

# 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.

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 suggested. Knowless and Moon, (2006). Cruse (2000) stated a similar definition which suggests 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.





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 because 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.

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.

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

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.

## 1.2 Research Problems

1. 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?



## 1.4 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 UEFA 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](http://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. UEFA 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.