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# Argument is War Metaphor in the Qur’ān

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## Abstract

This paper investigates the experiential basis of the concept of ‘argument’ in the language of the Holy Qur’ān in order to explore the cross-era dimensions of war as the source domain for argument. Conceptual metaphor approach has been applied to the data collected from the Holy Qur’ān through the technique of topical words to find out metaphor themes of argument. The findings reveal that ARGUMENT IS WAR metaphor is missing in classical Arabic of the Holy Qur’ān. However, the concept of argument is framed by other metaphors such as container schema, objects, and personification. It also serves as source domain for the invocation to Allah SWT. The findings also show that language has an intrinsic function in metaphor comprehension. The paper suggests further research of classical Arabic literature to make some definite theoretical conclusions on ARGUMENT IS WAR metaphor, and to explore more basic conceptual schemas in cross-era languages.

**Keywords:** Conceptual Metaphor, conceptual schema, experiential gestalt, conceptual system, socio-interpersonal conflict

## Introduction

The rhetorical literature of metaphor studies on the Qur’ān focuses extensively on resemblance-based metaphors in order to explore its aesthetic beauty but misses a huge bulk of conventional metaphors. The conceptual metaphor theory (hereafter CMT) has been adopted in a number of studies to investigate the conventional metaphors in the Qur’ān such as Al-Saggaf, Yasin and Abdullah<sup>1</sup>, Berrada<sup>2</sup>, Eldin<sup>3</sup>, Sami and Ruma<sup>4</sup> and

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<sup>1</sup>Muhammad Ali Al-Saggaf, Muhammad Shakir Mohd Yasin, and Imran Ho Abdullah, “Dualism of Soul-Person in English Translated Texts of the Qur’an,” *Procedia-Social and Behavioral Sciences* 118 (2014): 42-50.

<sup>2</sup>Khalid Berrada, “Food Metaphors: A Contrastive Approach,” *Metaphorik. de* 13 (2007): 1-38.

<sup>3</sup>Ahmad Abdel Tawwab Sharaf Eldin, “A Cognitive Metaphorical Analysis of Selected Verses in the Glorious Qu’ran,” *International Journal of Applied Linguistics and English Literature* 4, no. 2 (2015): 193-198.

<sup>4</sup>Sani Iro, and Mustapha Bala Ruma, “Concretizing the Abstract: Conceptual Metaphors in the Holy Qur’an,” *European Academic Research* 2, no. 8 (2014): 11000-11012.