

the self-defense scenario can be justified in another way.

Indeed, despite the lack of any positive evidence and the fact that the secular Saddam and the fundamentalist bin Laden despise each other, the Bush administration has managed to convince 40 percent of the American public of the link just by asserting it. The administration has told its soldiers the same thing, and so our military personnel see themselves as going to Iraq in defense of their country. In the rescue scenario the victims are (1) the Iraqi people and (2) Saddam's neighbors, whom he has not attacked but is seen as threatening. That is why Bush and Powell keep on listing Saddam's crimes against the Iraqi people and the weapons he could use to harm his neighbors. Again, most of the American people have accepted the idea that the Iraq War is a rescue of the Iraqi people and a safeguarding of neighboring countries. Actually, the war threatens the safety and well-being of the Iraqi people.

And why such enmity toward France and Germany? Via the Nation as a Person metaphor, they are supposed to be our "friends," and friends are supposed to be supportive and jump in and help us when we need help. Friends are supposed to be loyal. That makes France and Germany fair-weather friends! Not there when you need them.

This is how the war is being framed for the American people by the administration and the media. Millions of people around the world can see that the metaphors and fairy tales don't fit the current situation, that the Iraq War does not qualify as a just war—a "legal" war. But if you accept all these metaphors, as Americans have been led to do by the administration, the press, and the lack of an effective Democratic opposition, then the Iraq War would indeed seem like a just war.

But surely most Americans have been exposed to the facts—the lack of a credible link between Saddam and Al-Qaeda, no WMDs (weapons of mass destruction) found, and the idea that large numbers of innocent Iraqi civilians will be killed or maimed by our bombs. Why don't they reach the rational conclusion?

One of the fundamental findings of cognitive science is that people think in terms of frames and metaphors—conceptual structures like those we have been describing. The frames are in the synapses of our brains, physically