

**METAPHORICAL STUDY ON BBC SPORT NEWS OF
RIO OLYMPIC 2016**

THESIS

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

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METAPHORICAL STUDY ON BBC SPORT NEWS OF RIO OLYMPIC 2016

THESIS

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

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2022

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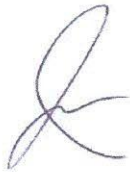
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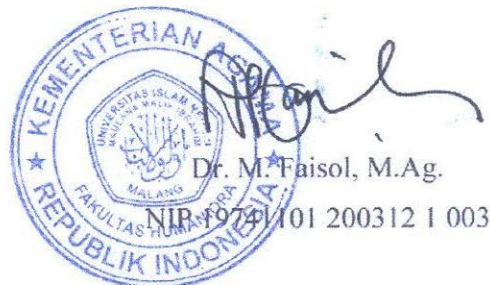
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STATEMENT OF THE AUTHORSHIP

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Honestly, she states that the thesis entitled *Metaphorical Study on BBC Sport News of Rio Olympic 2016* is truly her original work. She does not incorporate material previously written or published by another person, except those indicated in quotations and references. Due to the fact, she is the only person responsible for the thesis if there are any claims from others.

Malang, July 18, 2022

The Researcher,



Ilma Indana

MOTTO

“We may encounter many defeats but we must not be defeated” – Maya Angelou

“One of the lessons that I grew up with was to always stay true to yourself and never let what somebody else distract you from your goals” – Michelle Obama

DEDICATION

I dedicate my work to my parents, my brother, my friends, and all of people who always help and give any support for me.

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The researcher presents very great praise due to Allah SWT, who has given the power for the researcher during the researcher works her thesis. Peace and salutation may always be granted to Prophet Muhammad SAW, through his incredible struggle that the researcher is recognized as a true Muslim. Alhamdulillah, the researcher has finished her thesis entitled *Metaphorical Study on BBC Sport News of Rio Olympic 2016* as the requirement for the degree of S1 *Sarjana Sastra (S.S.)* in Universitas Islam Negeri Maulana Malik Ibrahim Malang.

However, the researcher feels thankful because there are many people who have given any support for her during finishing this thesis. Furthermore, the researcher would like to give a great thanks to her beloved parent, Sutrisno and Sri Kusmaningsih who always give any support, prays, attention, and inspiration. And also thanks for her brother, Hudan Syahril Muharram who also give support for the researcher.

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Malang, July 18, 2022

Ilma Indana

ABSTRACT

Indana, Ilma. 2022. *Metaphorical Study on BBC Sport News of Rio Olympic 2016*.
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Advisor: Dr. Agwin Degaf, M.A.

Keywords:Metaphor, meaning, BBC sport news.

This research is about the metaphors which are used in BBC sport news articles of Rio Olympic 2016. The researcher chooses BBC sport news articles of Rio Olympic 2016 which have been published from June 3, 2016 to March 23, 2017. There are two aims of the research. The first aim of the research is to find out the kinds of conceptual metaphor which are used in BBC sport news articles of Rio Olympic 2016. The second aim is to investigate and describe about the use of conceptual metaphors in the BBC sport news of Rio Olympic 2016. To investigate the sport news articles, the researcher uses metaphorical theory by Zoltan Kovecses. This analysis is based on online articles on BBC sport news article of Rio Olympic 2016. Descriptive qualitative method is used in the form of documentations and explanations.

The result of the research is there are 98 data from 21 articles use three kinds of conceptual metaphor. Three kinds of conceptual metaphor used are structural metaphor, ontological metaphor, and orientational metaphor. For each conceptual metaphor, the researcher has found 31 examples of structural metaphor, 37 examples of ontological metaphor, and 30 examples of orientational metaphor. Ontological metaphor is often used in BBC sport news of Rio Olympic 2016 to draw some abstract things as the real things that can be possessed. Some examples of personification are also found to express the abstract thing as human entities.

ABSTRAK

Indana, Ilma. 2022. *Penelitian Metafora Pada Berita Olahraga BBC Tentang Olimpiade Rio 2016*. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.
Dosen Pembimbing: Dr. Agwin Degaf, M.A.

Kata kunci: Metafora, makna, berita olahraga BBC.

Penelitian ini menganalisis tentang metafora-metafora yang digunakan dalam artikel-artikel berita olahraga BBC tentang Olimpiade Rio 2016. Peneliti memilih artikel berita olahraga BBC tentang Olimpiade Rio 2016 yang telah dipublikasikan dari 3 Juni 2016 hingga 23 Maret 2017. Ada dua tujuan dari penelitian ini. Tujuan yang pertama dari penelitian ini adalah untuk menemukan macam-macam konsep metafora yang digunakan dalam artikel-artikel berita olahraga tentang Olimpiade Rio 2016. Tujuan yang kedua yaitu untuk menginvestigasi dan mendeskripsikan tentang penggunaan konsep metafora dalam berita olahraga BBC tentang Olimpiade Rio 2016. Untuk menginvestigasi artikel-artikel berita tersebut, peneliti menggunakan teori metafora oleh Zoltan Kovecses. Analisis ini didasarkan pada artikel-artikel daring pada artikel berita olahraga tentang Olimpiade Rio 2016. Metode deskriptif kualitatif digunakan dalam bentuk dokumentasi dan penjelasan.

Hasil dari penelitian ini adalah ada 98 data dari 21 artikel menggunakan tiga macam konsep metafora. Tiga macam konsep metafora yang digunakan adalah metafora struktural, metafora ontologis, dan metafora orientasi. Untuk masing-masing konsep metafora, peneliti telah menemukan 31 contoh pada metafora struktural, 37 contoh pada metafora ontologis, dan 30 contoh pada metafora orientasi. Metafora ontologis sering ditemukan dalam artikel berita olahraga BBC tentang Olimpiade Rio 2016 untuk menggambarkan sesuatu yang abstrak sebagai benda nyata yang bisa dimiliki. Beberapa contoh personifikasi juga ditemukan untuk mengekspresikan sesuatu yang abstrak sebagai entitas manusia.

مختصرة نبذة

عندانا ، علما ٢٠٢٢. دراسة مجازية على بي بي سي للأولمبياد ريو السنة ٢٠١٦. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج .

المشرف : الدكتور اغوين ديغاف الماجستير

كَلِمَةُ الْبَحْثِ : مَجَازُ اسْتِعَارَةِ الْمَفَاهِيمِ ، الْمَعْنَى ، أَخْبَارُ الرِّيَاضَةِ بِي بِي سِي .

تَحَلَّلَ هَذَا الْبَحْثُ عَنِ مَجَازِ اسْتِعَارَاتِ الْمَفَاهِيمِ الَّتِي تُسْتَعْمَلُ فِي مَقَالَاتِ أَخْبَارِ الرِّيَاضَةِ بِي بِي سِي لِأُولَمْبِيَادِ رِيُو السَّنَةِ ٢٠١٦ . وَقَدْ اخْتَارَ الْبَاحِثُ الْمَقَالَاتِ الَّتِي نُشِرَتْ حَوْلِي التَّارِيخِ ٣ مِنْ يُونِيُو سَنَةِ ٢٠١٦ إِلَى ٢٣ مِنْ مَارِسَ سَنَةِ ٢٠١٧ . لِهَذَا الْبَحْثِ هَدَفَانِ . الْأَوَّلُ ، لِمَعْرِفَةِ نَوْعِ مَجَازِ اسْتِعَارَاتِ الْمَفَاهِيمِ الَّتِي تُسْتَعْمَلُ فِي مَقَالَاتِ أَخْبَارِ الرِّيَاضَةِ بِي بِي سِي لِأُولَمْبِيَادِ رِيُو السَّنَةِ ٢٠١٦ . وَ الثَّانِي ، لِتَحْقِيقِ وَ لِبَيَانِ فَوَائِدِ مَجَازِ اسْتِعَارَاتِ الْمَفَاهِيمِ الَّتِي تُسْتَعْمَلُ فِي مَقَالَاتِ أَخْبَارِ الرِّيَاضَةِ بِي بِي سِي لِأُولَمْبِيَادِ رِيُو السَّنَةِ ٢٠١٦ . لِبَحْثِ عَنِ هَذِهِ الْمَقَالَاتِ ، اسْتَعْمَلَ الْبَاحِثُ قَوَاعِدَ مَجَازِ اسْتِعَارَاتِ الْمَفَاهِيمِ عَلَى نَظَرِيَّةِ زَوَلْتَانِ كُوفِكْسِيَسِ

. وَ كَانَ مَرَجِعُ هَذَا الْبَحْثِ هِيَ الْمَقَالَاتُ عَلَى انْتَرِنْتِ مِنْ أَخْبَارِ الرِّيَاضَةِ بِي بِي سِي لِأُولَمْبِيَادِ رِيُو السَّنَةِ ٢٠١٦ . وَ فِي تَأْلِيْفِ الْوَثَائِقِ وَ الشُّرُوحِ اسْتَعْمَلَ الْبَاحِثُ مِنْهَجَ التَّأْلِيْفِ النَّوعِيِّ الْوَصْفِيِّ .

كَانَتْ نَتِيْجَةُ هَذَا الْبَحْثِ أَنَّ هُنَاكَ ٩٨ بَيَانَاتٍ مِنْ ٢١ مَقَالًا الَّتِي تَسْتَعْمَلُ ثَلَاثَةً مِنْ أَنْوَاعِ امْجَزَةِ اسْتِعَارَاتِ الْمَفَاهِيمِ . وَ تِلْكَ الثَّلَاثَةُ هِيَ : اسْتِعَارَةُ الْهَيْكَلِيَّةِ ، وَ اسْتِعَارَةُ الْوُجُودِيَّةِ أَوْ الْأَنْطُولُوجِيَّةِ ، وَ اسْتِعَارَةُ التَّوْجِيْهِ . فَعَدَدُ اسْتِعْمَالِ كُلِّ مَجَازٍ كَمَا حَلَّلَهَا الْبَاحِثُ هِيَ : ٣١ مَثَلًا مِنْ اسْتِعَارَةِ الْهَيْكَلِيَّةِ ، وَ ٣٧ مَثَلًا مِنْ اسْتِعَارَةِ الْوُجُودِيَّةِ ، وَ ٣٠ مَثَلًا مِنْ اسْتِعَارَةِ التَّوْجِيْهِ . فَوُجِدَ أَنَّ مَجَازَ اسْتِعَارَةِ الْوُجُودِيَّةِ هِيَ الَّتِي اسْتَعْمَلَ كَثِيرًا فِي أَخْبَارِ الرِّيَاضَةِ بِي بِي سِي لِأُولَمْبِيَادِ رِيُو السَّنَةِ ٢٠١٦ لِتَصَوِيرِ الْأَشْيَاءِ الْمَجْرَدَةِ بِصِفَاتِ الْجَمْدِ حَتَّى كَأَنَّهَا يُمَكِّنُ أَنْ تُرَى وَ تُمَسَّ . وَ بَعْضُ الْأَمْثَلَةِ مِنَ الْكَلِمَاتِ قَدْ تُوْجِدُ تَسْتَعْمِلُ الْمَجَازَ النَّجْسِيْدِي لِبَيَانِ أَحْوَالِ أَشْيَاءٍ عَلَى صُورَةِ الْإِنْسَانِ .

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

As the social creature, communication is important for people in social life. Communication is the process of sending and receiving the message. People communicate to each other by using language. Language is arbitrary vocal symbol which is used by people as the means of communication. Language is usually used by people in order to help them in conveying their want. When people communicate to each other, they should use words effectively as a means of social interaction. However, people express their wants not only use the common language, but also use figurative language.

Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. Figurative language can be found in many aspects, such as poetry, songs, news, and so forth. One of figurative language that is often used in daily activity is metaphor. Metaphor is defined as understanding one conceptual domain in terms of another conceptual domain. Cruse (2000) stated that metaphor is the use of word or phrase which shows the different literal meaning. Kovecses (2010) pointed out five traditional concepts of metaphor.

The first, metaphor is a property of words; it is a linguistic phenomenon. The second, metaphor is used for some artistic and rhetorical purpose, such as when Shakespeare writes “all the world’s a stage.” The third, metaphor is based on a

resemblance between the two entities that are compared and identified. The fourth, metaphor is a conscious and deliberate use of words, and people should have a special talent to use metaphor well. The last, metaphor is a figure of speech that we can do without; we use it for special effects, and it is not an inevitable part of everyday human communication, let alone everyday human thought and reasoning.

In this research, the researcher investigates metaphors which are used on BBC sport news. In the sport news articles, there are the used of metaphors which have implicit meanings. The journalists create the sport news article as well as possible. In journalistic, the important thing that should be done by journalists is using language creatively and efficiently. The journalists should use the word or phrase creatively in order to make people are interested to read their articles. Thus, most of the journalists use figurative language of metaphor.

The object of the research is BBC sport news of Rio Olympic 2016 that is published in online media. The researcher chooses the sport news articles of Rio Olympic 2016 which have been published from June 3, 2016 to March 23, 2017. Those sport news articles are interesting to investigate the words in detail form because BBC sport news are often use metaphor creatively to make the readers are interested to read BBC sport news articles. To complete in investigating the data, the theory from Zoltan Kovecses is used. The theory is complete enough as problem solving in the research. The researcher tries to look for the kind of metaphor and its meanings included in the BBC sport news of Rio Olympic events in 2016.

Phenomena of metaphor can be found in many aspects, one of examples is on BBC sport news article of Rio Olympic event in 2016. An example of phrase on BBC sport news article of Rio Olympic 2016 which has metaphorical meaning is “layers and layers of people on all the floors of Terminal five leaning over barriers...to welcome Team GB home”. The kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **PEOPLE ARE BUILDING**, and the metaphorical linguistic expression metaphorical phrase is *layers and layers*. The phrase has metaphorical meaning if there are a lot of people form a line on the floor or terminal to welcome Team Great Britain home.

Theory of metaphor has been used to analyze many aspects in metaphorical research, such as Ayunda (2011), Astuti (2012), Wardani (2014), and Widarta (2014). Ayunda (2011), for example, investigated about the cognitive semantics of metaphor in *Infinity* car advertisement texts. She examined the cognitive semantics such as conventionality, systematicity, asymmetry, and abstraction in car advertisement texts. Astuti (2012) investigated about semantics of metaphor used in the economic magazine articles. She investigated about the kinds of metaphor in the *Der Spiegel* economic magazine articles. She also examined from the aspect of stability and productivity by Kurz. Wardani (2014) examined about metaphor in sport news of super score on *Tribun Jogja* newspaper. She investigated the kinds of metaphor, the kinds of meaning, and the function of metaphor used in sport news of super score on *Tribun Jogja* newspaper. Widarta (2014) investigated about the use of metaphor in Russian football online articles. His study focused on the forms of metaphor and the

reason of using metaphor in Russian football online articles. Thus, the previous researchers have investigated metaphor from advertisement, economic magazine, sport newspaper, and online news article.

The difference of the research between the present research and the previous researches is the element of research. The object of this research is sport news article, BBC sport news articles of Rio Olympic event in 2016. The researcher analyzes the kinds of conceptual metaphor and which are included in the BBC sport news article of Rio Olympic event in 2016. The researcher also examines the use of conceptual metaphor and the meaning of the sentences included in BBC sport news article of Rio Olympic 2016. The researcher uses the theory of metaphor by Zoltan Kovecses (2010) to solve the problems of the research. The analysis is based on online articles on BBC sport news article of Rio Olympic 2016.

1.2 Problems of the Study

To guide the research, the researcher formulates problems of the study as follows:

1. What kinds of conceptual metaphor are used in the BBC sport news of Rio Olympic 2016?
2. How are the conceptual metaphors used in the BBC sport news of Rio Olympic 2016?

1.3 Objectives of the Study

Based on problems of the study, the aims of the study are formulated as follows:

1. To find out the kinds of conceptual metaphor are used in the BBC sport news of Rio Olympic 2016.
2. To investigate the conceptual metaphors are used in the BBC sport news of Rio Olympic 2016.

1.4 Scope and Limitation

In order to make the discussion in this research more focuses on the problem, this research focuses on analyzing the kind of metaphor on BBC sport news articles. The researcher also examines the conceptual metaphors and its meanings from BBC sport news articles that are chosen. The researcher investigates about the metaphor based on the online sport news articles of Rio Olympic 2016 event. Theory of metaphor by Kovecses (2010) is used to develop the analysis of the data. For the research method, the researcher uses descriptive qualitative method to analyze the data.

1.5 Significance of the Study

The results of the research give both theoretical and practical contributions. Theoretically, the results of the research give contribution of knowledge about the kinds of metaphor and its meanings in the sport news. Metaphor is the use of word or

phrase which shows the different literal meaning (Cruse, 2000). Practically, the results of the research hopefully can be useful for the future researchers who want to investigate about the metaphor in various objects. For the readers, the results of the research hopefully can help them how to understand the use of metaphor which are found in sport news.

1.6 Definitions of the Key Terms

To make clear and avoid misunderstanding, several terms used are defined:

- a. Metaphor** is a figurative expression which compare between two things implicitly.
- b. Meaning** is what the speakers intending to convey their thoughts.
- c. BBC Sport news** is sport news article which is published on BBC sites.

1.7 Research Method

There are five elements of research method used, research design, research instrument, data source, data collection, and data analysis.

1.7.1 Research Design

A descriptive qualitative method is used in this research. According to Moleong (2007), descriptive data is in the form of written text or oral. Qualitative research is a generic term for investigative methodologies described as ethnographic, naturalistic, anthropological, field, or participant observer research. It emphasizes the

importance of looking at variables in the natural setting in which they are found (Moleong, 2007). Interaction between variables is important. The researcher analyzed the data by describing the data in detail form.

1.7.2 Research Instrument

The research instrument is the researcher herself. The researcher analyzed and described the kinds of metaphor, the use of metaphor, and the meaning on BBC sport news articles of Rio Olympic 2016 based on Zoltan Kovecses (2010) metaphorical theory.

1.7.3 Data and Data Source

The researcher used purposive sampling to analyze data specifically. The researcher used BBC sport news of Rio Olympic 2016 as the object of the research. The researcher chose the BBC sport news articles of Rio Olympic 2016 which has been published from June 3, 2016 until March 23, 2017. From the period, the researcher got 21 sport news articles related to Rio Olympic 2016. To get BBC sport news articles of Rio Olympic 2016, the researcher downloaded the file from BBC sites, <http://www.bbc.com/sport/olympics/rio-2016>. The data that is investigated is in the phrase and the word form.

1.7.4 Data Collection

In conducting the research, the researcher used procedures. The first, the researcher searched the BBC sport news on BBC sport news websites. The researcher chose the sport news of Rio Olympic 2016 because the researcher was interested to investigate the sport news, especially in Rio Olympic 2016. Then, the researcher chose the sport news articles of Rio Olympic 2016 based on the publication from June 3, 2016 until March 23, 2017. Based on the period of publication chosen, the researcher got 21 Rio Olympic 2016 sport news articles. The last, the researcher collected the data by downloading the BBC sport news articles of Rio Olympic 2016.

1.7.5 Data Analysis

For data analysis method, the researcher used the metaphorical theory from Zoltan Kovecses (2010). The researcher used Kovecses's theory to analyze the kinds of conceptual metaphor and its meanings on BBC sport news articles of Rio Olympic 2016. The analysis is based on written sport news on BBC sport news articles of Rio Olympic 2016. To analyze the data, the researcher did several steps.

The first, the researcher read and analyzed the sport news articles for several times. The second, the researcher wrote notes about the metaphorical phrases which are found in the BBC sport news articles of Rio Olympic 2016. The third, the researcher analyzed the kind of conceptual metaphor used in the BBC sport news

articles of Rio Olympic 2016. The forth, the researcher investigated the meanings of the metaphors which are found in the BBC sport news articles of Rio Olympic 2016 by using Kovecses's metaphorical theory. The researcher wrote notes about the meanings of the metaphors that have been analyzed from BBC sport news articles of Rio Olympic 2016. The last, the researcher drew the conclusion based on the data that had been analyzed.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

2.1 Semantics

Semantics, also called *semiotics*, *semology*, or *semasiology*, the philosophical and scientific study of meaning in natural and artificial languages (Britannica, 2019). Semantics is also defined as the level of linguistic analysis at which meaning can be analyzed. In order to understand what makes words, sentences and utterances meaningful, or what makes them meaningless. In the case of grammar, many explanations of meaning and attempts to analyze meaning in language have been made by linguists.

Semantics is the study of meaning. Hurford and Heasley (1983) stated that semantics is defined as the study of meaning in language. It deals with the literal meaning of words and the meaning of the way they are combined, which taken together form the core of meaning, or the starting point from which the whole meaning of a particular utterance is constructed (Kearns, 2000). Griffiths (2006) stated that semantics is one of the main branches of the linguistic study of meaning. Griffiths calls semantics as the study of the “toolkit” for meaning; it is knowledge encoded in the vocabulary of the language and in its patterns for building more elaborate meanings, up to the level of sentence meanings. In semantics we have to explain and clarify the nature of meaning although there is no very general agreement either about the nature of meaning or about the way in which it should be described.

Yule (2006) stated that semantics is the study of the meaning of words, phrases, and sentences. Linguistic semantics deals with the conventional meaning conveyed by the use of words, phrases and sentences of a language. In semantic analysis is more focus on the word conventionally mean rather than on what an individual speaker might want them to mean on a particular occasion. This technical approach is concerned with objective or general meaning and avoids trying to account for subjective or local meaning. In semantic, one of figurative language that is often used is metaphor.

2.1.1 Metaphor

Metaphor is one of figurative language which is often used by society. People usually used metaphorical phrases to express their messages to others. Metaphors are often exploited for such and similar rhetorical function. In the cognitive linguistic view, metaphor is defined as “understanding one conceptual domain in terms of another conceptual domain”. Cruse (2000) stated that metaphor is the use of word or phrase which shows the different literal meaning. The Encyclopedia Britannica puts it: “metaphor [is a] figure of speech that implies comparison between two unlike entities, as distinguished from simile, an explicit comparison signalled by the words ‘like’ or ‘as’”. According to Cambridge Advanced Learner’s Dictionary third edition, metaphor is “an expression which describes a person or object in a literary way by referring to something that is considered to have similar characteristics to the person or object you are trying to describe”. For example, we would consider the word lion

to be a metaphor in the sentence “Achilles was a lion in the fight”. We would probably also say that the word is used metaphorically in order to achieve some artistic and rhetorical effect, since we speak and write metaphorically to communicate fluently, to impress others with “beautiful,” esthetically pleasing words, or to express some deep emotion. Perhaps, Achilles and lions have the same character, like brave and strong. Thus, the metaphorical linguistic expression to figure Achilles’ character is *lion*.

Kovecses (2010) pointed out five traditional concepts. The first, metaphor is a property of words; it is a linguistic phenomenon. The second, metaphor is used for some artistic and rhetorical purpose, such as when Shakespeare writes “All the world is a stage.” The third, metaphor is based on a resemblance between the two entities that are compared and identified. The fourth, metaphor is a conscious and deliberate use of words, and people should have a special talent to use metaphor well. The last, metaphor is a figure of speech that we can do without; we use it for special effects, and it is not an inevitable part of everyday human communication, let alone everyday human thought and reasoning.

Based on the concept of metaphor, a conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another. The conceptual domain from which we draw metaphorical expressions to understand another conceptual domain is called source domain, while the conceptual domain that is understood this way is the target domain (Kovecses, 2010). The source domain consists of a set of literal entities, attributes, processes and relationships, linked

semantically and apparently stored together in the mind. The source domain is typically concrete (*Metaphor and Corpus Linguistics*, 2005). There are many kinds of source domain on metaphor, such as the human body, health and illness, animals, plants, building and construction, machines and tools, games and sport, money and economic transactions (business), cooking and food, heat and cold, light and darkness, forces, and movement and direction. Then, the target domain is the quality or experience described by or identified with the source domain. Kovecses (2010) stated that “target domains are abstract, diffuse, and lack clear delineation”. There are many kinds of target domain on metaphor, such as emotion, desire, morality, thought, society or nation, politics, human relationships, communication, time, life and death, religion, and events and action.

To put the same thing differently, it is the metaphorical linguistic expressions that reveal the existence of the conceptual metaphors. The terminology of a source domain that is utilized in the metaphorical process is one kind of evidence for the existence of conceptual metaphor. An important generalization that emerges from these conceptual metaphors is that conceptual metaphors typically employ a more abstract concept as target and a more concrete or physical concept as their source. Argument, love, idea, and social organization are more abstract concepts than war, journey, food, and plant.

2.1.2 Conceptual Metaphor

Conceptual metaphor is a metaphor which one conceptual domain is understood in another conceptual domain (conceptual domain A is conceptual domain B). Conceptual metaphor (conceptual analogies) is developed to have the effect of taking over what one says or thinks about a particular subject matter. Conceptual metaphor can direct an entire discourse or extend of it. Based on Kovecses (2010) idea, there are three kinds of conceptual metaphor, such as structural metaphor, ontological metaphor, and orientational metaphor.

2.1.2.1 Structural Metaphor

Structural metaphor is the source domain provides a relatively rich knowledge structure for the target concept. In other words, the cognitive function of these metaphors is to enable speakers to understand target A by means of the structure of source B. For examples of structural metaphor by Huang & Tseng (2020):

With Lopez feeling fired up, Hornets *stung* Bucks *away*.

James ignored his knee injury; Heats *burned* Timberwolves *with fire* for their 15 consecutive wins.

Based on conceptual metaphor, the examples above is included in **DEFEATING AS STINGING SOMEONE AWAY** and **DEFEATING AS**

BURNING IN FIRE. The word in italic form like *away* and *burned* is included in metaphorical linguistic expression.

2.1.2.2 Ontological Metaphor

Ontological metaphor is the metaphor which provides much less cognitive structuring for target concepts than structural ones do. The cognitive job of ontological metaphor seems to give an ontological status to general categories of abstract target concepts. In general, ontological metaphors enable us to see more sharply delineated structure where there is very little or none. Kovecses (2010) stated the use of this metaphor such as: (1) to refer to, to quantify, to identify aspects of the experience that has been made more delineated. For example, an abstract thing is as an object, *my happiness*. The phrase *my happiness* is formed from the abstract thing “happiness” as an object. Then, it is conceptualized as “my possession”. (2) Once a “non-thing” experience has received the status of a thing through an ontological metaphor, the experience so conceptualized can be structured further by means of structural metaphors. For examples of ontological metaphor:

I think we still have time to regroup and *fix* the situation.

This problem does start from Russia basically cheating in our sport and *taking away* the value of our sports and also the desires and aspirations of young athletes.

Based on the examples, the conceptual metaphor phrase is in the bold form **THE SITUATION IS A MACHINE** and **WORTH IS THE OBJECT/THING**.

The metaphorical linguistic expression is in italic form, *fix* and *taking away*. In another example, personification can be understood as a form of ontological metaphor, the human quality is given to nonhuman entity. Personification is common in literature and everyday discourse. For example: Life has *cheated* me. Life is not human but it is given quality of human being, such as cheating.

2.1.2.3 Orientational Metaphor

Orientational metaphor is the metaphor that provides even less conceptual structure for target concepts than ontological ones. Their cognitive job, instead, is to make a set of target concepts coherent in our conceptual system. The name “orientational metaphor” derives from the fact that most metaphors that serve this function have to do with basic human spatial orientations, such as up-down, center-periphery, etc (Lakoff & Johnson, 2003). It would perhaps be more appropriate to call this type of conceptual metaphor “coherence metaphor,” which would be more in line with the cognitive function these metaphors perform. For example of orientational metaphor:

MORE IS UP; LESS IS DOWN

Speak *up*, please; Keep your voice *down*.

Her income *rose* last year; His income *fell* last month.

The conceptual metaphor statements are: **MORE IS UP; LESS IS DOWN**; and the metaphorical linguistic expressions are *up*, *down*, *rose* and *fell*. Upward orientation tends to go together with positive evaluation, while downward orientation tends to go together with negative evaluation. Positive and negative orientations are

not only limited in spatial orientation up-down, but also it is pointed in various spatial image schemas are bipolar and bivalent.

2.1.3 Meaning

Kempson (1977:12) asserts that meaning is the signification of words, the interpretation of sentence, or what a speaker intending to convey in acts of communication. Welby (1891) also defines meaning as a matter of the creativity of a speaker in a particular context trying to find a reasonable method for conveying thoughts. Since the meanings of our words depends on what would be the best way for someone to interpret us, and since that depends on what is going on outside our heads, meaning can depend on what is going on outside our heads. The best way to interpret is to take its beliefs, desires, and words to be about the states of the computer that is giving it stimuli.

2.2 Previous Studies

The study of metaphor has been done by a number of researchers (i.e.; Ayunda, 2011; Astuti, 2012; Wardani, 2014; Widarta 2014; Suyatminto, 2016; Putra, 2019; Chaerunnisah, 2020; Aisyah, 2021; and Sari, 2021). Ayunda (2011) investigated about the cognitive semantics of metaphor in car advertisement texts. She examined the cognitive semantics such as conventionality, systematicity, asymmetry, and abstraction in *Infinity* car advertisement texts. She analyzed the texts of five *Infinity* car advertisements that were taken from Travel+Leisure magazine

published from January to August 2010. There were five *Infinity* car series that she had analyzed such as *Infinity G Coupe*, *Infinity G sedan*, *Infinity M*, and *Infinity QX* series. From her analysis, she found out that six metaphor sentences of the *Infinity* car advertisement texts were categorized as having conventionality, systematicity, and abstraction features.

Then, Astuti (2012) examined about semantics of metaphor used in the economic magazine articles. She investigated about the kinds of metaphor in the *Der Spiegel* economic magazine articles based on Johnson and Lakoff concepts, and from the aspect of stability and productivity based on Kurz. She also analyzed the source domain of metaphors. From her analysis, she found that the structural metaphor was commonly used in the article of economy, while based on productivity and stability was the lexical metaphor. The source domain that was commonly used was the war domain.

Wardani (2014) investigated about metaphor in sport news of super score on *Tribun Jogja* newspaper. She investigated the kinds of metaphor, the kinds of meaning, and the function of metaphor used in sport news of super score on *Tribun Jogja* newspaper. From her analysis, she found the kinds of metaphor that were used in sport news of super score on *Tribun Jogja* newspaper were being metaphor, kosmos metaphor, energy metaphor, substance metaphor, terrestrial metaphor, object metaphor, living metaphor, animate metaphor, human metaphor, and so forth. Based on the kinds of meaning, she found grammatical meaning and figurative meaning.

She also found some functions of metaphor, and the function of metaphor that was commonly found is mentioning the great player.

Widarta (2014) examined about the use of metaphor in Russian football online articles. His study focused on the forms of metaphor and the reason of using metaphor in Russian football online articles. From his investigation, he found the use of structural metaphor, orientational metaphor, and ontological metaphor. The reason of using metaphor in Russian football online articles is to make the reader are interested to read the Russian football online articles.

Suyatminto, M. (2016) has examined about the use of metaphorical meaning on Jawa Pos sport news headline by using George Lakoff and Mark Johnson (1980) theory. He found the types of conceptual metaphor such structural metaphor, orientational metaphor, and ontological metaphor. The type of conceptual metaphor that is often used on the data is orientational metaphor.

Putra, N. P. (2019) has analyzed about types of conceptual metaphor used in song lyrics of the artist group Swedish House Mavia and Axwell Λ Ingrosso in 2008 – 2015 released year. He used the theory of George Lakoff and Mark Johnson (1980) to analyze types of conceptual metaphor. He found many expressions of metaphor dominantly are about the journey of life, a form of self satisfaction, and expression of love.

Chaerunnisah, I. U. (2020) has analyzed about the types of metonymy and metaphor are used in The Jakarta Post sport news articles. She analyzed the types of metonymy and metaphor by using Radden and Dirven (2007) theory. She found the

most dominant type of metonymy is Represented entity for representative. Then, Structural Metaphor is the dominant type of metaphor is used in The Jakarta Post sport news articles.

Aisyah, Y. (2021) has analyzed about ontology metaphor in the Legend of Putri Hijau comic book. She used the theory of George Lakoff and Mark Johnson (1980) to examine the use of ontology metaphor in the Legend of Putri Hijau comic book. She found 15 dialog that applied ontology metaphor.

Sari, T. O. (2021) describes types of metaphor and the dominant type of metaphor in Asma Nadia Novel entitled Pesantren Impian. She analyzed the types of metaphor by using Stephen Ullmann (2009) theory. She found four types of metaphor such as anthropomorphic, synesthetic, abstract to concrete, and animal metaphor. Abstract to concrete is the dominant type of metaphor are used.

The similarity between the present and the previous researches is the object which is used. The researcher examines sport news article. The object of this research is sport news article, BBC sport news article of Rio Olympic event in 2016. The difference of the research between the present research and the previous researches is the element of research. The researcher analyzes the kinds of conceptual metaphor which are included in BBC sport news article of Rio Olympic event in 2016. The researcher also examines the use of conceptual metaphor and the meaning of the sentences included in BBC sport news article of Rio Olympic 2016 event. The researcher uses the theory of metaphor by Zoltan Kovecses (2010) to solve the problems of the research.

CHAPTER III

FINDINGS AND DISCUSSIONS

In this chapter, the researcher described about findings and discussions. From findings, the researcher found 98 data from 21 articles of BBC Sport News Rio Olympic 2016. The articles investigated are arranged based on the date of articles. Then, the researcher investigated about three kinds of conceptual metaphor used in the articles of BBC Sport News Rio Olympics 2016. The researcher also has analyzed about the use of the statement of conceptual metaphor and the meaning of the data. Then in discussion, there is a table to reveal the total of conceptual metaphor used in 21 articles. The researcher also explains about the reason of conceptual metaphor which is often used. Finally, the researcher describes about compare and contrast of using conceptual metaphor based on Kovecses (2010) theory.

3.1 Findings

In finding, the researcher arranges the data investigation based on the publication date of the article chosen. Then, the researcher described the kinds of conceptual metaphor, conceptual metaphor statements, and the meaning of sentences.

1. Article 1 (June 3, 2016)

- a. Data 1: It can send a symbol of hope for all refugees in the world

The word underlined “can send” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **GET HOPE IS FORCES**. The metaphorical phrase “can send” is included in ontological metaphor because the word “send” in the sentence should be understood logically. The meaning of the sentence is “It is a symbol of hope for all refugees in the world”

- b. Data 2: The Olympics run from 5-21 August.

The word underlined “run” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **HAPPENING IS MOVEMENT**. The metaphorical phrase “run” is included ontological metaphor because the phrase “the Olympics” is an object, and the word “run” represents about a change of location. The word “run” in the sentence implicitly can be aimed as something happened. The meaning of the sentence is “The Olympics is happened from 5-21 August.”

2. Article 2 (June 15, 2016)

- a. Data 3: The gold medals are free from mercury

The word underlined “free” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **NOT CONSISTING OF**

SOMETHING IS FREEDOM. The metaphorical phrase “free” is included orientational metaphor because the word “free” has a concept related to spatial orientation. The word “free” in the sentence is defined as not having something. Thus, the meaning of the sentence is “There is no mercury in the gold medals.”

- b. Data 4: Flint-bred Jones admits her motivation has been "up and down" over the last four years but is focused on winning another gold.

The phrase underlined “up and down” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **MOTIVATION IS MOVEMENT.** The metaphorical phrase “up and down” is included orientational metaphor because the phrase “up and down” is a concept related to spatial orientation. The word “motivation” is as abstract object and the phrase “up and down” represents about movement. Thus, the meaning of the sentence is “Flint-bred Jones admits her motivation has been unstable over the last four years but is focused on winning another gold.”

- c. Data 5: I did really well that year and took the opportunity by the hands.

The word underlined “took” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **OPPORTUNITY IS THING.** The metaphorical phrase “took” is included ontological metaphor because the

word “the opportunity” is an abstract object, and the word “took” represents about removing something from one place to another place. Then, the meaning of the sentence is “I did really well that year and did the opportunity.”

- d. Data 6: I just went for it and it paid off.

The word underlined “paid off” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **HAVING DONE SOMETHING IS BUSINESS**. The metaphorical phrase “paid off” is included structural metaphor because the phrase “paid off” in the sentence can be represented as having done something. The phrase “paid off” is usually used in daily activity which is defined as giving money to someone for something to buy or service provided. The meaning of the sentence is “I just went for it and it was succeeded.”

3. Article 3 (July 28, 2016)

- a. Data 7: This time I've been training four years for this Olympics and ever since London my sights have been straight on the Olympics.

The word underlined “have been straight” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **OLYMPIC IS DIRECTION**. The metaphorical phrase “have been straight” is included

ontological metaphor because the phrase “have been straight” can be defined the clear direction and the phrase “the Olympic” is an abstract object. Thus, the meaning of the sentence is “This time I’ve been training four years for this Olympics and ever since London my sights have been focused on the Olympics”.

- b. Data 8: For me the pinnacle and my goal has been the Olympics.

The phrase underlined “the pinnacle and my goal” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **OLYMPIC IS DIRECTION**. The metaphorical phrase “the pinnacle and my goal” is included ontological metaphor because the phrase “the pinnacle and my goal” represented about direction and the phrase “the Olympic” is abstract object. The meaning of the sentence is “For me my ambition has been the Olympics.”

4. Article 4 (August 1, 2016)

- a. Data 9: Individual sports' governing bodies must decide if competitors are clean

The word underlined “clean” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **CLEAN IS HEALTH**. The metaphorical word “clean” is included orientational metaphor because the

word “clean” in the sentence can be signified as having done anything legal and do not have illegal drugs. Thus, the sentence can be defined “Individual sports' governing bodies must decide if competitors do not use drugs.”

- b. Data 10: I wouldn't waste my time and effort accusing athletes of being on drugs.

The word underlined “waste” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **TIME IS MONEY**. The metaphorical word “waste” is included structural metaphor because the word “waste” in the sentence has definition as the wrong use of time. The phrase “my time” is symbolized as valuable thing. The meaning of the sentence is “I would not neglect my time and effort accusing athletes of being on drugs.”

- c. Data 11: Jackson acknowledged the scandal had cast a shadow over the Games.

The phrase underlined “had cast a shadow” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **SCANDAL IS A PERSON**. The metaphorical phrase “had cast a shadow” is included ontological metaphor because the phrase “had cast a shadow” represented an activity that has terror. Thus, the example of data 3 conceives of personification as a form of ontological metaphor. The word “scandal” is

abstract thing that is represented as a person. Then, the meaning of the sentence is “Jackson acknowledged the scandal terror over the Games.”

- d. Data 12: This problem does start from Russia basically cheating in our sport and taking away the value of our sports and also the desires and aspirations of young athletes.

The phrase underlined “taking away” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **WORTH IS OBJECT/THING**. The metaphorical phrase “taking away” is included ontological metaphor because the phrase “taking away” in the sentence can be signified as removing something without permission. The phrase “the value” in the sentence is represented as object or thing. The meaning of the sentence is “This problem does start from Russia basically cheating in our sport and decrease the value of our sports and also the desires and aspirations of young athletes.”

5. Article 5 (August 2, 2016)

- a. Data 13: No hard feelings

The phrase underlined “no hard” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **FEELING IS**

OBJECT/THING. The metaphorical phrase “no hard” is included orientational metaphor because the phrase “no hard” in the sentence can be defined as no difficult to understand or deal with. The word “feeling” is an abstract object or abstract thing. Then, the meaning of the sentence is “Sincere / heartfelt.”

- b. Data 14: Australia's total medal haul has fallen at every Summer Games since Sydney hosted the event in 2000.

The phrase underlined “has fallen” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **TOTAL CHANGE IS MOVEMENT**. The metaphorical phrase “has fallen” is included orientational metaphor because the phrase “has fallen” in the sentence can be signified as amount of something gets lower. Thus, the meaning of the sentence is “Australia's total medal haul has decreased at every Summer Games since Sydney hosted the event in 2000.”

- c. Data 15: Nick Krygios pulled out of the tennis competition. (2 August)

The phrase underlined “pulled out” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **DISQUALIFICATION IS FORCES**. The metaphorical phrase “pulled out” is included orientational metaphor because the phrase “pulled out” is a concept related to spatial orientation. The phrase “pulled out” can be represented as taking something

out of a place using any effort. Thus, the meaning of the sentence is “Nick Krygios disqualified of the tennis competition.”

6. Article 6 (August 6, 2016)

- a. Data 16: Thornley and Olympic champion Grainger, who won sculls gold at London 2012 with Anna Watkins, built up an early lead but were overhauled by Lithuania. (6 August)

The phrase underlined “built up” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **ACHIEVEMENT IS BUILDING**. The metaphorical phrase “built up” is included orientational metaphor because the phrase “built up” has a concept related to spatial orientation. The phrase “built up” in the sentence can be represented as increasing in achievement. Thus, the meaning of the sentence is “Thornley and Olympic champion Grainger, who won sculls gold at London 2012 with Anna Watkins, improved an early lead but were overhauled by Lithuania.”

- b. Data 17: The British fans were all on their feet to cheer Alan and he has not disappointed.

The phrase underlined “were all on their feet” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **GIVING SUPPORT IS UP**. The metaphorical phrase “were all on their feet” is included orientational metaphor because the phrase “were all on their feet”

has a concept in spatial orientation. The phrase “were all on their feet” can be defined as the spirit to give support. Thus, the meaning of the sentence is “The British fans stayed to cheer Alan and he has not disappointed.”

- c. Data 18: He has to build some confidence after a couple of indifferent years.

The word underlined “build” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **CONFIDENCE IS BUILDING**. The metaphorical word “build” is included ontological metaphor because the word “build” in the sentence can be represented as developing something over a long period of time. The word “confidence” is represented as abstract object or thing. The meaning of the sentence is “He has to be more confident after a couple of indifferent years.”

- d. Data 19: Grainger, who is chasing her fifth Olympic medal at the age of 40

The word underlined “chasing” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **CHASING IS MOVEMENT**. The metaphorical word “chasing” is included structural metaphor because the word “chasing” in the sentence has definition “trying to get something that is difficult to achieve. Thus, the meaning of the sentence is “Grainger, who is trying to get her fifth Olympic medal at the age of 40.”

- e. Data 20: The French rode through the water fantastically and controlled the conditions, but our guys struggled with it.

The word underlined “controlled” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **THE CONDITIONS ARE GAME**. The metaphorical word “controlled” is included orientational metaphor because the word “controlled” has a concept in spatial orientation. The word “controlled” in the sentence is defined as controlling the condition like playing game. Then, the meaning of the sentence is “The French rode through the water fantastically and conditionally, but our guys struggled with it.”

7. Article 7 (August 7, 2016)

- a. Data 21: Katie Ledecky breaks Olympic record as Carlin sets personal best

The word underlined “breaks” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **RECORD IS BUILDING**. The metaphorical word “breaks” is included orientational metaphor because the word “breaks” has a concept in spatial orientation. The word “breaks” in the sentence can be represented as destroying something and the word “record” is abstract object or thing. The meaning of the sentence is “Katie Ledecky wins Olympic record as Carlin sets personal best.”

- b. Data 22: She reached the final

The word underlined “reached” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **FINAL IS DIRECTION**. The metaphorical word “reached” is included structural metaphor because the word “reached” in the sentence can be defined trying to get high level. Thus, the meaning of the sentence is “She passed the final.”

- c. Data 23: Ledecky, who is bidding for the women's 200m, 400m and 800m freestyle titles in Rio, beat the previous Olympic record by almost three seconds.

The word underlined “bidding” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **GET ACHIEVEMENT IS BUSINESS**. The metaphorical word “bidding” is included structural metaphor because the word “bidding” in the sentence is defined as telling about achievement. The word “bidding” is usually used in business consideration. The meaning of the sentence is “Ledecky, who is showing for the women's 200m, 400m and 800m freestyle titles in Rio, beat the previous Olympic record by almost three seconds.”

- d. Data 24: On Saturday, Ledecky anchored the US women's 4x100m relay team to a silver medal at Rio's Olympic Aquatic Centre.

The word underlined “anchored” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural

metaphor. The statement of conceptual metaphor is **THE WIN IS DIRECTION**. The metaphorical word “anchored” is included structural metaphor because the word “anchored” in the sentence is represented as making someone to stay in one position to get the win. Thus, the meaning of the sentence is “On Saturday, Ledecky won the US women's 4x100m relay team to a silver medal at Rio's Olympic Aquatic Centre.”

- e. Data 25: Elsewhere, Katinka Hosszu, who set a new 400m individual medley world record on Saturday, returned to book her spot in the 100m backstroke semi-finals with the equal fourth-fastest time.

The phrase underlined “book her spot” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **ACHIEVEMENT IS BUILDING**. The metaphorical phrase “book her spot” is included structural metaphor because the phrase “book her spot” in the sentence is defined as arrangement to get achievement. The meaning of the sentence is “Elsewhere, Katinka Hosszu, who set a new 400m individual medley world record on Saturday, returned to defend her position in the 100m backstroke semi-finals with the equal fourth-fastest time.”

8. Article 8 (August 11, 2016)

- a. Data 26: Florence put the disappointment of finishing 10th in the C1 single behind him, winning the third Olympic medal of his career alongside Hounslow. (11 August)

The word underlined “put” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **DISAPPOINTMENT IS OBJECT/THING**. The metaphorical word “put” is included ontological metaphor because the word “put” in the sentence can be aimed to express the feeling. In usual, the word “put” is used to move something into the stated place. The word “disappointment” is represented as an objector thing. Thus, the meaning of the sentence is “Florence feels disappointed of finishing 10th in the C1 single behind him, winning the third Olympic medal of his career alongside Hounslow.”

- b. Data 27: But the Germans faltered in the final stages, clocking 103.58 to finish fourth.

The word underlined “faltered” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **BEING UNSTABLE IS FORCES**. The metaphorical word “faltered” is included orientational metaphor because the word “faltered” has a concept in spatial orientation. The word “faltered” in the sentence can be understood as being unstable. Thus, the

meaning of the sentence is “But the Germans were unstable in the final stages, clocking 103.58 to finish fourth.”

- c. Data 28: Rich is so solid on race days.

The word underlined “solid” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **DEFENSE IS FOOD**. The metaphorical word “solid” is included orientational metaphor because the word “solid” has a concept in spatial orientation. The word “solid” in the sentence can be defined as giving confidence or be defensive. In daily life, the word “solid” is used to describe about food which is not in liquid form. Then, the meaning of the sentence is “Rich is defendable on race days.”

- d. Data 29: It is maybe a little bit bittersweet.

The phrase underlined “a little bit bittersweet” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **DISAPPOINTMENT IS FOOD**. The metaphorical phrase “a little bit bittersweet” is included orientational metaphor because the phrase “a little bit bittersweet” has a concept in spatial orientation, like bitter and sweet. The phrase “a little bit bittersweet” in daily life is used to describe about food which has bitter or sweet tastes. Yet the phrase “a little bit bittersweet” in this sentence is defined as feel disappointed. Thus, the meaning of the sentence is “It is maybe a bit disappointing”

- e. Data 30: Coming so close to gold, but we're happy.

The phrase underlined “coming so close” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **GET ACHIEVEMENT IS MOVEMENT**. The metaphorical phrase “coming so close” is included structural metaphor because the phrase “coming so close” in this sentence can be aimed as almost get something. In usual, the phrase “coming so close” is defined as almost arrive in direction. Then, the meaning of the sentence is “Almost get the gold medal, but we're happy.”

9. Article 9 (August 13, 2016)

- a. Data 31: Without heroes and local athletes the public take longer to fall in love

The phrase underlined “fall in love” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **LOVE IS A CONTAINER**. The metaphorical phrase “fall in love” is included ontological metaphor because the phrase “fall in love” can be only defined logically. The word “fall” is usually applied to express the suddenly go down onto the ground by accident. Yet, in the phrase “fall in love”, the word “love” is considered to be same with a container. Then, the meaning of the sentence is

“Without heroes and local athletes the public take longer for really loving the athletes.”

- b. Data 32: Rowing also drew a large crowd as a number of medals were decided, with a large British presence noticeable.

The word underlined “drew” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **ATTRACTIVENESS IS FORCES**. The metaphorical word “drew” is included structural metaphor because the word “drew” in the sentence can be defined as attracting to people. Thus, the meaning of the sentence is “Rowing also attracted a large crowd as a number of medals were decided, with a large British presence noticeable.”

10. Article 10 (August 14, 2016)

- a. Data 33: Of course the crowd was against me and I understand that, but to play in that kind of atmosphere, it's something really special.

The word underlined “play” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **ATMOSPHERE IS GAME**. The metaphorical word “play” is included ontological metaphor because the word “play” can be only defined logically. In daily used, the word “play” is used to express about playing a game. Yet, the word “play” in the sentence can be

defined logically as being adaptable. Thus, the meaning of the sentence is “Of course the crowd was against me and I understand that, but to be adaptable in that kind of atmosphere, it's something really special.”

- b. Data 34: De Oliveira, raised by a badminton-loving father, soaked up the attention after fulfilling his dream of competing at his home Games.

The phrase underlined “soaked up” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **ATTENTION IS FORCES**. The metaphorical phrase “soaked up” is included ontological metaphor because the phrase “soaked up” in the sentence should be defined logically. The phrase “soaked up” in the sentence can be aimed to enjoy the experience of something as much as possible. In daily used, the phrase “soaked up” is usually defined as to make something very wet. Based on ontological metaphor, the meaning of the sentence is “De Oliveira, raised by a badminton-loving father, got the attention after fulfilling his dream of competing at his home Games.”

- c. Data 35: Hoping to get local kids off the street, he began offering training as a social project but had to overcome some initial scepticism.

The word underlined “offering” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **TRAINING IS BUSINESS**. The metaphorical word “offering” is included structural

metaphor because the word “offering” is defined as providing or supplying something. In daily conversation, the phrase “offering” is often used in business activity. Thus, the meaning of the sentence is “Hoping to get local kids off the street, he began to training as a social project but had to overcome some initial scepticism.”

- d. Data 36: Badminton is a mystery to many Brazilians but De Oliveira has risen to a world ranking of 64, a remarkable achievement given the lack of top coaches and elite compatriots to train with.

The phrase underlined “has risen” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **ACHIEVEMENT IS MOVEMENT**. The metaphorical phrase “has risen” is included orientational metaphor because the phrase “has risen” has a concept in spatial orientation. The phrase “has risen” in the sentences can be described as improving something. The meaning of the sentence is “Badminton is a mystery to many Brazilians but De Oliveira has reached to a world ranking of 64, a remarkable achievement given the lack of top coaches and elite compatriots to train with.”

11. Article 11 (August 19, 2016)

- a. Data 37: Nigeria's men's football team has its own sponsored kit - but it has been hit by funding problems and players only arrived hours before their first match. (19 August)

The phrase underlined “hit” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **PROBLEM IS WAR**. The metaphorical phrase “hit” is included ontological metaphor because the phrase “hit” in the sentence should be defined logically. In usual, the word “hit” is understood as touching forcibly by swinging an object onto the surface of something. The phrase “hit” in the sentence is defined as having negative effect on something. The phrase “hit” in the sentence refers to “funding problems. Thus, the example of data 1 conceives of personification as a form of ontological metaphor. Then, the meaning of the sentence is “Nigeria's men's football team has its own sponsored kit - but it has been interrupted by funding problems and players only arrived hours before their first match.”

- b. Data 38: Jones has confirmed she wants to defend her Olympic taekwondo title in Tokyo where she could become a British Olympic record breaker.

The phrase underlined “breaker” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **CHAMPIONSHIP IS WAR**. The metaphorical phrase “breaker” is included structural metaphor because the phrase “breaker” in the sentence can be represented as someone opens the stated thing forcibly. The meaning of the sentence is “Jones has confirmed she wants to defend her Olympic taekwondo title in Tokyo where she could become a British Olympic record winner.”

- c. Data 39: Two head kicks in the third round sealed victory for Jones - who has now won both GB's taekwondo golds since its introduction as a medal sport in 2000.

The word underlined “sealed” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **VICTORY IS OBJECT/THING**. The metaphorical word “sealed” is included ontological metaphor because the word “sealed” in the sentence should be defined logically. Based on ontological metaphor, the word “sealed” in the sentence can be described as making agreement more certain. In usual, the word “sealed” is described as closing or covering a container so that nothing can enter it. The meaning of the sentence is “Two head kicks in the third round caused victory for Jones - who has now won both GB's taekwondo golds since its introduction as a medal sport in 2000.”

- d. Data 40: I've trained so hard and there was so much pressure.

The word underlined “pressure” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **PRESSURE IS FORCES**. The metaphorical word “pressure” is included orientational metaphor because the word “pressure” in the sentence has a concept in spatial orientation. The word “pressure” in the sentence represents about doing

something forcibly or getting stress on doing something. Thus, the meaning of the sentence is “I’ve trained so hard and there was so much demand.”

12. Article 12 (August 20, 2016)

- a. Data 41: We had a lot of pressure to get this, but we had so much trust and faith in these girls.

The word underlined “pressure” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **PRESSURE IS FORCES**. The metaphorical word “pressure” is included orientational metaphor because the word “pressure” has a concept in spatial orientation. The word “pressure” in the sentence represents about doing something forcibly or getting stress on doing something. The meaning of the sentence is “We had a lot of demand to get this, but we had so much trust and faith in these girls.”

- b. Data 42: We absolutely smashed it.

The word underlined “smashed” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **CHAMPIONSHIP IS WAR**. The metaphorical word “smashed” is included structural metaphor because the word “smashed” in the sentence can be defined as destroying

something completely. Then, the meaning of the sentence is “We absolutely defeat it.”

- c. Data 43: Having spent the day with them as they trained at Loughborough, there was no missing that this is the tightest of teams - true friends, proper racers.

The word underlined “spent” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **TIME IS MONEY**. The metaphorical word “spent” is included structural metaphor because the word “spent” in the sentence has definition as the used of time on doing something or being somewhere. The phrase “the day” is symbolized as valuable thing. Then, the meaning of the sentence is “Having several days with them as they trained at Loughborough, there was no missing that this is the tightest of teams - true friends, proper racers.”

13. Article 13 (August 21, 2016)

- a. Data 44: Great Britain smashed their medal target for the 2016 Olympics, achieved a succession of notable 'firsts' and caused a major stir by finishing second in the table, above global powerhouse China.

The word underlined “smashed” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **CHAMPIONSHIP IS WAR**. The metaphorical word “smashed” is included structural metaphor

because the word “smashed” in the sentence can be understood as destroying something completely. Thus, the meaning of the sentence is “Great Britain was inconsistent on getting their medal target for the 2016 Olympics, achieved a succession of notable 'firsts' and caused a major stir by finishing second in the table, above global powerhouse China.”

- b. Data 45: Sophie Hitchon claimed Britain's first ever medal in the women's hammer.

The word underlined “hammer” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **PRESSURE IS TOOL**. The metaphorical word “hammer” is included ontological metaphor because the word “hammer” in the sentence should be defined logically. In general, the word “hammer” is defined as a tool consisting of a piece of metal with a flat end with wooden handle, it is usually used for hitting nail or something else. Yet, the word “hammer in the sentence is defined as defeating someone completely in a game or championship. Thus, the meaning of the sentence is “Sophie Hitchon claimed Britain’s first ever medal in the women’s pressure.”

- c. Data 46: Sailor Giles Scott made it five straight wins in the Finn class, building on the 2000 success of Iain Percy and the three golds won by Sir Ben Ainslie.

The word underlined “building” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological

metaphor. The statement of conceptual metaphor is **SUCCESS IS BUILDING**. The metaphorical word “building” is included ontological metaphor because the word “building” in the sentence should be understood logically. In the real meaning, “building” is understood as a structure with walls and roof such as a house or factory. Yet, the word “building” in the sentence is defined as creating and improving something. Then, the meaning of the sentence is “Sailor Giles Scott made it five straight wins in the Finn class, getting on the 2000 success of Iain Percy and the three golds won by Sir Ben Ainslie.”

- d. Data 47: It was one of two sports that failed to live up to expectations, with GB's modern pent athletes failing to win a medal after being set a minimum target of one.

The phrase underlined “live up” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **CHANGE IS MOVEMENT**. The metaphorical phrase “live up” is included orientational metaphor because the phrase “live up” has a concept in spatial orientation. The phrase “live up” generally can be described as being alive or having live. The phrase “live up” in the sentence is understood as realizing something. Thus, the meaning of the sentence is “It was one of two sports that failed to realize to expectations, with GB's modern pentathletes failing to win a medal after being set a minimum target of one.”

- e. Data 48: The advent of UK Sport's National Lottery-funded World Class Performance Programme in 1997 was the first step in helping Britain achieve extraordinary success in subsequent Olympics.

The phrase underlined “the first step” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **DOING SOMETHING IS MOVEMENT**. The metaphorical phrase “the first step” is included structural metaphor because the phrase “the first step” in the sentence can be understood as starting to do something. Thus, the meaning of the sentence is “The advent of UK Sport's National Lottery-funded World Class Performance Programme in 1997 was the start helping Britain achieve extraordinary success in subsequent Olympics.”

14. Article 14 Nigeria... (August 21, 2016)

- a. Data 49: They only landed in Brazil just hours before their opening 5-4 win over Japan.

The word underlined “opening” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **GETTING WIN IS MOVEMENT**. The metaphorical word “opening” is included orientational metaphor because the word “opening” has a concept in spatial orientation. The word “opening” in the sentence is understood as the beginning of

something. Thus, the meaning of the sentence is “They only landed in Brazil just hours before their beginning 5-4 win over Japan.”

- b. Data 50: Nigeria also had a troubled build-up to their quarter-final against Denmark after the players boycotted a training session in a dispute over pay.

The phrase underlined “build-up” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **IMPROVEMENT IS BUILDING**. The metaphorical phrase “build-up” is included orientational metaphor because the phrase “build-up” has a concept related to spatial orientation. The phrase “build up” in the sentence can be represented as increasing in achievement. The meaning of the sentence is “Nigeria also had a troubled increase to their quarter-final against Denmark after the players boycotted a training session in a dispute over pay.”

- c. Data 51: You can't equate his gesture in figures or words, to find a big supporter far away in Japan travel down here to cheer and back us is unbelievable.

The phrase underlined “big” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **THE NUMBER OF SUPPORTER IS THING**. The metaphorical phrase “big” is included orientational metaphor because the phrase “big” has a concept related to spatial orientation. The word “big” is usually defined as the large in size. Yet

the word “big” in the sentence is understood as a lot of amount. Thus, the meaning of the sentence is “You can't equate his gesture in figures or words, to find a lot of supporter far away in Japan travel down here to cheer and back us is unbelievable.”

- d. Data 52: Nigeria, the 1996 Olympic football champions, are now the most successful African country in Olympic men's football, and the first African country to complete an Olympic medal sweep having won a silver medal in Beijing in 2008.

The phrase underlined “sweep” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **WIN IS FORCES**. The metaphorical phrase “sweep” is included ontological metaphor because the phrase “sweep” in the sentence should be understood logically. In general definition, the word “sweep” is understood as cleaning a floor especially by using brush or broom to collect the dirt into one place. Yet, the word “sweep” in the sentence is understood as winning all the parts of a competition easily. Then, the meaning of the sentence is “Nigeria, the 1996 Olympic football champions, are now the most successful African country in Olympic men's football, and the first African country to complete an Olympic medal acquisition having won a silver medal in Beijing in 2008.”

- e. Data 53: However, the rewards came too late for Kingsley Aikhionbare, who died in London in 1996.

The word underlined “came” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **REWARD IS MOVEMENT**. The metaphorical word “came” is included ontological metaphor because the word “came” in the sentence should be defined logically. The word “came” in the sentence refers to “the reward”. The phrase “the reward” is an abstract object or thing. Thus, the phrase “the reward came” is included in personification as the part of ontological metaphor. The word “came” in the sentence is understood as achieving a particular position in a competition. The meaning of the sentence is “However, the rewards were acquired too late for Kingsley Aikhionbare, who died in London in 1996.”

15. Article 15 Team GB... (August 21, 2016)

- a. Data 54: GB have also smashed their pre-Games target of at least 48 medals, which was set by UK Sport.

The word underlined “smashed” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **CHAMPIONSHIP IS WAR**. The metaphorical word “smashed” is included structural metaphor because the word “smashed” in the sentence can be defined as destroying something completely. Thus, the meaning of the sentence is “GB has also

inconsistent on their pre-games target of at least 48 medals, which was set by UK Sport.”

- b. Data 55: Those of us involved know that there is still a huge amount that can be improved.

The word underlined “huge” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **IMPROVEMENT IS BUSINESS**. The metaphorical word “huge” is included orientational metaphor because the word “huge” has a concept related to spatial orientation. The word “huge” is usually defined as extremely the large in size. Yet the word “huge” in the sentence is understood as a lot of amount extremely. Thus, the meaning of the sentence is “Those of us involved know that there is still a lot amount that can be improved.”

- c. Data 56: This is success by design.

The word underlined “design” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **SUCCESS IS BUILDING**. The metaphorical word “design” is included structural metaphor because the word “design” in the sentence can be understood as making plans for something. Thus, the meaning of the sentence is “This is success by planning.”

- d. Data 57: Britain effectively clinched second spot when kayaker Liam Heath, boxer Nicola Adams and runner Mo Farah won their events on Saturday.

The word underlined “clinched” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **GET POSITION IS WAR**. The metaphorical word “clinched” is included structural metaphor because the word “clinched” in the sentence can be understood as finally get or win something. In general, the word “clinched” is defined as making someone decides what to do after doing discussion. The meaning of the sentence is “Britain effectively settled second spot when kayaker Liam Heath, boxer Nicola Adams and runner Mo Farah won their events on Saturday.”

16. Article 16 How Did... (August 22, 2016)

- a. Data 58: How did Team GB make history?

The word underlined “make” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **HISTORY IS OBJECT/THING**. The metaphorical word “make” is included ontological metaphor because the word “make” should be understood logically. The word “make” in the sentence is defined as become something by having the necessary characteristic. Then, the meaning of the sentence is “How did Team GB get into history?”

- b. Data 59: A spread no other country can get close to touching.

The word underlined “touching” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **ANNOYANCE IS FORCES**. The metaphorical word “touching” is included ontological metaphor because the word “touching” should be understood logically. The word “touching” in the sentence can be defined as annoying. Thus, the meaning of the sentence is “A spread no other country can get close to annoying”

- c. Data 60: It enabled Liz Nicholl, chief executive of UK Sport, the body responsible for distributing funds from national government to Olympic sports, to declare on the final day of competition in Rio that Britain was now a "sporting superpower".

The phrase underlined “the body responsible” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **SOCIAL ORGANIZATION IS THE HUMAN BODY**. The metaphorical phrase “the body responsible” is included structural metaphor because the phrase “the body responsible” in the sentence can be defined as the organization responsible. The phrase “the body responsible is also included in metaphorical idiom. Then, the meaning of the sentence is “It enabled Liz Nicholl, chief executive of UK Sport, the organization responsible for distributing funds

from national government to Olympic sports, to declare on the final day of competition in Rio that Britain was now a "sporting superpower".”

d. Data 61: Money talks

The word underlined “talks” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **MONEY IS A PERSON**. The metaphorical word “talks” is included ontological metaphor because the word “talks” should be understood logically. The sentence expresses personification as the part of ontological metaphor. The word “talks” in the sentence is understood as the use of something. The meaning of the phrase is “In affairs always uses the money.”

e. Data 62: The advent of the National Lottery in 1994, and the decision of John Major's struggling government to allocate significant streams of its revenue to elite Olympic sport, set in motion a funding spree unprecedented in British sport.

The phrase underlined “set in motion” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **FUNDING IS MOVEMENT**. The metaphorical phrase “set in motion” is included structural metaphor because the phrase “set in motion” in the sentence can be defined as executing something. Thus, the meaning of the sentence is “The advent of the National Lottery in 1994, and the decision of John Major's

struggling government to allocate significant streams of its revenue to elite Olympic sport, executed a funding spree unprecedented in British sport.”

- f. Data 63: By the time of London 2012 - third in the medal table, 65 medals - that had climbed to £264m.

The word underlined “climbed” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **TOTAL AMOUNT IS MOVEMENT**. The metaphorical word “climbed” is included structural metaphor because the word “climbed” in the sentence can be understood as increasing of total amount. In daily activity, the word “climbed” is understood as going onto the top of something. The meaning of the sentence is “By the time of London 2012 – third in the medal table, 65 medals – that had increased to £264m.”

- g. Data 64: It has reinvigorated some sports and altered others beyond recognition.

The word underlined “reinvigorated” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **REGENERATION IS HEALTH**. The metaphorical word “reinvigorated” is included ontological metaphor because the word “reinvigorated” can be understood logically. The word “reinvigorated” in the sentence is defined as renewing or regenerating

something. The meaning of the sentence is “It has regenerated some sports and altered others beyond recognition.”

- h. Data 65: The idea of marginal gains has gone from novelty to cliché over the past three Olympic cycles, but three examples from Rio underline how essential to British success it remains.

The phrase underlined “has gone” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **CHANGE IS MOVEMENT**. The metaphorical word “has gone” is included ontological metaphor because the phrase “has gone” should be understood logically. The phrase “has gone” in the sentence can be defined as has changed. The meaning of the sentence is “The idea of marginal gains has changed from novelty to cliché over the past three Olympic cycles, but three examples from Rio underline how essential to British success it remains.”

- i. Data 66: In the build-up to these Olympics, a PhD student at the English Institute of Sport named Luke Gupta examined the sleep quality of more than 400 elite GB athletes, looking at the duration of their average sleep, issues around deprivation and then individual athletes' perception of their sleep quality.

The phrase underlined “build-up” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **OLYMPIC IS**

BUILDING. The metaphorical phrase “build-up” is included orientational metaphor because the phrase “build-up” has a concept related to spatial orientation. The phrase “build up” in the sentence can be represented as increasing in achievement. The meaning of the sentence is “In the development to these Olympics, a PhD student at the English Institute of Sport named Luke Gupta examined the sleep quality of more than 400 elite GB athletes, looking at the duration of their average sleep, issues around deprivation and then individual athletes' perception of their sleep quality.”

- j. Data 67: Everyone puts a lot of time into the physiological effects of hockey.

The phrase underlined “puts a lot of time” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **TIME IS BUSINESS**. The metaphorical phrase “puts a lot of time” is included structural metaphor because the phrase “puts a lot of time” in the sentence can be defined as the use of time. Thus, the meaning of the sentence is “Everyone uses a lot of time into the physiological effects of hockey.”

- k. Data 68: Then ask them to think very hard at the same time," Kerry told BBC Sport.

The phrase underlined “very hard” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **FOCUSED IS FORCES**. The metaphorical phrase “very hard” is included orientational metaphor

because the phrase “very hard” has a concept related to spatial orientation. The phrase “very hard” in the sentence can be understood as focusing of something. Thus, the meaning of the sentence is “Then ask them to think seriously at the same time," Kerry told BBC Sport.”

- l. Data 69: Success has bred British success.

The word underlined “bred” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **SUCCESS IS A PERSON**. The metaphorical word “bred” is included ontological metaphor because the word “bred” should be understood logically. The word “bred” in the sentence is understood as maintaining or keeping something. Then, the example of data 12 conceives of personification as a form of ontological metaphor. Thus, the meaning of the sentence is “Success has caused British success”

- m. Data 70: Then there is Heiko Salzwedel, head of the men's endurance squad, back for his third spell with British Cycling having worked under the visionary Peter Keen from 2000 to 2002 and then Sir Dave Brailsford between 2008 and 2010.

The phrase underlined “head of the men's endurance squad” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **POSITION IS THE HUMAN BODY**. The metaphorical phrase

“head of the men's endurance squad” is included structural metaphor because the phrase “head of the men's endurance squad” in the sentence can be defined as the leader of the men’s endurance squad. The phrase “head of the men's endurance squad” is also included in metaphorical idiom. The meaning of the sentence is “Then there is Heiko Salzwedel, a leader of the men’s endurance squad, back for his third spell with British Cycling having worked under the visionary Peter Keen from 2000 to 2002 and then Sir Dave Brailsford between 2008 and 2010.”

- n. Data 71: It is now a system that provides the very best support for that talent.

The word underlined “system” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **ARRANGEMENT IS MACHINE**. The metaphorical word “system” is included ontological metaphor because the word “system” should be defined logically. The word “system” in the sentence can be understood as a set off connecting things which operate together. The meaning of the sentence is “It is now an arrangement that provides the very best support for that talent.”

- o. Data 72: Funding has not flowed to all British sports equally, because in some there is a greater chance of success than others.

The word underlined “flowed” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **MONEY IS LIQUID**.

The metaphorical word “flowed” is included ontological metaphor because the word “flowed” has logical understanding. The word “flowed” in the sentence is understood as allocating something. The meaning of the sentence is “Funding has not been allocated to all British sports equally, because in some there is a greater chance of success than others.”

- p. Data 73: Others have fallen back.

The word underlined “fallen back” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **LOSE ARE FORCES**. The metaphorical word “fallen back” is included orientational metaphor because the word “fallen back” has a concept related to spatial orientation. The word “fallen back” in the sentence can be understood as being defeated. Thus, the meaning of the sentence is “Others have been beaten”

- q. Data 74: It is a remarkable depth and breadth of talent.

The phrase underlined “depth and breadth” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **TALENT IS CONTAINER**. The metaphorical phrase “depth and breadth” is included ontological metaphor because the phrase “depth and breadth” should be understood logically. The phrase “depth and breadth” can be defined as focusing or mastery of something. Thus, the meaning of the sentence is “It is a remarkable mastery of talent.”

- r. Data 75: We are conscious when people are recruited to key positions as coaches they are not necessarily the finished article in their broader skills.

The phrase underlined “key positions” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **POSITION IS TOOL**. The metaphorical word “key positions” is included structural metaphor because the word “key positions” in the sentence can be understood as the position which is very important and having a lot of influence on other people. The meaning of the sentence is “We are conscious when people are recruited to important positions as coaches they are not necessarily the finished article in their broader skills.”

- s. Data 76: After two decades of consistent improvement, Rio may not even represent the peak.

The phrase underlined “the peak” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **ACHIEVEMENT IS DIRECTION**. The metaphorical phrase “the peak” is included structural metaphor because the phrase “the peak” in the sentence is understood as the highest point. Then, the meaning of the sentence is “After two decades of consistent improvement, Rio may not even represent the best winner.”

17. Article 17 Team GB... (August 22, 2016)

- a. Data 77: It shows we are a force to be reckoned with in world sport

The phrase underlined “reckoned” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **THE FORCE IS BUSINESS**. The metaphorical phrase “reckoned” is included ontological metaphor because the phrase “reckoned” should be considered logically. The word “reckoned” in the sentence can be understood as someone is difficult to deal with because they are powerful. Thus, the meaning of the sentence is “It shows we are a force to be considered in world sport.”

- b. Data 78: The Queen offered her "warmest congratulations" for an "outstanding performance" in Rio.

The phrase underlined “warmest congratulations” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **SINCERITY IS HEAT**. The metaphorical phrase “warmest congratulations” is included orientational metaphor because the phrase “warmest congratulations” has a concept related to spatial orientation. The phrase “warmest congratulations” can be understood as the sincerity on giving congratulations. Thus, the meaning of the sentence is “The Queen offered her congratulations sincerely for an outstanding performance in Rio.”

- c. Data 79: UK Sport is the body responsible for distributing funds from national government to Olympic sports.

The phrase underlined “the body responsible” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **SOCIAL ORGANIZATION IS THE HUMAN BODY**. The metaphorical phrase “the body responsible” is included structural metaphor because the phrase “the body responsible” in the sentence can be defined as the organization responsible. The phrase “the body responsible” is also included in metaphorical idiom. Then the meaning of the sentence is “UK Sport is an organization responsible for distributing funds from national government to Olympic sports.”

- d. Data 80: Sweeney said he "wasn't surprised" by the extent of the success, but that beating China "wasn't on the radar" before the Games.

The phrase underlined “the extent” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **SUCCESS IS OBJECT/THING**. The metaphorical phrase “the extent” is included ontological metaphor because the phrase “the extent” should be understood logically. The phrase “the extent” can be understood as the number of something. Thus, the meaning of the sentence is “Sweeney said he "wasn't surprised" by the number of the success, but that beating China "wasn't on the radar" before the Games.”

- e. Data 81: Gracenote head of analysis Simon Gleave said China's decline in medals from London 2012 "has been primarily due to the sports of badminton, artistic gymnastics and swimming".

The phrase underlined “head of analysis” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **OCCUPATION IS THE HUMAN BODY**. The metaphorical phrase “head of analysis” is included structural metaphor because the phrase “head of analysis” in the sentence can be defined as the leader of analysis. The phrase “head of analysis” is also included in metaphorical idiom. The meaning of the sentence is “The leader of analysis Simon Gleave said China’s decline in medals from London 2012 has been primarily due to the sports of badminton, artistic gymnastics and swimming.”

18. Article 18 Team GB... (August 23, 2016)

- a. Data 82: Team GB's record breakers return home from Rio.

The phrase underlined “breakers” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **THE WIN IS FORCES**. The metaphorical phrase “breakers” is included ontological metaphor because the phrase “breakers” in the sentence can be defined as doing something by

the force. The meaning of the sentence is “Team GB was successful on getting record and return home from Rio.”

- b. Data 83: She could see "layers and layers of people on all the floors of Terminal five leaning over barriers... to welcome Team GB home".

The phrase underlined “layers and layers” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **PEOPLE ARE BUILDING**. The metaphorical phrase “layers and layers” is included structural metaphor because the phrase “layers and layers” in the sentence can be understood as a lot of something. The meaning of the sentence is “She could see a lot of people on all the floors of Terminal five leaning over barriers...to welcome team GB home.”

- c. Data 84: It felt like a very special team to be a part of and as the medals start rolling in there is an immense sense of pride that is infectious.

The phrase underlined “infectious” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **THE PRIDE IS ILLNESS**. The metaphorical phrase “infectious” is included orientational metaphor because the phrase “infectious” has a concept related to spatial orientation. The word “infectious” in the sentence can be understood as something that is influential. Thus, the meaning of the sentence is “After a

team got the medals, everyone also felt the immense sense of pride that is influential.”

- d. Data 85: To topple the Americans might be a long shot.

The phrase underlined “to topple” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **THE WIN IS FORCES**. The metaphorical phrase “to topple” is included structural metaphor because the phrase “to topple” in the sentence can be understood as falling down something. Thus, the meaning of the sentence is “To beat the Americans might be a long shot.”

- e. Data 86: 'I want to be at the front next time'.

The phrase underlined “at the front” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **THE WIN IS DIRECTION**. The metaphorical phrase “at the front” is included orientational metaphor because the phrase “at the front” has a concept related to spatial orientation. The phrase “at the front” in the sentence can be defined as the winner. The meaning of the sentence is “I want to be the best winner next time.”

- f. Data 87: Proud as punch

The phrase underlined “punch” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological

metaphor. The statement of conceptual metaphor is **GET MOTIVATION IS FORCES**. The metaphorical phrase “punch” is included ontological metaphor because the phrase “punch” has ... The meaning of the sentence is “Proud as motivation to raise achievement.”

19. Article 19 Olympic Boxing... (October 6, 2016)

- a. Data 88: Michael Conlan makes his feelings clear after his controversial defeat.

The phrase underlined “clear” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **FEELING IS LIGHT**. The metaphorical phrase “clear” is included orientational metaphor because the phrase “clear” has a concept related to spatial orientation. The phrase “clear” can be considered as easy to understand. The meaning of the sentence is “Michael Conlan makes his feelings understandable after his controversial defeat.”

- b. Data 89: The AIBA dropped a number of unidentified judges and referees during the competition.

The phrase underlined “dropped” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **THE WIN IS FORCES**. The metaphorical phrase “dropped” is included orientational metaphor

because the phrase “dropped” has a concept related to spatial orientation. The phrase “dropped” can be understood as moving to a lower level. The meaning of the sentence is “The AIBA decline a number of unidentified judges and referees during the competition.”

- c. Data 90: After finding that "less than a handful" of the decisions from 239 bouts reviewed were not at the level expected.

The phrase underlined “less than a handful” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **DECISION IS OBJECT/THING**. The metaphorical phrase “less than a handful” is included ontological metaphor because the phrase “less than a handful” should be understood logically. The phrase “less than a handful” can be understood as only a few. The meaning of the sentence is “After finding that only a few of the decisions from 239 bouts reviewed were not at the level expected.”

20. Article 20 Misha Aloian... (December 8, 2016)

- a. Data 91: Russian boxer Misha Aloian and Romanian weightlifter Gabriel Sincaian have been stripped of 2016 Olympic medals after failing doping tests in Rio.

The word underlined “stripped” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural

metaphor. The statement of conceptual metaphor is **LOSE IS FORCES**. The metaphorical word “stripped” is included structural metaphor because the word “stripped” in the sentence is defined as removing from the position. The meaning of the sentence is “Russian boxer Misha Aloian and Romanian weightlifter Gabriel Sincaian have been disqualification of 2016 Olympic medals after failing doping tests in Rio.”

- b. Data 92: On Wednesday, doping sanctions against Russia were extended until further notice by the International Olympic Committee.

The word underlined “extended” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is structural metaphor. The statement of conceptual metaphor is **TIME IS BUILDING**. The metaphorical word “extended” is included structural metaphor because the word “extended” can be considered as being in longer time. Thus, the meaning of the sentence is “On Wednesday, doping sanctions against Russia were in longer time until further notice by the International Olympic Committee.”

21. Article 21 (March 23, 2017)

- a. Data 93: The Brazilian Olympic Committee cut everything: my health insurance, my salary, everything.

The word underlined “cut” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor.

The statement of conceptual metaphor is **CUT SOMETHING IS COOKING**. The metaphorical word “cut” is included ontological metaphor because the word “cut” in the sentence should be considered logically. The word “cut” can be understood as reducing amount of something. Thus, the meaning of the sentence is “The Brazilian Olympic Committee decreased my health insurance, my salary, everything.”

- b. Data 94: It made me think my sacrifice wasn't worth it.

The phrase underlined “wasn’t worth” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **SACRIFICE IS BUSINESS**. The metaphorical phrase “wasn’t worth” is included ontological metaphor because the phrase “wasn’t worth” in the sentence can be understood as having not importance. Thus, the meaning of the sentence is “It made me think my sacrifice was in vain.”

- c. Data 95: She was deflated but not broken.(23 March 2017)

The word underlined “deflated” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is orientational metaphor. The statement of conceptual metaphor is **DEFLATION IS DOWN**. The metaphorical word “deflated” is included orientational metaphor because the word “deflated” has a concept related to spatial orientation. The word “deflated” can be understood as making someone lost confidence. Thus,

the meaning of the sentence is “She felt her spirit was decreasing but she did not give up.”

- d. Data 96: Brazil was thriving...

The word underlined “thriving” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **IMPROVEMENT IS PLANT**. The metaphorical word “thriving” is included ontological metaphor because the word “thriving” in the sentence can be considered as being successful. Thus, the meaning of the sentence is “Brazil became the state that was better than before.”

- e. Data 97: Now it's a broken state.

The word underlined “broken” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **LOSE IS FORCES**. The metaphorical word “broken” is included ontological metaphor because the word “broken” in the sentence can be understood as stop working by being damaged. The meaning of the sentence is “The state that is defeated”

- f. Data 98: I think we still have time to regroup and fix the situation.

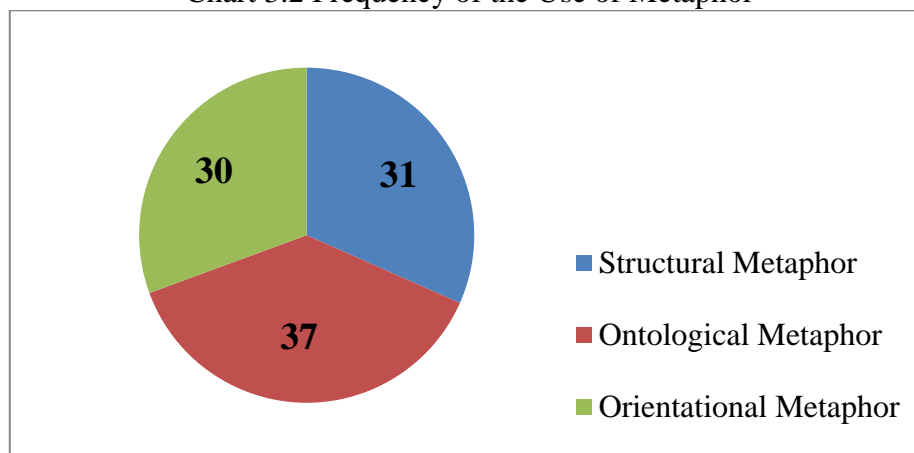
The word underlined “fix” is metaphorical phrase. Based on Kovecses (2010) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **SITUATION IS MACHINE**. The metaphorical word “fix” is included ontological metaphor because the word

“fix” in the sentence should be understood logically. The word “fix” can be defined as arranging on something. The meaning of the sentence is “I think we still have time to regroup and cope the situation”

3.2 Discussions

The researcher has found the data and analyzed the data based on Kovecses (2010) theory. The articles that has found are 21 articles, and the articles consists of 98 data. Based on 21 articles from BBC sport news of Rio Olympic 2016 that have been chosen, the researcher has analyzed 98 data consisting of three kinds of conceptual metaphor. The conceptual metaphors that have been found are structural metaphor, ontological metaphor, and orientational metaphor. The total use of each conceptual metaphor is revealed in the chart 3.2 below.

Chart 3.2 Frequency of the Use of Metaphor



From the chart 3.2, the conceptual metaphor which often used in BBC sport news Rio Olympic 2016 is ontological metaphor. Based on Kovecses (2010) theory, ontological metaphor is often used to express something or abstract thing that should only be understood logically. For example, the use of personification is as a form of ontological metaphor. Ontological metaphor is often used in several BBC sport news because a lot of abstract thing are delineated as the real thing. Personification is also used in several data to express the human qualities given to nonhuman entities in BBC sport news Rio Olympic 2016.

Based on investigation by using Kovecses (2010) theory, each of 21 BBC sport news Rio Olympic 2016 articles has different kind of conceptual metaphor. There are some articles that only have a kind of conceptual metaphor, either ontological metaphor or orientational metaphor. In some articles of BBC sport news Rio Olympic 2016, there are articles which have more than one kind of conceptual metaphor, both structural metaphor and orientational metaphor, or ontological metaphor and orientational metaphor. Then, there are 10 articles that have all kind of conceptual metaphor, like article 2, article 4, article 6, article 8, article 10, article 11, article 13, article 16, article 17 and article 18.

In the articles of BBC sport news of Rio Olympic event, the researcher finds structural metaphor 31 data. In BBC sport news, structural metaphor is used to express something which has a relatively rich knowledge for the target concept. The metaphorical expressions which are included in structural metaphor provide basic overall structure. In structural metaphor, the metaphorical expressions are based on

structural things, cognitive function that have a lot of target concepts. For example, time has terms of many elements, such as physical things, objects, and concept of material things.

Then ontological metaphor, the metaphorical expressions are based on less cognitive structuring for target concepts than structural ones. The researcher has found some examples about the abstract things as the objects and it is conceptualized as the possession of things. In this research, the researcher also has found some examples of personification to draw the abstract thing as a person.

Last, orientational metaphor derives from the fact that most metaphors that serve this function have to do with basic human spatial orientations. The researcher has found some examples that conceptualized as upward orientation, such as free, health, up, solid, rise, open, build up, and so forth. In this research is also found some examples that conceptualized as downward orientation, such as fall, pulled out, break, falter, pressure, hard, and so on

Based on the findings, the researcher considers the use of metaphorical theory by Zoltan Kovecses 2010 to investigate the data. The use of metaphorical theory by Zoltan Kovecses 2010 in investigating the data can increase the knowledge about the use of conceptual metaphor in Rio Olympic 2016 sport news articles. One of conceptual metaphor which is often used in the data is ontological metaphor. This is approved by the use of personification and possession of abstract thing in Rio Olympic 2016 BBC sport news articles.

The similarity between this research and some previous studies are the object of the research. Some previous studies are used sport news articles. Yet, the researcher specifically chooses BBC sport news articles of Rio Olympic 2016. Then, the differences between this research and previous studies are the use of metaphorical theory and some objects of the research. From two previous studies which use sport news articles as the object, the dominant use of conceptual metaphor in sport news are structural metaphor and orientational metaphor. It means that sport news articles not only can use one of conceptual metaphor, but also can use some other conceptual metaphor.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on this research, the use of metaphors are not only found in literature work, but also are found in sport news articles. From the findings and discussions, the researcher has found the use of metaphor in 98 data from 21 BBC sport news articles that have been chosen. The researcher finds the use of metaphor by reading and analyzing one by one. Then the researcher finds that there are kinds of conceptual metaphor that have been found, structural metaphor, ontological metaphor, and orientational metaphor. On structural metaphor, the researcher has found 31 examples of structural metaphor in phrase and word form. The researcher also has found 37 examples of ontological metaphor in phrase and word form. Then, the researcher finds 30 examples of orientational metaphor in phrase form. The researcher also has investigated about the conceptual metaphor statements which have found and described the meaning of the examples.

4.2 Suggestion

The findings of the research are useful to understand about the use of conceptual metaphor on sport news. This research only use qualitative research so that can not do generalization in this research. The researcher hopes that the research can give contribution to the researcher and the readers. The researcher is also hopes the next researcher can explore more about the investigation of the conceptual

metaphor used in sport news articles or other objects. The researcher also hopes the next researcher can continue the research in more details, such as doing research not only in qualitative research but also in quantitative research. Thus, the conceptual metaphor is not only investigated from sport news but also from other objects in qualitative and quantitative research.

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APPENDIX

No.	Examples of Metaphors	Types of Conceptual Metaphor	Meanings	The Statements of Conceptual Metaphors
1.	It <u>can send</u> a symbol of hope for all refugees in the world	Ontological metaphor	It <u>is</u> a symbol of hope for all refugees in the world	Get hope is forces
2.	The Olympics <u>run</u> from 5-21 August. (3 sJune)	Ontological metaphor	The Olympics <u>is happened</u> from 5-21 August.	Happening is movement
3.	The gold medals are <u>free</u> from mercury (15 June)	Orientational metaphor	There is no mercury in the gold medals	Not consisting of something is freedom
4.	Flint-bred Jones admits her motivation has been " <u>up and down</u> " over the last four years but is focused on winning another gold.	Orientational metaphor	Flint-bred Jones admits her motivation has been <u>unstable</u> over the last four years but is focused on winning another gold.	Motivation is a movement
5.	I did really well that year and <u>took</u> the opportunity by the hands.	Ontological metaphor	I did really well that year and <u>did</u> the opportunity	Opportunity is thing
6.	I just went for it and it <u>paid off</u> .	Structural metaphor	I just went for it and <u>it was succeeded</u> .	Having done something is business
7.	This time I've been training four years for this Olympics and ever since London my sights <u>have been</u>	Ontological metaphor	This time I've been training four years for this Olympics and ever since London my sights	Olympics is direction

	<u>straight</u> on the Olympics. (28 July)		<u>have been focused</u> on the Olympics. (28 July)	
8.	For me <u>the pinnacle and my goal</u> has been the Olympics. (28 July)	Ontological metaphor	For me <u>my ambition</u> has been the Olympics.	Olympics is direction
9.	Individual sports' governing bodies must decide if competitors are <u>clean</u> (1 August)	Oriental metaphor	Individual sports' governing bodies must decide if competitors <u>do not use drugs.</u>	Clean is health
10.	I wouldn't <u>waste</u> my time and effort accusing athletes of being on drugs. (1 August)	Structural metaphor	I would not <u>neglect</u> my time and effort accusing athletes of being on drugs.	Time is money
11.	Jackson acknowledged the scandal <u>had cast a shadow</u> over the Games. (1 August)	Ontological metaphor	Jackson acknowledged the scandal <u>had cast a shadow</u> over the Games.	Scandal is a person
12.	This problem does start from Russia basically cheating in our sport and <u>taking away</u> the value of our sports and also the desires and aspirations of young athletes. (1 August)	Ontological metaphor	This problem does start from Russia basically cheating in our sport and <u>decrease</u> the value of our sports and also the desires and aspirations of young athletes.	Worth is object/thing
13.	<u>No hard</u> feelings (2 August)	Oriental metaphor	Sincere/heartfelt	Feeling is object/thing
14.	Australia's total medal haul <u>has fallen</u> at every Summer Games since Sydney	Oriental metaphor	Australia's total medal haul <u>has decreased</u> at every Summer Games	Total change is movement

	hosted the event in 2000. (2 August)		since Sydney hosted the event in 2000.	
15.	Nick Krygios <u>pulled out</u> of the tennis competition (2 August)	Orientalational metaphor	Nick Krygios <u>disqualified</u> of the tennis competition.	Disqualification is forces
16.	Thornley and Olympic champion Grainger, who won sculls gold at London 2012 with Anna Watkins, <u>built up</u> an early lead but were overhauled by Lithuania. (6 August)	Orientalational metaphor	Thornley and Olympic champion Grainger, who won sculls gold at London 2012 with Anna Watkins, <u>improved</u> an early lead but were overhauled by Lithuania.	Achievement is a building
17.	The British fans <u>were all on their feet</u> to cheer Alan and he has not disappointed. (6 August)	Orientalational metaphor	The British fans <u>stayed</u> to cheer Alan and he has not disappointed.	Giving support is up
18.	He has to <u>build</u> some confidence after a couple of indifferent years.(6 August)	Ontological metaphor	He has to <u>be more</u> confident after a couple of indifferent years.	Confidence is a building
19.	Grainger, who is <u>chasing</u> her fifth Olympic medal at the age of 40 (6 August)	Structural metaphor	Grainger, who is <u>trying to get</u> her fifth Olympic medal at the age of 40	Chasing is movement
20.	The French rode through the water fantastically and <u>controlled</u> the conditions, but our guys struggled with it. (6 August)	Orientalational metaphor	The French rode through the water fantastically and <u>conditionally</u> , but our guys struggled with it.	The conditions are game
21.	Katie Ledecky <u>breaks</u>	Orientalational	Katie Ledecky <u>wins</u>	Record is a

	Olympic record as Carlin sets personal best (7 August)	metaphor	Olympic record as Carlin sets personal best	building
22.	She <u>reached</u> the final (7 August)	Structural metaphor	She <u>passed</u> the final	Final is a direction
23.	Ledecky, who <u>is bidding</u> for the women's 200m, 400m and 800m freestyle titles in Rio, beat the previous Olympic record by almost three seconds. (7 August)	Structural metaphor	Ledecky, who <u>is showing</u> for the women's 200m, 400m and 800m freestyle titles in Rio, beat the previous Olympic record by almost three seconds.	Get achievement is business
24.	On Saturday, Ledecky <u>anchored</u> the US women's 4x100m relay team to a silver medal at Rio's Olympic Aquatic Centre. (7 August)	Structural metaphor	On Saturday, Ledecky <u>won</u> the US women's 4x100m relay team to a silver medal at Rio's Olympic Aquatic Centre.	The win is direction
25.	Elsewhere, KatinkaHosszu, who set a new 400m individual medley world record on Saturday, returned to <u>book her spot</u> in the 100m backstroke semi-finals with the equal fourth-fastest time. (7 August)	Structural metaphor	Elsewhere, KatinkaHosszu, who set a new 400m individual medley world record on Saturday, returned to <u>defend her position</u> in the 100m backstroke semi-finals with the equal fourth-fastest time.	Achievement is a building
26.	Florence <u>put</u> the disappointment of finishing 10th in the C1 single behind him, winning the	Ontological metaphor	Florence <u>feels</u> disappointed of finishing 10th in the C1 single behind him, winning the	Disappointment is object/thing

	third Olympic medal of his career alongside Hounslow. (11 August)		third Olympic medal of his career alongside Hounslow.	
27.	But the Germans <u>faltered</u> in the final stages, clocking 103.58 to finish fourth. (11 August)	Oriental metaphor	But the Germans <u>were unstable</u> in the final stages, clocking 103.58 to finish fourth.	Being unstable is forces
28	Rich is so <u>solid</u> on race days. (11 August)	Oriental metaphor	Rich is <u>defendable</u> on race days.	Defense is a food
29.	It is maybe <u>a little bit bittersweet</u> . (11 August)	Oriental metaphor	It is maybe <u>a bit disappointing</u>	Disappointment is food
30.	<u>Coming so close</u> to gold, but we're happy. (11 August)	Structural metaphor	<u>Almost get</u> the gold medal, but we're happy.	Get achievement is movement
31.	Without heroes and local athletes the public take longer to <u>fall in love</u> (13 August)	Ontological metaphor	Without heroes and local athletes the public take longer <u>for really loving</u> the athletes.	Love is a container
32.	Rowing also <u>drew</u> a large crowd as a number of medals were decided, with a large British presence noticeable. (13 August)	Structural metaphor	Rowing also <u>attracted</u> a large crowd as a number of medals were decided, with a large British presence noticeable.	Attractiveness is forces
33.	Of course the crowd was against me and I understand that, but to <u>play</u> in that kind of atmosphere, it's something really special. (14 August)	Ontological metaphor	Of course the crowd was against me and I understand that, but to <u>be adaptable</u> in that kind of atmosphere, it's something really	Atmosphere is game

			special.	
34.	De Oliveira, raised by a badminton-loving father, <u>soaked up</u> the attention after fulfilling his dream of competing at his home Games. (14 August)	Ontological metaphor	De Oliveira, raised by a badminton-loving father, <u>got</u> the attention after fulfilling his dream of competing at his home Games.	Attention is a forces
35.	Hoping to get local kids off the street, he began <u>offering</u> training as a social project but had to overcome some initial scepticism. (14 August)	Structural metaphor	Hoping to get local kids off the street, he began to <u>training</u> as a social project but had to overcome some initial scepticism.	Training is a business
36.	Badminton is a mystery to many Brazilians but De Oliveira <u>has risen</u> to a world ranking of 64, a remarkable achievement given the lack of top coaches and elite compatriots to train with. (14 August)	Oriental metaphor	Badminton is a mystery to many Brazilians but De Oliveira <u>has reached</u> to a world ranking of 64, a remarkable achievement given the lack of top coaches and elite compatriots to train with.	Achievement is a movement
37.	Nigeria's men's football team has its own sponsored kit - but it has been <u>hit</u> by funding problems and players only arrived hours before their first match. (19	Ontological metaphor	Nigeria's men's football team has its own sponsored kit - but it has <u>been interrupted</u> by funding problems and players only arrived hours before	Problem is a war

	August)		their first match.	
38.	Jones has confirmed she wants to defend her Olympic taekwondo title in Tokyo where she could become a British Olympic record <u>breaker</u> . (19 August)	Structural metaphor	Jones has confirmed she wants to defend her Olympic taekwondo title in Tokyo where she could become a British Olympic record <u>winner</u> .	Championship is war
39.	Two head kicks in the third round <u>sealed</u> victory for Jones - who has now won both GB's taekwondo golds since its introduction as a medal sport in 2000. (19 August)	Ontological metaphor	Two head kicks in the third round caused victory for Jones - who has now won both GB's taekwondo golds since its introduction as a medal sport in 2000.	Victory is object/thing
40.	I've trained so hard and there was so much <u>pressure</u> . (19 August)	Oriental metaphor	I've trained so hard and there was so much <u>demand</u> .	Pressure is forces
41.	We had <u>a lot of pressure</u> to get this, but we had so much trust and faith in these girls. (20 August)	Ontological metaphor	We had <u>a lot of demand</u> to get this, but we had so much trust and faith in these girls.	Pressure is forces
42.	We absolutely <u>smashed</u> it. (20 August)	Structural metaphor	We absolutely <u>defeat</u> it.	Championship is war
43.	Having <u>spent</u> the day with them as they trained at Loughborough, there was no missing that	Structural metaphor	<u>Having several days</u> with them as they trained at Loughborough, there was no missing that	Time is business

	this is the tightest of teams - true friends, proper racers. (20 August)		this is the tightest of teams - true friends, proper racers.	
44.	Great Britain <u>smashed</u> their medal target for the 2016 Olympics, achieved a succession of notable 'firsts' and caused a major stir by finishing second in the table, above global powerhouse China. (21 August)	Structural metaphor	Great Britain was inconsistent on getting their medal target for the 2016 Olympics, achieved a succession of notable 'firsts' and caused a major stir by finishing second in the table, above global powerhouse China.	Championship is war
45.	Sophie Hitchon claimed Britain's first ever medal in the women's <u>hammer</u> . (21 August)	Ontological metaphor	Sophie Hitchon claimed Britain's first ever medal in the women's <u>pressure</u> .	Pressure is tool
46.	Sailor Giles Scott made it five straight wins in the Finn class, <u>building</u> on the 2000 success of Iain Percy and the three golds won by Sir Ben Ainslie. (21 August)	Ontological metaphor	Sailor Giles Scott made it five straight wins in the Finn class, <u>getting</u> on the 2000 success of Iain Percy and the three golds won by Sir Ben Ainslie.	Success is a building
47.	It was one of two sports that failed to <u>live up</u> to expectations, with GB's modern pentathletes failing to win a medal after being set a minimum	Oriental metaphor	It was one of two sports that failed to <u>realize</u> to expectations, with GB's modern pentathletes failing to win a medal after being set a minimum	Change is movement

	target of one. (21 August)		target of one. (21 August)	
48.	The advent of UK Sport's National Lottery-funded World Class Performance Programme in 1997 <u>was the first step</u> in helping Britain achieve extraordinary success in subsequent Olympics. (21 August)	Structural metaphor	The advent of UK Sport's National Lottery-funded World Class Performance Programme in 1997 <u>was the start</u> helping Britain achieve extraordinary success in subsequent Olympics.	Doing something is movement
49.	They only landed in Brazil just hours before their <u>opening</u> 5-4 win over Japan. (21 August) Nigeria...	Oriental metaphor	They only landed in Brazil just hours before their <u>beginning</u> 5-4 win over Japan.	Getting win is movement
50.	Nigeria also had a troubled <u>build-up</u> to their quarter-final against Denmark after the players boycotted a training session in a dispute over pay. (21 August) Nigeria...	Oriental metaphor	Nigeria also had a troubled <u>increase</u> to their quarter-final against Denmark after the players boycotted a training session in a dispute over pay.	Improvement is a building
51.	You can't equate his gesture in figures or words, to find a <u>big</u> supporter far away in Japan travel down here to cheer and back us is	Oriental metaphor	You can't equate his gesture in figures or words, to find a <u>lot</u> of supporter far away in Japan travel down here to cheer and back us is	The number of supporter is thing

	unbelievable. (21 August) Nigeria...		unbelievable.	
52.	Nigeria, the 1996 Olympic football champions, are now the most successful African country in Olympic men's football, and the first African country to complete an Olympic medal <u>sweep</u> having won a silver medal in Beijing in 2008. (21 August) Nigeria...	Ontological metaphor	Nigeria, the 1996 Olympic football champions, are now the most successful African country in Olympic men's football, and the first African country to complete an Olympic medal <u>acquisition</u> having won a silver medal in Beijing in 2008.	Win is forces
53.	However, the rewards <u>came</u> too late for Kingsley Aikhionbare, who died in London in 1996. (21 August) Nigeria...	Ontological metaphor	However, the rewards were <u>acquired</u> too late for Kingsley Aikhionbare, who died in London in 1996.	Reward is movement
54.	GB have also <u>smashed</u> their pre-Games target of at least 48 medals, which was set by UK Sport. (21 August) Team GB...	Structural metaphor	GB has also <u>inconsistent</u> on their pre-games target of at least 48 medals, which was set by UK Sport.	Championship is war
55.	Those of us involved know that there is still a <u>huge</u> amount that can be improved.(21 August) Team GB...	Oriental metaphor	Those of us involved know that there is still a <u>lot</u> amount that can be improved.	Improvement is business
56.	This is success by <u>design</u> . (21 August)	Structural metaphor	This is success by <u>planning</u> .	Success is building

	Team GB...			
57.	Britain effectively <u>clinched</u> second spot when kayaker Liam Heath, boxer Nicola Adams and runner Mo Farah won their events on Saturday. (21 August)	Structural metaphor	Britain effectively <u>settled</u> second spot when kayaker Liam Heath, boxer Nicola Adams and runner Mo Farah won their events on Saturday.	Get position is war
58.	How did Team GB <u>make</u> history? (22 August) How did...	Ontological metaphor	How did Team GB <u>get into</u> history?	History is object/thing
59.	A spread no other country can get close to <u>touching</u> .(22 August) How did...	Ontological metaphor	A spread no other country can get close to <u>annoying</u>	Annoyance is forces
60.	It enabled Liz Nicholl, chief executive of UK Sport, <u>the body responsible</u> for distributing funds from national government to Olympic sports, to declare on the final day of competition in Rio that Britain was now a "sporting superpower". (22 August) How did...	Structural metaphor	It enabled Liz Nicholl, chief executive of UK Sport, <u>the organization responsible</u> for distributing funds from national government to Olympic sports, to declare on the final day of competition in Rio that Britain was now a "sporting superpower".	Social organization is the human body
61.	Money <u>talks</u> (22 August) How did...	Ontological metaphor	In affairs always uses the money.	Money is a person
62.	The advent of the National Lottery in 1994, and the decision of John Major's	Structural metaphor	The advent of the National Lottery in 1994, and the decision of John	Funding is movement

	struggling government to allocate significant streams of its revenue to elite Olympic sport, <u>set in motion</u> a funding spree unprecedented in British sport. (22 August) How did...		Major's struggling government to allocate significant streams of its revenue to elite Olympic sport, <u>executed</u> a funding spree unprecedented in British sport.	
63.	By the time of London 2012 - third in the medal table, 65 medals - that had <u>climbed</u> to £264m. (22 August) How did...	Structural metaphor	By the time of London 2012 – third in the medal table, 65 medals – that <u>had increased</u> to £264m.	Total amount is movement
64.	It has <u>reinvigorated</u> some sports and altered others beyond recognition. (22 August) How did...	Ontological metaphor	It has <u>regenerated</u> some sports and altered others beyond recognition.	Regeneration is health
65.	The idea of marginal gains <u>has gone</u> from novelty to cliché over the past three Olympic cycles, but three examples from Rio underline how essential to British success it remains. (22 August) How did...	Ontological metaphor	The idea of marginal gains <u>has changed</u> from novelty to cliché over the past three Olympic cycles, but three examples from Rio underline how essential to British success it remains.	Change is movement
66.	In the <u>build-up</u> to these Olympics, a PhD student at the English Institute of Sport named Luke Gupta examined the sleep	Oriental metaphor	In the <u>development</u> to these Olympics, a PhD student at the English Institute of Sport named Luke Gupta examined the	Olympics is building

	quality of more than 400 elite GB athletes, looking at the duration of their average sleep, issues around deprivation and then individual athletes' perception of their sleep quality. (22 August) How did...		sleep quality of more than 400 elite GB athletes, looking at the duration of their average sleep, issues around deprivation and then individual athletes' perception of their sleep quality	
67.	Everyone <u>puts a lot of time</u> into the physiological effects of hockey,(22 August) How did...	Structural metaphor	Everyone <u>uses a lot of time</u> into the physiological effects of hockey.	Time is business
68.	Then ask them to think <u>very hard</u> at the same time," Kerry told BBC Sport.(22 August) How did...	Oriental metaphor	Then ask them to think <u>seriously</u> at the same time," Kerry told BBC Sport.	Focused is forces
69.	Success has <u>bred</u> British success.(22 August) How did...	Ontological metaphor	Success has <u>caused</u> British success	Success is a person
70.	Then there is HeikoSalzwedel, <u>head of the men's endurance squad</u> , back for his third spell with British Cycling having worked under the visionary Peter Keen from 2000 to 2002 and then Sir Dave Brailsford between 2008 and 2010. (22 August) How did...	Structural metaphor	Then there is HeikoSalzwedel, <u>a leader of the men's endurance squad</u> , back for his third spell with British Cycling having worked under the visionary Peter Keen from 2000 to 2002 and then Sir Dave Brailsford between 2008 and 2010.	Position is the human body
71.	It is now a <u>system</u>	Ontological	It is now <u>an</u>	Arrangement is

	that provides the very best support for that talent.(22 August) How did...	metaphor	<u>arrangement</u> that provides the very best support for that talent.	machine
72.	Funding has not <u>flowed</u> to all British sports equally, because in some there is a greater chance of success than others.(22 August) How did...	Ontological metaphor	Funding has not been <u>allocated</u> to all British sports equally, because in some there is a greater chance of success than others.	Money is liquid
73.	Others have <u>fallen back</u> .(22 August) How did...	Oriental metaphor	Others <u>have been beaten</u>	Lose are forces
74.	It is a remarkable <u>depth and breadth</u> of talent(22 August) How did...	Ontological metaphor	It is a remarkable <u>mastery</u> of talent.	Talent is container
75.	We are conscious when people are recruited to <u>key positions</u> as coaches they are not necessarily the finished article in their broader skills.(22 August) How did...	Structural metaphor	We are conscious when people are recruited to <u>important positions</u> as coaches they are not necessarily the finished article in their broader skills.	Position is tool
76.	After two decades of consistent improvement, Rio may not even represent <u>the peak</u> .(22 August) How did...	Structural metaphor	After two decades of consistent improvement, Rio may not even represent <u>the best winner</u> .	Achievement is direction
77.	It shows we are a force to be <u>reckoned</u> with in world	Ontological metaphor	It shows we are a force to be <u>considered</u> in world	The force is business

	sport(22 August) Team GB...		sport.	
78.	The Queen offered her " <u>warmest congratulations</u> " for an "outstanding performance" in Rio(22 August) Team GB...	Oriental metaphor	The Queen offered her <u>congratulations</u> <u>sincerely</u> for an outstanding performance in Rio.	Sincerity is heat
79.	UK Sport is <u>the body responsible</u> for distributing funds from national government to Olympic sports.(22 August) Team GB...	Structural metaphor	UK Sport is <u>an organization responsible</u> for distributing funds from national government to Olympic sports.	Social organization is the human body
80.	Sweeney said he "wasn't surprised" by <u>the extent</u> of the success, but that beating China "wasn't on the radar" before the Games.(22 August) Team GB...	Ontological metaphor	Sweeney said he "wasn't surprised" by <u>the number</u> of the success, but that beating China "wasn't on the radar" before the Games.	Success is object/thing
81.	Gracenote <u>head of analysis</u> Simon Gleave said China's decline in medals from London 2012 "has been primarily due to the sports of badminton, artistic gymnastics and swimming".(22 August) Team GB...	Structural metaphor	<u>The leader of analysis</u> Simon Gleave said China's decline in medals from London 2012 has been primarily due to the sports of badminton, artistic gymnastics and swimming.	Occupation is the human body
82.	Team GB's <u>record breakers</u> return home	Ontological metaphor	Team GB <u>was successful on getting</u>	The win is forces

	from Rio(23 August) Team GB...		<u>record</u> and return home from Rio.	
83.	She could see " <u>layers and layers</u> of people on all the floors of Terminal five leaning over barriers... to welcome Team GB home".(23 August) Team GB...	Structural metaphor	She could see <u>a lot of people</u> on all the floors of Terminal five leaning over barriers...to welcome team GB home.	People are building
84.	It felt like a very special team to be a part of and as the medals start rolling in there is an immense sense of pride that is <u>infectious</u> (23 August) Team GB...	Oriental metaphor	After a team got the medals, everyone also felt the immense sense of pride that is influential	The pride is illness
85.	<u>To topple</u> the Americans might be a long shot(23 August) Team GB...	Structural metaphor	<u>To beat</u> the Americans might be a long shot	The win is forces
86.	I want to be <u>at the front next time</u> '.(23 August) Team GB...	Oriental metaphor	I want to be <u>the best winner</u> next time.	The win is direction
87.	Proud as <u>punch</u> (23 August) Team GB...	Ontological metaphor	Proud as <u>motivation to raise achievement</u> .	Get motivation is war
88.	Michael Conlan makes his feelings <u>clear</u> after his controversial defeat(6 October) Olympic boxing...	Oriental metaphor	Michael Conlan makes his feelings <u>understandable</u> after his controversial defeat.	Feeling is light
89.	The AIBA <u>dropped</u> a number of unidentified judges and referees during	Oriental metaphor	The AIBA <u>decline</u> a number of unidentified judges and referees during	The win is forces

	the competition(6 October) Olympic boxing...		the competition.	
90.	After finding that <u>"less than a handful"</u> of the decisions from 239 bouts reviewed were not at the level expected.(6 October) Olympic boxing...	Ontological metaphor	After finding that <u>only a few</u> of the decisions from 239 bouts reviewed were not at the level expected.	Decision is object/thing
91.	Russian boxer MishaAloian and Romanian weightlifter Gabriel Sinraianhave been <u>stripped</u> of 2016 Olympic medals after failing doping tests in Rio.(8 December)MishaAlo an...	Structural metaphor	Russian boxer MishaAloian and Romanian weightlifter Gabriel Sinraianhave been <u>disqualification</u> of 2016 Olympic medals after failing doping tests in Rio.	Lose is forces
92.	On Wednesday, doping sanctions against Russia were <u>extended</u> until further notice by the International Olympic Committee.(8 December)MishaAlo an...	Structural metaphor	On Wednesday, doping sanctions against Russia were <u>in longer time</u> until further notice by the International Olympic Committee.	Time is building
93.	The Brazilian Olympic Committee <u>cut</u> everything: my health insurance, my salary, everything(23 March 2017)	Ontological metaphor	The Brazilian Olympic Committee <u>decreased</u> my health insurance, my salary, everything.	Cut something is cooking

94.	It made me think my sacrifice <u>wasn't worth</u> it.(23 March 2017)	Ontological metaphor	It made me think my sacrifice was <u>in vain</u> .	Sacrifice is business
95.	She <u>was deflated</u> but not broken.(23 March 2017)	Oriental metaphor	She <u>felt her spirit was decreasing</u> but she <u>did not give up</u> .	Deflation is down
96.	Brazil <u>was thriving</u> ... (23 March 2017)	Ontological metaphor	Brazil <u>became the state that was better than before</u> .	Improvement is plant
97.	Now it's a broken state.(23 March 2017)	Ontological metaphor	The state that is defeated	Lose is forces
98.	I think we still have time to regroup and <u>fix</u> the situation(23 March 2017)	Ontological metaphor	I think we still have time to regroup and <u>cope</u> the situation	Situation is machine