

Metaphor, Cognition, and Mobilization: A Critical Metaphor Analysis of Takaichi Sanae's Posts on X

Chen Yiming¹

¹(School of Foreign Studies/ Nanjing University of Science and Technology, China)

ABSTRACT: *Against the backdrop of digital media reshaping the landscape of political communication, social media has gradually evolved into one of the core arenas for political figures to construct governing legitimacy and mobilize voters. This study uses the original posts of Takaichi Sanae, Japan's first female Prime Minister, on X (formerly Twitter) during the 51st House of Representatives election as a corpus. By comprehensively applying critical metaphor analysis and corpus-based quantitative methods, it systematically examines the cognitive construction and mobilization mechanisms of her political discourse. The study finds that Takaichi's social media discourse features three clear core categories of metaphors, and through the cross-domain mapping of high-frequency metaphorical keywords, she establishes the political identity anchor of a "powerful guardian". Furthermore, an analysis of highly engaging posts reveals that Takaichi adeptly blends everyday narratives with a "weak/vulnerable" perspective, successfully achieving the everyday spatialization of national crises in her discourse and precisely mobilizing audience emotions. This study attempts to start from the rhetorical mechanisms in social platform discourse to provide empirical references for understanding political cognitive intervention and ideological construction in the context of social media.*

KEYWORDS - *critical metaphor analysis, political discourse, social media, Japanese politics*

I. INTRODUCTION

Following the Liberal Democratic Party (LDP) presidential election spanning late 2024 to 2025 and the 51st House of Representatives election in early 2026, Japanese politics ushered in a new round of power restructuring. Takaichi Sanae became Japan's first female Prime Minister, and the LDP under her leadership secured 316 seats in the House of Representatives election, independently holding over two-thirds of the seats. The ruling coalition captured a total of 352 seats, forming a dominant one-party ruling structure rarely seen in the post-war era.[1] It is worth noting that during the House of Representatives election process earlier this year, the role of social media was particularly prominent. It is gradually upgrading from a supplementary channel for traditional political propaganda into a core public opinion arena for shaping public discourse, mobilizing voter groups, and constructing governing legitimacy. According to exit polls jointly conducted by Nippon News Network (NNN), Yomiuri Shinbun, and NHK, approximately 22% of voters in 2026 cited social media sites as their most important reference for making choices, a significant increase compared to 8% in 2025. [2] Among these platforms, X (formerly Twitter), as the mainstream public text-based social platform in Japanese politics, has become one of the core online battlegrounds for various political forces to publish policy propositions, express political stances, and interact with voters.

The essence of political discourse is the discursive expression of power, and metaphor is one of the core mechanisms for discourse to construct cognition and transmit ideology. In her discursive practices on social media platforms, Takaichi uses a large number of metaphorical expressions to transform abstract political concepts and policy propositions into daily experiences perceivable by the audience, thereby building a specific discourse framework and guiding public trust in her policy propositions. Based on this, this study attempts to explore the construction methods and directivity of Takaichi's social media discourse from the perspective of critical metaphor analysis. Critical Metaphor Analysis (CMA) evolved from Conceptual Metaphor Theory (CMT) and achieved a

critical turn driven by Charteris-Black.[3] In recent years, Critical Cognitive Linguistics (CCL) has achieved a cognitive turn in critical discourse studies and a social turn in cognitive linguistics, emphasizing the hierarchical linkage of image schemas, conceptual metaphors, and discourse frameworks, providing an analytical paradigm for deconstructing political discourse.[4] However, existing research mostly focuses on formal, long texts such as traditional Japanese print media editorials or official parliamentary speeches, lacking sufficient examination of emerging social platform discourse. Therefore, this paper uses the critical metaphor analysis method to conduct a combination of quantitative and qualitative analysis on the posts of Takaichi Sanae's personal X account.

The academic value and empirical significance of this study are reflected in two dimensions: scenario innovation and reality mapping. At the corpus scenario level, the study selects original posts from Takaichi's verified X account as samples, effectively bridging the gap of homogeneous traditional media corpora and the lack of empirical research on social media. At the practical significance level, this study explains from a metaphorical perspective how Takaichi's post strategy intentionally guides public opinion and mobilizes voters, providing a new empirical reference for exploring political communication in the digital age and the ideological construction of the Japanese right wing.

II. RESEARCH DESIGN

2.1 Source of Corpus

X (formerly Twitter) was chosen as the corpus source platform for this study, and its justification lies primarily in three aspects: First, X is a crucial public channel for official discourse in Japanese politics, and the text published by the account possesses authoritative political representativeness, directly reflecting the top-level narrative strategy of the political party. Second, the platform uses paragraph-style short texts as its core publishing format; posts are concise with concentrated viewpoints, featuring highly condensed metaphorical vocabulary, identity frameworks, and emotional narratives, which facilitates combined quantitative and qualitative critical cognitive analysis. Third, compared to platforms dominated by visual narratives like video and images such as YouTube and Instagram, X centers on textual expression, making its corpus accessibility and linguistic analysis value much higher than other social platforms.

This study select Takaichi Sanae's verified personal official X account (@takaichi_sanae) as the corpus source, based on the account's dual value of regime representativeness and discourse uniqueness: Firstly, Takaichi's personal discourse directly carries the top-level narrative logic of right-wing forces on core issues such as security policy, historical cognition, and national positioning. Her public expressions have a high degree of stance consistency and personal recognizability, making it a vital sample for observing contemporary Japanese right-wing discourse. Secondly, the operational strategy of Takaichi's personal account is regarded as a typical practice of digital communication strategy in Japanese politics. As of the end of the general election in February 2026, her X account followers exceeded 2.6 million, giving her comparatively strong communication influence.

Combining the official legal timeline of Japan's 51st House of Representatives election and the Prime Minister's personal campaign discourse publication rhythm, the complete corpus collection period was determined: January 1, 2026 - February 9, 2026. This includes all stages: the 2026 election preparation, the dissolution of the House of Representatives, election public notice, formal campaigning, voting and ballot counting, and the announcement of election results. After scraping all raw post data, a three-layer screening and cleaning process was executed: Excluding transactional, formatted texts, such as standard diplomatic congratulatory messages, unified holiday greetings, simple event itinerary notifications, and meeting process announcements, which lack political narrative and subjective construction. Excluding external forwarded content, such as pure reposts of other politicians, media, or institution posts without personal comments or stance supplements. Retaining 60 original expression-type posts, including policy discussions, self-image narratives, expressions of national empathy, electoral determination, interpretations of diplomatic and industrial achievements, and personal life narratives that contain subjective discourse construction.

2.2 Analytical Methods

This paper is primarily based on critical metaphor analysis and adopts a mixed research method combining quantitative word frequency statistics and qualitative discourse critique. The analysis process is as follows:

Corpus Preprocessing: The cleaned and screened 60 valid posts were uniformly organized into a pure Japanese text corpus, and morphological analysis and word frequency statistics were completed using the Japanese corpus quantitative analysis tool KH Coder. On the one hand, frequency statistics and correspondence analysis were conducted on content words, verbs, and nouns in the full text to screen out core semantic clusters in the election discourse. On the other hand, high-frequency core vocabulary was extracted to lock in the key

investigation scope of metaphorical expressions, providing a basis for subsequent metaphor identification and classification.

Identification of Metaphorical Expressions: Referring to the MIPVU metaphor identification procedure outlined by Chen Lang, combined with Charteris-Black's basic classification standards, this study utilized the LLM-assisted method provided by Sun Chengzhi to systematically annotate and identify metaphorical expressions in the corpus.[5][6] The annotation process considered two types of metaphorical forms: Explicit metaphors, where concrete source domain vocabulary directly appears in the text, achieving a concrete expression of abstract political concepts through cross-domain mapping; Implicit metaphors, lacking explicit concrete vocabulary but containing abstract political expressions that implicitly map spatial boundaries, bodily perceptions, or antagonistic conflicts in semantic logic. During annotation, the target domain and source domain of metaphors were distinguished one by one, establishing post metaphor annotations individually.

Interpretation of Metaphorical Mapping: Based on completing metaphor identification and source domain broad classification, combined with the actual political context, the pragmatic functions, ideological intentions, and rhetorical persuasion mechanisms of metaphorical expressions in specific political communication contexts were deeply analyzed. This stage of analysis followed the critical metaphor analysis paradigm and was specified into two complementary analytical levels: 1. Image anchoring analysis of high-frequency metaphors, focusing on how two high-frequency core metaphorical words map across domains in different semantic clusters, analyzing how they concretize abstract political trust, national strength, and governing responsibility. 2. Narrative metaphor deconstruction of high-engagement posts, finely deconstructing the rhetorical structure of micro-source domains for hit posts with views and engagements exceeding tens of millions, exploring from a metaphorical mechanism how posts use de-politicization and de-serious strategies to achieve political leaders' self-presentation and emotional mobilization of the public.

III. RESEARCH PROCESS

3.1 Semantic Cluster Analysis

This section relies on KH Coder to conduct morphological analysis and vocabulary quantitative analysis on the cleaned 60 posts. Based on high-frequency word statistics, a visualization is presented through correspondence analysis.

FIGURE 1: CORRESPONDENCE ANALYSIS

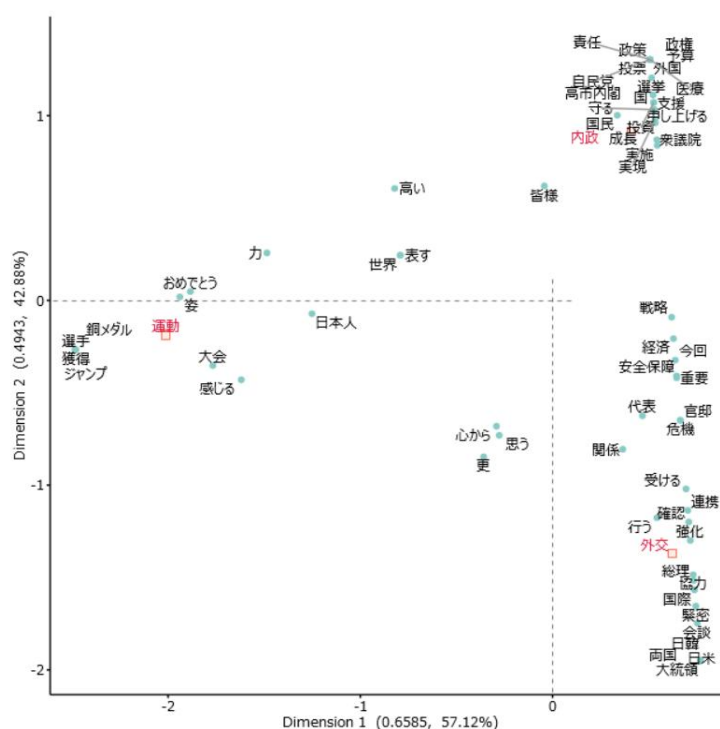


Fig.1 shows the correspondence analysis results generated based on the top 60 high-frequency words in the corpus. The red dots in the figure represent topic types, the blue-green dots represent high-frequency words, and the closer the distance between dots, the stronger the correlation. From the clustering distribution of the scatter plot, the vocabulary presents three very distinct core clusters, corresponding to three core topics: domestic politics, diplomacy, and sports. Combined with the specific corpus used in this study, the domestic election cluster corpus covers domestic governance texts such as the dissolution of the House of Representatives, national lobbying, campaign mobilization, post-victory administrative declarations, fiscal reform, disaster reconstruction, and local industry support. The diplomatic affairs cluster includes foreign-related texts such as bilateral summit meetings (Japan-US, Japan-South Korea, Japan-UK, Japan-Italy, Japan-Nepal), Northern Territories diplomacy, international crisis response, and global supply chain layout. The sports event cluster centers on commentary texts related to the Milano-Cortina d'Ampezzo Winter Olympics, Hakone Ekiden, and football matches. Looking at dimensional connotations, Dimension 1 roughly reflects a stylistic shift from soft social interaction to serious politics, while Dimension 2 reflects a topic field shift from domestic mobilization to diplomatic security. The three major semantic clusters are clearly separated in space, indicating that Takaichi's social media discourse presents distinct block-like characteristics in its semantic structure; it is not chaotic fragmented expression, but an organized, divided, and systematic narrative.

3.2 Identification of Metaphorical Expressions

Referring to the semantic clusters divided in the previous section and based on the preset process in the analytical methods, this section categorizes the metaphor types in the corpus as follows:

TABLE 1: METAPHOR TYPE STATISTICS

Metaphor Type	Metaphor Keywords (Frequency)	Source Domain	Target Domain
Path/Journey Metaphor	道 (5)、歩む (5)、疎通 (4)、	Road, Forward movement	Guiding forward, Overcoming difficulties
Building/Container Metaphor	築く (5)、強固 (4)、一丸 (4)、枠組み (3)	Framework, Cluster construction	Alliance building, Relationship stability
Body/Stage Metaphor	力 (8)、守る (8)、姿 (6)、舞台 (4)、輝く (3)	Performance, Physical strength	Powerful regime, Glorious future

Through systematic annotation of the corpus, this study identified the three most core cognitive metaphor types based on high-frequency vocabulary: Path/Journey metaphors, Building/Container metaphors, and Body/Stage metaphors. Overall, these three types of metaphors exhibit certain structural synergy in their functions. Path/Journey metaphors endow policy implementation with a clear dynamic sense of direction through linear spatial displacement, shaping it into a guiding process to overcome obstacles. Building/Container metaphors use physical construction and spatial enclosure to materialize complex alliance relationships and organizational cohesion into solid framework barriers. Meanwhile, the most frequently occurring Body/Stage metaphors cleverly

integrate embodied cognition, transforming national strength and regime legitimacy into intuitive protective forces and highly infectious visual performances. These three metaphor types do not operate in isolation; instead, they form an overarching discourse framework where "roads guide the direction, buildings provide support, and bodies and stages inject energy and visual tension". Together, they accomplish the de-abstracting deconstruction of serious political issues, laying a cognitive foundation for their widespread dissemination.

3.3 Interpretation of Metaphorical Mapping

3.3.1 Image Anchoring of High-Frequency Metaphors: The Powerful Guardian

High-frequency vocabulary in a specific discourse is not only an intuitive presentation of issue focus but also the cognitive anchor of the narrative tone. Through correspondence analysis and metaphor type statistics of high-frequency words, it can be seen that Takaichi's use of metaphors in her X platform posts exhibits a certain degree of systematicity and concentration. Among them, "power/force" (力) and "protect/defend" (守る), as frequently appearing core metaphorical words, constitute the dual anchors of her post narrative tone and image building.

In political discourse, concepts such as "power" or "strength" are often highly abstract. Sanae Takaichi extensively links the use of "power" to physical and bodily energy source domains, transforming intangible political trust, governance capacity, and national cohesion into quantifiable, accumulable, and transmittable physical entities. For example, in soft power display scenarios like major national sports events, "power" often serves as a medium connecting national emotion with national honor:

Example 1: 4選手が力を合わせ、混合団体では日本初となる歴史的なメダルを掴み取って下さいました。... 前回大会の雪辱を果たすべく、この4年間積み重ねてこられた選手の皆様のたゆまぬご努力とそれを支え続けてこられた関係者の皆様のお力が実を結び、日本中に大きな感動と勇気を届けて下さいました。こうしたスキージャンプ TEAM JAPAN の歩みを、私もとても誇りに思います。この喜びを力に変え、続くラージヒルなどの種目でも、皆様が最高のジャンプを見せて下さることを心より願っております。(2.11)

(The four athletes joined forces to capture Japan's first historic medal in the mixed team event. ... To avenge the regrets of the last tournament, the unremitting efforts accumulated by the athletes over the past four years and the power of the staff who continued to support them have borne fruit, delivering immense emotion and courage to all of Japan. I am extremely proud of the journey of this TEAM JAPAN ski jumping squad. I sincerely hope that you will turn this joy into power and show your best jumps in upcoming events such as the large hill.)

In a post regarding the Milano-Cortina Winter Olympics, "power" not only refers to the athletes' physical competitive state but is also mapped as a symbol of cohesion, the result harvested after hard work, and the driving force propelling the nation forward. However, in highly concrete personal governmental affairs and crisis management texts, "power" is reduced to the most fundamental bodily experience.

Example 2: 27日(土)と28日(日)に衆議院赤坂宿舎で段ボール箱の組み立てとパッキングを始めて以来、重い箱の運搬と積み上げなど、ひたすら力仕事続きでしたから、手足は切り傷とアザだらけや...。(1.4)

(Since starting to assemble and pack cardboard boxes at the House of Representatives Akasaka dormitory on the 27th <Sat> and 28th <Sun>, I've been doing nothing but physical labor, such as carrying and stacking heavy boxes, so my hands and feet are covered in cuts and bruises...)

In a post that interweaves the relocation of the Prime Minister's official residence with North Korean missile launches, a Peruvian accident, and the Venezuelan crisis, Takaichi constructs an image of a diligent leader "enduring high-intensity physical pressure and national crises" through "physical labor" (力仕事) and bodily exhaustion caused by continuous official duties. The "power" here is physical, anchoring Takaichi's concrete narrative of "shouldering the heavy burden" as the nation's chief executive amidst crisis response and complex administrative tasks.

Finally, "power" in election narratives transforms into personal support for Takaichi:

Example 3: 政策を実現するために、皆様の地域の自民党公認候補へ、大切な一票を託してください。その一票が高市政権への信任になります。私がこれから進めてまいります国家運営の力になります。(2.5)

(To realize our policies, please entrust your precious vote to the officially endorsed LDP candidate in your region. That vote becomes a vote of confidence in the Takaichi administration. It will become the power for the state management that I will carry forward.)

Example 4: 皆様の街の自民党候補者に、ぜひ一票をお託し下さい。それが、高市早苗の大きな力になります。(1.27)

(Please by all means entrust a vote to the LDP candidate in your town. That will become a great power for Takaichi Sanae.)

In these two electoral messages, votes and trust are mapped as fuel or power provided to political leaders and the state apparatus, simultaneously completing a closed loop of "power" converging onto Takaichi personally, which then connects with the "power" released by the individual mentioned earlier. Additionally, this metaphor directly links micro-level individual voter behavior with macro-level "state management," granting ordinary voters a sense of participation and control in "injecting energy into the state apparatus," thereby conducting psychological mobilization for electoral politics.

If "power" emphasizes construction and output, then "protect" (守る) emphasizes defense and cohesion. Takaichi anchors her policy propositions and the core responsibilities of a national leader onto the identity framework of a "guardian" through the metaphorical expression of "protect," which originates from military defense and physical actions.

For instance, in a post commemorating the 31st anniversary of the Great Hanshin-Awaji Earthquake, Takaichi upgrades traditional national governance goals into a "defense mission" with a strong security hue:

Example 5: 国民の皆様の生命と財産を守り抜くこと。これは、国の究極の使命であり、私の全ての活動の原点です。今日、世界有数の災害大国・日本に生きる皆様の命を守り抜く決意を、新たにしています。(1.17)

(Protecting the lives and property of the people to the very end. This is the ultimate mission of the nation and the starting point of all my activities. Today, I renew my determination to thoroughly protect the lives of everyone living in Japan, one of the world's leading disaster-prone countries.)

Here, regarding sudden crises caused by natural disasters, Takaichi transforms the government's public policy into a "defensive line". The expression "protect to the end" (守り抜く) repeatedly appears, anchoring Takaichi's starting point of political activity as a "defender in crises" and cognitively reinforcing this image.

Going further, Takaichi incorporates measures countering high prices—originally purely economic and social policies—into the metaphorical network of "protecting":

Example 6: 国民の暮らしを守る。選挙があってもそれは変わりません。解散総選挙によって物価高対策が遅れることもありません。政府は、解散総選挙に関わらず、これまでも、そしてこれからも、国民の暮らしを守ることに手を緩めることはありません。(1.22)

(Protecting the lives of the people. Even with an election, that will not change. The measures against high prices will not be delayed by the dissolution and general election. Regardless of the dissolution and general election, the government has not, and will not, relax its hands in protecting the people's livelihoods.)

In her defense of the legitimacy of calling a general election, Takaichi directly proposes the concept of "protecting daily life". Fiscal measures such as tax cuts and subsidies used to combat rising prices and inflation are metaphorically referred to as "protecting the people's livelihood". This responds to public doubts that

"dissolving the diet might cause economic policy stagnation," reshaping a dissolution driven by partisan interests into a "rational decision made in order not to interrupt the defense of the people's livelihood". The above two metaphors form an interaction: the former resolves the legitimacy issue of "where does the regime's power come from," while the latter explains the mission-oriented issue of "why does the regime exist". The concentrated presentation of these metaphors firmly anchors Takaichi's political image on the portrayal of a "capable and responsible national guardian," thereby laying a credible foundation among the public for electoral mobilization and policy guidance.

3.3.2 Metaphorical Construction Inside High-Engagement Posts: Self-Presentation and Mobilization

In the context of social media communication, high reach and engagement rates of political posts often do not stem from rational debate over abstract policy provisions, but rather depend on whether discourse strategies can accurately touch the audience's deep emotional cognition. In his critical metaphor analysis framework, Charteris-Black emphasizes that the core function of metaphors lies in constructing a morally persuasive political image and leadership myth (Ethos) for the speaker by arousing the audience's unconscious emotional associations (Pathos).[7] This section focuses on five posts in the corpus with over ten million views (as of February 15, 2026), exploring how their political rhetoric works to capture public attention from the perspective of metaphorical rhetoric.

TABLE 2: METAPHORICAL CONSTRUCTION OF HIGH-ENGAGEMENT POSTS

Post Topic (Date)	Core Metaphor Source Domain	Target Domain	Views (Millions)
Couple's daily conversation (1.9)	Responding to husband's "wasting public funds on the residence"	Responding to negative reporting, showing a selfless image	66
Injured while shaking hands (2.1)	Physical injury, insisting on working	Spirit of dedication, love for work	41
Japan-South Korea drum diplomacy (1.13)	Jazz drum ensemble	Breakthrough cooperative relationship	33
High school students' "Sanae-katsu" (1.23)	Absorbing idol fandom terminology	Gaining youth political identity	30
New Year's daily sharing (1.4)	Prime Minister in a chaotic busy life	Japan amidst numerous crises	26

A comprehensive examination of the themes of highly engaging posts reveals that their content presents distinct characteristics of "de-seriousization," "everyday spatialization," and "emotional polarization". Firstly, high-engagement posts achieve a softening and approachability of serious political issues by mapping major topics such as national security, diplomatic games, and cultural transmission to "drumming entertainment," "busy daily life," or "chatting about makeup with young people". Secondly, "daily life and crisis" intertwine within the narrative scenes, placing hardcore security crises (North Korean missiles, Taiwan Strait drills, US military strikes in Venezuela) into grounded "fragments of daily life" (moving, cooking), converging the dual images of "national leader" and "ordinary family woman" onto herself, while creating an atmosphere that regularizes the nation's response to external crises. It can also be seen that Takaichi is highly adept at utilizing source domains of "weak/vulnerable" such as physical pain, hardship, and being a victim of public opinion. This attempts to stimulate the audience's desire to protect, sympathy, and sense of justice, thereby transforming these mass emotions into personal support and political trust.

These characteristics are comprehensively demonstrated in the post from January 4: this text primarily records her New Year period, from unpacking boxes and doing chores to handling high-intensity government affairs like North Korean missiles, Taiwan drills, the Venezuela incident, and phone diplomacy, finally returning to a record of daily life with her husband. Through a highly dramatic chronological montage, the text weaves

trivial housewife routines with turbulent global geopolitical crises; one second she is preparing a late brunch for her hungry husband, and the next second she "jumps out of bed to issue instructions to the emergency response team at the official residence". This rhetoric aligns with the function of empathetic metaphors, utilizing popular culture source domains to build a parasocial interaction bridge, achieving rapid multiplication of political affinity. Within this, the "valley of cardboard boxes" (段ボール箱の谷間) constitutes a sense of cramped spatial oppression, and the Prime Minister commanding the state apparatus within this narrow, oppressive space is endowed with the metaphorical connotation of working amidst surrounding crises. In feminist political discourse studies, female politicians have long faced a double gender bind: showing too much toughness draws criticism for lacking affinity, while being too gentle draws doubts about leadership capacity. [8]Takaichi cleverly places herself at the intersection of dual images. On the one hand, she aligns with traditional Japanese society's submissive expectations of women handling chores and caring for the family; on the other hand, she presents the image of a highly decisive, commanding superhuman leader. More importantly, this narrative constructs a perspective of sympathy and assistance for the audience using a "weak/civilian" identity, meaning that when the audience enters the ordinary everyday story of moving and cooking, they are unconsciously drawn into the grand narrative of jointly responding to a national crisis, completing a subtle infiltration from everyday empathy to political concern.

3.3.3 The Construction of Regime Legitimacy and Political Mobilization

From the perspective of political discourse theory, the construction of governing legitimacy relies on representing a specific ruling line as the inevitable choice in line with natural order and universal well-being. [9]Takaichi uses path-guiding metaphors to set her political governance as the only correct forward direction; uses building-support metaphors to shape strategic alliances and proactive fiscal policies into a solid foundation protecting national survival; and uses body-empowerment metaphors to package party policies as catalysts that release the potential energy of the citizens and the nation. This embodied dimensional reduction strategy allows voters to complete cognitive justification of the regime's legitimacy simply through spatial position, structural stability, and physical sensations in daily life, without needing to enter complex fiscal accounts and bill debates.

Simultaneously, this paper explores the special political space that social media platforms provide for de-seriousizing political discourse and emotional mobilization.[10] Traditional official political reporting emphasizes stylization, seriousness, and distance, whereas the parasocial interaction attributes of social media allow political elites to cleverly fold grand political issues into highly visual fragments of daily life. Through the unique attributes of personal social media, Takaichi merges the operation of the nation's top power with the life picture of an ordinary housewife, generating a composite political identity characterized by both a "weak/victim" undertone and a "superhuman/determined" spirit. From the perspective of ideological critique, the construction of this composite identity has exerted a significant political function. For a long time, right-wing conservative political discourse has often brought a strong sense of exclusivity and oppression to the audience due to its hardline stances on security expansion, exclusionary policy strategies, and constitutional revision advocacy. Through the construction of her personal image, Takaichi successfully introduced a soft emotional buffer layer into the discourse. Such expressions greatly dispel the exclusivity and oppression of hardline right-wing political stances, allowing the audience to smoothly complete a subtle identification with right-wing ideology and hardline political lines such as proactive finance and major security shifts amidst unconscious sympathy, concern, and emotional resonance.

IV. CONCLUSION

Takaichi Sanae's social media narrative practice reflects a pathway through which contemporary Japanese right-wing discourse achieves soft ideological dissemination and normalized public opinion mobilization. In the digital communication era, the dissemination of political discourse is concurrently transforming. Political discourse on social media subtly achieves the transmission of specific cognitive schemas while resonating emotionally with the audience through lifestyle-oriented, emotional, and systematic communication strategies, thereby guiding national political attitudes. At the same time, this study still has multiple limitations: for instance, insufficient consideration of the communication matrix of Takaichi's LDP, failing to fully cover the overall discourse characteristics; the research only focuses on a single time period and lacks long-term diachronic corpus tracking,

making it difficult to fully present dynamic evolution patterns. Future research can expand materials horizontally and vertically, while also conducting exploratory innovation in theoretical application to further enrich the overall research landscape of digital political discourse.

REFERENCES

- [1] Q.Chen ,The collapse of the center-left, LDP dominance, and stock market surges: The House of Representatives election reshapes Japan's political and economic landscape, *The Paper*, 2026-02-09, https://www.thepaper.cn/newsDetail_forward_32566607.
- [2] R.Maeda,"Takaichi Whirlwind"on SNS? Reasons for the historic landslide victory: LDP growth by 7 times...Changes in the number of spreading accounts on X,*Nippon-TV News Network*,2026-02-10,<https://news.ntv.co.jp/category/politics/4c6f0b27ce474aeb96fb388f529fefcc>.
- [3] J.Wu, D.Li, Critical metaphor analysis: Frontiers and prospects, *Foreign Language and Their Teaching*, (4), 2023, 87-97.
- [4] H.Zhang,Critical cognitive linguistics: An analytical perspective on language understanding and acceptance—A re-discussion on the theoretical construction of critical cognitive linguistics, *Foreign Language and Their Teaching*, (3), 2021, 31-43.
- [5] L.Chen, From MIP to MIPVU: Methods, applications, and issues in metaphor identification, *Foreign Languages Research*, (5), 2022, 30-39.
- [6] C. Sun, A critical cognitive metaphor analysis of refugee acceptance discourse in Japanese mainstream media, *Higher Japanese Education*, (2), 2025, 21-29.
- [7] J.Charteris-Black, *Corpus Approaches to Critical Metaphor Analysis* (Basingstoke & New York: Palgrave Macmillan, 2004) 39-40.
- [8] S.Totibadze, Gendered metaphors in political discourse, *Online Journal of Humanities ETAGTSU*, (3), 2018, 22.
- [9] T.A.Van Dijk, *Discourse and Power* (New York: Palgrave-Macmillan, 2008) 128-131.
- [10] D.C.Giles,Parasocial interaction: A review of the literature and a model for future research,*Media Psychology*, 4(3), 2002, 279-305.