

**AN ANALYSIS OF CONCEPTUAL METAPHOR USED IN SKY  
SPORTS NEWS OF FIFA WORLD CUP 2022**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG  
2023**

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SPORTS NEWS OF FIFA WORLD CUP 2022**

**THESIS**

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in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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MALANG  
2023**

## STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**An Analysis of Conceptual Metaphor Used in Sky Sports News of FIFA World Cup 2022**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, December 06, 2023

A handwritten signature in black ink is written over a yellow revenue stamp. The stamp features a portrait of a man and the text 'SEBELAS RIBUAN', '2000', 'METERAI TEMPEL', and the alphanumeric code '3DCAJX290550647'.

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## APPROVAL SHEET

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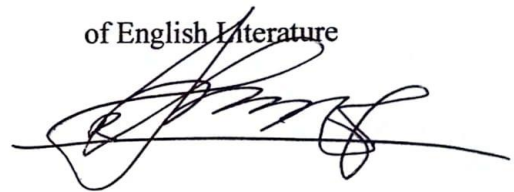


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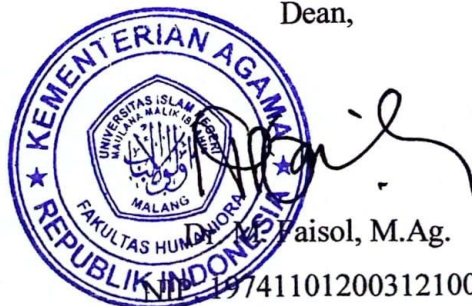


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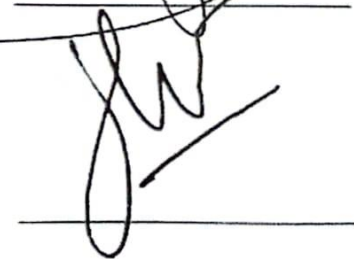
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## **MOTTO**

“Be a man with a plan and a dude with an attitude”

## **DEDICATION**

This thesis is dedicated to:

My beloved mother, Surtiningsih

My beloved father, Ahmad Erpan

My beloved Grandmother, Wagiyem

My beloved brother, Adam Nurfadillah

All of my families and friends

For their loves, prays and supports

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I am grateful to Allah SWT, the Lord of all creation, for His grace, blessings, and guidance in this life. I also send my blessings and greetings to our Prophet Muhammad SAW, who serves as a perfect example and has led us to the true religion of Islam. May we receive his intercession on the Day of Judgment.

The purpose of this thesis titled "An Analysis of Conceptual Metaphor Used in Sky Sports News of FIFA World Cup 2022" is to fulfill the requirements for obtaining a Bachelor of Literature (S.S) from the Department of English Literature, Faculty of Humanities at Maulana Malik Ibrahim State Islamic University Malang.

I acknowledge that the success of this thesis would not have been possible without the support of various individuals. Therefore, I would like to express my deepest gratitude and extend special thanks to the following:

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3. Mr. Ribut Wahyudi, M.Ed., Ph.D., the Chairman of the Department of English Literature at Maulana Malik Ibrahim State Islamic University Malang.
4. Dr. Abdul Aziz, M.Ed., Ph.D., my thesis supervisor, who has patiently guided and assisted me throughout the thesis process.
5. All the teaching lecturers in the English Department.



6. My beloved parents, Surtiningsih and Ahmad Erpan, as well as my supportive grandmother, Wagiyem, and my brother, Adam Nurfadillah.
7. Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for never quitting, I wanna thank me for always being a giver and tryna give more than I receive, I wanna thank me for tryna do more right than wrong, I wanna thank me for just being me at all times.

I am sincerely grateful for their invaluable contributions and support. I hope for this thesis to be beneficial to readers, particularly students studying in the Department of English Literature.

Malang, December 06, 2023



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## ABSTRACT

**Abdullah, Anas** (2023). *An Analysis of Conceptual Metaphor Used in Sky Sports News of FIFA World Cup 2022*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Abdul Aziz, M.Ed., Ph.D.

Keywords: Conceptual Metaphor, Meaning, Sky Sports News.

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This research examines the metaphors used in Sky Sports News articles related to the 2022 FIFA World Cup. The researcher specifically focused on articles published on November 20 and 21, 2022. This study aims to achieve two objectives: firstly, to identify the meaning of the types of metaphorical concepts used in these sports news articles and secondly to determine the use of metaphorical concepts in Sky Sports News stories about the 2022 FIFA World Cup. The theoretical framework for this analysis is based on Lakoff and Johnson's (1980) theory of metaphor. The researcher used a qualitative descriptive method, using an explanatory technique.

The findings of this study consisted of 37 data extracted from three articles, which revealed the existence of three types of metaphorical concepts: structural metaphors, ontological metaphors, and orientational metaphors. In terms of specific examples, the study identified 5 examples of structural metaphors, 15 examples of ontological metaphors, and 17 examples of orientational metaphors. The results of the analysis show that orientational metaphors are frequently used in Sky Sports News articles about the 2022 FIFA World Cup.

In this study, the researcher can help readers that there are types of conceptual metaphors in Sky Sports news. The researcher suggests investigating conceptual metaphors in news articles that cover a wide variety of subjects, given the constantly updated news content. In addition, future researchers can expand their research on metaphors by including other media, such as videos or podcasts. In addition, the researcher encourages future researchers to explore conceptual metaphors using other theories.

## ABSTRAK

**Abdullah, Anas** (2023). *Analisis Metafora Konseptual yang Digunakan dalam Berita Sky Sports tentang Piala Dunia FIFA 2022*. Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Abdul Aziz, M.Ed., Ph.D.

Kata Kunci: Metafora Konseptual, Makna, Sky Sports News.

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Penelitian ini meneliti metafora yang digunakan dalam artikel-artikel Sky Sports News yang terkait dengan Piala Dunia FIFA 2022. Peneliti secara khusus berfokus pada artikel yang diterbitkan pada tanggal 20 dan 21 November 2022. Penelitian ini bertujuan untuk mencapai dua tujuan: pertama, untuk mengidentifikasi makna didalam jenis-jenis konsep metafora yang digunakan dalam artikel-artikel berita olahraga ini dan kedua untuk mengetahui penggunaan konsep-konsep metafora dalam berita Sky Sports News tentang Piala Dunia FIFA 2022. Kerangka teori untuk analisis ini didasarkan pada teori metafora Lakoff dan Johnson (1980). Peneliti menggunakan metode deskriptif kualitatif, dengan menggunakan teknik eksplanasi.

Temuan dari penelitian ini terdiri dari 37 data yang diekstrak dari tiga artikel, yang mengungkapkan adanya tiga jenis konsep metafora: metafora struktural, metafora ontologis, dan metafora orientasi. Dalam hal contoh spesifik, penelitian ini mengidentifikasi 5 contoh metafora struktural, 15 contoh metafora ontologis, dan 17 contoh metafora orientasi. Hasil dari analisis menunjukkan bahwa metafora orientasi sering digunakan dalam artikel Sky Sports News tentang Piala Dunia FIFA 2022.

Dalam penelitian ini, peneliti dapat membantu pembaca bahwa terdapat jenis-jenis metafora konseptual dalam berita Sky Sports. Peneliti menyarankan untuk menyelidiki metafora konseptual dalam artikel berita yang mencakup berbagai macam subjek, mengingat konten berita yang terus diperbarui. Selain itu, peneliti selanjutnya dapat memperluas penelitian mereka tentang metafora dengan memasukkan media lain, seperti video atau podcast. Selain itu, peneliti mendorong peneliti selanjutnya untuk mengeksplorasi metafora konseptual dengan menggunakan teori-teori lain.

## مستخلص البحث

عبد الله ، أنس (٢٠٢٣). تحليل الاستعارات المفاهيمية المستخدمة في Sky Sports News حول كأس العالم لكرة القدم ٢٠٢٢. أطروحة ، قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، الجامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانج. المستشار: عبد العزيز M.Ed.D.

الكلمات المفتاحية: الاستعارة الضمنية ، المعنى ، سكاى سبورتنس نيوز.

يتناول هذا البحث الاستعارات المستخدمة في مقالات سكاى سبورتنس نيوز المتعلقة بكأس العالم لكرة القدم ٢٠٢٢، ويركز الباحث بشكل خاص على المقالات المنشورة يومي ٢٠ و ٢١ نوفمبر ٢٠٢٢، ويهدف هذا البحث إلى تحقيق هدفين: أولاً، التعرف على المعنى في أنواعه للمفاهيم المجازية المستخدمة في هذه المقالات الإخبارية الرياضية وثانياً لمعرفة استخدام المفاهيم المجازية في أخبار سكاى سبورتنس نيوز حول كأس العالم لكرة القدم ٢٠٢٢. ويعتمد الإطار النظري لهذا التحليل على نظرية الاستعارة لأكوف وجونسون (١٩٨٠). استخدم الباحثون الأساليب الوصفية النوعية، وذلك باستخدام التقنيات التفسيرية.

تتكون نتائج هذا البحث من ٣٧ بيانات مستخرجة من ثلاث مقالات، تكشف عن وجود ثلاثة أنواع من المفاهيم المجازية: الاستعارات البنوية، والاستعارات الوجودية، والاستعارات التوجيهية. ومن حيث الأمثلة المحددة، حدد هذا البحث ٥ أمثلة للاستعارات البنوية، و ١٥ مثالاً للاستعارات الوجودية، و ١٧ مثالاً للاستعارات التوجيهية. تظهر نتائج التحليل أن الاستعارات التوجيهية تُستخدم بشكل متكرر في مقالات سكاى سبورتنس نيوز حول كأس العالم لكرة القدم ٢٠٢٢.

في هذا البحث يمكن للباحثين مساعدة القراء على وجود أنواع من الاستعارات المفاهيمية في أخبار سكاى سبورتنس. يقترح الباحثون التحقق من الاستعارات المفاهيمية في المقالات الإخبارية التي تغطي مجموعة واسعة من المواضيع، مع الأخذ في الاعتبار المحتوى الإخباري الذي يتم تحديثه باستمرار. بالإضافة إلى ذلك، يمكن للباحثين المستقبليين توسيع أبحاثهم حول الاستعارات لتشمل وسائل الإعلام الأخرى، مثل مقاطع الفيديو أو البودكاست. بالإضافة إلى ذلك، يشجع الباحث الباحثين المستقبليين على استكشاف الاستعارات المفاهيمية باستخدام نظريات أخرى.

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## **CHAPTER I INTRODUCTION**

### **A. Background of the Study**

Language serves several essential functions in life, one of which is as a method of everyday communication. Humans and language are never separated because language serves to facilitate group interaction. Human activities that do not involve language will be difficult to comprehend. Humans cannot think without language, both a thinking and a communication tool. Therefore, a person's level of intelligence is influenced not only by his language proficiency but also by the high value he places on himself. As a result, a person's level of intelligence is influenced not only by his or her language proficiency but also by how much value he or she places on it. Because of this, semantics gives the language a crucial meaning that must be understood. Semantics is one of the five linguistics branches that focus on the study of meaning in language. Information is conveyed through both language and linguistics. Language's primary function is to enable people to communicate their thoughts, feelings, and attitudes. Semantics is a subfield of linguistics that investigates the meaning of sentences.

The study of language is known as linguistics. The meaning of language is divided into semantics and pragmatics into linguistic studies. Semantic studies were used in this study. Semantics is something that has to do with the literal meaning of words and how those meanings can be

combined to form the core of meaning. Semantics, as defined by Kreidler (2002, p. 3), is the study of how feelings are organized and expressed through language. Idioms and figurative language (metaphors) are two ways to convey an idea. In a nutshell, semantics is a branch of linguistics that looks into the meanings of words and sentences, which can act as symbols for the formation of meaning and its transmission through language. Allegories can be utilized generally in religion, craftsmanship, governmental issues, news, reasoning, trade, and history. Instead of identifying or substituting one object for another to indicate a shared quality between the two, metaphors work by implicitly comparing the two.

Modern literary and linguistic studies of metaphor are the subject of numerous studies. The representation of the universe and human existence is the goal of literature. Kovecses (2002), demonstrates five common metamorphic ideas. The first is that metaphor is a linguistic phenomenon and a property of words. The second is the use of metaphor in some rhetorical and artistic contexts. Thirdly, the similarity of two entities that are compared and identified is the foundation of metaphor. Fourth, to use metaphor effectively, one must have a special talent because metaphor is a conscious and deliberate use of words. Last but not least, metaphor is a form of speech that we can eliminate; It is used for special effects, but it is not a necessary component of everyday human communication or thinking, or reasoning. The use of words without their actual meaning to portray something based on their similarity or comparison is what is meant by the



term "metaphor" It is referred to as figurative language when it is used as a figure of speech to explicitly represent a different meaning based on similarity or comparison. The term "metaphorical" refers to anything that is compared to or resembles something else symbolically. A series of sentences that describe something through the use of pictures or symbols rather than words is referred to as a metaphor. Metaphors have evolved into a variety of categories based on their characteristics over time.

In this research I obtained metaphor data from the online news media Sky Sports News. It contains numerous metaphors with particular meanings. This is based on an article writer who needs creative writing for the news. It is anticipated that the article's author will be able to devote his creative ideas to writing. As a result, not everyone who reads the article understands what the author means. Because metaphors exist, it is simpler for an article writer to include metaphors as one of his or her sources.

The dominant subscription sports brand in the United Kingdom and Ireland is Sky Sports, a group of British subscription sports channels operated by the satellite pay television company Sky Group (a division of Comcast) (DBpedia, 2022). Since 1991, it has been a major contributor to the increased commercialization of British sports. It has also occasionally been a major contributor to organizational shifts in the sports it broadcasts, most notably when it encouraged the Premier League to separate from the Football League in 1992. In addition to the standard Sky package, a premium package with Sky Sports Main Event, Premier League, Football,

Cricket, Golf, F1, Action, and Arena is available. In addition, nearly every satellite, cable, and IPTV broadcasting system in the United Kingdom and Ireland offers these services as premium channels. Basic packages include Sky Sports News, Sky Sports Racing, and Sky Sports Mix. The Sky Sports network is overseen by Jonathan Licht.

The object of this research is obtained through Sky Sports News of FIFA World Cup 2022 online news. The news I took from the 2022 FIFA World Cup event held in Qatar from November 20 to November 21, 2022. This news contains many metaphors, so I am sure there will be many researchers who want to examine metaphors in the world of sports. Besides that, I am also a fan of sports-related activities especially in the world of football. These metaphors occur in everyday sentences and most of these sentences are in literary works, poems, songs, and novels. Therefore, it does not rule out the possibility of metaphors occurring in a news article. This refers to the sentences used for daily life, especially in the world of football. To find out the data, I used Lakoff and Johnson's (2003) theory of metaphor. I believe that using this theory can already cover many of the meanings that will be examined in this study.

There are some previous studies related to this research. Those are (Amiruddin, 2020), (Ummah, 2021), (Muludyana, 2020), (Kustiwin, 2021), (Octaviani, 2022), (Noori, 2021). (Amiruddin, 2020) He examined metaphor and identity in a novel, which metaphorical sentences are used in the novel and also how the character's identity is in the novel. (Ummah,

2021) She examined the metaphors in Billie Eilish's songs. In her research, she used image schema to analyze the concept and expression of metaphor in the lyrics. The image scheme used utilizes the theory of (D. Alan Cruse & William Croft, 2004). (Muludyan, 2020) She revealed that none of the studies used Juz Amma as the object of research, therefore, she tried to investigate the in-depth understanding of the types of conceptual metaphors used in Juz Amma in the Qur'an. She also described the abstract meanings contained in the translation strategies of surahs from the source domain to the target domain. (Kustiwin, 2021) The research produced by this researcher is about Covid-19 news originating from the news source Science Magazine which reveals that the magazine is one of the world's top academic journals. (Octaviani, 2022) she has researched about the difference in song backgrounds of two different musicians. The two musicians are Justin Bieber from America and Pamungkas from Indonesia. This researcher is interested because both musicians use more themes about love and life problems. Moreover, he is interested in what cultural background influences the way they conceptualize and use in their songs. (Noori, 2021) This study explores conceptual metaphors' role in describing our world and environment, particularly political news, which is frequently encountered in daily communication. This study analyzes conceptual metaphors in political news reports and their interpretation by two newspapers. It hypothesizes they are as common as everyday conversational

language, with some types being more common and all having experiential basis.

From the explanation of some of the previous studies above, I can conclude that there are differences that exist in this study. The difference between this research and previous research is in the research elements. The object of this research is sports news articles, namely Sky Sports News articles about the 2022 FIFA World Cup. There is no previous researcher who examines metaphors in sports news, especially football. I analyzed the types of conceptual metaphors and those found in Sky Sports News articles about the 2022 FIFA World Cup. I also examined the use of conceptual metaphors and the meaning of sentences found in Sky Sports News articles about the 2022 FIFA World Cup.

## **B. Research Questions**

1. What types are meanings of conceptual metaphors used in Sky Sports News of FIFA World Cup 2022?
2. How is the use of conceptual metaphors in Sky Sports News of FIFA World Cup 2022?

## **C. Significances of the Study**

This research is expected to contribute both theoretically and practically. Theoretically, the results of this study will provide knowledge about the types of metaphors and their meanings in sports news, especially

in football. In addition, practically, this research is expected to help readers understand how to use of metaphors in online news. This research is also expected to be used as a reference for English language learning.

#### **D. Scope and Limitations**

This research will look at some conceptual metaphors in Sky Sports News media. The researcher also focuses on the types of metaphors and their meanings from the sports news articles. The news articles chosen by the researcher is from FIFA World Cup 2022. The theory used by researcher is the theory of metaphor from (Johnson G. L., 2003).

#### **E. Definition of key Terms**

- a. Semantics refers to the branch of linguistic study that talks about meaning.
- b. Metaphor is a conceptual cognitive process resulting from mapping sources to target domains that go beyond linguistic problems.
- c. Conceptual metaphor is a form of overlapping metaphorical expression, but it can reveal subtle differences in the cultural background in which conceptual metaphor functions.
- d. Sky Sports is the dominant subscription sports brand in the United Kingdom and Ireland.

- e. The FIFA World Cup is an international football tournament held every four years of senior men's national teams from any countries.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **A. Semantics**

Semantics in metaphor refers to the study of meaning in metaphorical expressions. Metaphors are a form of figurative language that allow speakers to convey complex ideas and emotions by comparing one concept to another. The comparison is often indirect, relying on shared experiences and cultural knowledge to understand the meaning of the metaphor (Raymond W. Gibbs, *The POetics of Mind: Figurative Thought, Language, and Understanding*, 1994).

Metaphors have been widely studied in linguistics, cognitive psychology, and philosophy, as they play an important role in communication and in our understanding of the world. In linguistic semantics, the study of metaphor is concerned with the relationship between the metaphorical expressions and their intended meanings. This involves analysing the structure and interpretation of metaphorical expressions, as well as their use in context.

One of the key theories in the study of semantics in metaphor is the Conceptual Metaphor Theory (CMT), developed by George Lakoff and Mark Johnson. CMT proposes that metaphors are not just linguistic expressions, but also mental structures that shape our understanding of the world. According to CMT, metaphorical expressions reflect underlying conceptual metaphors, which are abstract and culturally shared

understandings that allow us to understand one kind of experience in terms of another.

For example, the metaphorical expression "life is a journey" reflects a deeper conceptual metaphor in which life is understood as a physical journey through time and space. This metaphor informs our understanding of life as having a goal, direction, and meaning, and allows us to talk about life experiences using language and concepts associated with travel and navigation.

Another important aspect of semantics in metaphor is the study of metaphorical extension, or the way in which metaphors can be used to understand new experiences and concepts. Metaphorical extension allows us to apply the insights and associations of one concept to another, creating new meanings and ways of thinking. This process is particularly important in scientific and technological fields, where metaphors often play a crucial role in shaping our understanding of new discoveries and ideas.

Semantics in metaphor is a complex and multifaceted field that plays a crucial role in shaping our understanding of the world and our ability to communicate with one another. Through the study of metaphorical expressions, we can gain insight into the deeper mental structures that shape our perceptions and the cultural knowledge that we rely on to understand new experiences and ideas.

## **B. Metaphor**



Metaphor is a literary device that involves the comparison of two unlike things to create an imaginative and figurative meaning. Semantics, on the other hand, is the study of meaning in language, including the meaning of words and phrases, as well as the meaning of sentences and paragraphs. The intersection of these two concepts creates a rich and dynamic world of meaning and interpretation, as metaphors are able to convey complex ideas and emotions through the use of figurative language.

The use of metaphor in language allows speakers and writers to express abstract concepts in concrete terms. This allows the audience to better understand the meaning of the words and the ideas they represent. For example, when we talk about the “heart” of a matter, we are not referring to a physical organ but instead to the core or essence of the matter. This metaphor helps to bring to life the idea of the central focus or importance of the issue.

The interpretation of metaphors is also influenced by the culture and background of the audience. This is because metaphors are often rooted in cultural beliefs, values, and experiences. For example, the metaphor “the world is a stage” may have different interpretations depending on the cultural background of the audience. In Western cultures, this metaphor may suggest that life is a performance, while in Eastern cultures, it may suggest that life is a journey.

The relationship between semantics and metaphor is complex and dynamic. Semantics helps to shape the meaning of metaphors and influences

their interpretation, while metaphors use figurative language to express abstract concepts in concrete terms. The combination of these two concepts allows for a rich and imaginative world of meaning and interpretation, allowing speakers and writers to express complex ideas and emotions in new and creative ways.

### **C. Conceptual Metaphor**

Conceptual metaphor is a theory in cognitive linguistics that explains how abstract concepts are understood in terms of more concrete concepts. This theory was first proposed by philosopher George Lakoff and psychologist Mark Johnson in their book "Metaphors We Live By" published in 1980 (Johnson G. L., 1980).

Conceptual metaphors are not just linguistic expressions but play a fundamental role in shaping our thoughts, actions and understandings. For example, the metaphor "Argument is War" shapes our understanding of argumentation as a competitive, combative, and adversarial activity, rather than a cooperative effort to find the truth. Another example is "Time is Money", which frames time as a valuable and limited resource that should be managed wisely (Kövecses, 2022).

The theory of conceptual metaphor is based on the idea that our understanding of abstract concepts is grounded in our bodily experiences. Our physical experiences with the world provide a basis for our understanding of abstract concepts. For example, our experience of moving

through space can be used to understand time as a progression from past to future.

Lakoff and Johnson identified several sources of metaphorical mapping, including: Structural Metaphor, Ontological Metaphor, and Orientational Metaphor. Structural metaphor involves mapping the structure of a source domain onto the structure of a target domain. Ontological metaphor involves mapping the ontological categories of a source domain onto the ontological categories of a target domain. Orientational are basic patterns of sensory-motor experience that provide a basis for metaphorical mapping.

The theory of conceptual metaphor has been widely studied and applied in various fields including linguistics, psychology, philosophy, cognitive science, and artificial intelligence. It has been used to analyze language, communication, culture, thought, and reasoning. In recent years, the theory of conceptual metaphor has been extended to include multiple-level theories of metaphor and to address issues of cultural and historical specificity (Grady, 1997).

The theory of conceptual metaphor is a powerful tool for understanding how abstract concepts are understood in terms of more concrete concepts. It has provided a framework for analyzing the role of metaphor in shaping our thoughts, actions, and understanding of the world. The theory of conceptual metaphor continues to be an important and active

area of research and has had a significant impact on our understanding of language, cognition, and culture.

#### **D. Sports News**

In the world of sports news, the political arena is often likened to a competitive playing field, where politicians compete for power in a high-stakes match. This metaphorical comparison draws a connection between the strategic approach used in sports and that applied in politics (Lakoff, 1996). Just as athletes strive to beat their opponents to victory, politicians make calculated moves and tactical maneuvers to gain an advantage over their opponents. This conceptual metaphor underscores the inherently competitive nature of politics, emphasizing the pursuit of dominance and success in a dynamic and unpredictable field.

Moreover, the concept of "scoring points" in the game of politics emphasizes the importance of public opinion and support (Charteris-Black, 2011). Analogous to how athletes accumulate points through skillful play, politicians seek to gain support by implementing policies, making impactful decisions, or delivering persuasive speeches. The media serves as the scoreboard, reflecting the constant shifts in the balance of power. This metaphorical framework allows audiences to understand the intricacies of political dynamics through a familiar and relatable lens, thus facilitating a more accessible understanding of the nuanced strategies at play in the ever-evolving game of politics (Raymond W. Gibbs, 1994).

When examining sports news from a metaphorical perspective, the language used often employs figurative expressions to articulate complex ideas and dynamics in a more comprehensible and understandable way. The use of conceptual metaphors serves as a means to connect the familiar world of sports with the sometimes complex or abstract concepts presented in the news. The following is an illustration of how figurative language is woven into the language of conceptual metaphors in sports news:

***Journey as a Game:***

- *Example:* "The political landscape is a playing field where candidates navigate strategic moves, score points with voters and aim for the ultimate goal of victory."
- *Analysis:* In this metaphor, a political campaign is likened to a game, with candidates navigating a field and scoring points. The diction emphasizes the strategic aspect of politics, using sports-related terms to make the political process more accessible and understandable.

In this case, it incorporates metaphorical expressions to simplify complex political concepts, making them more approachable and engaging for viewers. By utilizing the universally recognized and understood realm of sports, this figurative language enhances reporting, providing a clearer and easier-to-understand depiction of the political landscape.

Conceptual Metaphor Analysis (CMA) revolves around deciphering how metaphorical language affects the way we conceptualize different aspects of life.

The following are conceptual metaphors related to sports characteristics:

***Competition as War:***

- This metaphor is pervasive in sports discourse, where teams or individuals are framed as adversaries engaged in a battle (Johnson G. L., 1980).

***Success as Ascent:***

- The idea of achieving success in sports is often metaphorically expressed as climbing or ascending a mountain. The journey to success is perceived as an upward trajectory (KÖVECSES, 2002).

***Teamwork as Family:***

- Metaphors related to family and kinship are commonly used to describe the sense of unity and collaboration within a sports team (Raymond W. Gibbs, 1994).

***Time in Sports as Money:***

- The concept of time in sports is often metaphorically linked to economic notions, where time is considered a valuable resource. "Saving time," "running out of time," are examples (Johnson G. L., 1980).

***Performance as Art:***

- Athletes' performances are sometimes metaphorically likened to artistic expressions (Urios-Aparisi, 2009).

***Game as Journey:***

- The progression of a game is metaphorically conceived as a journey or a path, with different stages and challenges to overcome (Johnson G. L., 1980).

***Sports Achievements as Possessions:***

- Winning championships or achieving records might be metaphorically framed as acquiring possessions, such as trophies or medals (KÖVECSES, 2002).

***Sports as Performance:***

- Sports events are often metaphorically compared to theatrical performances, where athletes play roles, and the game unfolds as a scripted drama (Urios-Aparisi, 2009).

***Adversity as Opponent:***

- Facing challenges in sports is metaphorically expressed as encountering opponents. Overcoming adversity is akin to defeating an opponent (Raymond W. Gibbs, 1994).

***Rules as Boundaries:***

- The rules of a sport can be metaphorically understood as boundaries that define the playing field and guide the conduct of participants (Johnson G. L., 1980).

## **E. Types of Conceptual Metaphor**

### **1. Structural Metaphor**

Structural metaphor is a type of metaphor that involves mapping one concept onto another in terms of structure or organization. It is a way of understanding complex or abstract ideas by associating them with a more concrete and familiar structure. Structural metaphors play a significant role in shaping our understanding of the world and in the way we communicate with each other. Structural metaphors are a key aspect of language and communication, as they allow us to understand abstract concepts in a more accessible and relatable way. They are also closely tied to our culture and values, as they reflect the way we think about the world and the concepts that are important to us.

Structural metaphor is a type of metaphor that involves mapping one concept onto another in terms of structure or organization. It is a powerful tool for understanding and communicating abstract ideas, and it is closely tied to our culture and values. Structural metaphors play a significant role in shaping our understanding of the world and in the way we communicate with each other. For example, the concept of "argument" is often understood through the structural metaphor of "war." This metaphor maps the structure of an argument onto the structure of a war, with opposing sides fighting for victory. The terms "attack" and "defend" are used to describe the actions of the participants



in an argument, reflecting the structure of the "war" metaphor. Another example of a structural metaphor is the concept of "life" being described as a "journey." This metaphor maps the structure of a person's life onto the structure of a journey, with a beginning, middle, and end. This metaphor helps to make the abstract concept of a person's life more concrete and relatable, and it is used frequently in language to describe experiences and events.

## **2. Orientational Metaphor**

Orientational metaphor is a type of metaphor that involves mapping one concept onto another in terms of physical orientation. It is a way of understanding abstract ideas by associating them with a physical space. This type of metaphor is common in language and is used to convey meaning in a concise and accessible way. Orientational metaphors are a key aspect of language and communication, as they allow us to understand complex ideas in a more accessible and relatable way. They are also closely tied to our culture and values, as they reflect the way we think about the world and the concepts that are important to us.

Orientational metaphor is an important tool for conveying meaning in language. It involves mapping abstract concepts onto a physical space, allowing us to understand complex ideas in a more accessible and relatable way. It is a key aspect of language and communication, and is closely tied to our culture and values. For example, the phrase "I am at

"the top of my game" is an example of an orientational metaphor. This phrase maps the speaker's level of success or ability onto a physical space, with the highest level of success being represented as "the top." The use of the word "top" in this phrase helps to convey the speaker's level of success in a clear and accessible way, making it easy for the listener to understand. Another example of orientational metaphor is the phrase "the bottom of the barrel." This phrase is often used to describe the poorest or worst quality of something. The use of "bottom" in this phrase maps the quality of the thing being described onto a physical space, with the lowest quality being represented as "the bottom."

### **3. Ontological Metaphor**

Ontological metaphor is a type of metaphor in which one concept is understood in terms of another concept, such that the target concept is treated as if it were a physical object or entity. It's a way of thinking about abstract concepts as if they were concrete objects. This type of metaphor is fundamental to our understanding of the world and plays a crucial role in how we communicate with each other. Ontological metaphors are used to help us make sense of complex and abstract concepts by mapping them onto concrete experiences and objects. By doing so, they help us to understand and communicate abstract concepts in a more accessible and relatable way. They are also a key aspect of

language and culture, as they reflect the values and beliefs of a particular society and its members.

Ontological metaphor is an important tool for making sense of the world, as it helps us to understand abstract concepts in terms of more concrete experiences. It is a fundamental aspect of language and communication and is closely tied to our culture and values. For example, the concept of "time" is often thought of as an entity that flows or passes, as in the phrase "time flies." This metaphor treats time as if it were a physical substance that moves, even though time is not a tangible object. Another example is the concept of "love" being described as a "journey." This metaphor treats love as if it were a physical trip that one takes, with ups and downs and a destination.

## **CHAPTER III RESEARCH METHOD**

### **A. Research Design**

This study is qualitative research. This research aims to examine the types and uses of conceptual metaphors in sports news. This research uses a qualitative descriptive method that aims to describe data related to the use of conceptual metaphors in the FIFA World Cup 2022 event. In this study, a qualitative approach is used to explore and understand in detail the conceptual metaphors used in writing news about sports, especially in the world of football.

### **B. Data and Data Source**

Purposive sampling is used by researcher to analyze data specifically. As the object of research, the researcher used Sky Sports News 2022 FIFA World Cup. The researcher selected Sky Sports News 2022 FIFA World Cup articles, which were published from November 20 to December 18. So far, the researcher has read some sports news articles about the 2022 FIFA World Cup from that period. The researcher downloaded the files from the Sky Sports website at <https://www.skysports.com/football/news/topic/3044/world-cup-2022> to obtain the Sky Sports News 2022 FIFA World Cup articles. The data obtained from the news are in the form of words and phrases.

### **C. Technique of Data Collection**

In conducting my research, I used several procedures. First, I searched for sports news on the Sky Sports website, there are many kinds of news in there. After searching various news sources, I decided to choose the 2022 FIFA World Cup sports news because this news contains many metaphors, so I am sure there will be many researchers who want to examine metaphors in the world of sports. Besides that, I am also a fan of sports-related activities, especially in the world of football. Then, I selected the 2022 FIFA World Cup sports news articles based on publications from November 20 and November 21, 2022. Based on the selected publication period, I obtained 3 sports news articles of the 2022 FIFA World Cup. Finally, I collected data by downloading news articles from Sky Sports News that discussed the 2022 FIFA World Cup.

### **D. Data Analysis**

In analyzing the data, researcher used (Johnson G. L., 1980) theory. The first step is to collect data from Sky Sports News of FIFA World Cup 2022 news articles. Second, researcher try to screen the data and then separate which data is suitable to be continued as research material. After the collection of data that is suitable for research, the researcher divides the data to be categorized into 3 parts, structural, ontological, and orientational metaphor. In the end, the researcher analyzed and concluded the phrases and

meanings found from all the data obtained from the Sky Sports News of  
FIFA World Cup 2022.

## **CHAPTER IV FINDINGS AND DISCUSSIONS**

In this chapter, the researcher explains the analysis of all data obtained from Sky Sports News. This chapter is the most important part of the entire research because the researcher begins to analyze the data that has been obtained. Data analysis was carried out based on Lakoff and Johnson's conceptual metaphor theory to answer the questions specified in the research questions. In this section, the researcher finds various words that contain metaphors. The words found include ontological, structural, and orientational metaphors. Then, researchers organized and identified various words that contain metaphorical meaning into types. Apart from that, the researcher also explained the meaning contained therein.

### **A. Findings**

This section explains the results of data analysis related to conceptual metaphors to answer the questions formulated at the beginning of the chapter. A total of 8 articles were analyzed using the conceptual metaphor theory proposed by Lakoff and Johnson. The data consists of words and phrases containing metaphorical expressions taken from Sky Sports news about the 2022 FIFA World Cup. The Oxford Pocket Learner Dictionary was used to get a better understanding of the lexical meaning of metaphorical expressions found in sports news.

## 1. Article 1 (Nov 20, 2022)

### Data 1

England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### Meaning

On Sunday, November 20, 2022, an article highlighted Data 1 in its title, discussing a football-related honor that has become uncommon—specifically, players kneeling. Additionally, the article mentioned the absence of English player James Maddison from his team, preventing his participation in the game. The phrase underlined “ruled out” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor.

The phrase means that one of England's players will not be able to participate in the match due to an injury. The statement of conceptual metaphor is **SICK IS DOWN**.

### Data 2

England will aim to build on semi-final run at Russia 2018 and runners-up finish at Euro 2020 (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)



## **Meaning**

In the concluding sentence of the initial paragraph, Data 2 is presented, encompassing various details. Firstly, the English football team is set to encounter teams from Iran, America, and Wales in Group B. Additionally, two players from the English squad will be sidelined in upcoming matches due to injuries. The paragraph concludes by noting that the English team is determined to pursue championship glory, as their previous year's World Cup journey concluded in the semifinals, securing them the runner-up position in the Euro 2020 competition.

The phrase underlined “run” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **HAPPENING IS MOVEMENT**.

## **Data 3**

In Article 1, Data 3 is articulated in a paragraph emphasizing the heightened sensitivity of young individuals to their surroundings. Although the details may not delve deeply into specific incidents, the central focus of the issue revolves around addressing racism within the English league.

We think it is a strong statement (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

The phrase underlined “strong” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The word contains the meaning of a statement that has a strong meaning so that it will close the possibility of weakness. The statement of conceptual metaphor is **CONTROL IS UP**.

### **Data 4**

dedicated 'No Room For Racism' matches in October and March (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

In the eighth paragraph, Data 4 highlights an understanding between the participating teams in every football match held in England. This agreement is aimed at collectively demonstrating and honoring a commitment to eradicate any further instances of racism.

The phrase underlined “No Room For Racism” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is structural metaphor. The intent of the phrase is to combat acts of racism that occur in the

months of October and March. The statement of conceptual metaphor is **RACISM IS WAR**.

#### **Data 5**

England made the gesture against racism and inequality in 33 straight matches after football returned after the Covid-19 shutdown (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

#### **Meaning**

In the second paragraph, Data 5 outlines initiatives taken to combat racism and inequality within the English league following its closure due to Covid-19.

The phrase underlined “shutdown” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. In the oxford dictionary, the word "shutdown" means the act of closing a factory or business or stopping a large machine from working, either temporarily or permanently. However, the intended meaning in the sentence is the completion of the Covid-19 outbreak. The statement of conceptual metaphor is **COVID-19 IS A BRITTLE OBJECT**.

#### **Data 6**

England did not take a knee in September’s fixtures but they will make the gesture in Monday's Group B opener at the Khalifa International Stadium against Iran and beyond at the World Cup

(Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

In the third paragraph, Data 6 elucidates that the England national team abstained from taking penalties in the matches held in September but expresses their intention to resume taking penalties in upcoming matches.

The phrase underlined “make the gesture” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is

### **Data 7**

It's what we stand for as a team and have done for a long period of time (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

In the fourth paragraph, Data 7 details a team's dedication to combat incidents of racism affecting its own supporters or those of other teams.

The phrase underlined “a long period of time” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is structural metaphor. The meaning of this phrase is to go all out for what it means to fight. The

statement of conceptual metaphor is **TIME IS A MOVING OBJECT.**

#### **Data 8**

Maddison, Walker out of Iran match (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

#### **Meaning**

The phrase underlined “out of” and “match” are metaphorical phrases, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase means that there are 2 players who cannot be deployed in the match against Iran. The statement of conceptual metaphor is **SAD IS DOWN.**

#### **Data 9**

while Maddison has yet to train since arriving in Qatar after picking up a knee problem (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

#### **Meaning**

In the tenth paragraph, Data 9 provides information about the injuries sustained by England players Kyle Walker and James Maddison, both of whom remain unable to join their respective teams.

The word underlined “picking up” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase means that there is one player who is still unable to join the team training because he still has an injury to one part of his leg. The statement of conceptual metaphor is **SICK IS DOWN**.

#### **Data 10**

Kyle Walker is a little bit short for this game but is progressing really well (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

#### **Meaning**

In the eleventh paragraph, Data 10 describes the status of England player Kyle Walker, noting that he has shown some improvement but still requires complete recovery for a full recuperation.

The words underlined “progressing” and “well” are metaphorical phrases, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase contains a positive sentence because there is a player who already has a healthy development in him. The statement of conceptual metaphor is **HEALTHY IS UP**.

### **Data 11**

have a journey with our team that brings some real happiness  
(Sports, England to take a knee before World Cup opener against  
Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

In paragraph 15, Data 11 discusses the English team grappling with an economic downturn, posing challenges for the entire population. Despite these difficulties, the team remains determined to persevere and spread joy through their endeavors.

The word underlined “happiness” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The meaning of the phrase is that happiness is intertwined in a long journey. The statement of conceptual metaphor is **HAPPY IS UP**.

### **Data 12**

Will Harry Kane wear 'One Love' armband? (Sports,  
England to take a knee before World Cup opener against Iran as  
James Maddison ruled out with injury, 2022)

### **Meaning**

The phrase underlined “one love” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The statement of conceptual metaphor is **LOVE IS VALUABLE COMMODITY**.

### **Data 13**

Talks went on late into the evening in Qatar to try and come up with a compromise agreement (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

In paragraph 16, Data 13 highlights a controversy involving England captain Harry Kane. There is a prohibition on displaying rainbow-colored symbols in the current World Cup, as the organizers do not endorse expressions of support for the LGBTQ+ rights.

The phrase underlined “compromise agreement” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The point of the phrase is to have an idea to reach an agreement. The statement of conceptual metaphor is **AGREEMENT IS IDEAS**.

### **Data 14**

The FA is under pressure to drop the 'One Love' armband (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

### **Meaning**

In paragraph 17, Data 14 outlines that the English Football Association created a show of support for the LGBT community, but



the World Cup organizers prohibited its display, aligning with their appeal against such manifestations.

The phrases underlined “under pressure” and “drop” are metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase implies that there is pressure from an organization. The statement of conceptual metaphor is **FORCE IS DOWN**.

#### **Data 15**

Kane: England hungry for success (Sports, England to take a knee before World Cup opener against Iran as James Maddison ruled out with injury, 2022)

#### **Meaning**

The phrase underlined “hungry for success” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. A phrase that implies achieving success with confidence. The statement of conceptual metaphor is **SUCCESS IS FOOD**.

### **2. Artikel 2 (Nov 21, 2022)**

#### **Data 16**

We could have pushed him but if it breaks down then he's definitely out of the tournament (Sports, Gareth Bale: Wales captain insists he's fit and ready for World Cup opener against USA but Joe Allen will miss out, 2022)

### **Meaning**

Paragraph 17, Data 16 explains a wise choice to avoid pressuring a player to participate while not in optimal condition. Despite the coach's ability to include the player, the potential risks were considered too significant.

The phrase underlined “breaks down” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The meaning of the phrase is that if a team can win the match then the opposing team will not be able to continue to the next qualification. The statement of conceptual metaphor is **LACK OF CONTROL IS DOWN**.

### **Data 17**

They're a good young squad with some *fantastic players* (Sports, Gareth Bale: Wales captain insists he's fit and ready for World Cup opener against USA but Joe Allen will miss out, 2022)

### **Meaning**

In paragraph 8, Data 17 describes a coach responding to an upcoming opponent, indicating that the opposing team primarily consists of talented young players. The coach notes that both teams share a common goal of securing victory in the upcoming match.

The phrase underlined “fantastic players” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of

conceptual metaphor used is structural metaphor. In the oxford dictionary the word “fantastic” means extremely good to the point that it cannot be practiced and the word player means a person who takes part in a sport. Therefore, fantastic player metaporphically means a sportsman who has an above-average skill that surpasses other players. The statement of conceptual metaphor is **ACHIEVMENT IS BUILDING.**

### **Data 18**

We're under no illusions that they're here to win the game just as we are (Sports, Gareth Bale: Wales captain insists he's fit and ready for World Cup opener against USA but Joe Allen will miss out, 2022)

### **Meaning**

Data 18 is similar to data 18 in paragraph 8 in that it describes a coach responding to an upcoming opponent, indicating that the opposing team consists mainly of talented young players. The coach notes that both teams have the same goal of securing victory in the upcoming match.

The phrase underlined “under no illusions” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase implies that both clubs have a desire to win the match. The statement of conceptual metaphor is **LACK OF CONTROL IS DOWN.**

### 3. Article 3 (Nov 21, 2022)

#### Data 19

Portugal captain says he is 'bulletproof' after explosive interview criticising Manchester United (News, 2022)

#### Meaning

Data 19, found in the title of the third article on November 21, 2022, conveys that Cristiano Ronaldo, in his role as the captain of Manchester United, has become immune to the criticisms that have been directed towards him.

The word underlined “bulletproof” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The phrase means that he is immune to criticism and blasphemy from the various attacks that have come his way. The statement of conceptual metaphor is **CRITISM IS MACHINE**.

#### Data 20

Ronaldo also says his relationship with Manchester United team-mate Bruno Fernandes is "excellent" after awkward handshake (News, 2022)

#### Meaning

In the opening paragraph, Data 20 clarifies that Cristiano Ronaldo maintains seamless relationships with both teammates and coaching staff, despite the captain making a noteworthy statement.

The phrase underlined “excellent” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase implies the meaning of a relationship that is back on good terms. The statement of conceptual metaphor is **HAPPY IS UP**.

#### **Data 21**

the player says he has "no respect" for (News, 2022)

#### **Meaning**

Data 21 is the same explanation as data 20, explaining that Cristiano Ronaldo maintains a smooth relationship with his teammates and the coaching staff, despite the captain making noteworthy statements.

The phrase underlined “no respect” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase means that there is no respect between people. The statement of conceptual metaphor is **FORCE IS DOWN**.

#### **Data 22**

he also said he had been "betrayed" by the club (News, 2022)

#### **Meaning**

Data 22 is the same explanation as data 20 and 21 in that Cristiano Ronaldo maintains a smooth relationship with his

teammates and coaching staff, despite the captain making noteworthy statements.

The phrase underlined “betrayed” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is structural metaphor. A phrase that implies a sense of cruelty experienced by someone from a football club. The statement of conceptual metaphor is **BETRAY IS WAR**.

### **Data 23**

Ronaldo publicly addressed his bombshell interview (News, 2022)

### **Meaning**

In the second paragraph, Data 23 details that Cristiano Ronaldo's interview, which contained surprising statements, was intentionally not broadcasted by any Portuguese media during the match against Ghana. The decision was made to prevent extensive speculations and discussions within the dressing room had the interview been aired.

The phrase underlined “bombshell” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. Ronaldo openly discussed the horrendous interview. The phrase means a word from someone that makes the media publicly discuss it about the opening of an

intimate conversation. The statement of conceptual metaphor is **INTERVIEW IS A MACHINE**.

#### **Data 24**

The atmosphere is excellent, no problems, we are completely focused (News, 2022)

#### **Meaning**

In paragraph 3, Data 24 outlines that when news surfaces, the captain does not face any backlash or censure. Even if such criticism were to arise, the captain remains impervious to the ensuing diatribe.

The phrase underlined “excellent” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The meaning of the phrase is that the conditions that occur actually run so warmly between each other. The statement of conceptual metaphor is **CONTROL IS UP**.

#### **Data 25**

I'm completely bulletproof and iron-clad (News, 2022)

#### **Meaning**

Data 25, just like data 24, outlines that when the news broke, the captain did not face any backlash or criticism. Even if such criticism arose, the captain remained immune to the ensuing slur.

The phrase underlined “iron-clad” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual

metaphor used is ontological metaphor. A phrase meaning someone who has a defense of armor that is resistant to attack. The statement of conceptual metaphor is **ARMOR IS A MACHINE**.

#### **Data 26**

If you ask other players about Cristiano Ronaldo I would be upset (News, 2022).

#### **Meaning**

In paragraph 4, Data 26 elucidates that inquiries regarding the Portugal captain are intentionally left unanswered by journalists. However, queries related to the team's progress or its present state are addressed by the team.

The word underlined “upset” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase implies that Cristiano Ronaldo's friend is upset about the news that has cornered his friend. The statement of conceptual metaphor is **SAD IS DOWN**.

#### **Data 27**

In my life, the best timing is always my timing (News, 2022)

#### **Meaning**

In paragraph 5, Data 27 suggests that Cristiano Ronaldo's statement can be interpreted as the most valuable aspect of his life



being time itself. This is because he is unwilling to squander time on activities that do not bring any benefits to his life.

The phrase underlined “best timing” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is structural metaphor. In my life, the best time is always my time. A phrase that implies the importance of time. The statement of conceptual metaphor is **TIME IS MONEY**.

### **Data 28**

Piers Morgan has revealed Cristiano Ronaldo first told him of his Man Utd *frustrations* in April this year (News, 2022)

### **Meaning**

Data 28, as stated by journalist Piers Morgan, conveys that the captain of the Portuguese football team voiced his dissatisfaction with a club he was a part of back in April.

The phrase underlined “frustrations” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase means frustration at the effort that has been put in without a good return. The statement of conceptual metaphor is **SAD IS DOWN**.

### **Data 29**

His [Ronaldo] dream comeback just eight months earlier had turned into a *nightmare* and for an hour (News, 2022)

### **Meaning**

In paragraph 3, Data 29 from an interview with Piers Morgan reveals that all the issues within Cristiano Ronaldo's club became public within one hour of his return to the club in the last eight months.

The word underlined “nightmare” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The phrase has a very deep meaning when taken seriously, which is that a bad deed that happens once will mean more than a good deed that happens often. The statement of conceptual metaphor is **FORCE IS DOWN**.

### **Data 30**

It's so amateur. No defined goal, no leadership, no organisation, just *a desert of ideas* (News, 2022)

### **Meaning**

In the fourth paragraph, Data 30 from an interview with a journalist discloses Cristiano Ronaldo's statement, indicating that the club he is presently associated with lacks a distinct goal, vision, and mission. According to him, the absence of these elements suggests that the club won't progress rapidly. Additionally, he proposes a solution for a club aspiring to achieve swift development: an immediate overhaul and improvement in all aspects.

The word underlined “amateur” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. A phrase meaning that no ideas are generated but only wishful thinking that has no meaning. The statement of conceptual metaphor is **DESERT IS IDEA**.

### **Data 31**

Perhaps my heart spoke louder than reason (News, 2022)

### **Meaning**

In the fifth paragraph, Data 31 from an interview with a journalist reveals that when asked about returning to his former club, Cristiano Ronaldo expressed that his heart holds no acceptance or remorse for his transfer.

The phrase underlined “heart spoke louder than reason” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The phrase means that no one knows about matters of the heart, because each person has different feelings. The statement of conceptual metaphor is **HEART IS PERSON**.

### **Data 32**

Its an ambitious group that is hungry and focused (News, 2022)

### **Meaning**

In paragraph 7, Data 32 elucidates that despite the widespread online discussions generated by the interview with Piers Morgan, the captain remains assured that it will not adversely affect his team.

The words underlined “ambitious, hungry and focused” are metaphorical phrases, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. A phrase meaning the desire to achieve something earnestly with conviction. The statement of conceptual metaphor is **AMBITIOUS IS IDEAS**.

### **Data 33**

So I'm sure it won't shake the changing room's concentration and focus (News, 2022)

### **Meaning**

Data 33 is the same explanation as data 32 explaining that despite the widespread online discussion resulting from the interview with Piers Morgan, the captain remains confident that this will not have a negative impact on his team.

The phrase underlined “shake the changing room's” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. The meaning of the phrase is full of confidence in what will be

experienced in the changing room. The statement of conceptual metaphor is **CONCENTRATION IS FOOD**.

#### **Data 34**

I feel that this Portugal squad has amazing potential (News, 2022)

#### **Meaning**

In paragraph 16, Data 34 outlines that the Portuguese team's roster boasts players of exceptional caliber, instilling complete confidence in winning every match they engage in. The pivotal factor for success lies in concentrating solely on the match without being preoccupied with any existing issues.

The phrase underlined “amazing” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. A phrase that means the Portuguese players have evenly distributed skills that can be placed on all lines. The statement of conceptual metaphor is **HIGH STATUS IS UP**.

#### **Data 35**

he revealed he feels in shape (News, 2022)

#### **Meaning**

In paragraph 14, Data 35 details that the Portuguese captain was absent from the final friendly match before departing for Qatar due to a stomach issue, preventing his participation against Nigeria.

Nevertheless, since arriving in Qatar, he has been observed training with the team, and reports suggest that he is currently in good physical condition.

The phrase underlined “feels in shape” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. A phrase that means a fitness that she feels very much like. The statement of conceptual metaphor is **HEALTH IS UP**.

#### **Data 36**

I'm feeling great (News, 2022)

#### **Meaning**

In paragraph 15, Data 36 clarifies Cristiano Ronaldo's reaction following his absence from the last friendly match. He stated that he is in good health, having fully recovered from the illness, and is prepared to commence their first match at the World Cup.

The phrase underlined “feeling great” is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is orientational metaphor. The phrase means that he is ready in any condition. The statement of conceptual metaphor is **HEALTH IS UP**.

### **Data 37**

It is now clear there is "close to zero chance" Ronaldo will play for the club again (News, 2022)

### **Meaning**

In paragraph 20, Data 37 outlines that the likelihood of Cristiano Ronaldo extending his tenure with his current club is minimal due to the highly precarious situation prevailing within the team.

The phrase underlined "close to zero chance" is metaphorical phrase, based on Lakoff and Johnson (1980) theory, the kind of conceptual metaphor used is ontological metaphor. From the phrase we can take the meaning that there is no more chance for Ronaldo to return to playing with his club. The statement of conceptual metaphor is **CHANCE IS HIDDEN OBJECT**.

## **B. Discussions**

The researcher has broken down the FIFA World Cup 2022 information in Sky Sports News distributed from November 20 to November 21, 2022. Using Lakoff & Johnson's (2003) theory, the author of this study aims to reveal the kinds of conceptual metaphors used in online news about the FIFA World Cup 2022.) Additionally, some words and phrases in the FIFA World Cup 2022 news are difficult for readers to comprehend. As a result, researcher also talk about how the news about the FIFA World Cup 2022 uses conceptual

metaphors. Readers may have difficulty grasping the true meaning without this meaning. The researcher discovered 37 data that were divided into three categories: 15 ontological metaphors, 17 orientational metaphors, and 5 structural metaphors.

The first type is ontological metaphors, which include metaphors that connect events, activities, emotions, and ideas as a single entity. As stated by Lakoff & Johnson (1980), ontological metaphors are rooted in our encounters with physical objects and substances. In this study, the researcher identified 15 instances of ontological metaphors, specifically in data 2, data 5, data 6, data 12, data 13, data 15, data 19, data 23, data 25, data 29, data 30, data 31, data 32, data 33 and data 37. The following examples highlight the most frequently used ontological metaphors in the coverage of the FIFA World Cup 2022 on Sky Sports News.

The second type is structural metaphor, which represents a differently organized metaphorical concept. In structural metaphors, there are two domains involved: the target domain and the source domain. In this study, five examples of structural metaphors were identified found in data 4, data 7, data 17, data 22 dan data 27. The researcher presents additional tangible concepts to ascertain the meaning of the metaphor.

The third type is orientation metaphors, which organize a comprehensive system of interconnected concepts, rather than organizing one concept around another. Orientation metaphors are related to spatial orientations, such as up-down, inside-out, front-back, and other similar



orientations (Lakoff & Johnson, 1980). In this study, researcher identified 17 examples of orientation metaphors found in data 1, data 3, data 8, data 9, data 10, data 11, data 14, data 16, data 18, data 20, data 21, data 24, data 26, data 28, data 34, data 35 and data 36.

Examining the employment of Conceptual Metaphors in Sky Sports News' reporting on the 2022 FIFA World Cup holds importance in deciphering the intricate aspects of communication, meaning formation, and audience involvement within the realm of sports news. Conceptual Metaphor, a cognitive linguistic theory by George Lakoff and Mark Johnson, asserts that abstract concepts are often conveyed through more tangible and familiar experiences. In the context of sports reporting, metaphors play a pivotal role in molding the narrative, influencing audience perceptions, and conveying the emotional essence of the tournament.

Researcher delving into the conceptual metaphors utilized in the coverage can glean insights into how sports news construct and interpret events in the World Cup. Metaphors like "the battle on the field" or "the clash of two giants" may be employed to evoke a sense of competition, intensity, and struggle. This understanding provides deeper insights into the cultural and social constructs shaping the discourse around the tournament. Furthermore, the choice of metaphors can impact how viewers connect with the players, teams, and the overall spectacle of the World Cup, fostering a shared emotional experience.

An analysis of the use of Conceptual Metaphors in Sky Sports News' coverage also brings to light the role of language in crafting narratives and enriching the significance of the World Cup. Additionally, the study contributes to media studies and linguistic research by offering a nuanced comprehension of the interplay between language, cognition, and sports discourse. It allows for the identification of patterns and trends in metaphor usage across various matches, teams, and moments in the World Cup, providing valuable insights into the evolving dynamics of sports communication.

In summary, the examination of Conceptual Metaphors in Sky Sports News' coverage of the 2022 FIFA World Cup is essential for unraveling the layers of meaning embedded in sports news. This study serves as a lens through which researcher can explore the cognitive and cultural dimensions of language, providing a deeper understanding of how metaphors shape perceptions, emotions, and the overarching narrative of one of the most globally significant sporting events.

## **CHAPTER V CONCLUSION AND SUGGESTION**

### **A. Conclusion**

In this study, the conceptual metaphors in FIFA World Cup 2022 news on Sky Sports News were investigated based on the framework proposed by Lakoff & Johnson (1980). The analysis yielded three types of conceptual metaphors: structural metaphors, ontological metaphors, and orientational metaphors. A total of 37 metaphorical expressions were identified across three news articles covering the FIFA World Cup 2022 on Sky Sports News. These included 5 instances of structural metaphors, 15 instances of ontological metaphors, and 17 instances of orientational metaphors. The findings highlight the abundance of metaphorical language and sentences used in the FIFA World Cup 2022 news on Sky Sports News. This study contributes to readers' understanding of the different types of conceptual metaphors present in the news coverage of the FIFA World Cup 2022 on Sky Sports News.

### **B. Suggestion**

Following the completion of this study, the researcher offers recommendations to future researchers who wish to explore this topic. They should investigate conceptual metaphors in news articles encompassing diverse subjects, considering the constant updates in news content. Furthermore, future researchers can expand their examination of metaphors to encompass other mediums, such as videos or podcasts. Additionally, the researcher encourages

future researchers to explore conceptual metaphors using alternative theoretical frameworks.

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**APPENDIX**

No	Example of Metaphor	Conceptual Metaphor	Type of Conceptual Metaphor
1.	dedicated ' <u>No Room For Racism</u> ' matches in October and March	RACISM IS WAR	<b>STRUCTURAL METAPHOR</b>
2.	It's what we stand for as a team and have done for <u>a long period of time</u>	TIME IS A MOVING OBJECT	
3.	They're a good young squad with some <u>fantastic players</u>	ACHIEVMENT IS BUILDING	
4.	he also said he had been " <u>betrayed</u> " by the club	BETRAY IS WAR	
5.	In my life, the <u>best timing</u> is always my <u>timing</u>	TIME IS MONEY	
6.	England will aim to build on semi-final <u>run</u> at Russia 2018 and runners-up finish at Euro 2020	HAPPENING IS MOVEMENT	<b>ONTOLOGICAL METAPHOR</b>
7.	England made the gesture against racism and inequality in 33 straight matches after football returned after the Covid-19 <u>shutdown</u>	COVID-19 IS A BRITTEL OF OBJECT	
8.	Talks went on late into the evening in Qatar to try and come up with a <u>compromise agreement</u>	AGREEMENT IS IDEAS	

9.	Will Harry Kane wear ' <u>One Love</u> ' armband?	LOVE IS VALUABLE COMMODITY
10.	England did not take a knee in September's fixtures but they will <u>make the gesture</u> in Monday's Group B opener at the Khalifa International Stadium against Iran and beyond at the World Cup	ENGLAND IS PERSON
11.	Kane: England <u>hungry for success</u>	SUCCESS IS FOOD
12.	Portugal captain says he is ' <u>bulletproof</u> ' after explosive interview criticising Manchester United	CRITISM IS MACHINE
13.	Ronaldo publicly addressed his <u>bombshell</u> interview	INTERVIEW IS MACHINE
14.	I'm completely bulletproof and <u>iron-clad</u>	ARMOR IS A MACHINE
15.	His [Ronaldo] dream comeback just eight months earlier had turned into a <u>nightmare</u> and for an hour	FORCE IS DOWN
16.	It's so amateur. No defined goal, no leadership, no organisation, just <u>a desert of ideas</u>	DESERT IS IDEA
17.	Perhaps my <u>heart spoke louder than reason</u>	HEART IS PERSON

**ONTOLOGICAL  
METAPHOR**



18.	Its an <i>ambitious</i> group that is <i>hungry</i> and <i>focused</i>	AMBITIOUS IS IDEAS	ONTOLOGICAL METAPHOR
19.	So I'm sure it won't <i>shake the changing room's</i> concentration and focus	CONCENTRATION IS FOOD	
20.	It is now clear there is " <i>close to zero chance</i> " Ronaldo will play for the club again	CHANCE IS HIDDEN OBJECT	
21.	England to take a knee before World Cup opener against Iran as James Maddison <i>ruled out</i> with <i>injury</i>	SICK IS DOWN	ORIENTATIONAL METAPHOR
22.	We think it is a <i>strong</i> statement	CONTROL IS UP	
23.	Maddison, Walker <i>out of</i> Iran <i>match</i>	SAD IS DOWN	
24.	while Maddison has yet to train since arriving in Qatar after <i>picking up</i> a knee <i>problem</i>	SICK IS DOWN	
25.	Kyle Walker is a little bit short for this game but is <i>progressing</i> really <i>well</i>	HEALTHY IS UP	
26.	have a journey with our team that brings some real <i>happiness</i>	HAPPY IS UP	
27.	the player says he has " <i>no respect</i> " for	FORCE IS DOWN	

**ORIENTATIONAL  
METAPHOR**

28.	We could have pushed him but if it <i>breaks down</i> then he's definitely out of the tournament	LACK OF CONTROL IS DOWN
29.	We're <i>under no illusions</i> that they're here to win the game just as we are	LACK CONTROL IS DOWN
30.	Ronaldo also says his relationship with Manchester United team-mate Bruno Fernandes is " <i>excellent</i> " after awkward handshake	HAPPY IS UP
31.	the player says he has " <i>no respect</i> " for	FORCE IS DOWN
32.	The atmosphere is <i>excellent</i> , no problems, we are completely focused	CONTROL IS UP
33.	If you ask other players about Cristiano Ronaldo I would be <i>upset</i>	SAD IS DOWN
34.	Piers Morgan has revealed Cristiano Ronaldo first told him of his Man Utd <i>frustrations</i> in April this year	
35.	I feel that this Portugal squad has <i>amazing</i> potential	HIGH STATUS IS UP
36.	he revealed he <i>feels in shape</i>	HEALTH IS UP
37.	I'm <i>feeling great</i>	

## **CURRICULUM VITAE**



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