights organisations to resolve issues of securitisation, employment, temporary stay and other financial and political support needed to survive post migration trauma. Pena (2008) and Kovecses (1990; 2000) pointed out that CONTACT schema invokes forces of emotions. Therefore, in the case of the taglines metioned above, the socio-political ideology reason of representing and relating UNHCR's various dimensions of support towards the second largest protracted refugee population, i.e., Afghan migrants, is to highlight the adversities and lack of basic living facilities for migrated population. The conceptualisation of CONTACT schema established while trying to resolve issues of security and law imposers' mishandling, appeals to voice against the NAP policies that are replete with insensitive and insufficient laws for the Afghan migrants.

Discussion and Conclusion

This study pushed the field of migration discourse forward through comprehensive qualitative and quantitative analysis of the image schemas present in both visual and textual data sets and revealed the pro-migrant/refugee orientation in the date sets. The analysis sheds light on the efficacy of revealing the persuasive side of image schemas as both elusive and effective ideological tools.

The results show the significant use of SPACE Schema. The photographs capturing Afghan refugees contained in mud houses, refugee slums and makeshift schools, etc. reflect their marginalised conditions and highlight the outsider status of the Afghan Migrants. Moreover, the SPACE Schema depict the fragile and wrecked situation in which Afghan refugees have been confined to and even though, these image schemas steer up 'Migrants as

Colonisers/Settlers' Metaphor, yet their place of accommodation depicts the incapability of the State to integrate the flow (Romana, 2019). SPACE Schema reflected the travel, arrival and settling routes taken by the Afghan refugees and as Jackendoff, (1990) Zlatev (1997, 2007) projects, elaborated the prototypical motion event that is the very migration movement and period.

The role of image schemas in the discourse of refugee representation is thus crucial and significant as they "conform and impregnate" this discourse type (Romano, 2019, p. 54).

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