

CONCEPTUAL METAPHOR IN HEADLINE NEWS

FOURFOURTWO'S 2020

THESIS

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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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The thesis entitled “**Conceptual Metaphor In Headline News *Fourfourtwo's 2020***” is my original work. I do not include any material previously written or published by another person except those cited as references and written in the bibliography. If there is an objection or claim, I am the only person responsible for that.

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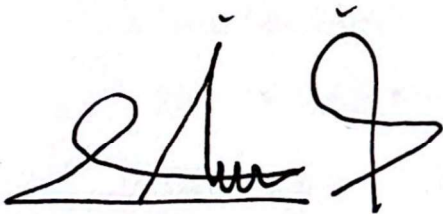
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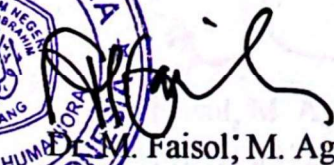
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MOTTO

The more you give, the more you will get

DEDICATION

I dedicate this thesis to my beloved family. My father named Gufron Hasan. My mother was named Marsyati, and My brother was named Faisal Ghufon Hasan. Because they are power in my life, when others do not support me, they always motivate and strengthen me.

Thank you from the bottom of my heart. I am incredibly grateful.

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Finally, I would like to thank everybody for the successful realization of the undergraduate thesis if far from perfect. Still, it is expected that it will be useful not only for the researcher but also for the readers. For this reason, constructive, thoughtful suggestions and critics are welcomed.

Malang, August 30, 2022

The Researcher

Khulud Ghufron Hasan

ABSTRACT

Hasan, Khulud Ghufron (2020) Conceptual Metaphor In Headline Fourfourtwo's 2020. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

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Keywords : Metaphor, Conceptual Metaphor, Headline news

The Writer uses figurative words to make their writing interesting. They often use metaphors as figurative language. From this research, Metaphor is a new theory created by George Lakoff. We know that conceptual metaphors Talk about abstract concepts. In the headlines of FourFourTwo 2020, I came across words and phrases that contain metaphors. Then classify, the data into several types based on George Lakoff's theory, where metaphors are divided into structural, ontological, and orientational. The findings have answered my first research question—conceptual Metaphor Analysis of some of the conclusions of this football news.

The method used in this research is descriptive qualitative because it is explained using words. Qualitative is a systematic subjective approach used to describe the expression of life and give it Meaning. This qualitative research is used to obtain information and explore the depth, richness, and complexity inherent in the language phenomenon.

This research technique is descriptive with the following stages. First, identify the data that describes Metaphors in the FourFourTwo 2020 headline collection. Then, classify the types of metaphors. After that, the researcher considered the conceptual metaphor based on George Lakoff's (1980) theory and its function.

مستخلص البحث

حسن ، خلود غفرون (٢٠٢٠) استعارة مفاهيمية في عنوان الاستعارات والهويات المستخدمة في آلات الزمن الرواية. أطروحة. قسم الأدب الإنجليزي ، كلية العلوم الثقافية ، جامعة مالانا مالك إبراهيم الإسلامية الحكومية في مالانغ.
المشرف: زين الرفيق الماجستير
الكلمات المفتاحية: الاستعارات ، الاستعارات المفاهيمية ، العناوين الرئيسية

يستخدم الكتاب كلمات رمزية لجعل كتاباتهم ممتعة. غالبًا ما يستخدمون الاستعارات كلغة رمزية. من هذا البحث أن الاستعارة هي (FourFourTwo) نظرية جديدة أنشأها جورج لاكوف. نحن نعلم أن الاستعارات المفاهيمية تتحدث عن المفاهيم المجردة في عناوين ، صادفت كلمات وعبارات تحتوي على استعارات. ثم صنف البيانات إلى عدة أنواع بناءً على نظرية لاكوف جونسون (٢٠٢٠) ، حيث تنقسم الاستعارات إلى ثلاثة أنواع: هيكلية ، وجودي ، وتوجيه. لقد أجابت النتائج على سؤالي البحثي الأول. تحليل الاستعارة المفاهيمية لبعض النتائج الواردة في أخبار كرة القدم هذه.

إن الطريقة المستخدمة في هذا البحث وصفية نوعية لأنها مشروحة بالكلمات. النوعي هو نهج شخصي منظم يستخدم لوصف التعبير عن الحياة وإعطائه معنى. يستخدم هذا البحث النوعي للحصول على المعلومات ، واستكشاف العمق والغنى والتعقيد المتأصل في ظاهرة اللغة.

(FourFourTwo) أسلوب البحث هذا وصفي بالمراحل التالية. أولاً ، حدد البيانات التي تصف الاستعارات في مجموعة عناوين ثم صنف أنواع الاستعارات. بعد ذلك اعتبر الباحث أن الاستعارة المفاهيمية مبنية على نظرية جورج لاكوف (1980). (٢٠٢٠). ووظيفتها.

ABSTRAK

Hasan, Khulud Ghufron (2020) Metafora Konseptual Dalam Berita Utama di Fourfourtwo 2020. Skripsi, Jurusan Sastra Inggris, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Zainur Rofiq, S.S., M.A

Kata kunci : Metafora, Metafora Konseptual, Berita Utama

Para penulis menggunakan kata kiasan untuk membuat tulisannya menarik. Mereka sering menggunakan metafora sebagai bahasa kiasan. Dari penelitian ini bahwa Metafora merupakan teori baru yang diciptakan oleh George Lakoff. Kita tahu bahwa Metafora konseptual Berbicara tentang konsep-konsep abstrak Di berita utama FourFourTwo 2020, saya menemukan kata dan frasa yang mengandung metafora. Kemudian mengklasifikasikan data menjadi beberapa tipe berdasarkan teori Lakoff Johnson dimana Metafora dibagi menjadi tiga tipe: struktural, ontologis, dan orientasi. Temuan itu telah menjawab pertanyaan penelitian pertama saya. Analisis Metafora Konseptual beberapa temuan dalam berita sepak bola ini.

Metode yang dilakukan dalam penelitian ini deskriptif kualitatif karena dijelaskan dengan menggunakan kata-kata. Kualitatif adalah pendekatan subjektif sistematis yang digunakan untuk mendeskripsikan ekspresi kehidupan dan memberinya makna. Penelitian kualitatif ini digunakan untuk memperoleh informasi, menggali kedalaman, kekayaan, dan kompleksitas yang melekat pada fenomena bahasa.

Teknik penelitian ini adalah deskriptif dengan tahapan sebagai berikut. Pertama, identifikasi data yang mendeskripsikan Metafora dalam kumpulan tajuk berita utama FourFourTwo 2020. Kemudian, mengklasifikasikan jenis-jenis metafora. Setelah itu peneliti menganggap metafora konseptual didasarkan pada teori George Lakoff (1980) dan fungsinya.

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CHAPTER I

INTRODUCTION

This chapter explains the background of the study, the problem of the study, the objectives of the study, its scope and limitations, the significance of the study, definitions of key terms, and the research methodology. The research consists of research design, Data and Data source, Data collection, and Data analysis. This section is the research orientation, which consists of things related to this research before discussing the result.

A. Background of the study

A metaphor is a conceptual system of a human being. In other words, persuasive metaphors in everyday life. Lakoff and Johnson (1980) say that our ordinary conceptual design means metaphorically in what we discuss and do. The Metaphor is conceptual operation reflected in human language that allows the speaker to compile and interpret the field of abstract knowledge and experience in terms of more concrete experiences (James et al., 2007). James and his friends state that the study of metaphors has become much more critical in recent years, partly because semantics has begun to realize how prevalent metaphors are in everyday language. Lakoff and Johnson (1980), another analyst who extends the function metaphor, support this view. They prove that metaphors are ubiquitous and indispensable in everyday language. Among the settings in which metaphors are used are everyday conversations, newspaper articles, advertisements, novels, poetry, etc.

Conceptual Metaphor talks about two entities (domains) that differ in many aspects through metaphorical linguistic expressions. For example, HE IS WITHOUT DIRECTION IN REAL LIFE is a travel metaphor, where life is the target domain, and travel is the source domain that is a more tangible reality. Simultaneously, the statement 'HE IS DIRECTIONLESS IN LIFE' is metaphorical linguistic expression. Therefore, looking at representative linguistic words is essential to examine the source and target domains and determine conceptual metaphors.

Lakoff and Johnson (1980) divide the Metaphor into three parts. They are structural metaphors, orientational metaphors, and ontological metaphors. The structural Metaphor is when one concept is metaphorically structured in other ideas. For example, Arguments are War. Lakoff and Johnson (1980) divide the Metaphor into three parts. They are structural metaphors, orientational metaphors, and ontological metaphors. The structural Metaphor is when one concept is metaphorically structured in other ideas. For example, Arguments are War. Arguments and War have different ideas. The statement is indicated as a concept of oral speech, but War is shown as a clash of weapons. Though the arguments and wars have different concepts, the reader can understand the structure of the sentence. The word war above shows that the statement caused debate.

The Orientational Metaphor is related to the spatial orientation that comes from our physical or cultural experience, which involves up and down, high and low, front and back, and so on. As an example, I fall in love. The word rises categorized as a metaphor because it represents people who feel happy, satisfied,

or comfortable. At the same time Ontological metaphors are related to events, activities, emotions, and ideas considered entities. For example, my mind does not operate today. Speakers conceptualize thoughts and experiences, and the process becomes something that certainly has physical properties.

Conceptual metaphors generally come from everyday language even though we never realize it is a metaphors. For example, the words "Our relationship is off track." If we analyze this expression, we will find that the conception of "love is a journey" may be conceptualized as a basic concept. It is considered that relationships are generally similar to the idea of travel, as they both deal with obstacles and a set of goals or objectives that need to be achieved. In short, conceptual metaphors are not fundamentally language; thoughts are transferred to a language derived mainly from the same vocabulary. Because the concept comes from our minds and language follows the concept of the idea (Coegrants&Kravanja: 2012)

In the context of communication in social life, conceptual metaphors are necessary because it is used as a tool to express feelings of freedom by conceptualizing them with other expressions, such as "love is a journey" and "Argument is war." So on. The concept of conceptual Metaphor is essential because it will determine the creation of a new conceptual metaphor. By the previous explanation, metaphors' function is to persuade and provide a deep understanding of a phrase or sentence (Beard: 2000 as quoted by Setyaningsih: 2010). For example, when someone says, "Marriage is on a rock," this expression conveys a deep understanding to the listener more than "Marriage in trouble." The

first phrase is a metaphorical expression that is felt, while the second is not. It's just a literal meaning

Unfortunately, the use of metaphors in life today is unfamiliar. Most of us have not realized yet that we have already applied metaphors in our daily communication. Besides, metaphors will be out of context because people use metaphors only for jokes, undermining Metaphors' essential function. The problem often occurs due to a lack of understanding of the conceptual Metaphor. So there will be many impacts related to this issue, such as communication being strange, no variation, and lack of imagination.

Based on the research results, previous research aims to minimize or avoid duplication, plagiarism, replication, and the validity of the research that has been done. First, Setyaningsih, 2011, in similarity to my thesis, namely determining conceptual metaphors and using George Lakoff's theory. The research's differences are that the study's object is a greeting, and some other concepts do not represent symbolic images.

Corgnarts and Kravanja, 2012, are similar to my thesis, which discusses conceptual metaphors and uses George Lakoff's theory. The differences in his research focus on modality are not defined in any film and do not differentiate between these abstract and metaphorical images.

Suyatminto (2015) wrote this research using the sports headlines of the JawaPos newspaper from February 6, 2013, to April 16, 2014. He found ten news stories that contained conceptual metaphors. But in his research, he choose five of

them to be presented in his study. This research shows that orientation metaphors dominate the use of metaphors in news headlines. The most dominant type used in news headlines is the Metaphor of orientation. The difference with my research is that I have examined the Metaphor's kind and its function in the news taken.

Mahmudah (2015) uses Kovecses' theory (2010), which divides metaphors into three types: structural, orientation, and ontological metaphors. The research results show 29 metaphors in the article *The Jakarta Post Business* that appeared in the May 5, 2014 issue. The theory used is the same, which distinguishes the news I take from the soccer headlines.

In this case, the author chooses sports news, especially the headline in FourFourTwo's 2020 Trending news, because, according to my initial review, it frequently displays figurative language, especially metaphors. Writers or journalists usually describe a word metaphorically to make reader more interested in reading the news. Many metaphorical languages can be explored in terms of language and structure; after finding various metaphors in sports, especially football, the author will determine the Metaphor's meaning and function.

Based on the description above, the mass media's role, especially headline news, is significant for the community. According to the author, one interesting headline news is football news at goal.com. The author chooses a headline in FourFourTwo's 2020 Trending news as Koller (2004) showed that using specific metaphors in headlines allows journalists to determine the article's topic, support a particular conceptualization, and persuade readers to share their metaphors. The

headline of FourFourTwo's 2020 Trending news is also enjoyed by all people, especially the lower middle class, so it can be observed how all society levels easily understand journalists' words and sentences in the news.

In this study, the author used a qualitative descriptive approach. The author will describe and explain the conceptual metaphors that appear in football news headlines. In this study, the author used a qualitative descriptive approach as the method. The author will describe and explain the conceptual metaphors that appear in some headlines of football news. Furthermore, I would use three stages for analyzing the data. First, the author clarifies the data and adjusts with the theory used. Second, the author discusses and explains the conceptual Metaphor's data to determine its function. We can find it in the headline in the news in the media because journalists' language display always creates impressive vocabulary or expressions according to specific sentences. Finally, the authors take the essence of the study.

B. The problems of the study

Based on the background explained above, some questions are generated for this study. They are:

1. What are the types of Metaphors in the headline news FourFourTwo's 2020: Trending news?
2. How are the functions and meanings of Metaphors in the headline news FourFourTwo's 2020: Trending news?

C. Objectives of the study

From the question above, the goal of this study is to learn about

1. Types of metaphors contained in the headline FourFourTwo's 2020 Trending news
2. The functions and meaning of Metaphor on the headline FourFourTwo's 2020 Trending news

D. Scope and limitations

In this study, the researcher will discuss Metaphors in the mass media on football news. For research to be more focused, only examine the Metaphor found

in the headlines of football sports. From that opinion, as stated above, it can be concluded that there is no language of the press without Metaphors. Various writings in printed mass media, such as economics, politics, government, sports, business, etc., use metaphorical language styles.

E. Significances of the study

The significance of the study can be theoretically and practically.

1. Theoretically, this research is expected to contribute or reference the development of Cognitive Semantic studies. This research can also be an example and reference for other linguistics branches, such as Sociolinguistics and Pragmatics.
2. Practically in this study can also provide practical benefits obtained as follows. For example, for other mass media, as a reference for semantic book writers, this study can help understand the public Metaphor's meaning.

F. Definition of Key Terms

1. Metaphor: an expression that describes a person or object using literature to refer to something that is considered to have similar characteristics to the person or object you are trying to describe
2. Conceptual Metaphor: Metaphor operates at the level of thought and is conceptualized with a pattern

3. Meaning: It delivered primarily by language

G. Research Methodology

A researcher uses the research method in carrying out research. This method helps the author achieve his research goals with the aim of problem-solving.

1. Research Design

The researcher uses the descriptive qualitative method in this study because it is described using words. Qualitative is a systematic subjective approach used to describe life expressions and give them meaning. This qualitative research is used to obtain information and explore the language phenomenon's depth, wealth, and complexity. Denzin and Lincoln (1994) say that multi-method qualitative research is in focus, which involves an interpretive, naturalist approach to the subject matter. This research will explain the use of metaphors and their functions in football news.

2. Data and Data Source

This study's data source is the headlines of FourFourTwo's 2020 Trending news collection that is trending about football. Primary data take the form of words, phrases, or sentences. The title was taken from the mass media on the FourFourTwo's 2020 website.

3. Data Collection

Data on this study are collected using the technique of reading and taking notes. This technique is done by carefully reading the contents of the headlines of FourFourTwo's 2020 Trending news collection. This technique is carried out repeatedly to get accurate data.

4. Data Analysis

The data analysis technique of this research is descriptive with the following steps. First, identify data that describes the Metaphor in the collection of FourFourTwo's 2020 Trending news headlines. Then, classifying the types of metaphors. After that, the researcher analyzes the conceptual metaphors based on the theory of George Lakoff and their function.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses several items: the theory of George Lakoff, semantics, Metaphor, types of Metaphor, and the meaning and function of Metaphor in headline FourFourTwo's 2020 Trending news.

A. The theory of George Lakoff

In this section, the researcher wants to explain semantics and metaphors to make the reader understand.

1. Semantics

Semantics involves the meaning of words, phrases, sentences, and text. Furthermore, semantics is inserted into one of the most important linguistic studies. The word semantics comes from the Greek word, *seman*, which means necessary, which means "show meaning." In linguistics, semantics is a subfield devoted to studying meaning at the syntactic level of words, phrases, and sentences. Kreidler (1998: 03) says that semantics is part of linguistics. Semantics is the systematic study of meaning and linguistic semantics studies how languages organize and express meaning. In other words, Semantics is a branch of linguistics that studies the meaning of language. This aligns with Yule (2010), which says that semantics studies of the meaning of words, phrases, and sentences. In addition, Also, Griffiths (2006: 15) continues that semantics seeks to describe and understand the nature of knowledge about meaning in language. The purpose is an inseparable part of the language; therefore, semantics is part of linguistics. Language experts have classified meanings in various ways based on their

considerations. That's because semantics is related to two essential aspects of language: language in teaching and communication. Related research news headlines follow. This is a crucial semantics associated with this research.

2. Definition of Metaphor

Metaphor is the most widespread type of Metaphor in Indonesian and everyday life literature. For many people, metaphors are the means of writers, poets, or creative people. Only a few people are aware of the fact that we use metaphors in our everyday language. There are several definitions of Metaphors, according to some linguists and analysts. First, according to George Lakoff and Mark Johnson (2003): page 8

For most people, the Metaphor is a poetic imagination and the developing rhetoric of extraordinary rather than ordinary language. Also, metaphors are usually seen as conflicting characteristics, which are pervasive in daily life, not only in language but also in thoughts and actions. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical

In 2003, Lakoff and Johnson published a seminar on metaphors that would set the direction of metaphor research for years. They systematically collect

metaphorical language data sets, which, claimed, reflect conventional thought structure in the human mind. The following are examples of these sets.

What he said left a bad taste in my mouth.

That argument smells fishy.

Let me stew over that for a while.

Now there's a theory you can sink your teeth into.

We need to let that idea percolate for a while.

He's a voracious reader.

We don't need to spoon-feed our students.

This is the meaty part of the paper.

Let that idea jell for a while.

Expressions in italics do not refer to food in this context but are used to describe the topic of more abstract ideas. In each list item, we can see that abstract, where the idea is more complex and fuzzy concepts are structured deeply in concrete, more familiar, and straightforward. This is a phrase metaphor in a linguistic sense: Metaphor is seen as linguistic the expression of cross-domain mapping in thought - usually of many more concrete source domains (e.g., food) to more abstract targets (e.g., ideas). That the thought patterns that underlie

linguistic expressions are called conceptual Metaphors. In the example above, the metaphorical name in italics realizes the conceptual, symbolic idea is food.

Lakoff and Johnson (1980) take such orderly arrangements of proof talking around one thing in another, yet also considering it this term. "Similitudes as etymological articulations are conceivable because there are illustrations in an individual's calculated framework." Metaphors give a window into how language is organized and how we think and learn—perceived as a significant gadget in a human idea.

Andrew Ortony (1993) clarifies that the allegorical hypothesis is commonly given by describing cross-space planning. All the while, ordinary unique ideas, such as time, conditions, changes, causes, and objectives, also become allegorical (Ortony, 1993). All the more, as of late, clinicians and etymologists started to perceive similitudes as "significant instruments of comprehension and correspondence" that reflect "pictures of social marvels" (Morgan, 1983) through "planning two spaces which are frequently inconsistent into each other" (Kramsch, 2003)

Another language specialist who centres around similitudes is Zoltan Kövecses (2010). He clarified that representation was characterized as understanding one theoretical area as far as another calculated space in the philosophical semantic view. A portion of these models remembers discussing life in terms of movement, contentions as far as War, about affection and movement, hypotheses regarding structures, thoughts on food issues, social associations in problems of plants, and numerous others. This view is caught as a theoretical area

A is academic space B, called good allegory. Theoretical similitudes comprise two applied spaces, where area A is comprehended regarding area B.

Wales (2001) contends that illustrations are delivered when words are made because of allegorical implications, which implies that "one area of reference is conveyed or planned to another dependent on some apparent likenesses between two fields." Paul Simpson (2004) underpins thoughts by characterizing similitude to plan between two unique ideas space. Keraf (2004) also bolsters the opinion by expressing that similitude is a similarity that considers two things legitimately. For instance, "Mike Tyson is a lion in the ring" (Keraf, 2004). Mike Tyson contrasts with a lion in the past model, and "lion" is utilized figuratively. A lion is frequently depicted as the ruler of the timberland; in this manner, Mike Tyson is the lord of the boxing ring since Mike Tyson can defeat his adversaries by thumping them right away.

The domain during which the metaphorical expression is taken understanding other domains is termed the source domain, whereas fields understood in this way are called target domains. Thus, Travel, War, Buildings, Food, Plants, et al. are the source domain, while Life, Arguments, Love, Theory, Ideas, structure, et al. are the target domain. Target domains are domains that we attempt to understand by employing of source domains. Kovecses (2010) gives some classic samples of conceptual metaphors supported by Lakoff and Johnson's *Metaphors We Live By*. For example, he uses lowercase letters for abstract metaphor statements and italics for metaphorical linguistic expressions during this case.

AN ARGUMENT IS A WAR

Your claim can't be maintained.

He attacks every liability in my argument.

His criticism is correct, of course.

I destroy his argument.

I have never won a fight with him.

Do you disagree? Okay, shoot!

If you employ that strategy, he will destroy you.

He dropped all my arguments.

LOVE IS A JOURNEY

See how far we've got to come.

We are at a crossroads.

We must separate.

We can't return now.

I don't think this relationship goes anywhere.

Where are we?

We are stuck.

It's a long, bumpy road.

This relationship could be a dead end.

We just turn our wheels.

Our marriage is on the rocks.

We are off-target.

This relationship emerges.

That is a typical example of linguistic expression about the target domain (Kovecses, 2010). supported these examples, we will state that linguistic expressions (ways of speaking) make explicit, or are manifestations of conceptual metaphors (ways of thinking). To put the identical thing differently, it's a metaphorical linguistic expression expressing conceptual metaphors' existence.

B. Conceptual Metaphor

Conceptual metaphors talk about two entities (domains) that differ in many aspects through metaphorical linguistic expressions. For example, he is directionless in real life as a travel metaphor, where life is the target domain, and travel is the source domain that shares more understanding. Simultaneously, the statement 'he is directionless in life' is called a metaphorical linguistic expression. Therefore, it is essential to look at extended linguistic terms to see the source and target domains to determine conceptual metaphors.

Conceptual metaphors playing a pivotal role in cognitive semantics are vital modes of thinking and talking about the globe. In step with Lakoff and Johnson (1980), the conceptual Metaphor allows us to grasp the domain of experience in terms of another. To serve this function, there must be some foundation, some concepts that aren't fully understood through the Metaphor to function as a source domain. It's through the source domain that the target domain may be conceptualized.

Lakoff (1993) provides the following example of how English speakers easily conceptualize Love as Travel: Our relationship has been deadlocked. See how far we've come. It is a long, bumpy road. We won't return now. We are at a crossroads. We would need to separate. Relationships don't work anywhere. We spin our wheels. Our relationship is off-target. We'd need to get out of this relationship. These examples reveal that love relationships are often conceptualized as travel actions, where travel is employed because of the source domain and love because of the target domain.

Another expert who supports the concept is Keraf (2004: 19), which states that metaphors are a sort of analogy that compares two things directly. For example, "Mike Tyson may be a lion within the ring" (Keraf, 2004: 19). within the previous model, a prizefighter was compared to a lion, and "lion" was used metaphorically. A lion is usually described because the king of the forest; therefore, the prizefighter is the king of the prize ring because the prizefighter can defeat his enemies by knocking them quickly.

Metaphors are figures of speech where one object is compared to a different one without conjunctions, such as "he may be a pig" (Kennedy and Gioia, 2005: 121). Two things, namely, someone (he) and an animal (pig), are compared without using such a word. Also, there are metaphorical meanings associated with human cognition that can't be separated from our daily lives. This could be seen in the Metaphor's following example, "he dropped all my arguments" (Lakoff and Johnson's, 1980: 5). This example often explains that what every individual thinks and does is often associated with metaphors. This sort of Metaphor is termed Lakoff and Johnson (1980: 5) "conceptual metaphor."

Everything that's seen and felt in lifestyle is realized through cognitive language or language understanding processes associated with the context of things. We regularly ail the understanding or opinions of others in existence. Everyone will defend their arguments when there are differences of opinions or views. However, there are losers and winners in discussions, and the winner doesn't always have the correct statement.

Kovecses stated that Metaphor is defined as understanding one conceptual domain in another conceptual field in the cognitive linguistic view. As mentioned earlier, Metaphor is pervasive in the standard of living, and it implies that both definitions can be bound together as what's called conceptual Metaphor. The Metaphor here is seen as a form of thinking or a conceptualization. Conceptual Metaphor consists of two domains where one is more understandable than the other to convey. In keeping with Kovecses, the conceptual environment consists of source and target domain, a perfect domain in which someone draws metaphorical expression to know another conceptual field is named source domain. In contrast, the conceptual area in which we understand this manner is the target domain.

Also, conceptual metaphors refer to abstract things, while picture metaphors refer to concrete things. For example, "Arguments are war" and "He is the sun at night." We know that the first example is a conceptual metaphor because the source and target domains are abstract, "argument" is abstract, and "war" is too abstract. In contrast, the second expression is metaphorical images, as the source and target domains are concrete. They are "private" and "sun."

C. Types of Metaphor

Characterize Lakoff and Johnson's metaphors as three kinds:

1. Orientational Metaphor

The orientation metaphor provides even less conceptual structure of the target concept than the ontological concept. In contrast, their cognitive work is to supply a coherent set of target concepts in our conceptual system. "Orientational Metaphor" comes from the fact that almost all of the metaphors that serve this

function must be applied with basic human spatial orientation, like top-bottom, centre-periphery, and the like. Perhaps it'd be more appropriate to call this kind of conceptual metaphor "a coherence metaphor," which might be more in line with the cognitive function this Metaphor carries out. (Kovecses, 2010)

Another definition of orientation metaphor has been explained by James and his friends (2007). They say orientation metaphors provide orientation concepts by linking abstract knowledge fields with aspects of experiential knowledge supported by how humans understand their orientation in physical space, e.g., up versus down, front versus back, etc.

The orientation metaphor isn't associated with the concept in other respects but governs its entire concept in other relations. It doesn't rely upon talking a few is B or A, which will be understood in terms of B. Orientation metaphors associated with spatial orientation (up and down, in and out, front-back, etc.) that make the way people way of thinking of something generally. It defines spatial orientation like happy is associated with English culture than saying, "I'm feeling up today."

In orientational Metaphor, the culture of its bearer matter; some cultures might not refer to spatial words that indicate "up" to point to a cheerful feeling; "I'm feeling up" means "I'm feeling happy" while "my spirits rose" means "I became sadder" in another occasion. The metaphorical concept in orientational Metaphors may need to have arisen from the physical and cultural experience. As an example, happy is up, and sad is down: I'm feeling up, that boosted my spirit, my spirit sank, he's deficient nowadays. All the drooping posture indicates

sadness and depression, while erect postures indicate positive emotion; that's the physical basis of the Metaphor. Happy is up, and Sad is Down. From that example and its usage in life, the orientation that Good is Up is coherent with exceptional cases like Happy is Up, and Health is Up, Alive is Up, etc.

2. Ontological Metaphor

Ontological Metaphor discusses abstract qualities as objects or entities (abstract). It conceptualizes and talks about things, experiences, and processes as if they need definite physical properties. We never know what an abstract something the mind is, but we set it because it has physical properties (object). Ontological Metaphor provides as much less cognitive structuring for target domain concepts than structural Metaphor; it merely gives a replacement ontological status to general categories of abstract target concepts and evokes new abstract entities. For example, My mind isn't operating today; delineates that an abstract thing (mind) includes a property (work) of doing something. Furthermore, speakers can use ontological Metaphor for more specific jobs, like seeking advice from quantifying or sporting aspects of the experience that has been made more delineated—for instance, conceiving fear as an object as "our possession." Thus, linguistically talk to fear as my fear or your fear.

According to James (2007), ontological metaphors help us structure our understanding of abstract concepts and experiences, like events, activities, emotions, ideas, etc., regarding our experience with natural physical objects and substances within the world. The word ontological comes from the Greek root in 'things that exist,' the logic of 'science.'

Kovecses (2010) explains that ontological metaphors provide less cognitive structuring for target concepts than structural ones. (Ontology could be a branch of philosophy that refers to the character of existence.) Their mental work seems to be "only", giving new ontological status to the overall categories of abstract target concepts and bringing new abstract entities. This implies that we understand our possession of experience in terms of objects, substances, and containers, in general, without determining what object, substance, or container is supposed. Because our knowledge of items, meanings, and boxes is limited to the current general level, we cannot use this broad category to know much about the target domain. This is often the work of structural metaphors, which offer complicated structures to abstract concepts, as discussed.

In a further study, the most apparent ontological Metaphor is considered personification. The distinction between ontological Metaphor and personification is that ontological Metaphor delineates an abstract concept (human & nonhuman) to an abstract idea (nonhuman). In contrast, personification outlines one abstract concept (nonhuman) to another concept (human). Here are two examples of this Metaphor: (1) my mind isn't operating today, and (2) Inflation is eating up our properties. For example, 1 reason is using, while working is not proper to be referred to as human. It is what the machine does; therefore, the concept can be called the mind is the machine. In 2, inflation is an abstract thing, and eating up is an idea of what humans do. So 1 is an ontological Metaphor, while 2 is personification. Lakoff and Johnson give a more in-depth example, such as "inflation has attacked the foundation of our economy" or "our biggest enemy right now is inflation." Here, inflation is personified, but the Metaphor is not

merely "inflation as the person," but a more specific, namely "inflation is adversary" metaphor.

3 Structural Metaphor

Structural Metaphor Based on systematic correlations in human experience. Metaphors enable the speaker to understand a term in other, more understandable terms. Like "argument is war," the statement tries to make people understand the argument's meaning by explaining the term war. The conceptual structure of each domain has similarities and indifference. Source domains provide a system of knowledge that is relatively rich for the concept of the target domain, taking this place of understanding using conceptual applications between element A and element B. Lakoff proposes that argument and War are two domains that share the use of rich correspondents, where people can win and lose ideas, see people we argue as opponents, attack their positions and defend our arguments, people use plans and strategies in debating, and so on.

Structural metaphors are abstract metaphorical systems within which a whole human complex (usually abstract) mental concept is arranged in several other concepts (usually more concrete). They typically require lots of linguistic individuals who discuss some aspects of the Metaphor. (James et al., 2007). These domain sources also provide a comparatively rich knowledge structure for the target concept during this quiet Metaphor. Apart from that, the cognitive function is to create it easier for the speaker to grasp target A through source structure B.

Kovecses (2010) reflects an example of structural metaphors. As an idea, time is arranged, supported the motion and space. Remember that point may be a

metaphor for activity. We remember in a very few staple items elements: physical objects, their location, and their movements. Background Necessary Requirements for how to mend the time now's the time Being within the same place because of the canonical observer.

According to Lakoff and Johnson, structural metaphors are cases where one concept is metaphorically structured in another. This argument is a metaphorical stock war structure almost similar in concept. Another example of how two domains are structured in liability is a physical burden on metaphors, like the following example:

- a. She's **loaded with** responsibility.
- b. She **shouldered** the task with ease.
- c. She's **weighed down** with obligations.
- d. She's **carrying a heavy** load at work.
- e. I have to **get out of** my burdens.

Lakoff and Johnson observed that these expressions all express the idea of general underlining obligations as physical burdens. The target domain (liability) is a concept that is understood metaphorically through the source domain (physical limitation). Both environments can be understood in the following scheme.

D. Function of Metaphor

There are many reasons why we need to learn about metaphors. In this case, researchers only want to explore the importance of metaphors related to communication. Metaphors will give meaning more interestingly and creatively. This is because metaphors mediate many aspects related to our understanding. Also, metaphors can be the power of speech because listeners will be impressed when we use metaphors in our discourse. This can also be used in both formal and informal communications. Finally, this research deals with metaphors in the headlines. The use of metaphors is also significant because of the many reasons above.

E. Meaning of Metaphor

The figurative meaning provided by the conceptual metaphor mapping that ultimately emerges from correlation is our experience. Lakoff and Johnson (2003) say that conceptual metaphors are a natural part of human thought, and linguistic metaphors are a natural part of human language. Lakoff and Johnson (1980) investigate metaphors' meaning, and use domains of source and target domains. The source refers to something that explains the target.

The characteristics of this source are clear, familiar, and explicit. In other words, the source may be a word that states the word clearly. Lakoff and Johnson (2003) say that the source domain is employed in reasoning about the target

domain. Target refers to something that's discussed but expressed in numerous words.

CHAPTER III

FINDINGS AND DISCUSSIONS

This chapter presents the findings and discussion of all metaphorical linguistic expression data found in *FourFourTwo's* 2020 based on the objectives research above.

A. Findings

A metaphor is a comparison between two things. In this headline the researcher found a metaphor in the headline *FourFourTwo's* 2020. The use of a conceptual metaphor by a journalist is an interesting Orientational metaphor because language style is widely used to create more football news for structural metaphors and ontological metaphors, of course.

1. The types and Meanings of Metaphor

The following table shows the types of metaphors analyzed by the researcher.

No.	Sentence	Types of Metaphor		
		Structural	Ontological	Orientational
1.	Howe says the Bournemouth battle is 'consuming' him, but they can win the remaining games.	✓		

No.	Sentence	Types of Metaphor		
		Structural	Ontological	Orientalional
2.	Potter confirms Lampsey is available for Brighton's <u>clash</u> with Manchester United.	✓		
3.	Naylor confident in-form Portsmouth can topple Arsenal at ' <u>fortress</u> ' Fratton.	✓		
4.	Darren Pratley earns Charlton a vital win in a <u>battle</u> to survive.	✓		
5.	Podolski is back on the familiar <u>hunting ground</u> .		✓	
6.	Guardiola hails Sterling's goalscoring <u>instinct</u> as City sinks Dinamo Zagreb.		✓	
7.	Gonzalo Higuain proved that he was Mr. <u>Fox In-The-Box</u> is very fantastic.		✓	
8.	Juventus coach Massimiliano Allegri appears to have arranged for	✓		

No.	Sentence	Types of Metaphor		
		Structural	Ontological	Orientalional
	Two strikers, Gonzalo Higuain and Paulo Dybala packed four goals in the match.			
9.	"This is a great opportunity for us to try to pan a lot of goals against AS Monaco," said the Juventus coach.	✓		
10.	AS Monaco panned full points in the match at St. Louis.	✓		
11.	"We have a golden opportunity to fight Monaco." Said Massimiliano Allegri.	✓		
12.	Juventus are still not ready, but they are on the right way.			✓
13.	Real Madrid obtains the ticket to Cardiff.			✓
14.	"We will become stronger mentally after coming			✓

	through this."			
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The author found this data on metaphorical linguistic expressions that contained extended cases in FourFourTwo's 2020. The data are structured into four conceptual metaphors based on Lakoff and Johnson's theory. FOOTBALL MATCH IS WAR, ATTEMPTING TO SCORE HUNTING, AND FOOTBALL COMPETITION IS A JOURNEY. The types of meaning and function of the metaphorical expression are also revealed. The results are shown in the following table.

Conceptual metaphors, metaphorical expressions, meanings, and functions of FourFourTwo's 2020.

No.	Conceptual Metaphor	Metaphorical Linguistics Expression	Meaning	Function
1.	FOOTBALL MATCH IS WAR	Howe says the Bournemouth battle is 'consuming' him, but they can win the remaining games	Fight against	Aesthetic and information

No.	Conceptual Metaphor	Metaphorical Linguistics Expression	Meaning	Function
		Potter confirms Lamptey is available for Brighton's <u>clash</u> with Manchester United	a violent confrontation	Aesthetic and information
		Naylor confident in-form Portsmouth can topple Arsenal at <u>'fortress'</u> Fratton	The invasion, a strong place	aesthetic
		Darren Pratley earns Charlton a vital win in a <u>battle</u> to survive	Fight against somebody	information
2.	ATTEMPTING TO SCORE IS HUNTING	Podolski is back on the familiar <u>hunting ground</u>	A place used or suitable for Hunting	Aesthetic

No.	Conceptual Metaphor	Metaphorical Linguistics Expression	Meaning	Function
		Guardiola hails Sterling's goalscoring instinct as City sink Dinamo Zagreb	instinct that naturally preys on other	Aesthetic
		Gonzalo Higuain proved that he was Mr. Fox In-The-Box is very fantastic	A nickname	Aesthetic
		Juventus coach Massimiliano Allegri appears to have arranged for two strikers, Gonzalo Higuain and Paulo	Got something	Information

No.	Conceptual Metaphor	Metaphorical Linguistics Expression	Meaning	Function
		Dybala, packed four goals in the match.		
		"This is a great opportunity for us to try to pan a lot of goals against AS Monaco," said the Juventus coach.	Got something in quite a significant amount	Expression
		AS Monaco panned full points in the match at St. Louis	Got something in quite a significant amount	Expression

No.	Conceptual Metaphor	Metaphorical Linguistics Expression	Meaning	Function
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		"We have a <u>golden</u> opportunity to fight Monaco." Said Massimiliano Allegri	Colour	Expression and aesthetic
4.	FOOTBALL COMPETITION IS JOURNEY	Juventus are still not ready, but they are on <u>the</u> <u>right way</u>	Walking along a road on the right of way	expression
		Real Madrid <u>obtains</u> the ticket to Cardiff	Get final place	information
		"We will become stronger mentally after <u>coming</u> <u>through</u> this."	The long Journey of the football team	expression

a) **FOOTBALL MATCH IS A WAR**

Four data represent the concept of FOOTBALL IS WAR. The Conceptual metaphor FOOTBALL IS WAR originates from the mapping process that

underlies the metaphorical linguistic expression found in the FourFourTwo's 2020.

Structural metaphors occur when one metaphorical concept is structured in another idea. Example: ARGUMENTS IS WAR. Arguments and War have different ideas. The statement is indicated as an oral speech concept of War is shown as a clash of arms. While the debate and War have different ideas, the discussion can be discussed on the structure of sentences. The word war above causes an argument

Data 1.

Metaphorical Linguistic Expressions:

1. Howe says the Bournemouth **battle** is 'consuming' him, but they can win the remaining games
2. Potter confirms Lamprey is available for Brighton's **clash** with Manchester United
3. Naylor confident in-form Portsmouth can topple Arsenal at **'fortress'** Fratton
4. Darren Pratley earns Charlton a vital win in a **battle** to survive

Metaphorical Linguistics expression (1)

*Howe says the Bournemouth **battle** is 'consuming' him, but they can*

win the remaining games

Explanation:

First, the metaphorical linguistic expression in the data taken Howe said the Bournemouth battle was "gathered," but they could win the received match. It has been specifically designed for clubs that have won competitions, making the duel an accepted competition.

Structural Metaphor's fight is not a real battle against an enemy using weapons or a one-on-one battle with someone. This means that the match the news writer uses the word "battle" because he remembers both concepts between "war" and conflicts with the same characteristics, as both have opponents, their goal is to defeat their opponents.

This Metaphor has aesthetic and information functions. The information function informs readers that this match will feature two clubs that have dominated football. An anaesthetic function is to enrich a language that can attract readers.

Metaphorical Linguistics expression (2)

*Potter confirms Lampsey is available for Brighton's **clash** with Manchester United*

Explanation:

The second, the metaphorical linguistic expression, is taken from the headline FourFourTwo's 2020, in this report tells of Brighton's clash with Manchester United.

The expression of a Structural Metaphor clash here does not mean literary confrontation with violence. Based on context, clash refers to the soccer team playing a match mainly used in journalism.

This Metaphor has aesthetic and information functions. The information's function informs the reader that the Brighton clash results with Manchester United. The aesthetic function enriches the language used by news writers who can attract readers.

Metaphorical Linguistics expression (3)

Naylor confident in-form Portsmouth can topple Arsenal at 'fortress'Fratton

Explanation:

The third metaphorical linguistic expression was taken from FourFourTwo's 2020. At this time, it was reported that Naylor was confident that Portsmouth could topple Arsenal. On the other side, Naylor can upset Arsenal at his stronghold Fratton.

There are metaphorical expressions in this data. A structural Metaphor is expressed to another structured concept Conquest. The fortress is the characteristic of War, which is usually about the conflict between two sides:

conquering or defeating another territory and taking place on the battlefield, like football arranged in a team that beats one another by scoring goals and playing in stadiums. This metaphorical expression has an aesthetic function, which creates an artistic effect because this Metaphor indicates war terminology.

Metaphorical Linguistics expression (4)

*Darren Pratley earns Charlton a vital win in a **battle** to survive*

Explanation:

The last metaphorical linguistic expression was taken from FourFourTwo's 2020. This time is telling Darren Pratley has produced the victory vital to Charlton in his battle to stay alive.

This sentence uses structural metaphors. That is the realization of ARGUMENT IS WAR, which places other concepts to express different ideas. The meaning of the metaphorical expression in battle is to survive, which results in victory. This Metaphor has the function of information. The information function informs the readers of the result of a win in the battle to survive.

Conclusion for data 1

The linguistic Metaphor above has been compiled into a conceptual metaphor of a FOOTBALL MATCH IS WAR. According to Lakoff (1980), conceptual metaphors are built from one conceptual structure to another. In other words, in conceptual metaphors, one concept is understood and expressed in another structure.

Football matches and War are two things that have different conceptual domains. Therefore, there is a cross-domain conceptual mapping between the two. FOOTBALL MATCH target domain is contained in the source domain of WAR.

A football match is related to sports competitions that occur in the arena. Participants in the War consist of troops who gather aggression and the ability to handle their weapons and ammunition, just like soccer players in a team who challenge their opponents skillfully using various parts of their body. Perhaps for the army, the aim is to hit, kill, defeat, conquer enemies, and win the War and achieve supremacy, just as to score goals, fool opponents, beat them, win the game in the competition for soccer players.

Let's look at this similarity's essence to illustrate this conceptual connection, as shown in the mapping below.

Source domain: WAR	Target domain: FOOTBALL MATCH
Army, soldier	Football player, coach
Hit, defeat, kill, Conquest	The score, trick, beat

Win/loss, supremacy	Win/lose, the title
Weapon, ammunition	Body part, ball
Aggression, ability	Challenge, skill, tackles, interceptions
Conflict, fortress, battle	Competition, sport, stadium, arena

Here we try to understand soccer matches through the War. The conceptual domain of soccer matches is understood in war terms in which football matches are related to battles, clashes, or wars. Furthermore, the football game is played on the battlefield called the stadium. In turn, a stadium is sometimes called as a battleground where both parties meet each other. The expressions of "fighting," "clash," and "fortress" are evidence to conceptualize a soccer match in terms of War and resulted in a conceptual metaphor FOOTBALL MATCH IS WAR.

a) ATTEMPTING TO SCORE IS HUNTING

Three data represent the concept of ATTEMPTING TO SCORE IS HUNTING. Conceptual metaphor ATTEMPTING TO SCORE IS HUNTING the mapping process based on metaphorical linguistic expression has been found within FourFourTwo's 2020.

Data 2

Metaphorical Linguistic Expressions:

5. Podolski back on the familiar **hunting ground**
6. Guardiola hails Sterling's goalscoring **instinct** as City sink Dinamo Zagreb

7. Gonzalo Higuain proved that he was Mr. **Fox In-The-Box** is very fantastic

Metaphorical Linguistics expression (5)

*Podolski back on the familiar **hunting ground***

Explanation:

Data two's first metaphorical linguistic expression is taken from the headline in FourFourTwo's 2020. At present, it is said that the Podolski hunting ground is returning to a familiar place.

Ontological Metaphor provides less cognitive structuring for target domain concept than structural Metaphor. It merely gives a replacement ontological status to general categories of abstract target concepts and evokes new conceptual entities hunting ground reflects an exact metaphorical match with the literal hunting ground in the current metaphorical hunting ground. This place is considered to be used for Hunting, it can be a forest or a forest. Therefore, based on the context of the sentence used hunters used instead of the football stadium. This metaphorical expression has an aesthetic function to create terms that cause artistic effects, which are called soccer stadiums as hunting grounds.

Metaphorical Linguistics expression (6)

*Guardiola hails Sterling's goalscoring **instinct** as City sink*

Dinamo Zagreb

Explanation:

The sixth metaphorical linguistic expression is taken from the headline in FourFourTwo's 2020. It is reported in the title if Guardiola praised the victory that Sterling printed by instinct as City sink Dinamo Zagreb. Ontological Metaphor is seen as personification. The distinction between ontological Metaphor and personification is that ontological Metaphor delineates an abstract concept.

The metaphorical expression instinct is the literature used as behaviour to animals. Animals have excellent predatory instincts for survival. They eat what they kill and kill with intelligence and physical prowess to satisfy their food needs. If we associate this term with football, the predator's instinct is an inner drive, a passion, a power that motivates soccer players to realize their full potential. Furthermore, football players with predatory instincts are strikers with jobs to score goals. This is one of the metaphorical expressions with an aesthetic function to create an artistic language that can attract readers.

Metaphorical Linguistics expression (7)

*Gonzalo Higuain proved that he was Mr. **Fox In-The-Box** is very
fantastic*

Explanation:

Data two's last metaphorical linguistic expression is taken from the headlines in FourFourTwo's 2020. This tells about Juventus striker Gonzalo Higuain whom the news writer calls Higuain as Mr. Fox in the box. Ontological Metaphor is conceptualized and talks about things, experiences, and processes as if they need definite physical properties. This includes an Ontological Metaphor.

Metaphorical expression of Mr. Fox in the box to be used by a news writer, Juventus striker Gonzalo Higuain because Higuain has the same characteristics as the fox as an animal that is fast, easy to deceive the enemy and very energetic. The box's other word is to call the penalty box, a suitable place for a striker in football to score in the penalty box. This metaphorical expression has an aesthetic function to create an artistic language that can attract readers.

Conclusion for data 2:

In these two data, three metaphorical expressions can build conceptual metaphors. ATTEMPTING TO SCORE IS HUNTING. A hunting ground, instincts, and Mr. Fox are in the box.

Here we try to understand the metaphorical expression of source domain HUNTING. Hunting does not make up the whole concept of football games but mostly focuses on scoring as the target domain. Under this concept mapping, a stadium was conceived as a hunting ground, while the players in the line of attack, namely, a striker, were conceptualized as a human hunter who went on to kill or hunt. So, try to score compared to stalking prey by hunters. Interestingly, the HUNTING source domain can refer to two sets of hunter: humans and predatory animals. For example, change in a box. When the attacker is conceptualized as human hunters, they can also indicate predatory instincts.

From the explanation above, the writer can draw a set of mappings that illustrate the conceptual relationship between "Attempting to score" and "Hunting."

Source domain: HUNTING	Target domain: ATTEMPTING TO SCORE
Stalking prey	Scoring goal
Hunter	Player, striker
Hunting ground	Stadium

This mapping resulted in an attempt to score Hunting, which enables hunting source domain and target domain to achieve. That's the conceptual Metaphor for ATTEMPTING TO SCORE.

b) GOAL/WIN IS GOLD

Data 3

Metaphorical linguistic expression:

8. Juventus coach Massimiliano Allegri appears to have arranged for two strikers, Gonzalo Higuain and Paulo Dybala, who **packed** four goals in the match.

9. "This is a great opportunity for us to try to **pan** a lot of goals against AS Monaco," said the Juventus coach.
10. AS Monaco **panned full points** in the match at St. Louis
11. "We have a **golden** opportunity to fight Monaco." Said Massimiliano Allegri

Metaphorical Linguistics expression (8)

*Juventus coach Massimiliano Allegri appears to have arranged for two strikers, Gonzalo Higuain and Paulo Dybala, who **packed** four goals in the match.*

Explanation:

The first metaphorical linguistic expression in data three made headlines in the FourFourTwo's 2020. Currently, the Juventus coach Maximiliano Allegri confident enough to set Gonzalo Higuain and Paulo Dybala used as a starter because the previous match against AS Monaco striker duo has scored four goals.

The sentence above is about structural metaphors. The bearer's culture is essential. This conclusion activates the target domain with the goal and source domain of Gold. For humans, one of the most valuable things is Gold, and everyone will agree that Gold is essential or useful from the analysis of inference that can be drawn metaphorically.

1. an essential or valuable goal in a soccer match.
2. The game is going well
3. To score goals requires skill and teamwork.

The sentence packed four goals, scored by Gonzalo Higuain and Paulo Dybala, which showed that the players have adequate skills and good teamwork. This metaphorical expression inform the readers about the condition before the match that Juventus coach Maximiliano Allegri will set the striker duo Gonzalo Higuain and Paulo Dybala a starter.

Metaphorical Linguistic expression (9) and (10)

(9) *"This is a great opportunity for us to try to **pan** a lot of goals against AS Monaco," said the Juventus coach.*

(10) *AS Monaco **panned full points** in the match at St. Louis*

Explanation:

Metaphorical linguistic expressions number nine and ten are taken from the headline in FourFourTwo's 2020. At present, it is reported that Juventus want to make as many goals as possible against AS Monaco. It was said that it was an excellent opportunity for Juventus, and therefore as a guest team, an away goal was essential and benefited Juventus when Juventus competed. On the other hand, AS Monaco doesn't want to lose quickly. They will also try to win the match. This structural metaphor system organizes a whole network of concepts concerning orientation.

In metaphorical linguistic expressions (9) and (10). The phrase to shift multiple goals and gain full points activates mapping from panning and the

concept of mapping from objectives and issues. The panning concept started because the idea of objectives and problems is incompatible. After all, panning is related to the idea of Gold. A new concept of something as valuable as existing Gold is useful through how we think, act, and consider the context. This mapping activates the gold source domain, which can be seen in the following conclusions:

1. To get Gold requires effort
2. Gold is not easy to obtain; and,
3. Gold is precious

The conceptual Metaphor of the Goal is that Gold produces the following conclusions:

1. To score a goal requires effort
2. Goals are not easy to print; and
3. Valuable goals

These two expressions have a function that expresses in metaphorical number nine this Juventus coach exclaims that this match will be our chance. In addition to the number ten other metaphorical expressions, AS Monaco also exclaims that they will win this match.

Metaphorical Linguistic expression (11)

*"We have a **golden** opportunity to fight Monaco." Said Massimiliano Allegri*

Explanation:

The last metaphorical linguistic expression in data three is taken from FourFourTwo's 2020 headline news. This is the umpteenth time the parties have met, and Juventus win against Monaco, and this is a golden opportunity for profit Juventus won the match again. This sentence represents of extends structural Metaphor.

The golden opportunity is a metaphorical linguistic expression. To understand how metaphorical linguistic terms, our brain activates mapping gold, not Gold, and hence is the concept of mapping opportunities. From the activation of this golden concept, we can draw several conclusions:

1. Golden comes from Gold
2. Golden has a similar gold entity
3. Because Gold is valuable, so is Gold

Metaphorical linguistic expression is golden opportunity to enable the gold source domain and the target domain of interest. This produces the GOALS ARE GOLD metaphor. GOALS ARE GOLD generate conceptual Metaphor metaphorical inference follows:

1. Opportunity is valuable

2. To get the best results, you need good teamwork

3. The opportunity to score.

Conclusion for data 3:

The four metaphorical linguistic expressions above are arranged into GOALS ARE GOLD conceptual metaphors. Here we will conceptualize and construct Targets in Gold terms, systematically influencing the way we talk about Targets, because we try to understand the conceptual structure behind Gold that is valuable, requires effort, and is not easy to obtain, metaphorically transferred into the term Goals. The purpose is understood in our minds as Gold because the word Gold is associated with something valuable that needs effort and is not easy to obtain. For football players to score a goal, the goal is the game's goal, and to make a goal that requires effort, good skills, and teamwork. A goal that is the target domain viewed in terms of Gold as the source domain. The existence of such links allows us to discuss the purpose of using the terminology of Gold. This results in a conceptual metaphor of GOALS ARE GOLD.

From the explanation above, the writer can draw a set of mappings that illustrating the conceptual relationship between "Gold" and "Goal."

Source Domain: GOLD	Target domain: GOAL
Strength of gold miner	Good teamwork
Effort to obtain	An effort to obtain by attacking or defending a position
Gold miner	Football player

c) **FOOTBALL COMPETITION IS A JOURNEY**

Data 4

Metaphorical linguistic expressions:

12. Juventus are still not ready, but they are on **the right way**
13. Real Madrid **obtains** the ticket to Cardiff
14. "We will become stronger mentally after **coming through** this."

Metaphorical Linguistics expression (12)

*Juventus are still not ready, but they are on **the right way***

Explanation:

The first metaphorical linguistics in data four is taken from the headlines in FourFourTwo's 2020. It is reported that Juventus are not ready to fight Real Madrid for several reasons, but they are on the right path. The sentence is categorized in Structural Metaphor.

The meaning of metaphorical expression on the right road means the word when someone who is driving or walking along the road has the right of way or the freedom, of course, they have the right to continue what is along a particular route or lane, and others must stop for them. But if we consider the context, it means that Juventus are on the right track in the a form of confidence to

face the next match. This metaphorical expression functions as a word, as the sentence expresses of enthusiasm for Juventus to face the next game.

Metaphorical Linguistics expression (13)

*Real Madrid **obtains** the ticket to Cardiff*

Explanation:

The thirteenth metaphorical linguistic expression was taken from the headline in FourFourTwo's 2020. After defeating Atletico Madrid, Real Madrid got a ticket to Cardiff, where he won the match.

The sentence above can be categorized as an orientational Metaphor because it is an applied journey. The symbolic meaning of getting the means to get it or achieve it, and in this context, getting a checkmark means that Real Madrid is the guardian of their opponents to secure the last place. This metaphorical expression has an information function to inform readers that Real Madrid will appear in the next round of matches.

Metaphorical Linguistics expression (14)

*"We will become stronger mentally after **coming through** this."*

Explanation:

The last metaphorical linguistic expression was taken from the headline in FourFourTwo's 2020. This report said that Real Madrid went through a great effort to advance to the final round, and they were mentally ready to face

Juventus. This is an orientational Metaphor that enables the speaker to understand something more understandable.

The meaning of this metaphorical expression comes through the experience that one has to reach or achieve it. If we relate the context to football, the soccer team here is Real Madrid having a long journey in the competition and considering the previous sentence, which mentally healthy means coming as a long journey experience for the football team.

Conclusion for data 4:

This football competition is interpreted as a journey. Understanding involves a set of necessary correspondence or concept mapping between the source domain's constituent elements and the target domain. As Lakoff (1993) states, Metaphor is an essential component of human cognition because it can be conceptualized from abstract thoughts into a more substantial experience. In his view, this Metaphor is composed of the source domain, the target domain, and a set of mappings between the source and the target domain.

In data four, we try to understand soccer competition as a journey. Football competition as the target domain and Journey as the source domain are more abstract. There is also a set of mappings that can explain that the team is a wanderer, the goal of a football competition goals, progress made in a football competition is the distance travelled, and the difficulties encountered in a football competition along the way, and so on. As can be easily seen, in the

forthcoming metaphorical expression, the phrase 'getting a ticket' describes a situation where a team wins a ticket to the final round in Cardiff, while the words 'on the right path' is where it is used to refer to a situation where the team close to reaching its end. The expression "coming through" shows the difficulty experienced in football competitions.

From the explanation above, the writer can draw a set of mappings to illustrate the conceptual relationship between "Journey" and "Football Competition."

Source domain: JOURNEY	Target domain: FOOTBALL COMPETITION
The distance covered	The progress made
Destination	Win or lose
The travellers	The team
The obstacles encountered	The difficulties experienced

From the explanation above, it seems that football competition is an event that can be understood as a journey: It produces a conceptual metaphor of FOOTBALL COMPETITION IS JOURNEY.

B. Discussion

This research has confirmed that War and physical violence are the only conventional ways of naturally understanding and representing football and sports. Although they're the foremost common source domains, we've seen that they're not the sole domains. Using spatial relationships, concrete places, objects, and container metaphors could make events, actions, and interactions between players and teams more explicit and connected. Next, we must take into consideration that fact the choice of 1 metaphor instead of another has consequences for the way specific problems are 'framed' or structured, which aspects are backgrounded and which are reasonable, what inferences are facilitated, what's triggered by evaluative and emotional associations, what actions appear to be possible and then on (Semino 2008, 91).

Based on the exploration results, previous exploration aims to minimize or avoid duplication, plagiarism, replication, and the validity of the exploration that has been carried out. First, Setyaningsih, 2011, similar to my thesis, determines abstract and uses George Lakoff's postulates. The difference in exploration is that the object of research is a greeting, and several other generalizations do not represent symbolic images. Corgnarts and Kravanja, 2012, are analogous to my thesis, which discusses abstract and uses George Lakoff's proposition. The differences in his exploration focus on modality aren't defined in any film and don't separate between these abstract and tropical images. Suyatminto (2015) wrote this exploration using the sports captions of the Jawa Pos review from February 6, 2013, to April 16, 2014. He set up ten news stories that contained abstract.

However, in his exploration, he chooses five of them to be presented in his study. This exploration shows that exposure conceits dominate the use of conceits in news captions. The most dominant type used in news captions is the Metaphor of exposure. The difference with my exploration is that I've examined the Metaphor's kind and its function in the news taken. Mahmudah(2015) uses Kovecses' proposition(2010), which divides conceits into three types structural, exposure, and ontological conceits. The exploration results show 29 conceits in the composition The Jakarta Post Business that appeared in the May 5, 2014, issue.

The proposition used is the same, which distinguishes the news I take from the soccer captions. In this case, the author chooses sports news, especially the caption in FourFourTwo's 2020 Trending News, because, according to my original review, it constantly displays tropological language, especially conceits. Pens or intelligencers generally describe a word directly to make an anthology more interested in reading the news. Numerous tropical languages can be explored in terms of language and structure; after chancing colorful conceits in sports, especially football, the author will determine the Metaphor's meaning and function. Grounded on the description, the mass media's part, especially captioned news, is significant for the community. According to the author, one intriguing caption news is football news atgoal.com. The author chooses a caption in FourFourTwo's 2020 Trending News as Koller (2004) showed that using specific conceits in captions allows intelligencers to determine the composition's content, support a particular conceptualization, and convert compendiums to partake in their metaphors.

The caption of FourFourTwo's 2020 Trending News is also enjoyed by all people, especially the lower middle class, so it can be observed how all society situations fluently understand intelligencers' words and rulings in the news.

With this in mind, the violent Metaphor highlights a soccer match's struggles, risks, and potential benefits. On the other hand, the travel metaphor emphasizes specific goals that must be achieved by overcoming various obstacles, be they goals or titles. Talking about football in financial terms also raises the risks and benefits of specific actions. Football royalties must be respected and feared as real-world kings and queens. Sewing requires lots of accuracy and patience, as does passing right. Putting in structures requires skill and diligence, qualities needed for scoring games. Finally, game lovers can feel an entertaining match as a piece of art or delicious food.

This study's findings show that metaphors are everywhere in our everyday language, even in speech or written and that we use them almost continuously, perhaps unconsciously, meaning that metaphors are not only literal language tools but also part of every day of our communication. The basis of this research approach is Lakoff and Johnson's theories that deal with this topic in their work *Metaphor we live by*.

A metaphor is a means of poets or writers; in other words, creative people. Only a few people are aware of the fact that we use metaphorical expressions every day. It depends on each person's view and what someone thinks about it.

Although Metaphor use in football news has been studied before, the contradiction is the source of the data used in this study. English football news does not need a translation; previous studies on this Metaphor concentrate more on the songs and literature. If not, this research This research differs from

previous research, partly because of the choice of data (English soccer online magazine news) and partially because the complexity of the source domain is examined, and previous studies have not mentioned the functions of metaphorical language. Therefore, this is the exact reason I took this research and his football news enthusiasts so much more than men, and consequently, I pick up and understand the language used in the football news.

The current researcher will summarize the findings. Researchers discovered several metaphorical concepts. First, look at cases where *football matches* are understood as War. Through the metaphorical expression of battle, clash, Conquest, and fortress, he understands that these metaphorical expressions used by the domain are the same. When the concept of *Hunting* is mentioned, *the hunting ground* for metaphorical expressions, *instincts*, and *fox-in-the-box* uses widely what we consider to be and ATTEMPTING TO SCORE IS HUNTING. Targets are discussed using extended-expression terms such as packed, pan, panned, and golden, which can be caused by the underlying conceptual metaphors that we call GOAL IS GOLD. The last conceptual Metaphor discovered by researchers is referred to Journeys with metaphorical expressions *in the right way* and *obtained*, and *coming through*, it directs us to suggest conceptual metaphors for FOOTBALL COMPETITION IS JOURNEY.

As the summary above shows, it is clear that metaphors play an essential part in talking and thinking about the concept of football. A analogy is an indisputable fact of action and thought. The overall results of the conceptual metaphor researchers found are that, with few exceptions, the source domain has

qualities that hold psychological and fundamental importance to us, such as objects, paths, or events. Some are mapped to more complex and abstract target domains.

This research thus supports Lakoff and Johnson's claim about the realization of reason; its meaning for us humans cannot be withdrawn based on our experience, and the substance contained expanded, through imaginative mechanisms, one of which is conceptual Metaphor, to form abstract conceptualization and reasoning (Lakoff and Johnson 1999). The first thing we can debate is that in metaphors, at least as far as our football concept metaphors are concerned, meaning; without Metaphors, we cannot base these abstract concepts into something we understand.

CHAPTER IV

CONCLUSION

This chapter is about the conclusions and research suggestions. Decisions are written based on the results of the analysis of research questions. These suggestions are meant to provide further information to researchers who wish to research in the same field.

A. Conclusion

This research can conclude that I classify data into types based on the theory of Lakoff Johnson, in which Metaphor is divided into three types: structural, ontological, and orientational. That finding has answered my first research question. Analysis of the contextual meaning of a metaphorical expression resulted in several findings in the football news. Based on the above, the mass media's role, especially the headlines, is significant for the community. One interesting headline, according to the author, in the headline FourFourTwo's 2020 research media because the main news is still rarely used as a research medium because it is relatively new, especially for the lower middle class, so it can be observed how the words and sentences used by a journalist the news was written so that all levels of society understood it.

Based on the results of the points in the first paragraph, this research has a contribution. As for the discussion in this research, what makes it different from previous studies is the differences in his research focus on modality are not defined in any film and do not differentiate between these abstract and

metaphorical images. Some things differ from previous studies. This research shows that orientation metaphors dominate the use of metaphors in news headlines. The most dominant type used in news headlines is the Metaphor of orientation. The difference with my research is that I have examined the Metaphor's kind and its function in the news taken.

B. Suggestion

After analyzing the metaphors in headlines FourFourTwo's 2020, I advised the Department of English and English literature to read English newspapers for reading newspapers in English; Students can gain more knowledge about figurative language, especially metaphors. Students can use English-language newspapers and the Department of English Language and Literature lecturers. The lecturers can enter the newspapers as teaching material for teaching Linguistics and Literature in which Metaphor is discussed. Finally, this research is far from perfect. Further research can focus on using this Metaphor in newspapers with additional editions and various publications.

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CURRICULUM VITAE



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