

**CONCEPTUAL METAPHORS IN COVID-19 SPEECHES OF
INFLUENTIAL FEMALE LEADERS**

THESIS

By:

Nadya Dwi Hermalia Wanti

NIM. 18320046



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2022**

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INFLUENTIAL FEMALE LEADERS**

THESIS

Presented to:
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:
Nadya Dwi Hermalia Wanti
NIM. 18320046

Advisor:
Zainur Rofiq, M.A.
NIDT. 19861018201802011180



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2022**

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I state that the thesis entitled “Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, 22 June 2022

The Author



Nadya Dwi Hermalia Wanti

NIM. 18320046

APPROVAL SHEET

This is to certify that Nadya Dwi Hermalia Wanti's thesis entitled **Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as the one of the requirements for the degree of *Sarjana Sastra* (S.S.)

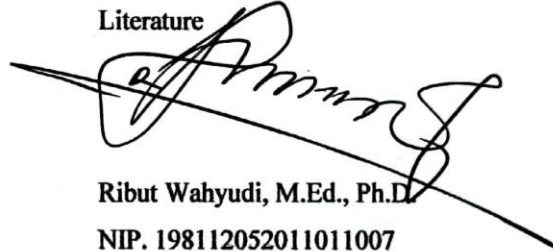
Malang, 22 June 2022

Approved by
Advisor



Zainur Rofiq, S.S, M.A,
NIP. 19861018201802011180

Head of the Department of English
Literature



Ribut Wahyudi, M.Ed., Ph.D
NIP. 198112052011011007

Acknowledge,

By the Dean,



Dr. M. Faisol, M.Ag.

NIP. 19741101200312003

LEGITIMATION SHEET

This is to certify that Nadya Dwi Hermalia Wanti's thesis entitled **Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders** has been approved by the Board of Examiners as the one of the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

Malang, 13 June 2022

The Board of Examiners

Signatures


1. Dr. Agwin Degaf, M.A (Chair)

NIP. 198805232015031004



2. Zainur Rofiq, M.A (First Examiner)

NIDT. 19861018201802011180



3. Vita Nur Santi, M.Pd. (Second Examiner)

NIP. 198306192011012008



Approved by the Dean,
Faculty of Humanities



MOTTO

إِنَّا زَيَّنَّا السَّمَاءَ الدُّنْيَا بِزِينَةِ الْكَوَاكِبِ

Sesungguhnya Kami telah menghias langit (yang terdekat) dengan hiasan, yaitu bintang-bintang. (As-Saffat/37:6)

DEDICATION

This thesis proudly presents to:

Myself

Nadya Dwi Hermalia Wanti

My beloved parents

Ayah dan Ibu

Also to,

M. Arofian Thoufi Ilmi

and my beloved bestfriend,

Endhira Kusuma Wardhani

ACKNOWLEDGEMENT

First of all, I would like to say *Alhamdulillahirabbil alamin*, I give my greatest thanks and gratitude to the almighty Allah SWT, Lord of the universe and other creatures because of His grace and blessing the author can complete this thesis entitled “**Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders**”. *Sholawat* and *salam* also given to our beloved prophet Muhammad SAW, hopefully we can get his *syafaat* on the last day. Aamiin

During the time of writing this thesis, the author realizes that this thesis can be completed because of the help, guidance, support, and all of the prayers that have been given from various parties, therefore with a great humility the author would like to thank: The rector of Islamic State University of Maulana Malik Ibrahim Malang, Prof. Dr. M. Zainuddin, M.A, The Dean of the Faculty of Humanities Islamic State University of Maulana Malik Ibrahim Malang, Dr. M. Faisol, M. Ag for his permission of this thesis, also Head of the English Literature Department, Mr. Ribut Wahyudi, M. Ed., Ph. D., and then My Academic Advisor, *Ibu* Rina Sari, M. Pd., My respected thesis advisor, *Bapak* Zainur Rofiq, M.A. for his suggestion, guidance and direction during the completion of this thesis, All of the lectures in English Literature Department for the knowledge given during the college. To my beloved parents, *Ayah dan Ibu* and my sister Selly Dyah Septianti who with patience and sincerity, always prays, gives encouragement and motivation to complete this thesis. Also to Muhammad Arofian Thoufi Ilmi, as my greatest motivation to complete this thesis. Last, to my

best friend Endhira Kusuma Wardhani who has put in a lot of energy to help me finish this thesis and thank you to GHOST-18 for the never ending supports.

As the author of this thesis entitled “**Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders**”, I hope this thesis will be useful for the readers especially the students in English Literature Department.

Malang, 22 April 2022

The Author

A handwritten signature in black ink, appearing to read 'Nadya Dwi Hermalia Wanti', written in a cursive style.

Nadya Dwi Hermalia Wanti

NIM. 18320046

ABSTRACT

Wanti, Nadya Dwi Hermalia (2022). *Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Zainur Rofiq, M.A.

Keywords: Conceptual Metaphor, Critical Metaphor Analysis, Covid-19 speech

Since the spread of the SARS-CoV 2 virus originating from Wuhan, China in 2019, news and speeches about COVID-19 have been circulating among people around the world for various purposes, both by writers and speakers. In this study, the author wants to examine how conceptual metaphors play a role in the COVID-19 speeches used by Kamala Harris and Julia Gillard which not only functions as an aesthetic tool but also functions as a persuasive tool to invite Americans to immediately implement a vaccine and to persuade Australians how to maintain mental health in the midst of the COVID-19 pandemic. This research is taken from 3 videos by Kamala Harris and Julia Gillard from several YouTube channels. The method used by the author is descriptive qualitative and combining 3 main theories, first to identify the type of metaphorical expression frequently used by Kamala Harris and Julia Gillard the author uses the theory of Lakoff & Johnson (2003) and to analyze the conceptual metaphors contained in the speeches of Kamala Harris and Julia Gillard, the author combines the theory of Kövecses (2010) and Charteris-Black, J (2004). As a result, the authors managed to find 40 metaphorical expressions used by those two female leaders, with the results using the most ontological metaphors in their speeches, with details of Julia Gillard using 13 ontological metaphors, and Kamala Harris using 6 ontological metaphors. Furthermore, the author managed to find the analysis of conceptual metaphors contained in Kamala Harris and Julia Gillard's speeches as many as 5 conceptual metaphors dominated by the COVID-19 IS WAR conceptual metaphor as the main goal to persuade their audiences. The author also suggests that future researchers can do further research by using a comparative study of conceptual metaphors in female and male leaders.

مستخلص البحث

هيرماليوانتي، نادية دوي (2022). الاستعارات المفاهيمية في خطاب كامالا هاريس وجوليا جيلارد حول كوفيد-19. سكريسي، جوروسان ساسترا إنغريس، فاكولتاس هومانورا، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج، المشرف: زينور رفيق، ماجستير.

الكلمات الأساسية: استعارة مفاهيمية ، تحليل استعاري نقدي ، خطاب كوفيد -19

منذ انتشار فيروس سارس كوفيد-2 الذي نشأ في ووهان، الصين في عام 2019، تم تداول الأخبار والخطب حول مرض كوفيد-19 بين الناس في جميع أنحاء العالم لأغراض مختلفة، من قبل الكتاب والمتحدثين على حد سواء. في هذه الدراسة، يريد المؤلف أن يفحص كيف تلعب الاستعارات المفاهيمية دورًا في خطاب كوفيد-19 الذي استخدمته كامالا هاريس وجوليا جيلارد، والذي لا يعمل فقط كأداة جمالية، بل يعمل أيضًا كأداة مقنعة لدعوة الأمريكيين إلى التنفيذ الفوري لقاح وإقناع الأستراليين. كيفية الحفاظ على الصحة العقلية في خضم وباء كوفيد-19. تستخدم هذه الدراسة 3 مقاطع فيديو حول كوفيد-19 بواسطة كامالا هاريس وجوليا جيلارد مأخوذة من عدة قنوات على يوتيوب. الطريقة التي استخدمها المؤلف في هذه الدراسة هي الطريقة الوصفية من خلال الجمع بين 3 نظريات رئيسية، أولاً لتحديد نوع التعبير المجازي الأكثر استخدامًا من قبل كامالا هاريس وجوليا جيلارد، يستخدم المؤلف نظرية لاكوف وجونسن (2013) وتحليل الاستعارات المفاهيمية الواردة في هذا البحث، خطب كامالا هاريس وجوليا جيلارد ، مؤلفا الجمع بين نظرية Kövecses, Z (2010) و تشارتريس بلاك, J (2004). نتيجة لذلك، تمكن المؤلفون من العثور على 40 تعبيرًا مجازيًا استخدمته القائمتان ، مع استخدام النتائج أكثر الاستعارات الأنطولوجية في كلامهم، مع تفاصيل لجوليا باستخدام 13 استعارة وجودية، وكامالا هاريس باستخدام 6 استعارات وجودية. علاوة على ذلك، نجح المؤلف في تحليل الاستعارات المفاهيمية الواردة في خطابات كامالا هاريس وجوليا جيلارد بما يصل إلى 5 استعارات مفاهيمية سيطرت عليها الاستعارة المفاهيمية ل COVID-19 IS WAR كوسيلة لإقناع مستمعيهم بإنهاء كوفيد-19 على الفور جائحة.

ABSTRAK

Wanti, Nadya Dwi Hermalia Wanti (2022). *Conceptual Metaphors in COVID-19 Speeches of Influential Female Leaders*. Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Dosen Pembimbing: Zainur Rofiq, M.A.

Kata Kunci: Metafora Konseptual, Analisis Metafora Kritis , Pidato Covid-19

Semenjak menyebarnya virus SARS-CoV 2 yang berasal dari Wuhan, China pada 2019 silam, berita dan pidato tentang COVID-19 hingga saat ini sangat ramai beredar di kalangan masyarakat di seluruh dunia yang digunakan untuk berbagai tujuan baik oleh penulis maupun penuturnya. Dalam penelitian ini, penulis ingin meneliti bagaimana metafora konseptual berperan pada pidato COVID-19 yang digunakan oleh Kamala Harris dan Julia Gillard yang tidak hanya berfungsi sebagai sarana estetika namun juga berfungsi sebagai sarana persuasif untuk mengajak masyarakat Amerika agar segera melaksanakan vaksin dan untuk mempersuasi warga Australia bagaimana menjaga kesehatan mental di tengah pandemi COVID-19. Penelitian ini menggunakan 3 video tentang COVID-19 oleh Kamala Harris dan Julia Gillard yang diambil dari beberapa channel YouTube. Metode yang digunakan oleh penulis pada penelitian ini yaitu deskriptif kualitatif dengan menggabungkan 3 teori utama, pertama untuk mengidentifikasi tipe ekspresi metaforis yang paling banyak digunakan oleh Kamala Harris dan Julia Gillard, penulis menggunakan teori Lakoff&Johnson (2003) dan untuk menganalisis metafora konseptual yang terdapat di dalam pidato Kamala Harris dan Julia Gillard, penulis menggabungkan teori Kövecses, Z (2010) dan Charteris-Black, J (2004). Hasilnya, penulis berhasil menemukan sebanyak 40 ekspresi metaforis yang digunakan oleh kedua pemimpin perempuan tersebut yaitu dengan hasil paling banyak menggunakan metafora ontologis di dalam pidato mereka dengan rincian Julia menggunakan sebanyak 13 metafora ontologis, dan Kamala Harris menggunakan sebanyak 6 metafora ontologis. Selanjutnya, penulis berhasil menganalisis metafora konseptual yang terkandung di dalam pidato Kamala Harris dan Julia Gillard sebanyak 5 konseptual metafora yang didominasi oleh konseptual metafora COVID-19 IS WAR sebagai sarana persuasi mereka kepada para pendengarnya untuk segera mengakhiri pandemic. Penulis juga menyarankan agar peneliti selanjutnya dapat meneliti lebih lanjut dengan menggunakan studi komparatif terhadap metafora konseptual pada pemimpin perempuan maupun laki-laki.

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CHAPTER I

INTRODUCTION

This chapter discusses the background, problems, objectives, scope and limitations, the significance of the study, and the definition of key terms.

A. Background of the study

In general, language has been utilized for various objectives in human life. According to Eran (2016), language is a cognitive instrument that gives us a unique method of arranging the world around us, which we utilize for numerous purposes such as thinking and communicating. Politicians will surely use it to help them persuade their audiences or interlocutor because it is employed for diverse goals in certain circumstances, notably political issues. They may employ a conceptual metaphor as the chosen language in creating it.

In terms of comprehension, there are many studies on conceptual metaphors being undertaken by linguists. First, Lakoff&Johnson (1980) successfully established metaphor through "Metaphor We Live By." Because we as humans generally speak and write metaphorically to communicate verbally fluently, metaphor is claimed in that book that will play a vital function in the expression of language to attain an aesthetic role and rhetorical effect. It is also defined as a figurative comparison in which one thought is interpreted as having a different meaning than the preceding one.

According to Kövecses, a metaphor is a figure of speech in which one item (A) is compared to another (B) by saying that one is the other (2010). According to Goatly (2007), metaphor involves thinking about something (A) as if it were something else (B); in other words, A is the topic or target, and B is the vehicle or source. He was a cheetah in a running competition, for example. Because he behaves like a human compared to a cheetah, he and the cheetah probably share a trait, particularly agility. Meanwhile, conceptual metaphors can be found in various media, including news, music lyrics, literary works, and speeches.

While individuals throughout the world have been dealing with the Covid-19 pandemic for the past two years, which began with the emergence of the SARS-CoV-2 virus in Wuhan, China, at the end of 2019, it was said that people who contracted this virus would be affected by their immune and respiratory tract, from mild to severe symptoms, which led to death. Therefore, it is not surprising that many news or speeches about COVID-19 are circulating and are most sought after by people around the world. News or speeches about the COVID-19 pandemic have become very massive in various fields such as vaccines, mental health, and others.

In the art of persuasion and management, metaphor is the primary way of communication that conveys a pleasant impression. As a result, projects share societal attitudes about what is right and wrong, allowing alliances to form around these beliefs (Charteris-Black, J, 2011). It includes applying for positions in politics, particularly for leaders. There are several situations when leaders may be called upon to speak. Meeting with the press, conferences, and contemplating

whether or not to make an oration in public are all possibilities. Because of these factors, a political speech, particularly COVID-19, is a good candidate for this research.

Female leaders were selected for this study because according to Baxter (2010) in terms of how their tasks, behaviors, and relationships with others are enacted, accepted, and described, different leadership styles can pose major challenges for senior women. The language of a woman leader, on the other hand, is strongly influenced by the context and community of practice in which she works. The researcher chose Julia Gillard and Kamala Harris for this study because they both have specific interests in the world of leadership. First, Julia Gillard was chosen as the study's subject because she is Australia's first female prime minister. The ascension and fall of Julia Gillard, Australia's first female prime leader, generated enormous interest, according to Jennifer Curtin (2015). After challenging Kevin Rudd for office, Gillard was elected Prime Minister on June 24, 2010.

Kamala Harris garnered much attention after she was chosen as the first black female vice president of the United States, according to Locke, T., and Joseph, RL (2021), because black women are the most devoted members of the Democratic Party, electing a black woman to the position of vice president candidate contradicts conventional wisdom. An example of how intersectionality can play a role in political decision-making is the widespread support for the nomination of a black woman for the position of vice president. Kamala Harris emphasizes how far black women have come in their fight against white

supremacist systems and how intersectionality manifests itself in a variety of different ways. She is a candidate for the Democratic nomination for the U.S. Senate.

Some previous studies have related to this research within the last five years. There are U.D. Siregar, S Lubis, and K Nasution (2021), SM Paramudita and S Hanidar (2019), and Hardiyanti A.R (2019) whose conduct conceptual metaphor analysis. These studies focus on analyzing the use of conceptual metaphors in Al-Koran, songs and instagram captions using Lakoff and Johnson (1980) theory. The result of these studies show that conceptual metaphor plays a role to convey ideas, meaning in Al-Koran and song and it also can find the disparities how male and female teenager use their instagram captions. Zulfadhlina T. (2021) conduct conceptual metaphors in poetry entitled Love Her Wild by Atticus and Simorangkir, P. (2021) in Love and Misadventure by Lang Leav. These two research focus on analyzing conceptual metaphors contained in the poems to find the meaning and message on it using Lakoff and Johnson (1980) theory.

There are also studies about conceptual metaphors in political cases. Firmansyah,F (2017) and Dinanti, Dara, et al., (2021) conduct conceptual metaphors in political online news. These studies aim to find numerous concepts, nations, economies, democracies, languages, and political systems have been conceived using Lakoff and Johnson (1980) and Kovecses,Z (2010) theories. Cabrejas, Peneuelas (2020), K. Pilyarchuk and A. Onysko (2018), and Rofiq,Z (2020); conduct a study of conceptual metaphors in political speech. Cabrejas,

Peneuelas (2020) compares metaphors in Spanish and American political speeches. The researcher compares the 2015 State of the Union Address and the 2015 State of the Nation Address in Spain to identify conceptual connections and a theoretical framework (Lakoff & Johnson, 1980). According to the data, both politicians use metaphors to legitimize their economic agendas. Onysko (2018), this study evaluates Trump's acceptance speech, election night speech, and inauguration address using CMT (Pragglejaz Group 2007; Steen 2007). The report says Trump employs metaphors to discuss immigration and the economy.

Rofiq,Z (2020); the researcher conducts a Critical Metaphor Theory (CMT) and Pragmatics aspect to investigate metaphor in public discourse by applying Lakoff and Johnson's (1980) and J-Charteris Black (2004)'s theory. This study also investigates the types of metaphors used in economic discourses by Ustadz Hanan Attaki (UHA) and Ustadz Abdul Somad (UAS) in English and Indonesian speech corpora. The findings also show that conceptual mappings of metaphors in the corpus of UHA and UAS are employed to elicit their audiences' emotions and souls.

According to the investigations above, the researcher discovered significant parallels between those theories, subjects, and objects. First, they frequently apply Lakoff and Johnson's (1980) fundamental theory to their data analysis. Second, most studies employ news, movies, songs, and the Quran as object data. Third, most of the studies use conceptual metaphors to identify the types and meanings of the items. As a result, previous research has not sufficiently addressed how conceptual metaphor is employed in the COVID-19 speeches by

female leaders. Furthermore, J Charteris Black's is yet infrequently used; thus, this research will be more diversified and exploratory than the previous.

B. The problems of the study

The following questions guide this investigation into the conceptual metaphor utilized by Kamala Harris and Julia Gillard in their speech:

1. What types of metaphorical expressions did Kamala Harris and Julia Gillard use in their COVID-19 speech?
2. How did Kamala Harris and Julia Gillard employ conceptual metaphor in their COVID-19 speeches?

C. Objectives of the Study

This study describes the conceptual metaphor utilized by Kamala Harris and Julia Gillard in their speeches, based on the mentioned questions above. The following objectives are:

1. To identify the metaphorical expressions that Kamala Harris and Julia Gillard used in their COVID-19 speeches.
2. To investigate how Kamala Harris and Julia Gillard employed conceptual metaphors in their COVID-19 speeches.

D. Significance of the Study

The researcher expects readers to find this work both practical and theoretically valuable.

1. This study hopes to benefit many people by training a skill, mainly speaking, through conceptual metaphor and becoming a linguistic expert by applying this skill in various circumstances.
2. This study should theoretically help readers better understand metaphors as part of human action. Also, contribute to further research into the usage of conceptual metaphors in linguistic expression.

E. Scope and Limitation

This research will look at several conceptual metaphors and how they can help in the COVID-19 speeches. The researcher used Lakoff & Johnson (2003), Kövecses, Z (2010), and J. Charteris-Black (2004) as the key theories to get the answers to the issues mentioned earlier. Julia Gillard and Kamala Harris, female leaders in Australia and the United States, are the topics of this study. In addition, Julia Gillard and Kamala Harris' speeches on various YouTube channels over the last year will be scrutinized.

Despite the fact that this study focused on Kamala Harris and Julia Gillard's COVID-19 Speech's Conceptual Metaphor, it did not look at female leadership or gender issues because it aimed to evaluate Conceptual Metaphor from a critical standpoint. Due of time constraints, the researcher did not continue further examination into other male and female leaders' conceptual metaphors or their social media accounts, such as Twitter or Instagram. As a result, those elements represent the study's limitation.

F. Definition of Key Terms

1. Cognitive Semantics: Cognitive semantics is a linguistic approach that focuses on how the mind processes language concerning its meaning, or conceptual content, in a given situation.
2. Critical Conceptual Metaphor: A conceptual (cognitive), semantic, and pragmatic investigation of a metaphor's use.
3. Conceptual Metaphor: Understanding one notion or conceptual realm in terms of another.
4. Political Speech: Speech intended for political purposes.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will provide several theories related to this topic research from various scholars to give a depth understanding for the readers. They are; cognitive linguistics, cognitive semantics, metaphor, critical metaphor, conceptual metaphor, and types of metaphor.

A. Cognitive Linguistics

Cognitive linguistics is a new school of thought that arose from dissatisfaction with formal approaches to language in the early 1970s. Cognitive linguistics is also profoundly founded in the 1960s and 1970s development of modern cognitive science, particularly in studies on human categorization and previous traditions like Gestalt psychology. During the 1970s and 1980s, early research was controlled by a small group of scholars. There was an increase in the number of studies in this field by the early 1990s, and scholars defined themselves as 'cognitive linguists.' (Evans, V & M. Green p.3, 2006)

The study of language in a way that is compatible with what is known about the human mind, treating language as reflecting and disclosing the mind, is defined as Cognitive Linguistics. Language gives insight into cognitive linguistics's nature, structure, and organization of thoughts and ideas, providing a window into cognitive functioning. The most significant difference between cognitive linguistics and other language research methods is that language is

fundamental, and design components of the human mind are said to be reflected in this sculpture. (Evans, V & M. Green p.5, 2006)

Inline, Cuyckens, H., D. Geeraerts (2007) also said that the concept unites cognitive linguistics that linguistic knowledge includes language knowledge, and knowledge of the world's languages experience is also mediated by language. In sum, we can conclude that cognitive linguistics is where language has a role or acts as a medium to express and conceptualize human thought, which we get from our experiences.

B. Cognitive Semantics

Cognitive semantics began in the 1970s as a counter to the Anglo-American worldview of objectivism, developed in the context of formal linguistics. Cognitive semantics views linguistic meaning as a manifestation of conceptual structure: the nature and organization of mental representations in all of their richness and diversity, it is what distinguishes them as a linguistic meaning approach. Cognitive semantics study, according to Leonard Talmy, one of the original pioneers of cognitive linguistics in the 1970s, is "research on conceptual content and order in language" (Talmy 2000:4).

Cognitive semantics is a branch of semantics that considers meaning to be encyclopedic and founded on human experience, conceptual frameworks, and language-encoded semantic structures (Evans & Green, 2006). Cognitive semantics is governed by four principles. First, it is embodied conceptual structure ('embodied cognition' thesis). Second, a conceptual structure is the same as a

semantic structure. Third, there is an encyclopedic depiction of meaning and also conceptualization is the fourth step in the meaning-making process.

Language, according to cognitive semantics, refers to conceptions rather than an objective reality: the traditional meanings associated with words and other linguistic units are understood as thoughts and ideas. Hence, we can conclude that cognitive semantics is a cognitive process of conceptualization that relies on the mapping between two, or three, fields. It refers to the traditional linguistic theory of the causal relationship between language and thought. Language is a product of the human mind which is based on life experiences and conceptualized.

C. Metaphor

A metaphor is a form of speech that compares one thing to another by stating that one is the other. "Metaphor is a figure of speech that indicates the comparison between two opposite items, as opposed to simile, which is an explicit comparison signaled by the words 'like' or 'as,'" according to the Encyclopaedia Britannica. In the statement "Achilles was a lion in the fight," we can consider the word lion to be a metaphor (Kövecses, Z, 2010). According to Knowles, M., and R. Moon (2006), metaphor is the use of language to refer to something other than what it was intended for, or what it 'actually' means, to infer some similarity or establish a relationship between the two things.

Charteris-Black, J (2004) categorized metaphor criteria words or phrases that create semantic tension in the following ways:

1. Reification — refers to something abstract with a word or phrase that alludes to something concrete in other circumstances.
2. Personification — refers to something dead with a word or phrase that relates to something alive in another state.
3. Depersonification — refers to living objects with words or phrases that relate to inanimate objects in other situations.

Furthermore, according to Sariah (2018), metaphor is a cognitive process that is used to understand unknown topics by interacting with another idea that is better understood, rather than by transferring meaning. As a result, a notion will emerge that will drive thoughts and actions. This agrees with the statement by Lakoff and Johnson's (1980) theory that metaphors create a conceptual system that generates thoughts and actions. This is referred to as metaphorical conceptualization, and it is based on the analogy principle, which involves conceptualizing one element with other elements. These theories underlie the researcher to conduct a topic about conceptual metaphor.

1. Metaphor in Political Speech

Leaders in all types of political systems have used spoken words to compare the benefits of their leadership to the harm that the leadership of their opponents would pose. The greater the responsibility of leaders to convince potential followers that they and their program can be trusted, the more people with specific motives and aims compete or confront others with institutional, political, psychological, and other resources to stimulate, engage, and satisfy followers motives,' argues Burns (1978: 18).

According to Charteris-Black, J (2011), metaphors in political communication serve an informative-persuasive role. Political communication is a type of interaction, particularly public communication that arises from linguistic understanding in the context of political activity. Political interviews have a persuasion impact that builds on rhetoric's original traits, such as power persuasion in the truthfulness and accuracy of what is said.

Charteris-Black, J also said the same things in his book entitled *Corpus Approach to Critical Metaphor Analysis* (2004, p-7) that metaphor is a figure of speech that is frequently employed in persuasion because it indicates a new way of looking at the world that provides new insight. Metaphor is widely used discursively in rhetorical and argumentative such as political speeches since it is persuasive. Here, we can know that metaphor in political speech has the function of informative-persuasive to engage and satisfy the audience or followers.

D. Critical Metaphor Analysis

Charteris-Black, J (2004) in his book entitled *Corpus Approach to Critical Metaphor Analysis* *Metaphors* are involved in the creation of conceptual frameworks to express new concepts as well as the creation of new words to cover lexical gaps (or catachresis). It can play a semantic role, such as expanding the resources of a language system to accommodate changes in a conceptual system, or it can play a stylistic role, such as conveying authoritative judgments. It is a pragmatic role because it represents the linguistic choices that allow certain rhetorical goals to be realized in certain situations.

Critical metaphor fills a semantic gap since 'vision' signifies more than 'goal' or 'a aim'; on the other hand, it is pragmatic because it judges positively by sketching a schematic of religious or political ideas. This leads to the overall goal of developing critical language awareness of persuasive roles in the perception of specific words. Here, the cognitive semantics approach is also used towards metaphor to discover an underlying way of thinking and determine lexical choices (Charteris-Black, J, 2004).

Hence, a pragmatic approach is also needed to provide the metaphorical interpretation. Effectively, the pragmatics perspective of metaphor does take metaphor back to its origin, known as rhetoric. In the framework of public speaking, the function of metaphorical rhetoric is to persuade the audience from a certain point of view. In this way, we can see that the meaning of utterances put forward – as defined by metaphor and the purpose of thought thinking – is very important for understanding the concept of metaphor. This is why identifying the propositions that underpin the cognitive basis of the metaphor and revealing the speaker's intent is an important part of metaphor analysis.

E. Conceptual Metaphor

A conceptual metaphor is the product of mental innovation based on the analogous principle, which necessitates the conceptualization of one element on another, according to Lakoff and Johnson (2003). Conceptual metaphors, according to the source and target domains, as defined by Kövecses (2010), are metaphors with two domains. For example, the source domain is concrete, but the target domain is abstract.

ARGUMENT IS WAR

LOVE IS A JOURNEY

IDEAS ARE FOOD

Here, the domains of **WAR, JOURNEY, and FOOD** are more **concrete** than the target domains (**ARGUMENT, LOVE, and IDEAS**) which are more **abstract**. This supports Kövecses' (2010) assertion that the fact that conceptual metaphors frequently have a more abstract domain as their target and a more tangible or physical thought as their source is a key generalization that emerges from the metaphors.

Therefore, to be able to produce conceptual metaphors, we need to do a conceptual mapping of the metaphorical expressions that we have found. We can make a set of mappings, for example, or correspondences, between source and target items. To generate source-targets, we reverse the source of the conceptual metaphors' target sequence by providing correspondence, or mapping. This pattern is used to illustrate the fact that comprehension normally progresses from more tangible or concrete to more abstract one (Kövecses, 2010).

Here, the researcher uses examples of conceptual metaphors from the book entitled; *Metaphor: A Practical Introduction* by Kövecses (2010:2-9) to provide a better understanding. We can see the conceptual mapping of the conceptual metaphor LOVE IS A JOURNEY provided in table 1:

LOVE IS A JOURNEY

Look *how far* we've come.

We're *at a crossroads*.

We'll just have to *go our separate ways*.

We can't *turn back* now.

I don't think this relationship is *going anywhere*.

Where are we?

We're *stuck*.

It's been a *long, bumpy road*.

This relationship is a *dead-end street*.

We're just *spinning our wheels*.

Our marriage is *on the rocks*.

We've *gotten off* the track.

This relationship is *foundering*.

Table 1. LOVE IS A JOURNEY Metaphor

| <i>Source: JOURNEY</i> | <i>Target: LOVE</i> |
|-------------------------------------|-------------------------------|
| (a) the travelers | the lovers |
| (b) the vehicle | the love relationship itself |
| (c) the journey | events in the relationship |
| (d) the distance covered | the progress made |
| (e) the obstacle encountered | the difficulties experienced |
| (f) decisions about which way to go | choices about what to do |
| (g) the destination of the journey | the goals of the relationship |

JOURNEY's constituent elements, such as crossroads and other elements of terms used for journey, are methodically tied to LOVE's constituent elements. The mappings marked by the letters used above, as well as the associated statements that make them obvious in the voyage metaphor, are as follows:

(a) how far

(b) crossroads

(c) separate ways

(d) turn back

(e) long, bumpy road

(f) dead-end street

Above is a sequence of correspondences, or mappings, that describe the conceptual metaphor LOVE IS A JOURNEY. The constituent elements of conceptual realm A correspond to the constituent elements of conceptual realm B in a systematic way. Because of the pre-existing similarities between elements in the two domains, it is clear that elements in the target domain have been around for a long time.

F. Types of Metaphors

According to Lakoff and Johnson (2003), metaphors can be classified into three categories: structural metaphors, orientational metaphors, and ontological metaphors.

1. Structural Metaphors

A structural metaphor is a concept that is figuratively constructed via the usage of other concepts. The source realm and the target realm are the two domains in structural metaphor. Structural metaphors are built on the foundation of systematic relationships in everyday events. Furthermore, Lakoff and Johnson (2003) present examples of metaphorical expressions in everyday language, allowing us to better understand the metaphorical nature of the concepts that comprise our daily activities.

ARGUMENT IS WAR

Your claims are *indefensible*

He *attacked every weak point* in my argument. His criticism was *right on target*

I *demolished* his argument

I've never *won* an argument with him

From the example above, many things we use for arguing partially are structured with the concept of war (as shown in *italic*). Although there is no physical attack, there is a verbal attack, hence the ARGUMENT IS WAR metaphor is one that we live by in culture (Lakoff&Johnson, 2003).

2. Orientational Metaphors

Orientational metaphors are a type of metaphorical idea that arranges a system of concepts concerning one another. Up-down, in-out, on-off, front-back, and other orientational metaphors are examples of orientational metaphors. These spatial orientations are the result of the fact that we have bodies of the kind we do and that they function in our physical surroundings the way they do. **HAPPY IS UP**, for example, is an orientational metaphor that gives a concept a spatial orientation. Because the idea HAPPY is oriented upward, in English idioms this is has a mean such as "I'm feeling up today".

Other examples of Orientational Metaphors according to Lakoff & Johnson (2003) are as follows:

CONSCIOUS IS UP; UNCONSCIOUS IS DOWN

Example: Wake *up*, get *up*, he *fell* asleep, he's *under* hypnosis.

Physical basis: This spatial means that humans and most other mammals stand when they wake up and lie down when they sleep.

HAPPY IS UP; SAD IS DOWN

Example: Happy is up to has a meaning I'm feeling *up*, that *boosted* my spirit, while Sad is *down* has a meaning I'm *down*, I'm *depressed*

Physical basis: Drooping posture is associated with melancholy and depression, while erect posture is associated with happiness.

HEALTH AND LIFE ARE UP; SICK AND DEATH ARE DOWN

Example: He's at *the peak* of health, He *dropped* dead

Physical basis: We are physically forced to lie down due to extreme disease. You are physically down when you are dead.

HIGH STATUS IS UP; LOW STATUS IS DOWN

Example: He has a *lofty* position, He's at the *bottom* of the social hierarchy

Physical basis: Social power is connected with status, and physical power is up.

HAVING CONTROL OR FORCE IS UP; BEING SUBJECT TO CONTROL OR FORCE IS DOWN

Example: I have *control* over her, He's in the *upper* echelon

Physical basis: Physical strength and size usually go hand in hand, and the victor in a battle is usually on top.

3. Ontological Metaphor

Events, emotional activity, and ideas are viewed as beings and substances in an ontological metaphor. Furthermore, ontological metaphors are metaphors that represent the thoughts, feelings, and processes of abstract objects in a physical form (Lakoff&Jonson 2003:27). Because human physical experience can be referenced, defined, and measured according to this metaphorical idea, ontological metaphors indirectly strive to avoid constructing a separate space between entities and human physical experiences. In ontological metaphors, there are two types of metaphor identification, namely the container metaphor and personification.

3. 1. Container Metaphor

The container metaphor considers an abstract or living entity as a container or space to enter and exit. This means that when an object goes into a container, the container can be filled and vice versa. As an example:

He's *coming out* of the coma

He *fell into* a depression

From these examples, the words coming out, fell into, and in describe objects in and out of situations.

3.2. Personification

According to Lakoff, personification is an ontological metaphor. The personification of entities in the form of inanimate objects, both abstract and concrete objects is used and treated like humans with all their aspects and activities (Lakoff and Johnson 2003:35).

THE MIND IS A MACHINE

We're still trying to *grind out* the solution to the equation. My mind just isn't *operating* today.

We've been working on this problem all day and now we're *running out of steam*

In this case, we can see that *solution* and mind are not human but made like a human.

CHAPTER III

RESEARCH METHOD

This section explains the researcher's methodologies and steps for identifying and analyzing the data. The purpose of this chapter is to show how the researcher decides the various types of conceptual metaphors and how they will persuade Julia Gillard and Kamala Harris' speeches using Lakoff & Johnson (1980) and J. Charteris Black's theories. (2004).

A. Research Design

This study will employ a descriptive qualitative approach. The goal of the descriptive qualitative method is to describe and explain the study object. While qualitative research entails "the use and collection of a variety of empirical, personal, introspective case study materials, life story interviews, observational, historical, interactional, and visual texts - which describe routine and problematic moments and m" (Gall, Gall, & Borg, 2007), qualitative descriptive research entails "the use and collection of a variety of empirical, personal, introspective case study materials, life story interviews, observational, historical, interactional, and visual texts - (Denzin & Lincoln, 1994).moments and meanings in an individual's life" (Denzin & Lincoln, 1994).

In a description (Creswell, 2014) of the shape of conceptual metaphors in political language in Kamala Harris and Julia Gillard's COVID-19 address, a qualitative research approach is utilized to offer descriptive data in the form of written data. The data in this study involves words, phrases, and metaphorical

sentences in political speeches, according to the type of qualitative research used. This study will analyze the varieties of conceptual metaphors and how they might influence persuasiveness through Kamala Harris and Julia Gillard's COVID-19 speeches by using descriptive qualitative methodologies.

B. Research Instrument

There are two primary instruments in this study. The first is the researcher, who will assist in data collection, transcription, classification, and analysis. The data result is also presented independently by the researcher. The data collected will be the second instrument used in this study.

C. Data and Data Source

The data for this research is in the form of the original COVID-19 speeches by Kamala Harris and Julia Gillard which was obtained from the YouTube channel. From the speeches, the author transcribes the contents of the speeches into text. The following titles were used to choose Julia Gillard and Kamala Harris' speeches during the last year, from the middle of 2020 to the middle of 2021:

1. Mental health in the time of COVID-19 | The Hon. Julia Gillard AC
2. Julia Gillard's Mental Health Advice during Corona virus and isolation
3. Vice Kamala Harris delivers remarks on vaccines

D. Data Collection

First, the researcher will gather data in numerous stages: To begin, the researcher will open YouTube and look for terms relating to the object being studied. Second, researchers will use the YouTube page to download videos. The researcher will then watch the video and listen to it. After that, the researcher will write directly transcribe the speeches from the video source. After transcribing the speeches, the researcher will reassemble the films by comparing the transcripts to check that the information written is correct. Finally, the writer begins an initial assessment of the text's metaphorical expressions by marking the words and syllables from the existing data.

E. Data Analysis

When it comes to data analysis, researchers will go through many stages. First, the researcher reads the gathered data, which is expressed metaphorically in Julia Gillard and Kamala Harris's most recent 1-year speeches videos. Second, researchers will employ Lakoff and Johnson (2003)'s theory of structural metaphors, orientation metaphors, and ontological metaphors to characterize the types of metaphorical terms often used by Julia Gillard and Kamala Harris. Using J Charteris-(2004) Black's theory, researchers will examine how the metaphors employed in Julia Gillard and Kamala Harris' COVID-19 speeches video can persuade their audiences to believe particular things. The researchers will conclude about the study based on these findings. Furthermore, the researcher provides a diagram to see how all the interdisciplinary work.

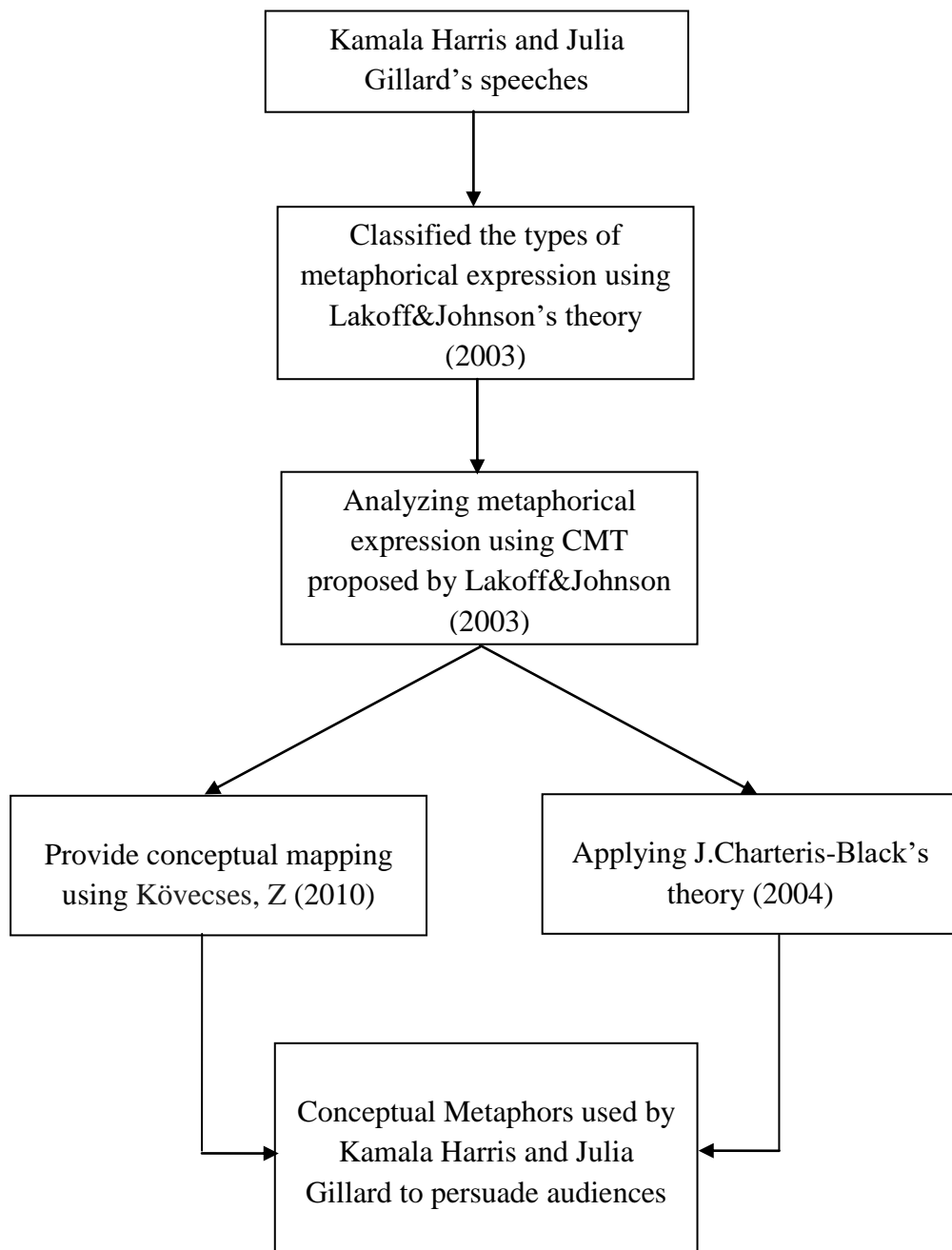


Figure 1. Diagram of interdisciplinary theories

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter will present the findings and discussion of the research. The data found in this research was collected from 3 COVID-19 speeches videos by Julia Gillard and Kamala Harris from the YouTube channel. There are 3 theories used to identify and analyze the data. First, to find the types of metaphors the research proposed the theory by Lakoff & Johnson (2003), and to find the conceptual metaphors the researcher used the theory by Kovecses, Z(2010) and Charteris-Black, J (2004).

In this chapter, the author will present the results of the data and analysis of the problems mentioned above. First, to answer the first research question, the author will present its explanation in sub-chapter **1. Types of Metaphor**, then to present data and analysis on the second research question, the author will present sub-chapter **2. Conceptual Metaphor** as a material for exposing the results of data and analysis.

A. Findings

1. Types of Metaphors

Based on Lakoff & Johnson (2003) in their book entitled *Metaphor We Live by*, there are 3 categories or types of metaphorical expression, they are structural metaphor, orientational metaphor, and ontological metaphor. In this research, the researcher found metaphorical expression based on its category that

was used by Kamala Harris and Julia Gillard found in their COVID-19 speeches as depicted in **table 2**.

After collecting and classifying the data, the researcher found that Julia Gillard used a total 26 metaphorical expressions in her 2 speeches videos on COVID-19; in detail she used 13 ontological, 9 structural and 4 orientational metaphorical expressions. Here, the researcher found that Julia Gillard mostly used ontological metaphors rather than structural and orientational.

On the other hand, the researcher found that Kamala Harris used fewer metaphorical expressions with a total of 14 metaphorical expressions; in detail, she used 6 ontological, 5 structural, and 3 orientational metaphorical expressions. Here, same with Julia Gillard, the researcher also found that Kamala Harris frequently used ontological metaphor rather than structural and orientational.

Furthermore, after providing the whole of types of metaphorical expressions used by Kamala Harris and Julia Gillard the researcher will provide more descriptive explanations of each data contained metaphorical expressions such as ontological, structural and orientational used by Kamala Harris and Julia Gillard in their COVID-19 speeches.

1.1. Ontological Metaphor

Lakoff and Johnson (2003:27) state that ontological metaphors arise when we see events, activities, emotions, and ideas as entities and substances. Ontological metaphor allows us to conceptualize and talk about things,

experiences, and processes, but is not clear or abstract as if they have physical properties surely.

Datum 1 (JG)

The *pandemic has rocked our sense* of certainty

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *pandemic* which is an abstract thing is juxtaposed with the word *rocked* and *touched* which usually can be done by humans.

Analysis

If *rocked* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *rocked* and *touched* are verbs usually used by humans. *Rocked* in literal meaning means to move someone gently backward and forward or side to side, we can see that the meaning of the sentence above is that the pandemic has changed the common sense of many Australians who used to be fine.

Datum 2 (JG)

Pandemic has hit many Australians

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *pandemic* which is an abstract thing is juxtaposed with the word *hit* which usually can be done by humans.

Analysis

If *hit* is juxtaposed with people, then the sentence is not a metaphorical expression because the word *hit* is a verb usually use by humans. *Hit* in literal meaning means to bring our hands against somebody, from this we can see that the meaning of the sentence above is the pandemic situation has left many Australians experiencing financial and mental health problems.

Datum 3 (JG)

The virus does not discriminate the long term impacts

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *virus* which is an abstract thing is juxtaposed with the word *discriminate* which usually can be done by humans.

Analysis

If *discriminate* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *discriminate* is a verb usually use by humans. *Discriminate* in literal meaning means to show different things between people or things, from this we can see that the meaning of the sentence above is that the COVID-19 virus has infected many people and does not differentiate between young and old, male and female.

Datum 4 (JG)

As physical distancing essential in the *fight against the virus*

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *virus* which is a formless disease juxtaposed with the words *fight* which usually can be done by humans.

Analysis

If *fight* is juxtaposed with people, then the sentence is not a metaphorical expression because the word *fight* is a verb usually used by humans. *Fight* in literal meaning means to take part in a war or battles against the enemy; from this we can see that the meaning of the sentence above is that social distancing is the most important part to stop the spread of the COVID-19 virus.

Datum 5 (JG)

Because we've done such a good job of *isolating the virus*

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *virus* is a formless disease that is not a physical object juxtaposed with the words *isolating* which usually can be done by humans.

Analysis

If *isolating* is juxtaposed with people, then the sentence is not a metaphorical expression because the word *isolating* is a verb usually used by humans. *Isolating* means to separate something physically or socially from others people or things. Thus, we can know the meaning of the sentence above is that many Australians have succeeded in reducing the spread of the virus.

Datum 6 (JG)

You're *grappling with new things* and it's it is incredibly stressful

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *things* which is an abstract thing and not a physical object juxtaposed with the words *grappling* which usually can be done by humans.

Analysis

If *grappling* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *grappling* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that since the pandemic we have found many changes in new things such as the crisis of economy and mental health.

Datum 7 (JG)

This is *a virus that attacks* human beings

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *virus* which is an abstract thing and not a physical object juxtaposed with the words *attacks* which usually can be done by humans.

Analysis

Attack becomes the source domain while *virus* becomes the target domain. If *attack* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *attack* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that the COVID-19 virus has infected humans and caused harm both mentally and physically.

Datum 8 (JG)

That we can land *against the virus*

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *virus* which is an abstract thing and not a physical object juxtaposed with the word *against* which usually can be done by humans.

Analysis

If *against* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *against* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that we can stop the spread of the COVID-19 virus by implementing physical distancing and maintaining mental health.

Datum 9 (JG)

This period is really stressful and *isolated*

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *period* which is an abstract thing and not a physical object juxtaposed with the words *isolated* which usually can be done by humans.

Analysis

If *isolated* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *isolated* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that the isolated period is the same as the covid-19 period because during the covid-19 period many people have to isolate themselves at home or which can also be referred to as social distancing to avoid the spread of the virus.

Datum 10 (JG)

People reached out to us because of their *struggle with loneliness*

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *loneliness* which is a formless disease and not a physical object juxtaposed with the words *struggle* which usually can be done by humans.

Analysis

If *struggle* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *struggle* is a verb usually use by humans. *Struggle*

in literal context means to try very hard to do something when it is difficult to do. From the sentence above, we can see that it is very difficult for Australians who are called Beyond Blue to control their loneliness amid of the COVID-19 pandemic.

Datum 11 (JG)

As we **broken back the stigma** of mental health

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *stigma* which is an abstract thing and not a physical object juxtaposed with the words *broke* which usually can be done by humans.

Analysis

If *broke* is juxtaposed with people, then the sentence is not a metaphorical expression because the word *broke* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that all Australians have changed the negative stigma into a positive one, namely with a campaign about mental health support services.

Datum 12 (JG)

We like to feel **in control** the pandemic

In the sentence above there is a type of ontological metaphor in the form of container because the word *in* is an abstract entity that describes the word *control* as an object container.

Analysis

The word here is an abstract entity that describes the object in a situation. Based on the context, control also shows as the word that can go in and out, or it is depicted as a door where someone can come and go. Thus, the sentence above means that a pandemic is something we can control or change according to our will.

Datum 13 (JG)

By 90 percent the vaccine gave us the upper hand **against this virus**

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *virus* which is an abstract thing and not a physical object juxtaposed with the words *against* which usually can be done by humans.

Analysis

If *against* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *against* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that 90 percent of vaccines play a very important role in reducing the spread of the covid-19 virus.

Datum 14 (KH)

Because we know getting vaccinated here's the thing getting vaccinated is the
single best defense against COVID 19 and its variance

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *covid-19* which is a unformed disease juxtaposed with the words *against* which usually can be done by humans.

Analysis

If *against* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *against* is a verb usually use by humans. From this, we can see that the meaning of the sentence above is that vaccines are the main program that helps reduce and provide immunity in our body to the COVID-19 virus and its variants.

Datum 15 (KH)

The point has to be understand that **covid-19 will kill you** potentially

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *covid-19* which is an abstract thing and not a physical object juxtaposed with the words *kill* which usually can be done by humans.

Analysis

Kill becomes the source domain while *virus* becomes the target domain. If *kill* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *kill* is a verb that usually can be done by humans. From this, we can see that the meaning of the sentence above is that the covid-19 virus has the potential to infect our bodies and even cause death.

Datum 16 (KH)

And the vaccine will protect you from it

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *vaccine* which is an abstract thing juxtaposed with the words *protect* which usually can be done by humans.

Analysis

If *protect* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *protect* is a verb usually use by humans. From this we can see that the meaning of the sentence above is that vaccines play an important role in slowing down infections transmitted by the COVID-19 virus.

Datum 17 (KH)

It (vaccine) can save your life

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *vaccine* which is an abstract thing

and not a physical object juxtaposed with the words *save* which usually can be done by humans.

Analysis

If *save* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *save* is a verb that usually can be done by humans. From this, we can see that the meaning of the sentence above is that the performance of the vaccine is very possible to increase immunity so that our bodies are saved from infection with the covid-19 virus.

Datum18 (KH)

After this stressful and isolated period

In the sentence above there is a type of ontological metaphor in the form of personification because the entity of the word *period* which is an abstract thing and not a physical object juxtaposed with the words *isolated* which usually can be done by humans.

Analysis

If *isolated* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *isolated* is a verb that usually can be done by humans. From this, we can see that the meaning of the sentence above is that during this covid-19 period, the government has implemented social distancing where many people are self-isolating.

Datum 19 (KH)

We hope the new coronavirus mental well-being support service **will help**
cushion the blow

In the sentence above there is a type of ontological metaphor in the form of personification because the entities of the word *cushion the blow* which is an abstract thing and not a physical object juxtaposed with the words *help* which usually can be done by humans.

Analysis

If *help* is juxtaposed with people, then the sentence is not a metaphorical expression because the words *cushion the blow* is a verb that usually can be done by humans. From this, we can see that the meaning of the sentence above is that mental health support service is expected to help increase the number of sufferers due to the pandemic.

1.2. Structural Metaphor

Lakoff and Johnson (2003: 14) state that structural metaphor is one of the concepts that is structured metaphorically within another. Structural metaphor exists based on the systematic correlation of everyday experience.

Datum 20 (JG)

We've been left reeling trying to comprehend the pace and the scale of change
(pandemic)

The sentence above contains a type of structural metaphor because the concept of *change* uses the word *reeling* as a figurative word which is usually used in the concept of disaster or war.

Analysis

The expression above becomes a metaphorical expression because the word *change* is juxtaposed with the word *reeling*. If the phrase *reeling* is juxtaposed with the word *disaster*, then the expression is not a metaphorical because the nature of the disaster is indeed capable of making us reel. Besides, we can know the meaning of the sentence above is that change sometimes feels like a disaster that can give a sense of shock.

Datum 21 (JG)

As we navigate our way **through to the new normal**

The sentence above contains a type of structural metaphor because the concept of *new normal* combines with the word *through* as a figurative word which is usually used in the concept of journey or street.

Analysis

The expression above becomes a metaphorical expression because the word *new normal* is juxtaposed with the word *through*. If the phrase *through* is juxtaposed with the word *street*, then the expression is not a metaphorical. Besides, we can

know the meaning of the sentence above is that Australians can end the pandemic and get back to normal.

Datum 22 (JG)

Hard the road to recovery will be a long one

The sentence above contains a type of structural metaphor because the concept of *recovery* combines with the word *road* as a figurative word which is usually used in the concept of journey or street.

Analysis

The expression above becomes a metaphorical expression because the word *recovery* is juxtaposed with the word *road*. If the phrase *road* is juxtaposed with the word *street*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence above is that the recovery period from a pandemic is likened to a road that has a long process.

Datum 23 (JG)

But as we **go through to the recovery phase** there's just as much uncertainty

The sentence above contains a type of structural metaphor because the concepts of *recovery* combines with the word *go* as a figurative word which is usually used in the concept of journey or street.

Analysis

The expression above becomes a metaphorical expression because the word *recovery phase* is juxtaposed with the word *go*. If the phrase *go* is juxtaposed with the word *street*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence above is that to get to the recovery phase sometimes there are many obstacles must be overcome.

Datum 24 (JG)

We are **hard wired** to crave stability

The sentence above contains a type of structural metaphor because the concept of *hard wired* combines with the word *we* as a figurative word which is usually used in the concept of system.

Analysis

The expression above becomes a metaphorical expression because the word *we* is juxtaposed with the word *hard wired*. If the phrase *hard wired* is juxtaposed with the word *computer* or *system*, then the expression is not a metaphorical expression because it is right that computers are for programming. Besides, we can know the meaning of the sentence above is that all Australians desire automatically stability.

Datum 25 (JG)

As we try to process this unsettling turn of events it's natural to be feeling
fearful about the future

The sentence above contains a type of structural metaphor because the concept of *process* combines with the word *we* as a figurative word which is usually used in the concept of system.

Analysis

The expression above becomes a metaphorical expression because the word *we* is juxtaposed with the word *process*. If the phrase *process* is juxtaposed with the word *computer* or *system*, then the expression is not a metaphorical expression because it is right that computers are for processing. Besides, we can know the meaning of the sentence above is that all Australians need a long struggle to get through the pandemic period.

Datum 26 (JG)

We're already seeing opportunities emerge from the pandemic and the potential to **transform the way** that we deliver support in this country necessity

The sentence above contains a type of structural metaphor because the concept of *way* combines with the word *transform* as a figurative word which is usually used in the street.

Analysis

The expression above becomes a metaphorical expression because the word *transform* is juxtaposed with the word *way*. If the phrase *way* is juxtaposed with the word *journey* or *street*, then the expression is not a metaphorical expression.

Besides, we can know the meaning of the sentence above is that the Australian government needs to change the way it supports all Australians.

Datum 27 (JG)

To keep in mind **post-traumatic growth** which is the ability of human beings

The sentence above contains a type of structural metaphor because the concept of growth combines with the word *post-traumatic* as a figurative word which is usually used to describe the concept of a plant.

Analysis

The expression above becomes a metaphorical expression because the word *post-traumatic* is juxtaposed with the word *growth*. If the phrase *growth* is juxtaposed with the word *flower* or *plant*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence above is that our mind is like a flower that can grow and develop or even dry up

Datum 28 (JG)

For some people, this period of instability will **precipitate mental health**

The sentence above contains a type of structural metaphor because the concepts of *mental health* combined with the word *precipitate* as a figurative word which is usually to describe the concept of a plant.

Analysis

The expression above becomes a metaphorical expression because the word *mental health* is juxtaposed with the word *precipitate*. If the phrase *precipitate* is juxtaposed with the word *ground* or *plant*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence above is that the period of instability during a pandemic can affect and worsen the mental health condition of Australians.

Datum 29 (KH)

Our perspective may have temporarily **shrunk** and never be the same again

The sentence above contains a type of structural metaphor because the concepts of *perspective* combines with the word *shrunk* as a figurative word which is usually used to describe the concept of a plant.

Analysis

The expression above becomes a metaphorical expression because the word *perspective* is juxtaposed with the word *shrunk*. If the phrase *shrunk* is juxtaposed with the word *plant*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence above is that Australians' perspective on the world may be reduced due to the pandemic

Datum 30 (KH)

And sending mobile clinics into communities and we are **leaving no stone
unturned**

The sentence above contains a type of structural metaphor because the concept of *stone unturned* combines with the word *leaving* as a figurative word which is usually used to describe the concept of a street.

Analysis

The expression above becomes a metaphorical expression because the word *stone unturned* is juxtaposed with the word *leaving*. If the phrase *leaving* is juxtaposed with the word *street*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence is that to get vaccinated, the American government is trying very hard not to leave any of its citizens behind.

Datum 31 (KH)

Many chief operating officers office manager business

The sentence above contains a type of structural metaphor because the concept of *chief* combines with the word *operating* as a figurative word which is usually used in the concept of system.

Analysis

The expression above becomes a metaphorical expression because the word *chief* is juxtaposed with the word *operating*. If the phrase *operating* is juxtaposed with the word *computer* or *system*, then the expression is not a metaphorical expression because it is right that computers are for operating. Besides, we can

know the meaning of the sentence above is that many chiefs are running an office manager for their businesses for economic reopens.

Datum 32 (KH)

Business owners would already be thinking about how to **restart** offices

The sentence above contains a type of structural metaphor because the concept of *owners* combines with the word *restart* as a figurative word which is usually used in the concept of system.

Analysis

The expression above becomes a metaphorical expression because the word *owners* is juxtaposed with the word *restart*. If the phrase *restart* is juxtaposed with the word *computer* or *system*, then the expression is not a metaphorical expression because it is right that computers are for restarting. Besides, we can know the meaning of the sentence above is that many business owners in America are trying to reinvent their business for economic reopens.

Datum 33 (KH)

This city has helped lead our nation **through recession** during a pandemic

The sentence above contains a type of structural metaphor because the concept of *recession* combines with the word *through* as a figurative word which is usually used in the concept of journey or street.

Analysis

The expression above becomes a metaphorical expression because the word *recession* is juxtaposed with the word *through*. If the phrase *through* is juxtaposed with the word *street*, then the expression is not a metaphorical expression. Besides, we can know the meaning of the sentence above is that Michigan has helped many Americans to stop the recession period.

1.3. Orientational Metaphor

According to Lakoff&Jonson (2003: 15), orientational metaphor is another type of unstructured metaphorical concept that organizes a whole system of concepts that relate to each other. This metaphor is also oriented toward physical and emotional experiences culture such as up-down, in-out, on-off, front-back, and others as a form of physical. It also provides the concept of spatial orientation.

Datum 34 (JG)

The industries that have been **shut down by government decision**

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *down*. What is meant in the sentence above is that many companies are prohibited from operating by the government due to the pandemic situation. Here, the companies that have been shut down are shown as the object

that was harmed by the government and it shows spatial orientation **BEING OBJECT OF CONTROL OR FORCE IS DOWN.**

Datum 35 (JG)

Now clarity about what life is going to be like is in pretty short supply so **I'm not under any illusion**

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *under*. What is meant in the sentence above is that Julia Gillard stated consciously that the pressures of living during a pandemic would be even more difficult. Here, the word **I'm not under any illusion** is in the negative statement containing a spatial orientation that being **UNCONSCIOUS IS DOWN.**

Datum 36 (JG)

Our **sense of self-control** is also important

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *control*. The word *sense* acts as the target domain because it is an abstract thing, while the *control* expression becomes the source domain because it has been stated clearly in the sentence. What is meant in the sentence

above is that self-control is very important in the midst of a pandemic to maintain emotional stability and sanity. Here, the word *our sense* show the object that has been controlled by humans and it shows spatial orientation **BEING SUBJECT OF CONTROL OR FORCE IS DOWN.**

Datum 37 (JG)

We talked about step to care you know people being able to get the right support they need at the right time with the level of intensity **stepping up**

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *up*. What is meant in the sentence above is that people with mental health issues need a lot of support at the right time. Here, the word *intensity* shows as the object that must be raised by the human itself and it shows spatial orientation that being **MORE IS UP.**

Datum 38 (KH)

Covid-19 cases are **down from the peak**

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *down*. What is meant in the sentence above is that the case of covid-19 infection has decreased a lot from a high scale. Here, the word *covid-*

19 shows the object that has been decreased by humans and it shows spatial

Orientation **SICK AND DEATH ARE DOWN.**

Datum 39 (KH)

Those heroes that are **speaking up**

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *up*. What is meant in the sentence above is that health care workers who help the US government campaign for vaccines. Here, the word *speaking* shows as the object that has been set *up* by a human. It shows spatial orientation being **CONSCIOUS IS UP.**

Datum 40 (KH)

We are **setting up** clinics

Analysis

The sentence above contains an orientational metaphor because it shows a spatial orientation such as *up*. What is meant in the sentence above is that people with mental health issues need a lot of support and the right time. Here, the word *clinics* show the object that has been *setting up* by the human. It shows spatial orientation that being **MORE IS UP.**

2. Conceptual Metaphor

Based on the data that has been collected, the writer found that there are 5 conceptual metaphors used by Kamala Harris and Julia Gillard in their covid-19 speeches with the aim to conceptualize their thoughts and persuade their audiences, they are: COVID-19 IS WAR, ORGANIZATION IS A SYSTEM, NEW NORMAL IS A JOURNEY, DISEASE IS AN ENEMY, and HUMAN MIND IS A PLANT metaphor. Here, the researcher will combine the theories of Kövecses, Z (2010) and Charteris-Black, J (2004) to be able to produce the conceptual metaphor used by Kamala Harris and Julia Gillard to persuade their audiences.

2.1. COVID-19 IS WAR Metaphor

COVID-19 IS WAR metaphor is a conceptual metaphor that Julia Gillard and Kamala Harris succeeded in persuading their audiences with the highest number of 14 data with 13 lexemes that can support the validation of the conceptual metaphors that have been formed. As stated by Kövecses, Z (2010) to be able to form a conceptual metaphor, we need to consider between the target and source domains so that when the data are combined, they will be more correspond and become a unified whole and relevant. Thus, the researcher presents the results of the COVID-19 IS WAR metaphor which is contained in **table 3**, and also the conceptual mapping depicted in **table 4**.

Table 3. COVID-19 IS WAR Metaphor

| No | Source | Excerpt | Lexemes |
|----|--------|--|--|
| 1 | Julia | the pandemic has rocked our sense of certainty | <i>rocked, hit, discriminate, fight, isolating, grappling, attacks, against, defense, protect, blow, reeling, kill</i> |
| 2 | Julia | pandemic has hit many Australians | |
| 3 | Julia | the virus does not discriminate the long term impacts | |
| 4 | Julia | they're essential in the fight against the virus | |
| 5 | Julia | because we've done such a good job of isolating the virus | |
| 6 | Julia | you're grappling with new things and it's it is incredibly stressful | |
| 7 | Julia | this is a virus that attacks human beings | |
| 8 | Julia | that we can land against the virus | |
| 9 | Kamala | by 90 percent the vaccine gave us the upper hand against this virus | |
| 10 | Kamala | getting vaccinated is the single best defense against COVID 19 and its variance | |
| 11 | Kamala | The point has to be understand that covid-19 will kill you potentially | |
| 12 | Kamala | and the vaccine will protect you from it | |
| 13 | Julia | we hope the new corona virus mental well-being support service will help cushion the blow | |
| 14 | Julia | we've been left reeling trying to comprehend the pace and the scale of change | |

Table 4. Conceptual Mapping of COVID-19 IS WAR Metaphor

| Source: WAR | Target: COVID |
|--------------------|---|
| <i>WIN</i> | <ul style="list-style-type: none"> (a) Take care of mental health (b) Being vaccinated (c) Reduced the scale of infected patients |
| <i>LOSE</i> | <ul style="list-style-type: none"> (a) Worsen mental health (b) Increasing number of the infected patients (c) Vaccine does not well distributed |
| <i>WEAPON</i> | <ul style="list-style-type: none"> (a) Physical distancing (b) Vaccine (c) Mental health consultation |
| <i>DESTROYED</i> | <ul style="list-style-type: none"> (a) Our mind and sense (b) Australians (c) Americans (d) People around the world |

Analysis

From the data above, we can see that the WAR domain is closer to our daily lives so the domain becomes more concrete because we as humans must have heard the word war or even experienced war here. While the COVID-19 domain, we can call a target domain or a more abstract domain because the enemy we are fighting is not a human or a physical object. From table 3, we can see that to be able to form a WAR domain, it is necessary to initiate several elements in

the form of lexemes that can support the WAR domain such as *fight, attack, against, kill, and other elements*. It is from this WAR domain that later it will be very closely tied to the *COVID-19* domain, which from the data that the author collects comes from the words *virus and pandemic*.

To be able to know that domain A and domain B correspond to each other, we need to do a conceptual mapping (see **table 4**). In the context of the COVID-19 IS WAR metaphor, viruses and pandemics are something we must fight. Seeing the theme of the speeches raised by Kamala Harris and Julia Gillard are mental health and vaccine, so to be able to win the battle against this pandemic we must maintain mental health in the midst of a pandemic, thus we can still maintain sanity by emphasizing virtual consultation at Beyond Blue institutions. Julia Gillard also emphasized how essential physical distancing is in slowing the spread of the virus.

Then in Kamala Harris' speeches, she wanted all Americans to be vaccinated equally because vaccines are the main program of the American government in hacking the increasing number of COVID-19 cases. On the other hand, Kamala Harris and Julia Gillard have also indirectly conceptualized their thinking that if mental health is not maintained and the vaccine is not distributed properly then it is very significant in increasing the number of COVID-19 cases in America and Australia, which if we take it into the context of WAR, which is means that we lost the war against the virus.

2.2. ORGANIZATION IS A SYSTEM Metaphor

ORGANIZATION IS A SYSTEM metaphor is the second most common conceptual metaphor found by the author, with a total of 6 data, each of which is followed by 1 different lexemes which can validate the conceptual metaphor that has been formed. Here, the researcher will combine the theory by Kövecses, Z (2010) to do the conceptual mapping and the theory of Charteris-Black, J (2004) to be able to find out the persuasive strategy of Kamala Harris and Julia Gillard in their COVID-19 speeches as depicted in **table 5 and 6**.

Table 5. ORGANIZATION IS A SYSTEM Metaphor

| No | Source | Excerpt | Lexemes |
|----|--------|---|--|
| 1 | Julia | we are hard wired to crave stability | <i>hard wired, control, process, transform, operating, restart</i> |
| 2 | Julia | We like to feel in control the pandemic | |
| 3 | Julia | as we try to process this unsettling turn of events it's natural to be feeling fearful about the future | |
| 4 | Julia | we're already seeing opportunities emerge from the pandemic and the potential to transform the way that we deliver support in this country necessity | |
| 5 | Kamala | Many chief operating officers office manager business | |
| 6 | Kamala | Business owners would already be thinking about how to restart offices | |

Table 6. Conceptual Mapping of ORGANIZATION IS A SYSTEM Metaphor

| Source: <i>SYSTEM</i> | Target: <i>ORGANIZATION</i> |
|------------------------------|---|
| <i>THE COMPONENT</i> | (a) Australian government (b) Beyond Blue institution (c) Business owner/employers |
| <i>THE OBJECT</i> | (a) All Australian (b) Mental health sufferer (c) Office workers |
| <i>INTERFACE</i> | (a) Economic reopens, increasing support service (b) Beyond Blue telephone support service (c) Prioritized mental health, physical distancing, supply of hand sanitizer |
| <i>THE GOAL</i> | (a) Gain stability (b) Curing mental health sufferers (c) New normal |

Analysis

From the data above, the *SYSTEM* domain acts as the source domain because the system is part of our activities as humans, while the *ORGANIZATION* domain becomes the target domain because we know that organization is a container in the form of abstract things that do not have a physical form. From the data presented in table 5, the *SYSTEM* domain is formed by lexemes elements such as *control*, *process*, *hard weird*, *transform*, and others,

where these words can only be done by humans. Besides, the ORGANIZATION domain is mostly formed by the lexemes 'we' which refers to institutions such as the Australian government and Beyond Blue.

Conceptual mapping is needed to be able to see that domain A and domain B correspond to each other. First, to get a deeper understanding, we need to know the meaning of the system. A system is a unit consisting of components or elements that are linked together to facilitate the flow of information, material, or energy to achieve a goal. In the ORGANIZATION IS SYSTEM metaphor, the Australian government, Beyond Blue institution, and business owners act as the main component as a driver to the objects; all Australians, mental health sufferers, and office workers to gain stability, cure mental health for the sufferer, and reach new normal.

On the other hand, INTERFACE acts as a bridge to get to THE GOAL that THE COMPONENT wants to achieve. For instance (see letter **a**), the Australian government is a driving force for all Australians to achieve stability during the COVID-19 pandemic by reopening the economy and increasing mental health support services. In addition (see letter **b**), Beyond Blue institution wants to achieve the goal of curing the mental health of sufferers in the time of the COVID-19 pandemic by increasing Beyond Blue support service vol.2. While business owners must pay attention to their workers if they want to start the new normal by the prioritized mental health of their workers, applying the rules of physical distancing, and always supplying hand sanitizer

From that, we can see from the ORGANIZATION IS A SYSTEM metaphor that Julia Gillard and Kamala Harris formed in their speeches is strongly campaigning their audiences to always prioritized and support mental health and struggling to cure the sufferers, directing all Australians and Americans to be able to get back to a new normal and initiating several ways to gain stability in the midst of the covid-19 pandemic.

2.3. NEW NORMAL IS A JOURNEY Metaphor

NEW NORMAL IS A JOURNEY metaphor is the third most common conceptual metaphor found by the author, with a total of 5 data with 6 lexemes, two of the data followed by two lexemes that can validate the conceptual metaphor that has been formed. Here, the researcher will combine the theory by Kövecses, Z (2010) to do the conceptual mapping and the theory of Charteris-Black, J (2004) to be able to find out the persuasive strategy of Kamala Harris and Julia Gillard in their COVID-19 speeches as depicted in **table 7 and 8**.

Table 7. NEW NORMAL IS A JOURNEY Metaphor

| No | Source | Excerpt | Lexemes |
|----|--------|---|---|
| 1 | Julia | there are opportunities and reasons for hope emerging as we navigate our way through to the new normal | <i>navigate, through, way, road, stone and unturned</i> |
| 2 | Julia | hard the road to recovery will be a long one | |
| 3 | Julia | but as we go through to the recovery phase there's just as much uncertainty | |

| | | | |
|---|--------|---|--|
| 4 | Kamala | this city has helped lead our nation through recession during a pandemic | |
| 5 | Kamala | and sending mobile clinics into communities and we are leaving no stone unturned | |

Table 8. Conceptual Mapping of NEW NORMAL IS A JOURNEY Metaphor

| Source: JOURNEY | Target: NEW NORMAL |
|------------------------|--|
| <i>THE TRAVELERS</i> | (a) Australians (b) Mental health sufferer (c) Americans |
| <i>THE VEHICLE</i> | (a) Economic reopens (b) Beyond Blue/mental health support service (c) Vaccine and social distancing |
| <i>THE OBSTACLE</i> | (a) People who hide their mental health (b) Recession (c) people who have not been vaccinated and comply with the protocol |
| <i>THE DESTINATION</i> | (a) Economic stability (b) Reducing mental health sufferers (c) Reduce the number of the infected patients |

Analysis

From the data above, the JOURNEY domain acts as the source domain because the journey is closer to us in everyday life for example we once went to a destination with all its long journeys, while the NEW NORMAL domain becomes the target domain because we know that new normal is a noun that has no form or physical object. From the data presented in table 7, the JOURNEY domain is formed by lexemes elements such as *road*, *navigate*, *way*, *untuned*, and others, where these words can only be done by humans which are closely related to JOURNEY.

Conceptual mapping is needed to be able to see that domain A and domain B correspond to each other. In the NEW NORMAL IS A JOURNEY metaphor, the Australians, Americans and mental health sufferer become THE TRAVELER of the JOURNEY that have economic stability, reduce the number of infected patient and reduce the mental health sufferers as THE DESTINATION of the JOURNEY, or we can call it as the goal. They also use economic reopens, beyond blue/mental health support service, social distancing, and vaccines as the vehicle or make it as a bridge to reach the goal.

For instance (see **letter c**), all American becomes the traveler who plays the role of people who have a journey to reach their final destination, namely reducing the number of the infected patients as a new beginning to enter the new normal period, they need a 'vehicle' that can take them to their destination or the goal is to flatten the vaccine distribution program and implement social

distancing, although sometimes to get to the destination there are some 'obstacles' that take them a little bit longer to reach out their goal or destination.

2.4. DISEASE IS AN ENEMY Metaphor

DISEASE IS AN ENEMY metaphor is the fourth common conceptual metaphor found by the author, with a total of 5 data with 5 lexemes each of which is followed by 1 different lexemes which can validate the conceptual metaphor that has been formed. Here, the researcher will combine the theory by Kövecses, Z (2010) to do the conceptual mapping and the theory of Charteris-Black, J (2004) to be able to find out the persuasive strategy of Kamala Harris and Julia Gillard in their COVID-19 speeches as depicted in **table 9 and 10**.

Table 9. DISEASE IS AN ENEMY Metaphor

| No | Source | Excerpt | Lexemes |
|----|--------|--|---|
| 1 | Julia | many people reached out to us because their struggle with loneliness | <i>struggle, cope, broken, isolated, save</i> |
| 2 | Julia | a digital site filled with advice self-help tools and articles on everything from how to cope with loneliness in self isolation | |
| 3 | Julia | as we broken back the stigma of mental health | |
| 4 | Kamala | after this stressful and isolated period | |
| 5 | Kamala | it (vaccine) can save your life. | |

Table 10. Conceptual Mapping of DISEASE IS AN ENEMY Metaphor

| Source: <i>ENEMY</i> | Target: <i>DISEASE</i> |
|-----------------------------|---|
| <i>WIN</i> | (a) Curing any mental health illness (b) Flattened the distribution of the vaccination |
| <i>LOSE</i> | (a) Worsen mental health illness (b) Uneven distribution of vaccinations |
| <i>WEAPON</i> | (a) Come and get a consultation with mental health support service (b) Vaccine |
| <i>DESTROYED</i> | (a) Australians' mind (b) Americans' physique |

Analysis

From the data above, we can see that the ENEMY domain acts as a source domain because it reflects human nature which has an enemy to fight against, while the DISEASE domain acts as a more abstract domain because the disease is an intangible thing. From the data presented in table 9, the ENEMY domain is formed by lexemes elements such as *struggles, cope, broken, isolated, and save*, where these words can only be done by humans who are closely related to the ENEMY metaphor.

Conceptual mapping is needed to be able to see that domain A and domain B correspond to each other. In the context of the DISEASE IS AN ENEMY metaphor, mental health issues, and COVID-19 are something we must fight. Seeing the theme of the speeches raised by Julia Gillard is mental health, so to be able to win the battle against those diseases we must maintain mental health in the midst of a pandemic, thus we can still maintain sanity by emphasizing virtual consultation at mental health support services.

While if in the context of Kamala Harris speeches', to win the battle with covid-19 virus, the American government must be able to spread the vaccination program to all levels of society in America and implement social distancing with that so the spread of the covid-19 virus will be reduced and it can' save' American's life. As for they will lose against their ENEMY if it turns out that the vaccine program is not distributed and campaigned properly and there are still many Americans who do not implement social distancing.

2.5. HUMAN MIND IS A PLANT Metaphor

HUMAN MIND IS A PLANT metaphor is the last conceptual metaphor found by the author, with a total of 3 data with 3 lexemes, each of which is followed by 1 different lexemes which can validate the conceptual metaphor that has been formed. Here, the researcher will combine the theory by Kövecses, Z (2010) to do the conceptual mapping and the theory of Charteris-Black, J (2004) to be able to find out the persuasive strategy of Kamala Harris and Julia Gillard in their COVID-19 speeches as depicted in **table 11 and 12.**

Table 11. HUMAN MIND IS A PLANT Metaphor

| No | Source | Excerpt | Lexemes |
|----|--------|---|------------------------------------|
| 1 | Julia | to keep in mind post-traumatic growth which is the ability of human beings | <i>growth, shrunk, precipitate</i> |
| 2 | Kamala | our perspective may have temporarily shrunk and may never be the same again | |
| 3 | Julia | this period of instability will precipitate or worsen mental health | |

Table 12. Conceptual Mapping of HUMAN MIND IS A PLANT Metaphor

| Source: <i>PLANT</i> | Target: <i>HUMAN</i> |
|--------------------------------|---|
| <i>THE WHOLE PLANT</i> | (a) Post-traumatic (b) Perspective (c) Mental health |
| <i>THE WATERING</i> | (a) Always think positive (b) Get a mental health support service (c) Therapy |
| <i>THE GROWTH OF THE PLANT</i> | (a) Recover from post-traumatic (b) Mental health being healthy |
| <i>THE FRUITS</i> | (a) Healthy mind |

Analysis

From the data above, the PLANT domain acts as the source domain, while HUMAN MIND acts as the target domain because the human mind is not a physical thing. From the data presented in table 11, the PLANT domain is formed by lexemes elements such as *post-traumatic*, *perspective and*, *untuned and mental health*, these words come from human nature which we may not get in plants but it is used to describe that as if our minds are plants that can *grow*, *precipitate*, or even *shrunk*.

Post-traumatic and *mental health* is an invisible disease that lodges in the human mind. And also *perspective* is a view or idea which is unformed that comes from our minds. Thus, from the three lexemes; *post-traumatic*, *mental health* and also *perspective* above, those three things have something in common that they all right in the same location which is in the human's mind. Indeed, we need to do the conceptual mapping to be able to see that domain A and domain B correspond to each other.

In the HUMAN MIND IS A PLANT metaphor, *post-traumatic*, *perspective*, and *mental health* become the WHOLE OF THE PLANT that we need to WATER by always thinking positively accompanied by doing some therapy and get a support service so that the seeds of healing from those *post-traumatic* and *mental health issues* will GROW and being healthy. If those ways are followed well, then OUR MIND will grow FRUITS in the form of a calm, healthy and positive mind.

B. Discussion

Following the completion of the data analysis step, the discussion part must be completed. In this section, the researcher describes the findings of data analysis of the metaphorical expressions contained in 3 speeches videos of COVID-19 by Kamala Harris and Julia Gillard from the mid-2020 to the mid of 2021 through YouTube channels. According to the theory of Lakoff and Johnson (2003), the researcher discovered 40 metaphorical expressions divided into three types: ontological metaphor, structural metaphor, and orientational metaphor.

Table 13. Detail of Metaphorical Expressions

| Female Leaders/Types | Ontological | Structural | Orientalational |
|----------------------|-------------|------------|-----------------|
| Julia Gillard | 13 ME | 9 ME | 4 ME |
| Kamala Harris | 6 ME | 5 ME | 3 ME |

Of the 40 metaphorical expressions above, the writer found that the ontological metaphor was the most common type used by those female leaders, followed by structural metaphor and they used the least orientational metaphor with a total of 7 metaphorical expressions. If we see the characteristics of the ontological metaphor itself, it allows us to conceptualize and talk about things, experiences, and processes. Thus, both Kamala Harris and Julia Gillard frequently use ontological metaphors because they put their experiences and process into a metaphorical form.

In the first discussion, the author will explain ontological metaphors from the 19 data that have been found above. Ontological metaphor is an experience and process that we conceptualize through metaphorical utterances that describe the state of inanimate things as if alive. We take the example (see datum 1-5) of the most mentioned lexemes, namely *viruses* and *pandemics* as the theme of this research. Here, we know very well that *viruses* and *pandemics* are diseases that are neither physical nor can be touched, but both are considered as living things that we must fight, where humans usually fight against each other humans.

The data that we will discuss next is a structural metaphor, a sentence can be considered as a structural metaphor if in the sentence there is a comparison of a concrete thing with an abstract thing into another concept. The researcher found with a total of 14 structural metaphors in Kamala Harris and Julia Gillard's speeches, for instance (see datum 23) there is a source domain in the form of mental health which is compared with the concept of plants which is *mental health* is connected through lexemes *precipitate*, then we can see in datum 21 contains a *new normal* source domain which is like a journey by connecting through lexemes *through way*, and *navigate*.

The second form of metaphor is known as an orientational metaphor. Orientational metaphors reflect diverse spatial conceptions depending on the physical experience or cultural background of the people who use them (Lakoff & Johnson, 2003). In this investigation, the researcher discovered seven orientational metaphors that began at datum 34 and continued until datum 40. With the use of

the opposite comparisons such as up and down, good and bad, and so on, an orientational metaphor attempts to create a coherence metaphor. For instance, the word Happy is up and Sad is down. The author found that several sentences containing spatial orientation did not always have a positive meaning, some also had a negative meaning. For instance, *shut down* and *not under any illusion*. However, there is also a negative spatial orientation that has a positive meaning, such as in datum 38 in the form of explaining the decrease in the number of COVID-19 cases.

In the following discussion, the researcher will discuss the conceptual metaphors formed by Kamala Harris and Julia Gillard to persuade their audiences. In this finding, the researcher stated that COVID-19 IS WAR is a prominent conceptual metaphor to describe disease namely COVID-19 with a total number of 14 metaphorical expressions. In this data, the researcher managed to find out that through their speeches, Kamala Harris and Julia Gillard wanted to conceptualize that currently, the COVID-19 virus is an enemy that such as *fight*, *against*, *attack*, *hit*, and *others*. In this case, this study is in line with Adam's (2020) which also highlights that COVID-19 IS WAR is the most frequent conceptual metaphor found in Indonesian online news headlines.

In line with U.D Siregar, Lubis and Nasution (2021) and Paramudita and Hanidar (2019), this study aims to gain an understanding of the utterances in the metaphorical expressions found in the COVID-19 speech, in that way we will know the meaning and implied messages contained in the speeches.

But also this study still has a difference, namely the type of metaphoric expression that is most often produced is ontological, while in the research above it is found that it is mostly orientational.

While on the conceptual metaphor, this study differs from previous research conducted by Onysko's (2018) which reveals that Trump, as a male leader, employs a metaphor to discuss immigration and the economy. While in this research, Kamala Harris and Julia Gillard employ a conceptual metaphor to discuss health and the economy. In the context of conceptual metaphors, this study has similarities with Rofiq (2020) that metaphors here play a role in persuading and attracting the listener's empathy and emotions as explained in each of the conceptual analysis of metaphors above.

This study is also in line with de Saint Preux & Blanco (2021), that the WAR metaphor here plays a very dominant role in the recovery and protection of the COVID-19 pandemic with target and source domains such as fight, against, end, etc as a pandemic situation which is likened to a war situation, where Australians and Americans are the soldiers and the virus is the enemy. This COVID-19 IS WAR Metaphor also contains negative voices from those female leaders because their words transfer a lot of emotions and fears to their audiences, such as *“we have to fight against the virus”*, *“pandemic has hit our sense”*, and *“let us end this pandemic”*.

Both the speeches and the news are campaigning that to win against the war with COVID-19, one must be able to reduce the number of infection cases,

and cure COVID-19 sufferers and the vaccines must distribute properly and evenly. If those things mentioned going to the other way around, then we can be called lost in the war against the COVID-19 virus. But, the researcher found that both of these researches may still have a different point of view due to the object of COVID-19 cases, which means the situation of covid-19 in Indonesia may be different from Australia and America due to differences in social and economic contexts that may affect the speakers and the writer choose their metaphorical words.

NEW NORMAL IS A JOURNEY is the second prominent conceptual metaphor that the author found in the COVID-19 speeches data by Kamala Harris and Julia Gillard, in their speeches (see **table 7**) through excerpts numbers 2 and 5, that the two female leaders wanted to campaign that they as part of the Australian and American governments have made a lot of efforts to reduce the scale of the spread of the COVID-19 virus by spending a lot of campaigns and costs on vaccines and physical distancing, besides that from lexemes *leaving no stone unturned* Kamala wants to persuade Americans to entrust all efforts to deal with COVID -19 to the American government. All of the lexemes contained in the conceptual metaphor of NEW NORMAL IS A JOURNEY shows that the journey to reach the new normal is very long and hard, so it encourages the Australian and American governments to push for persuasion to their citizens as if they as a government has done maximum efforts to reach it.

Overall, this study has already provided answers to the research questions addressing the kind of metaphorical expressions that Kamala Harris and Julia Gillard regularly employ and how conceptual metaphor can be employed to persuade their respective audiences. Furthermore, this research delves deeper into how the conceptual metaphor is generated through the process of conceptual mapping. Instead, the persuasive strategy employed by Kamala Harris and Julia Gillard, as presented in this research, is to convey the importance of maintaining our mental health during the pandemic, as well as the importance of maintaining vaccines properly to reduce the number of patients infected of the virus. It is also used to persuade the public to trust the government to protect them during the pandemic COVID-19 cases. Moreover, the researcher discovered that ontological metaphor is a sort of metaphorical language widely utilized by Kamala Harris and Julia Gillard.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter serves as the final section of the research project, providing a summary of the findings and discussion of the research. This chapter also included a suggestion for further research, particularly for individuals and any researcher who is interested in studying conceptual metaphors.

A. Conclusion

From the first research question, the author found 3 types of metaphorical expressions, namely: ontological, structural, and orientational metaphors. The 40 data of metaphorical expressions found were divided into 19 ontological metaphors, 14 structural metaphors, and 7 ontological metaphors. While the most widely used by Kamala Harris and Julia Gillard is the ontological metaphor because it conceptualizes their experiences and processes into metaphorical utterances so that the speeches look beautiful but still convey the meaning that has been conceptualized in the mind.

As for the second research question, the writer concludes that 5 conceptual metaphors have been formed from the speeches of Kamala Harris and Julia Gillard, they are; COVID-19 IS WAR, ORGANIZATIONS IS A SYSTEM, NEW NORMAL IS A JOURNEY, DISEASE IS AN ENEMY and HUMAN MIND IS A PLANT. Those are dominated by the COVID-19 IS WAR metaphor with a total of 14 metaphorical expressions with 13 lexemes campaigning for the importance

of maintaining mental health during the pandemic, reducing the number of patient scales, curing the sufferers, and distributing properly vaccination programs to all Australians and Americans. Besides, there is NEW NORMAL IS A JOURNEY metaphor that strongly campaigns that the public should trust the government in efforts to handle COVID-19.

After the process of collecting and analyzing the data, the writer also wants to conclude what conceptual metaphors are for the continuation of the study that will be used for those who are interested in analyzing conceptual metaphors. Conceptual metaphors are the result of the conceptualization of thoughts that come from experiences and processes that are poured into metaphorical expressions. The conceptual metaphor itself is divided into 2 domains, namely the source domain which acts as a domain in the form of concrete things that we experience every day, and the target domain which is an abstract domain.

B. Suggestion

However, this study has several limitations that the author was not able to examine; this study is limited in the amount of data, centered only on the speeches of female leaders (not looking at male), limited to one time period so it is not comparative. Therefore, the writer will recommend that future researchers better do research on conceptual metaphors that are utilized by politicians especially male and female on their various social media platforms such as Twitter, Facebook, or Instagram, and use gender perspective to enrich a point of view of knowledge for further research and also do a comparative one.

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APPENDICES

Table 2. Metaphorical Expression used by Kamala Harris and Julia Gillard

| Sample | Metaphorical Sentence | Types | Source |
|----------|--|-------------|--------|
| Datum1 | the pandemic has rocked our sense of certainty | Ontological | JG |
| Datum 2 | pandemic have hit many Australians | Ontological | JG |
| Datum 3 | the virus does not discriminate the long term impacts | Ontological | JG |
| Datum 4 | they're essential in the fight against the virus | Ontological | JG |
| Datum 5 | because we've done such a good job of isolating the virus | Ontological | JG |
| Datum 6 | you're grappling with new things and it's it is incredibly stressful | Ontological | JG |
| Datum 7 | this is a virus that attacks human beings | Ontological | JG |
| Datum 8 | that we can land against the virus | Ontological | JG |
| Datum 9 | many people reached out to us because their struggle with loneliness | Ontological | JG |
| Datum 10 | a digital site filled with advice self-help tools and articles on everything from how to cope with loneliness in self isolation | Ontological | JG |
| Datum 11 | as we broken back the stigma of mental health | Ontological | JG |
| Datum 12 | We like to feel in control the pandemic | Ontological | JG |

| | | | |
|----------|--|-------------|----|
| Datum 13 | we hope the new corona virus mental well-being support service will help cushion the blow | Ontological | JG |
| Datum 14 | by 90 percent the vaccine gave us the upper hand against this virus | Ontological | KH |
| Datum 15 | getting vaccinated is the single best defense against COVID 19 and its variance | Ontological | KH |
| Datum 16 | The point has to be understand that covid-19 will kill you potentially | Ontological | KH |
| Datum 17 | and the vaccine will protect you from it | Ontological | KH |
| Datum 18 | It can saves your life | Ontological | KH |
| Datum 19 | after this stressful and isolated period | Ontological | KH |
| Datum 20 | we've been left reeling trying to comprehend the pace and the scale of change | Structural | JG |
| Datum 21 | There are opportunities and reasons for hope emerging as we navigate our way through to the new normal | Structural | JG |
| Datum 22 | hard the road to recovery will be a long one | Structural | JG |
| Datum 23 | but as we go through to the recovery phase there's just as much uncertainty | Structural | JG |
| Datum 24 | we are hard wired to crave stability | Structural | JG |
| Datum 25 | as we try to process this unsettling turn of events it's natural to be feeling fearful about the future | Structural | JG |

| | | | |
|----------|---|---------------|----|
| Datum 26 | we're already seeing opportunities emerge from the pandemic and the potential to transform the way that we deliver support in this country necessity | Structural | JG |
| Datum 27 | to keep in mind post-traumatic growth which is the ability of human beings | Structural | JG |
| Datum 28 | this period of instability will precipitate mental health condition | Structural | JG |
| Datum 29 | our perspective may have temporarily shrunk and may never be the same again | Structural | KH |
| Datum 30 | and sending mobile clinics into communities and we are leaving no stone unturned | Structural | KH |
| Datum 31 | Many chief operating officers office manager business | Structural | KH |
| Datum 32 | Business owners would already be thinking about how to restart offices | Structural | KH |
| Datum 33 | This city has helped lead our nation through recession during a pandemic | Structural | KH |
| Datum 34 | the industries that have been shut down by government decision | Orientalional | JG |
| Datum 35 | now clarity about what life is going to be like is in pretty short supply so I'm not under any illusion | Orientalional | JG |
| Datum 36 | as we get that clarity people's self-control our sense of self-control is also important | Orientalional | JG |
| Datum 37 | they need at the right time with the level of intensity stepping up | Orientalional | JG |

| | | | |
|----------|---|-----------------|----|
| Datum 38 | covid19 cases are down from the peak | Orientalational | KH |
| Datum 39 | those heroes that are speaking up | Orientalational | KH |
| Datum 40 | We are setting up clinics | Orientalational | KH |

SPEECH VIDEO LINK:

1. Mental health in the time of COVID-19 | The Hon. Julia Gillard AC

https://youtu.be/8_Y0Vjjlhs

2. Julia Gillard's Mental Health Advice during Corona virus and isolation

https://youtu.be/o_RTlYgAcq4

3. Vice Kamala Harris delivers remarks on vaccines

<https://youtu.be/rnuIt0orBIY>

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Nadya Dwi Hermalia Wanti was born in Malang on July 26, 2000. She graduated from SMA Islam Al-Maarif Singosari in 2018. During her study at Senior High School, she actively participated in English and Mandarin club which lead her to take her current college major. She also got an achievement in Pekan Nasional Cinta Sejarah 2017. She started her higher education in 2018 at the department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2022. During her study at the University, she joined and actively contributed in English Literature Student Association for 2 consecutive years.