

Metaphors and Ideologies in Media Interviews of Nigeria's Chief of Defence Staff on Insurgency

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Abstract

This study seeks to discuss selected interviews of the Nigeria's Chief of Defence Staff, with the aim of exploring the metaphors deployed in the interviews, as well as the various ideologies represented through the use of such metaphors. Although extant studies on the Nigerian crises have focused on either its historical trajectory, economic implications, or its socio-political impacts on the society, they tend to neglect the ideological positions of Nigeria's Chief of Defence Staff and the linguistic resources deployed in their interviews or speeches on the crises to represent these ideologies. The study therefore investigates the metaphors deployed in selected interviews of Nigeria's Chief of Defence Staff on insurgencies in 2025. Two interviews granted by the Nigeria's Chief of Defence Staff in 2025 on insurgency to Arise News, a Nigerian-based television station, and *Al Jazeera*, a Qatar-based television station, were selected, downloaded, transcribed, and analysed using Charteris-Black Critical Metaphor Analysis (2011 & 2021). Findings of the study reveal variant ideologies of the military, as portrayed by the interviewee towards insurgent attacks, as represented in his use of linguistic metaphors in the selected interviews.

Keywords: Metaphor, Discourse, Insurgencies, Representation, Ideology, Nigeria's Chief of Defence Staff

Introduction

Insurgencies and crises are often regarded as major occurrences in every society. They are peculiar to every nation and region. However, the rise of insurgency has been rapid and constant in Nigeria in the Fourth Republic (Zhizhi and Okon 2021). It has led to the gruesome death and destructions of thousands of lives and properties (Al Jazeera, 2025). Precisely, according to Lamidi and Micheal (2019), the Nigerian Armed Forces has been fighting insurgencies for over fifteen years. This study therefore focuses on insurgencies in Nigeria, with particular interest in how the situations were addressed by the Nigeria's Chief of Defence Staff in his selected interviews granted by Arise News and Aljazeera in

2025. The study focuses on discussing how the speaker deployed metaphors as communicative strategies to portray certain ideologies to the audience. Indeed, every speech communicates and propagates certain stances and ideologies of the speakers through the use of linguistic and communicative strategies. Thus, the ideology of Nigeria's Chief of Defence Staff are metaphorically conceptualized and represented in his interviews, showcasing how the structures of crisis discourse can be explicitly linked to power, social practices and ideologies of leaders. This aligns with Lakoff and Johnson (1988) idea; that metaphors construct social reality indirectly, of the institutional and macro sociological contexts of its users. In the view of Babatunde (2022), metaphor, when applied, concerned itself with finding solutions to language problems which arise as humans engage in communicative interaction in different contexts

According to van Leeuwen (2008), language is a reflection of ideology, and by learning the language reflected in the text, ideology can be exposed. Thus, through the theory of Critical Metaphor Analysis, this study seeks to examine how the Nigeria's Chief of Defence Staff metaphorically represents his ideologies and attitudes towards insurgencies from different ideological positions in his attempt to address the aggrieve masses. The interviews selected in this study include the ones granted to Arise News, and Al Jazeera by the Chief of defence Staff in 2025 on insurgencies in Nigeria. Consideration is given to the metaphorically strategies employed by the interviewee, and their functions in shaping ideologies. Additionally, the study seeks to examine the discursive and ideological contents of the speeches. Moreover, the effects of these insurgencies have largely attracted the interest of scholars in research. Scholars have conducted studies on the phenomenon of insurgency in various fields. For example, Zizhi and Okon (2021), Dawap (2021), and Igbini (2021) amongst others have examined the history, impacts, and strategies for ending insurgencies in Nigeria. These studies although provide useful insights on the problem of insurgency generally, they do not focus on exploring the linguistic and metaphorical strategies adopted by Nigeria's Chief of Defence Staff in his interviews on the insurgencies in 2025, and how the use of these linguistic properties construct the interviewee's ideologies and attitudes towards such attacks in the nation. This study therefore aims to fill this gap, as it objectively examines a critical metaphor analysis and ideological implications in tackling insurgencies in Nigeria by Nigerian Armed Forces. The study explores how metaphors are deployed as potent tools

used by interviewees in their respective interviews to present their ideologies on insurgencies.

Insurgency and Ideology

There is a strong link between insurgency and ideology. Insurgency refers to an organised sustained movement that employs political, ideological, and military strategies to challenge the authority of an established government. It is characterised by the use of irregular warfare, violence, propaganda, and mobilization of supporters with the objective of weakening or replacing existing political structures. Gulala (1964) defines insurgency as a protracted political struggle conducted methodically to achieve specific political objectives through gradual weakening of government authority. O'Neill (2005) describes insurgency as a struggle between a non-ruling group and governing authorities in which a non-ruling group employs violence to challenge the legitimacy of the existing state. Similarly, Fearon and Laitin (2003) view insurgency as organised armed resistance employing guerrilla tactics against government forces towards the pursuit of an ideology. Nigeria has experienced various forms of insurgency during the Fourth Republic, including Boko Haram, militancy in the Niger Delta, armed banditry, and these various groups were all informed by different ideologies.

Ideology plays a strong role in the rising of insurgencies in any nation. Most insurgent groups are rooted in various ideologies. The ideologies inform the reasons for their actions, attacks and negotiations with the government. These ideologies also reflect in many of their flags and logos. The Boko haram, for instance has on their flag a little space that contains white colour with some amidst an almost entirely black colour, portraying an ideology that they are the minority, yet the best among the majority. The white little space on the entirely black flag symbolises light amidst darkness or good amidst bad. This also shows that the ideologies of the various insurgent groups matter so much. It gives them a name, a goal to keep striking, as well as a reason to remain resilient and stick together (Barnett, 2026). An armed group without ideology is usually considered as a criminal group, but with ideology, it becomes a political project, trying to disrupt the political shape of the state. The latter explicitly captures the situation of the Nigerian state, where different insurgent groups have maintained their ideologies on how and why they are destroying the nation. These groups have also attracted reactions from the government at different levels (O'Neill, 2005). Therefore, the focus of this study is to examine how the Nigerian

Chief of Defence Staff reacted to insurgent attacks in his interview with Al Jazeera and Arise News, with specific focus on the various metaphors used by the interviewee to represent by the the ideologies of the Nigerian military on insurgencies.

Linguistic Metaphors

Metaphor, according to Lakoff and Johnson (1981) are not just pervasive in everyday human speech, but also in our thoughts and actions. Metaphors shape our cognition and ideologies. This means that writers or speakers have concepts on their mind which they express through semantically related metaphors (Deignan 2005). These concepts in our mind are influenced by metaphors, in that they help us ultimately in understanding the meaning of abstract notions such as love, impression, idea, emotions, plans, feelings, which through the interpretation of metaphors can be understood by more physical and concrete things the speakers may have experienced. Lakoff and Johnson (2003) further identify two domains involved in the use of metaphor-the source domain and the target domain. According to Kovecses (2010), the source domain is usually understood in terms of the target domain. In other words, there exists some sets of systematic correspondence between the source and target domains in the sense that constituent elements of the concept from the source domain contain constituent elements of the target domain. This correspondence is referred to as mappings. The target domain, according to Kovecses (2010), is usually abstract, thus for humans to talk about it, they use words from the source domain which is more concrete. The following expressions illustrate the relationship between these domains: “we have to go our separate ways”; “he is without direction in life.” And “we have come to the end of our friendship.” These expressions are common in everyday conversations. With this, it is glaring that the way we conceive of “direction in life” (abstract and source domain) is in terms of ‘journey’ (concrete and target domain). In the same vein, we can conceive “end of friendship” (abstract and source domain), and its terms of ‘journey’ (concrete and target domain).

Furthermore, this approach to the study of metaphor means there has been a shift from the idea that metaphor is just a device which adds beauty to a work of art and so rarely used, to the fact that it is not just a literary device and that it is pervasively used in daily interactions. Metaphor, for many literary scholars is a literary device, which serves as a direct comparison between two entities. In fact, this view is firmly rooted in the works of classical philosophers such as Aristotle and

Longinus, who in their different works, *Rhetoric* and *On the Sublime* respectively described metaphor as a literary device which adds to the sublimity of a literary work. According to Lakoff and Johnson (1980), “metaphor is for most people a device of the poetic imagination and the rhetorical flourish; a matter of extraordinary rather than ordinary language.”

Consequently, a lot of people think they can get along well in their daily life without metaphors (Okpeh 2017). This traditional approach to the study of metaphor has however been proven otherwise. Metaphor has been viewed as what is common in the daily conversation of people. Okpeh (2017) corroborates this idea by describing metaphor as a phenomenon that has transcended the traditional boundary of it being a poetic device to a matter of ordinary language usage. In this sense therefore, metaphor is described as an aspect of linguistics that has strongly established relationship with other linguistic branches. According to Ibileye and Shaibu (2025), this argument on the figurative function of metaphors does not rule out the overlapping functions of metaphors in linguistics. They further maintain that metaphors for instance, can be deployed by a discourse analyst to carryout text analysis. So, the argument that metaphor is a mere literary device has more relevance in the literary domain, where it is largely restricted to ordinary figurative expressions. This understanding therefore informs the quest to examine the interviews and utterances of the Nigeria’s Chief of Defence Staff on insurgencies in this study.

Media Discourse

The Media could be described as the avenue through which information is communicated from one person to a large known and unknown audience across a given geographical setting (Shaibu & Okpeh, 2024). According to Usman and Oghuvbu (2021), the media are the vehicles through which messages, information, ideas, persuasions are transmitted from person to persons. They listed examples of these vehicles to include television stations, radio stations, newspapers, drums, flutes, gongs, bells, and most recently, social media. On the other hand, language is a tool used in all spheres of life. Dalamu (2017) argues that the diversities of human experience in Law, media, politics, religion, medicine, business, etc., resulting to varieties of use are determined by contexts or domains of language use.

Also, Akere (1993) emphasizes that language is “the main tool of modern business of the print and the electronic media.” In light of

Akere's view, media engagements, reportage and headlines are propagated by the use of language. There is a strong link between language and media. Specifically, the social media as a form of media has strategically blended with discourse Ibileye and Shaibu, (2025). As a means of communication through which a message or information can be transmitted from the communicator to the recipient, the media ensures the transmission of message through space and time from the source to the recipient. According to Egbede (2013), one can identify many forms of mass media, they include: magazines, newspaper, radio, and television, which is the focus of this study.

Representation and Context

Representation is the production of meaning through language. To represent something means to describe or depict it, to call it up in the mind by description or imagination, to put a likeness of it in our mind Hall (2003). Hall (1997) emphasises process as the key point in defining representation. Then, he presents the definition of representation as the way people produce and transfer meaning through language as the tool. The process begins with constructing images and concept in human's brain which enables them to make meaning. Similarly, Halliday (2014) describes representation as an activity where people produce something meaningful about reality. Both definitions emphasize the use of language to produce meaning. However, representation itself has many definitions depending on the disciplines. For example, in political and media studies, representation refers to how social aspects, such as age, status, power, gender and ethnicity, are presented to the audience. In representation, there are two processes; first, there is the system by which all objects, people and events are correlated with a set of concepts or mental representations which we carry around in our heads. Here, meaning depends on the system of concepts and images formed in our thoughts which can 'represent' the world, enabling us to refer both inside and outside our heads.

This system is not monolithic or individual concept but different ways of organising, arranging and classifying concepts then establishing the complex relation between these concepts in various contexts.

Context is therefore significant in the representation of ideologies. Generally, context means different things to different people. Its general meaning is the set of facts that surrounds a particular event or situation. To Upah (2017), "context refers to the situation, in which language is used." Such situations may be physical/environmental, social,

institutional situations which may include events, time, culture or any social convention that has direct bearing on the use of language. On this note, the analysis of metaphors, especially as it relates to their social functions is basically contextual. This implies that the ideologies represented in the metaphors used in the interviews of the Chief of Defence Staff are analysed and discussed based on their context of usage. Context, therefore plays a significant role in this study, by providing the justification for the analysis of the various metaphors adopted by the Chief of Defence Staff, which also shapes the ideologies of the speaker on insurgencies in Nigeria.

Empirical Review

Ajiboye (2013) focused on discursive strategies in online news feedback platforms and their possible impact on readers' opinions and ideological perspectives. It argued that discourse forms and patterns in these platforms tend to reveal subjective value judgments, and these have the potential of deciding public opinions and social attitudes. Jürgen, Busch, & Flubacher, (2021) conducted a study on *Language ideologies and social positioning: the Restoration of a "much Needed Bridge."* The study focused on discussing language, ideology and positioning as three different linguistic phenomena that are interwoven in their social functions. It revealed how language ideologies are now increasingly located at the intersection of structure and practice, construed as dynamic, scalar phenomena that emerge from, and are subjected to, ongoing local processes of social positioning (Jürgen et al., 2021).

Okpeh (2017) explored the functions of metaphors in Pentecostal discourse. These functions include: the concretising of abstract notions of Pentecostal Christianity, rhetorical effect in sermons, and prayers and establishing a relationship between the clergy and the flock. Okpeh (2017) also stresses the role of context in determining the function of metaphors. He agrees with the views of Osisanwo (2003), Mey (2004), and so on who argue that the uniqueness of the context of the usage of the metaphor plays a huge role in determining the function of the metaphor.

Also, Solomon (2016) identifies six basic metaphors based on frequency of occurrence, using Charteris-Black (2004) Critical Metaphor Analysis. The metaphors include the battle metaphor, journey metaphor, health metaphor, plant metaphor, construction or building metaphor and sports metaphor. He further notes that President Buhari uses metaphors as persuasive strategies. He classifies the metaphors used by President

Buhari into two functional categories- the emotive function and the persuasive function. The research concludes that President Buhari, through his use of metaphors successfully publicizes his political principle and policies. Finally, Ulum (2016) presented an analysis of newspapers from the aspect of Critical Discourse Analysis of newspaper headlines, which van Dijk (2001) established as an aspect in discourse; an approach of analysing the style that people or institutions practice language. The study also investigated the ideologies of the newspapers from different cultures; Syrian and Turkey. The finding of this study shows that, while western editors' approaches to issues, such as looking at crises in terms of how Europe can withstand such a high flow of Syrians into the union, Turkish media see the issue referring to the fact that Syrians on the way to Europe are in hard conditions.

The above review clearly shows that the studies do not maintain exact focus with the current study. Although they share certain conceptual similarities with the current study, as they focus on the phenomenon of crises, this study however maintains a different focus, which is the analysis of metaphors deployed in the selected interviews of Nigeria's Chief of Defence Staff on insurgencies in 2025. Also, none of the previous study focuses on adopting Charteris-Black 2011 & 2021 Critical Metaphor Theory to carry out an analysis of ideological representations in selected 2025 interviews of Nigeria's Chief of Defence Staff on the insurgent attacks in 2025. It is due to this gap observed in previous studies that the current study attempts to examine metaphors and ideological representation in the interviews of Nigeria's Chief of Defence Staff on insurgencies, focusing specifically on the interviews granted to Arise News, and Al Jazeera.

Theoretical Framework

The theoretical model adopted in this paper is Charteris-Black's (2011 & 2021) Critical Metaphor Analysis (CMA). The theory was developed by Jonathan Charteris-Black. It combines insights from Conceptual Metaphor Theory (CMT), as proposed by Lakoff and Johnson (1980, 2003), with elements of Critical Discourse Analysis (CDA). The theory provides an integrated approach to understanding metaphor as both a cognitive and social phenomenon, with the aim to unveil how metaphors in discourse not only structure human thought but also reveal underlying ideological motivations and power relations (Okpeh & Shaibu, 2020). This framework is particularly suitable because it integrates the insights of Conceptual Metaphor Theory (CMT), which accounts for the

cognitive and linguistic dimensions of metaphor, with Critical Discourse Analysis (CDA), which situates metaphor within the dynamics of ideology, power, and persuasion.

The use of CMA enables the study to achieve both descriptive precision in identifying metaphors and explanatory depth in understanding their ideological implications in the selected interviews. Charteris-Black (2021) maintains that metaphors are not merely linguistic elements, but cognitive and rhetorical tools used by speakers to influence audience perceptions. Metaphors serve as powerful framing devices that legitimise ideologies, construct identities, and guide public interpretation of complex and critical issues, such as insurgency, which is the focus of this study. Furthermore, Charteris-Black argues that CMA operates on three interrelated levels: Linguistic—identifying metaphorical expressions in language: Conceptual—determining the underlying conceptual metaphors that structure thought: Discourse-Critical—evaluating how metaphors function within socio contexts to reproduce or challenge ideologies. Also, subjecting the analysis of the data for this study to CMA involves three-stages. At the linguistic level, metaphorical expressions will be identified in the selected interviews of the Nigeria's Chief of Armed Forces; whilst, at the conceptual level, these expressions will be mapped to their corresponding source and target domains. In a nutshell, the application of CMA in this study involves the identification of metaphors in the interviews, as well as the discussion of ideological roles in shaping and influencing public perception.

Research Methodology

The data for this study were sourced from the interviews granted by Nigeria's Chief of Defence Staff on insurgencies in 2025 to Arise News, a Nigerian- based television station, and Al Jazeera, a Qatar- based television station. The choice of the television stations is informed by the fact that they are both widely recognised; and to enable the researcher account for the ideological stance of the interviewee both in national and international platforms. Also, the interviews border on insurgent attackers such as Boko Haram, Bandits, Herdsmen, and their various attacks across various regions in Nigeria. The interviews were downloaded from the official YouTube page of the television stations. The study selected interviews of General Christopher Musa, because he has served for a longer duration in office, and has been interviewed more on the attacks than the present Chief of Defense Staff. Also, the data for

the study are transcripts of the twenty-two minutes interview of Gen. Christopher Musa in Qatar (Al Jazeera), as well as his twenty minutes interview in Nigeria (Arise News). The interviews were transcribed from audio/video to written texts for a more formal and accurate analysis. Twenty utterances were identified in the interviews, and they were purposively transcribed with focus on the metaphors deployed by the speaker. Although the selected interviews were transcribed, attention was given to the linguistic items that portray metaphors in the data. Also, ideologies and attitudes represented in the data were systematically accounted for in a table, which has four columns that contain the following; utterances, source domain, target domain, and ideological implication. Finally, findings of the study were discussed in line with their representations in the tables used for analysis.

Data Analysis

This section presents the analysis of the data for this study. The data for the study are media interviews on insurgencies granted to Arise News and Al Jazeera TV by Nigeria’s Chief of Defence Staff in 2025. The table is categorised into different columns. There are thus four columns, each of which focuses on the various aspects of the study, which are utterance, source domain, target domain, and ideological implication.

Table 1.0: Presentation and Analysis of Data

S/N	TEXTS	SOURCE DOMAIN	TARGET DOMAIN	CONCEPTUAL IMPLICATION
1	We are just few guys trying to secure our nation, and some people are not happy about that, and so making effort just to throw us under the bus .	Transport Metaphor	Betrayal/Ret rogression	Expressing dissatisfaction on lack of cooperation
2	Those who surrendered for instance, most of them came with hard currencies , where did they get them from? How are they funded?	Finance Metaphor	Sponsorship	Accusing Foreign nations for terrorism in Nigeria

3	Our wish is that in the next possible two years, we should be done with the crises, and we are heading there .	Journey Metaphor	Victory	Declaring the need for confidence on the armed forces
4	The military seriously fighting terrorism to provide protection for the farmers, and ensure food security .	War Metaphor	Welfare	Portraying food scarcity as an effect against national development
5	We are fighting a war, we need everyone to put hands together , not having the same people we are trying to protect working against us.	Human Metaphor	Unity	Demanding assistance and solidarity
6	We are ready to testify and defend ourselves before the international court of justice against amnesty international.	Legal Metaphor	Innocence	Declaring faithfulness and fairness
7	The Nigerian Armed Forces is not corrupt, we are just a few good sheep trying to do some good job.	Animal Metaphor	Innocence	Declaring readiness to self sacrifice
8	One of the reasons why this insurgency has been for this long is because we have been denied access to equipment , even when we have our money, why?	War Metaphor	Weapons	Interrogating and accusing external bodies
9	Not at all, it is not in our character to abuse civilians, it is not in our DNA to do such	Medical Metaphor	Integrity	Declaring commitment by the armed forces

	a thing.			
10	The struggle is on-going , and we hope to end it soon	Journey Metaphor	War	Expressing assurance of victory
11	The crises are difficult for us to handle because you are dealing with people within, who have a sense of belonging , believing that what they are doing is right.	Metaphor of Psychology	Pity	Expressing consideration
12	It is a societal battle, we need everyone to be on board .	Transport Metaphor	Agreement	Expressing the existence of calamity in the nation
13	Right now you and I are in Abuja talking freely, but soldiers are exchanging bullets in the bush . They left their families and we must continue to encourage them.	War Metaphor	Sacrifice	Portraying the commitment and selflessness of the armed forces
14	I strongly advocate for the fencing of Nigerian borders , else this may not end soon.	Building Metaphor	Protection	Declaring the armed forces as a limited force
15	The people who are behind the killers are a bunch of lunatics who are carnivorous , and have no regards for human lives.	Animal Metaphor	Destruction	Portraying the crises as an ideological movement
16	We are planning to erect modern ranches where the animals of the Fulanis can be fed, because if you	Building Metaphor	Unity/Peace	Expressing the need to negotiate and meet the needs of the herdsman

	provide that, the conflict between farmers and herdsmen will stop.			
17	Overtime, issues have been on ground. Small skirmishes have been going on here and there, because law and order is not there. Punishments should be melted on offenders.	Legal Metaphor	Authority	Portraying the armed forces as a controlled body
18	The presence of Mr. President in Benue State has really gone to show them that he is not far away from them.	Distance Metaphor	Commitment/Relationship	Expressing the government as one that cares
19	It is a morale booster , especially to our own troops too, seeing that the president is here, because we lost two officers.	Sport Metaphor	Strength/Encouragement	Seeking love and encouragement
20	Although fencing the borders is expensive , because the whole of Nigeria is about 40,70KM, but what is the use of money when lives are not dying.	Business Metaphor	Safety	Expressing the need to prioritise value for lives

Discussion of Findings

As indicated in Table 1.0, there are twenty (20) linguistic metaphors identified in the utterances. These linguistic metaphors are grouped into ten (10) based conceptual categories on the basis of their conceptual domains. The ten (10) metaphor categories are further discussed in this study based on the frequency with which a given metaphor category is linguistically realised. These categories are journey/transport

(linguistically realised four times), war (linguistically realised three times), animal (linguistically realised two times), legal (linguistically realised two times), building (linguistically realised two times), medical (linguistically realised one time), distance (linguistically realised one time), finance (linguistically realised one time), sport (linguistically realised one time), and psychology (linguistically realised one time).

Findings from this study also reveal how ideologies and attitudes can be portrayed through the use of metaphors in media interviews. The analysis further reveals that the ideologies and approaches of the Armed Forces towards insurgencies, as metaphorically represented in the interviews contribute to either the continuity or eradication of insurgent attacks in Nigeria. From the analysis, it is found that certain restrictions are placed on the Armed Forces from meting punishment on the attackers at different stages. This is evident in utterance 17; *“overtime, issues have been on ground. Small skirmishes have been going on here and there, because **law and order** is not there. Punishments should be meted on offenders.”* Hence, the speaker’s utterance is suggestive of the fact that the exercise of authority and restrictions placed on the Armed Forces contributes to the constant insurgent attacks on Nigerians. It implies that the power of the armed forces are controlled and restricted by those that they submit to. This also shows that certain exercises of powers that are usually demonstrated by Nigerian leaders affect the state of insurgency in Nigeria.

The speaker also deployed metaphors to present the armed forces as a sacrificial lamb for the nation. This understanding is seen in utterances 7 & 13; *“the Nigerian Armed Forces is not corrupt, we are just a few **good sheep** trying to do some good job.” “Right now you and I are in Abuja talking freely, but **soldiers are exchanging bullets in the bush**. They left their families and we must continue to encourage them.”* In utterance 7, the speaker uses animal metaphor by likening the soldiers to “sheep.” This direct comparison further emphasises the helpless nature of the soldiers. In utterance 13 however, the speaker expresses the concept of ‘sacrifice’ by revealing the willingness of the soldiers to leave their families and loved ones to fight in the ‘bush.’ Consequently, the speaker’s use of the metaphor of ‘bush’ conceptualizes homelessness, portraying the commitment of the Armed Forces to the peace of the nation. Contextually, the speaker’s idea is to call on Nigerians to consider the enormous sacrifice of the Armed Forces, and encourage them, rather than pointing out their supposed inadequacies in fighting insurgencies.

However, the speaker employed other linguistic metaphors to express the frustration and limitations of the arm forces in confronting the terrorists and attackers. This idea is represented in utterance 14; *“I strongly advocate for the **fencing of Nigerian borders**, else this may not end soon.”* Here, the speaker employs the linguistic metaphor of building through the use of the lexeme ‘fencing.’ Also, the idea portrayed through this metaphor is the limitation of the Armed Forces in fighting terrorists. “Fencing of the borders,” serves as a better strategy for restricting insurgencies; than using the soldiers to fight. In utterance 5, however, the speaker lamented the masses’ lack of trust on the Armed Forces as an act of betrayal against the sacrifices of the soldiers. *“We are fighting a war, we need everyone to put **hands together**, not having the same people we are trying to protect working against us.”*

Furthermore, in utterances 2 & 6, *“those who surrendered for instance, most of them came with **hard currencies**, where did they get them from? How are they funded?” “One of the reasons why this insurgency has been for this long is because we have been **denied access to equipment**, even when we have our money, why?”* the speaker deployed other linguistic metaphors, which are finance metaphor and war metaphor, respectively to represent an idea of the influence of international bodies, portraying a sense that the insurgencies are being sponsored by other foreign nations into Nigeria. Both utterances also ended with rhetorical questions, a technique deliberately deployed by the speaker to trigger the emotions of listeners, and to persuade them towards accepting his perspective. Moreover, the various techniques deployed by the speaker as discussed in this section of the study align with Charteris-Black 2011 integration of linguistic and conceptualization; that is, using linguistic items to create metaphorical expressions, and conceptualizing the metaphors into their source and target domains. This is what this paper has attempted to achieve in the discussion of findings.

Through analysis of these metaphors however, the study unveils hidden ideologies behind the approaches of the Armed Forces towards the issue of insurgencies, constructing a perception that portrays the Nigerian Armed Forces as a sacrificial lamb, and not an inadequate body. Findings also reveal that the Armed Forces is not only fighting terrorists in the bush, they are also confronted by **authorities, foreign influence**, and certain **Nigerians**, who do not have trust in the efforts and strategies of the Nigerian Armed Forces. This idea is well represented in utterance 1; *“we are just few guys trying to secure our nation, and some people*

are not happy about that, and so making effort just to throw us **under the bus.**” By analysing the various linguistic metaphors employed by the speaker, the study reveals how hidden ideologies can be made explicit in the responses of interviewees on any social phenomenon. Hence, the findings of this study seek to be of great importance in helping the masses to know and remain conscious of the role of metaphors used in media interviews by interviewees, as well as how the use of such metaphors enables speakers to persuade their audience, especially as they listen to such interviews being delivered.

Categorisation and Conceptualization of Metaphors

Here, the metaphors identified in the utterances of Gen. Christopher Musa were purposively discussed based on their categories. Also, the conceptualizations of the speaker in using these metaphors were adequately accounted for, visa viz Charteris-Black (2011) integration models, with specific focus on linguistic and conceptual approaches. The categories of metaphors selected here are journey/transport metaphors, business/commerce metaphors, war/battle metaphors. These categories were selected based on their frequencies of occurrence.

Journey/Transport Metaphors

These are the most frequently used metaphors in the text, as they occur four times. Of the four (4) times they were used, two of them are in form of verb. Instances of these metaphors include “...**heading there...**” “The **struggle is on-going**, and we hope to **end** it soon...” On the other hand, two are in form of noun. Examples include; “...**everyone to be on board...**” “**Under the bus...**” With this, the speaker conceptualizes the victory against insurgencies in Nigeria. Also, with these journey metaphors, the speaker thus compares the phenomenon of insurgency as a journey that has a destination, especially as the armed forces has embarked on the journey, with the destination to be victory and peace in the nation.

Business/Commerce Metaphor

This metaphor occurs just one time in the utterances as an adjective. An instance of it in the text include “...*Although fencing the borders is **expensive**, because the whole of Nigeria is about 40,70KM, but what is the use of money when lives are dying.*” In using business metaphor, the speaker attempts to persuade the Nigerian Government on the need to give something in return for something they do not have which they

need. In this context, the speaker's choice of the word '**expensive**' in describing the difficulty of securing and resisting insurgencies is suggestive of being transactional. Here, the speaker conceptualizes "placing priority" on the lives of the citizens as the major goal of any government. Moreover, the object of transaction, as suggested in the speaker's utterance is Nigerian's lives vs Nigerian's money. Thus, the speaker presents a choice between "**preserving the money vs securing the lives of Nigerians.**"

War/Battle Metaphors

These metaphors occurred linguistically three times in the text. Instances of war metaphors in the text include; "...**soldiers are exchanging bullets in the bush.....**" *"The military is seriously **fighting** terrorism.... "The **fight** is difficult because it is not a conventional one."* The speaker, being a military officer, demonstrates his cognitive military prowess. He also highlights and conceptualizes the lives of the soldiers as being sacrificial. Also in utterance (13), "...**soldiers are exchanging bullets in the bush.....**" The term "exchanging bullets" conceptualizes the army as entities, who put their lives on the line to secure the region. It denotes a physical face-off between the Nigerian army and insurgent attackers. Nigerians therefore need to have a moral re-orientation that peace or freedom is actually bought by the lives of others. Thus, through the use of war metaphors, the speaker attempts to persuade the audience to align mentally with Nigerian Armed Forces sacrifices and determination to eradicate insurgency and ensure peace and freedom in Nigeria.

Conclusion

This paper has examined metaphors and ideological representations in selected media interviews of Nigeria's Chief of Defence Staff, using Charteris-Black (2011 & 2021) Critical Metaphor Analysis (CMA) as its theoretical framework. The study also reveals how the different linguistic techniques employed by the speaker are suggestive of different ideological implications, anchoring its argument primarily on two integrated models in CMA; linguistic and conceptual models. The sole aim of assuming and presenting these ideologies is to make the masses believe in the commitment and sacrifices of the Nigerian Armed Forces to ending insurgencies in Nigeria, as well as to make listeners believe the perception of the Armed Forces on insurgent attacks. This paper therefore unveiled how metaphorical expressions are usually employed as linguistic techniques in media interviews by interviewees to

communicate hidden ideologies. It shows that interviewees are not usually neutral in their responses, rather they often express various ideologies that support their perceptions on any social phenomenon.

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