CHAPTER 1

1. Introduction

1.1 Background of Study

Human essence lies in how human use their creativity to produce language, which involves the ability to utter and understand language. This essence has important roles, especially to communicate and deliver information with other people in society through language. Because without language they cannot ask and give people information well and will miss the communication which appears among each other. And also language is a systematic way of using words so that people can share information and show their emotion, ideas, feeling, experience, and knowledge efficiently. Thus language is important aspect in human life.

People use language for many purposes like communication, discussion, and to get information. Mass media is one of the tools to get information, people get information through electronic media and print media every day. In the social live, people tend to see the news of the common things to specific things. By reading the headlines, they are able to obtain general information from the article. Reading through short headlines and informative news, people get solid and interesting information. Wheter in the print media or eletronic media, of course, we will meet with a wide range of writing style, style of language used by speakers or writers as diverse as: comparisons, metaphors, personification, and so on. Metaphor is part of figurative language which is often used in mass media. Figurative language involve comparison or simile, metaphor, allegory, personification, allusion, synecdoche, and metonym. Figurative language used to creates an imagination which is characterized by language that compares, exaggerates, or means something other than what it first appears to mean. Take for example : "*I am so hungry, I could eat a sheep*". This show how starves the speaker is, so he can eat any impossible thing. It proves that figurative language is used to enrich the language. Thus people communicate through language to convey their feelings and their ideas, even if it means that every utterance which is conveyed by people sometimes contains of hidden meaning, just like in imagery, or metaphor as a part of figurative language which is common and widely used. It is an implicit comparison in which idea is compared with another idea through a similarity or likeness characteristics. From many figurative language, then the writer concern to analyzed a metaphor.

Through metaphor people express the idea beyond the literal meaning, it is a way to understand one thing in the term of other things. Making comparison in metaphor does not employ the word "*like* or *as*", instead likeness is sugessted. Knowless and Moon, (2006). Cruse (2000) stated a similar definition which sugests that metaphors are the use of one word or phrase to refer to something different from its literal meaning. A metaphor occurs when a word is used to refer to an object, concept, process, quality, relationship or world to which it does not conventionally refer. For example " *thank you for visiting my hut* ", it is not literally means that his place or home is a hut that settled in the middle of a field. The listeners have to understand this sentence using their imagination that speaker wants to be more humble or low profile to call his home. A hut in this sentence is a metaphor. The idea of a hut is not the same as its literal meaning which describes that a hut is a place that settled on a farm as a place to rest for farmers after working.

For most people especialy who have taken literature course have become familiar with the term metaphor which function to create the impression of poetic, imaginative, and to enrich language in a literary work. But there is another perspective who proposed by Lackoff and Johnson (1980). They claimed that metaphor is not only occurs in language, but also in thought and action. When we think, and do activities in our daily life were influenced by metaphors. Then because metaphor influences the human conceptual system, when we act and think, it is called a conceptual metaphor.

The work of Lakoff and Johnson (1980) on metaphor from a cognitive view is defined metaphor as an understanding of one conceptual domain as another conceptual domain. Metaphor in the cognitive view has two main domains, namely, source domain and target domain. This claims that the conceptual domain of A is the conceptual of domain B.

For example :

"How do you spend your time this noon ?"

"I don't have time to talk with you"

"I'm busy".

In those sentences, time is a conceptual metaphor for Time is Money, with the time as the source domain while monesy as the target domain. Because time in western culture is identical with a valuable commodity. In the modern era, work is typically associated with the time it takes and time is precisely quantified. The concept that people know is like to pay people for hours, weeks, months, or years. Then people understand and experience time as kind of thing that can be spent, wast ed, invested, or saved. This is a metaphor since we are using our everyday experience with money to conceptualize time.

The use of metaphor in research has done by a number of researcher in recent year. Kurniawati, Albert Tallapessy, and Sabta Diana (2014) were done with their research about conceptual metaphor in novel entitled The Hunger Games written by Suzane Collin. In their analysis through certain linguistics choice such as metaphor, they show the story inside the novel from another point of view, especially conceptual metaphor. Ekaning Krisnawati (2014). She discussed metaphor from cognitive view with the theory of conceptul metaphor by Lackoff and Johnson, which focused in Indonesian soccer news in two Indonesian newspaper *Kompas and Pikiran Rakyat*. Aldin Lukman Hakim (2009) entitled *Semantic Analysis of Metaphor Found in Dream Theater's Selected lyrics*. He analyzed ten song lyrics selected from ten Dream Theater's released album. The result of this research are 95 metaphor which consist of

- 1. Conceptual metaphor 65 data (68,4%)
- 2. Mixed metaphor 28 data (29,5%)
- 3. Poetic metaphor 2 data (2,1%)

Zunanik Oktavia (2015) has analyzed metaphor in selected lyrics of Maher Zain's song, she used descriptive qualitative method with the technique of data analysis are the theory of Miles and Huberman there are data reduction, data display and verivication. The finding from this thesis there are three types of metaphor used in Maher Zain's song which are conceptual metaphor, orientational metaphor and ontological metaphor.

Based on the previous study above a metaphor is authentic discourse occurs not only at the lexical level, they can also occur in sentences, or even spread over organized text. Further the writer chooses metaphors as the object of this study. It is becuase metaphors are used by author in their work, such as literary work (poem or novel) and factual news report. Metaphors are used to deliver the message which want to be conveyed by the author. Metaphor is a meaning of expression one thing in terms of other thing. Meanwhile metaphor not only used in literature but also used in daily life, similar with the work of Lakoff and Johnson (1980) claimed that metaphor is not only occurs in language, but also in thought and action, what we are doing, what we are thinking in our daily life were influences by metaphor. It is called conceptual metaphor because metaphor influences the human conceptual system, when we act and think. Further from the explanations, theory of conceptual metaphor is applicable to investigate metaphor since metaphor figuratively describes anything through another thing. Moreover, Lakoff and Johnson (1980) stated that "metaphor resides in thought, not just in words". Thus, metaphor is not solely words but also a knowledge construction.

This construction is composed by our daily activity, routine and daily process of thinking.

Furthermore, related to this study is intended to show that there is another interesting object that is still rare to analyze a conceptual metaphor. And to fill the gap with the previous study about metaphor, the writer put an attention to sports news. It will be interesting because the writer find metaphorical terms in factual sport news report which is often dominated by literal meaning. This study will be discussing about conceptual metaphor in sports news, especially in football news because as football fans, the writer know football have their own language when talk about the game.

Moreover, the writer focused on one news sports event that is UEFA Champions League season 2017. Because UEFA Champions League is the top football competition among European football clubs that will attract many attention for football fans. The news of UEFA Champions League 2017 will be taken from FourFourTwo (online version). It is English sport news magazines from England, as one of the most famous sports news magazines in Europe mainland. This media is available in an online version and printed magazine that the writer will analyze online news, because is easily collect, by texting in searching column device.

In short, this study will focus on conceptual metaphors that are found in FourFourTwo in UEFA Champions League 2017 news. Conceptual metaphors are different from other metaphors as one of the figurative language. A conceptual metaphor needs linguistic expressions that are joined together to form conceptual metaphor.

The characterization of conceptual metaphor is set of mapping, in which this set of mapping obtains between basic constituent elements of the source domain and basic constituent elements of the target. To know a conceptual metaphor is to know the set of mapping that provide much of the meaning of metaphorical linguistic expression that make a particular conceptual metaphor manifest. By this mapping process we can comprehend the metaphor easier.

Then this research is intended to know what conceptual metaphors are used and how the conceptual metaphor constructs meaning in in FourFourTwo in UEFA Champions League 2017 news. Conceptual metaphor theory elaborates the correlation between two conceptual domain called mapping which also leads to understanding the meaning of metaphor.

1.2 Research Problems

Based on the background of the study above, this research will be guided by several research questions wich formulated in the following questions:

- What are the conceptual metaphor and what are the meaning of the metaphors used by writers in FourFourTwo in UEFA Champions League season 2017?
- 2. What are the functions of the metaphorical linguistic expression used by writer in FourFourTwo in UEFA Champions League season 2017?

1.3 Research Objectives

Based on the problems above, the objective of the study are aimed:

- 1. To get understanding on how metaphor can be understood by elaborating the conceptual metaphor found in football news.
- To explain the meaning and the function of metaphorical linguistic expression used by news writer in FourFourTwo in UEFA Champions League 2017 news

1.4 Significance of the Research

This research gives valuable information about conceptual metaphors that found in football online news magazine. How metaphors construct meaning, what the function of its metaphor that found in EUFA Champions League 2017 news from FourFourTwo, and to give awareness that metaphors could be found in over organized text such as in sports news as the main topic in this research.

1.5 Scope and limitation

The writer focused on analyzing how metaphor can be understood by elaborating the conceptual metaphor found in football news in FourFourTwo in UEFA Champions League 2017 news and the analyzing function of metaphorical linguistic expression used by news writer. The writer start to collect data from Semi final stage news in early of Mei until the champions league is entering final round in 4th of June 2017 or it taken in a month. It taken from www.FourForTwo.com

1.6 Definition of the key terms

1. Metaphor

A metaphor is a part of a figurative language, it compares one idea with another idea through a similarity without using comparative markers, such as like or as.

Example : you are my *sunshine*

2. Conceptual Metaphor

Conceptual metaphor is a metaphor in which one idea is to understand in terms of another through which we act and think.

Example : the systematic metaphorical concept that "time is money."

Will we waste it, save it, or spend it?

3. Figurative language

Figurative language is a type of language that uses words or phrases that are different from the literal meaning.

4. EUFA Champions League 2017

EUFA Champions League 2017 is the top football competition among European football clubs that is held every season, in the season 2016/2017 it starts from July 2016 and finish on Mei 2017.

5. FourFourTwo

FourFourTwo is football news magazine that first published in 1994 on the back of a world cup that England hadn't even qualified. Two decades on, FourFourTwo is the world's biggest football magazine, published in 17 markets that available in an online version too.