# Chapter II

## REVIEW OF LITERATURE

### 2. Theoretical Framework

This chapter consists of  some theories related to this research , overview about FourfourTwo and UEFA Champions League 2017.

### 2.1 Figurative Language

Figurative language is language in which figures of speech, such as metaphor and metonym freely occur. Contrast with literal language, it means exactly what each word conveys.

Figurative language can also be defined as any deliberate departure from the conventional meaning, order, or construction of words. Figurative language is used in any form of communication, such as in daily conversation, article in newspaper, advertisement, novel, poems, etc. Accordig to Perrine (1982), she states that figurative language afford readers imaginative pleasure of literary work. It is a way of bringing additional imagery into verse, making the abstract concrete, and  making literary work more sensuous.

There are some important figurative languages, such as:

1. **Simile**

Simile is the comparison of two elements where each maintains its own identity. For example: "My love is like is a red, red rose." Here, a person is compared to flower in a way that suggested they have certain features in a common, such as beauty, fragility, and etc. Simile usually using "as or like" in its use, for example: She likes a star.

2. **Metaphor**

Metaphor is the merging of two element or ideas, where one is used to modify the meaning of the other. For example: "The moon was a ghostly galleon tosses upon cloudy seas." Here, the image of the moon in a cloudy night sky is merged with that of a sailing ship on stormy seas, so that some characteristic of the latter are transfer to the former.

3. **Metonym**

Metonym is the use of a part to represent a whole, or the use of one item to stand for another with which it has come associated. For example: in the news headline "Palace shocked by secret photos," the palace stands for the royal family and their sides.

4. **Personification**

Personification is the description a nonhuman force or object in terms of a person or living thing. For example: "The gnarled branches clawed at the clouds." Here, the three branches are given the characteristic of grasping hands. Personification

permits us to use knowledge about ourselves to comprehend other aspects of the world, such as time, death, natural forces, inanimate objects, etc. One important question that arises in connection with personification is why we use the kinds of persons that we do for a target.

### 5. Symbols

Symbol is the substitution of one element for another as a matter of convention rather than similarity. For example in the biblical story of Adam and Eve, the serpent is used as a symbol of temptation. In the ceremonies of the modern Olympics, white doves symbolizeand freedom. Language itself is a symbolic, since words and meanings are associated purely by convention.

## 2.2 Metaphor

Metaphor can be described as a comparison between two different things. Wales (2001) states that metaphor is produced when words are attributed by metaphoric sense, meaning that "one domain of reference is carried over or mapped onto another on the basis of some perceived similarity between the two fields".

Another expert supporting the idea is Keraf (2001), who states that metaphor is a kind of analogy that compares two things directly. For instance, "Muhamad Ali is a lion in the ring". In this example, Muhamad Ali is compared to a lion, and "lion" is used metaphorically. A lion is pictured as the king of a jungle; therefore, Muhamad Ali was the king of the boxing ring because Muhamad Ali could defeat his enemies by knocking them quickly.

In the book entitled *Metaphor and thought* Ortony (1993) states that metaphor is the use of word or phrase to indicate something different from the literal meaning, as in example "*she has a heart of stone".* In this sentence "she has a heart of stone", it does not mean that she has a heart made of stone but she has a strong faith about something and it is difficult to change

Metaphor is a figures of speech in which one object is compared to another without any connective words, such as, "he is a pig" . Kennedy and Gioia (2005). Two dissimilar things, in the previous example. A person (he) and an animal (pig), are compared without using such a connective word as like.

Based on above oppinions about metaphor the writer can conclude that metaphor has been viewed as a figure of speech in which one thing is compared to another by claiming that the first one is the other without explicit comparison achieved using the words *like* or *as.*

## 2.3 Metaphor in Cognitive linguistics

A new view that opposed the traditional concept of metaphor gained after the publication of George Lakoff's and Mark Johnson's *Metaphors We Live By* in

1980. It is congruos with cognitive linguistics theories, that according to Evan and Green (2006) cognitive linguistics is investigating the relation of human language and human cognition. In cognitive linguistics to study language is to study pattern of conceptualisation.

Cognitive Linguistics developed into two branches, namely Cognitive Semantics and Cognitive Approach to Grammar. Cognitive semantics examines the relationship between experience, conceptual systems, and semantic strutcture formed in the linguistic expression. While cognitive approaches to grammar examines and describes how system of language related to human knowledge. Both of this branches are one entity, either cognitive semantics or cognitive approach to grammar are interrelated based on the role of interpreting the meaning of language in cognitive.

Theoretical framewok in this study is more focused on cognitive semantic approach because it is directly related to the study of conceptual metaphor. Evans and Green (2006) stated that in specific terms, scholars working in cognitive semantics investigate knowledge representation (conceptual structure) and meaning construction (conceptualisation). Cognitive semantics is not only examines the meaning of language, but rather the essence of human conceptual system through language. It is suitable with Steen's opinion (2007), that the existence of conceptual metaphor can be studied using the approach of language system and/or conceptual system (mind).

The work of Lakoff and Johnson in *Metaphor We Live By* used by the writer as the main guideline book to do this research. And the important

achievement of *Metaphors We Live By* is the fact that "Lakoff and Johnson showed that metaphor is pervasive both in thought and everyday language", it is equal and then facilitated the rise and unification of the cognitive linguistic view of metaphor. They claim that "our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature" Lakoff and Johnson (1980). Those concepts govern human thought and everyday functioning, structure human perception and orientation in the world, and how human relate to other people. In short, our conceptual system plays a central role in defining our everyday realities, which is what Lakoff and Johnson meant by saying that we *live by metaphors*.

Cognitive linguistic defines metaphor as understanding one conceptual domain in terms of another conceptual domain, while a conceptual domain is any coherent organization of experience. It can also be expressed in the following way: CONCEPTUAL DOMAIN A IS CONCEPTUAL DOMAIN B Kövecses (2010). Metaphorical linguistic expressions, on the other hand, are linguistic expressions that emerge from the language of the more concrete conceptual domain, which is domain B.

## 2.4 Conceptual Metaphor

Metaphor is generally defined as a device of the poetic imagination and the rhetorical flourish in literary work. It is a way to understand one thing in the term of other things. This view was challenged by Lakoff and Jonhson (1980). They said that metaphor was not merely viewed as characteristic of language alone. Metaphor is influences in everyday life, not just in language but in thought

and action. It means that the way we think what experience, and what we do every day is influence by metaphor. Because metaphor influences human conceptual system in the terms of which we both act and think, so it is called concetual metaphor.

Conceptual metaphor relates to human cognition and connot be separated from our daily life, this can be seen in the following example of the metaphor *"he shot down all of my argument"* . In this example, it can be described that what every individual thinks and acts is always related to metaphor.

Everything seen and felt in daily life is realized through cognitive language or the process of language comprehension related to the context of situation. We sometimes disagree with the understanding or opinion of others in everyday life. Everyone will maintain their own argument when there is difference in opinion or argument. However, in argument, there are losers and winners although the winners do not always have a correct argument.

Victory and defeat in a debate is equated with wars. This results in a metaphorical concept of the human mind where "ARGUMENT IS WAR". The concept can be seen in such a sentence as "he shot down all of my argument". The word "shot" is in use with the concept of WAR where people shoot one another so as to win the war. It can be understood that humans observe and treat things that they meet in the form of metaphor through their utterances every day. Lakoff and Johnson (1980: 3) states that;

"metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature."

This all is known as Conceptual Metaphor Theory (CMT). Conceptual metaphor is the process of interpreting or understanding one domain which is relatively abstract by using another domain which is relatively concrete Lakoff and Johnson (1980).

## 2.5 Mapping in Conceptual Metaphor

Metaphor in the cognitive view has two main domains, namely, source domain and target domain. The conceptual domain from which it draw metaphorical expressions to understand another conceptual domain is called source domain, while the conceptual domain that is understood this way is the target domain. Thus, the abstract concepts, such as, life, arguments, love, theory, ideas, social organizations, and others are target domains, while the concrete concepts, like journeys, war, buildings, food, plants, and others are source domains. The target domain is the domain that we try to understand through the use of the source domain.

Consider the following example of (a), and (b)

a) He *shot down* all of my arguments.

b) He *attacked* every weak point in my argument.

According to Lakoff and Johnson, a mapping concept of argument to that of war can be seen in both (a) and (b). The argument, which is the target domain, is viewed in terms of a battle (or a war), the source domain. The existence of such a link allows us to talk about arguments using war terminology.

The examples in (a) and (b) provide an illustration of Conceptual Metaphor Theory (CMT). Lakoff and Johnson explain them via the common conceptual metaphor ARGUMENT IS WAR, which is systematically reflected in metaphorical linguistics expressions.

c) Your claims are *indefensible.*

d) I *demolished* his argument.

e) I've never *won* an argument with him.

f) You disagree ? Okay, *shoot!*

The underlined words are linguistic expression which refer to how the argument an be reflected as a war. When use *attack, demolished, indenfensible, shoot and target* to talk about ARGUMENT, these metaphorical expression omes from domain of WAR. The fact is those expression are not only refer to some war terms but also to form a human cognition based on the used concept. Everybody can be completely win or lose in argument, to win an argument they have to use a strategy and if they don't have a strong strategy or weapon they will lose and their weak argument can be easily defeated. Many of things we do in arguing are partially structured by the concept of war. Arguments are comprehended in our thought as war because the word war is associated with defense, attack, demolish, and won. When we argue with someone, we view the person as an opponent who

can attack our position and, therefore, we should defend ours. In an argument, people involved use many strategies to win. This yields the conceptual metaphor ARGUMENT IS WAR. Lakoff and Johnson (1980) claim that such metaphorical associations do not only reveal themselves in language, but to a large extent govern our behavior. For example, one might not only talk about "demolishing arguments",  but at the same time behave aggressively in the process.

Here are the mapping to support the conceptual metaphor of ARGUMENT IS WAR

Table 1. Mapping of  ARGUMENT IS WAR

| *SOURE : WAR* | *TARGET : ARGUMENT* |
|---|---|
| War contender | People arguing |
| War stategies (tactics, high technology, strong fortress) | strategies for arguing (strong argument, facts, and beliefs) |
| To win or lose battle | To win or lose argument |
| To stop fighting | To stop arguing |

The two domains that constitute a conceptual metaphor are the source domain and the target domain. The former is the more concrete or delineated domain that we draw linguistic expressions from, while the latter is the more abstract and less delineated conceptual domain that is understood in this way. It is important to note that in most cases these two domains are not reversible. This principle is known as unidirectionality and it refers to the fact that the

"metaphorical process typically goes from the more concrete to the most abstract and not the other way around" Kövecses (2010).

## 2.6 Metaphor and Culture

Conceptual metaphor and culture are related to each other. As stated by Lakoff and Johnson that metaphorical expressions in daily language gives perception into the concept that structure everyday activities.40 For instance, the writer takes an example from the methaporical concepts *Time is Money*.This metaphor is reflected in daily language by many varieties of expression such as:

I"ve *invested* a lot of time in her.
I don"t *have enough* time to spare for that. You"re *running out of* time.
You"re *wasting* my time.

The metaphorical concepts from *Time is Money* will be drawn on the following table:

Table 2. Mapping of TIME IS MONEY

| *SOURE : MONEY* | *TARGET : TIME* |
|---|---|
| Valuable | Precious |
| Invested | spend |
| Amount | Duration |

From the table above it can be explained that *Time* in western culture seen as valuable commodity and it is used to accomplish the goals. From the examples

above, it explains that time is precious, valuable, and limited. Thus, it can be understood how the western culture understands and experiences time as the kind of thing that can be spent, wasted, and invested wisely or poorly.41 As it has already known that in Indonesian it has the same metaphorical concepts "*Waktu adalah Uang*" which it is borrowed from "*Time is Money*" English metaphorical concepts. Yet, in facts, Indonesian people do not trully appreciate the value of "*Time*" because the way they experience time in terms of money is different as it has known in term "*Biar lambat asal selamat*". From the explanation above, it can conclude that the similarity between conceptual and metaphor is because of the experience and culture which will form a metaphorical structure

## 2.7 Function of Metaphorical Linguistics Expression

The only function of language would be to expound knowledge and pass information, in order to facilitate cooperation between members of society. Informtion much more be conveyed by using metaphor through implication and connotation, than through straightforward or literal language. When using metaphorical expression, listener interpret less narrowly than they would literal language. Therefore, meaning is communicated between speaker and listener in a less precise way, eventhough the metaphor may seem concrete and vivid. It is imprecision, which makes metaphor such a powerfull tool in the communication of emotion, evaluation, and explanation. According to Leech there are five function of metaphorical language, they are : information, expression, direction, aesthetic, and phatic.

1. Information

   The used of metaphorical expression has the function to convey information which everyone tends to assume it is important that deliver from the speaker to listener. The characteristic of this function is the implicit characterization in the message that conveyed. This function is usually contain an idea, belief, certainty, anger, fear, anxiety, and courage.

2. Expression

   The used of metaphorical expression has the function to expressing the speaker's or writer's feelings or attitudes, swearword, and exclamation are the most obvious example for this function. The content of metaphorical expression contains the speaker's or writer's expecation and desire to the lisner or reader. The characteristic of this funtion is the implicit intention that indicates direction, suggestion, or expectation.

3. Direction

   The used of metaphorical expression has the function to influence the behavior or attitudes of the other. The characteristic of this function is shown by command and request, instruction, threat or question. This function of social control places emphasis onthe listener's or reader's rather than the speaker's end of message.

4. Phatic

   The used of metaphorical expression has the function to maintaining social bonds. The characteristic of this function is by keeping the communication

lines open between social members (speaker listener or reader) and keeping the social relationships in good condition.

5.  Aesthetic

The used of metaphorical expression has the function to creating artistic effect.

## 2.8 Previous Study

There are some studies which had been conducted regarding analysis the metaphor, they were as follow :

The writer found another research who has been analyzed metaphor in novel. 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. Further to analyzed the data they applied theory of comparison by Miller were used to categorize and the types of metaphor and to interpret the metaphors. This research applied mixed method strategies through exploratory-qualitative-statistical research. Exploration and explanation are necessary since the data in the form of written text. Statistical or data calculation is also applied during the analysis to count the dominant categories of target and source domain

The results of this research show that there are nominal and predicative metaphors that are dominantly used. SADNESS, FEAR, and ANGER are the

dominant target domains. NATURAL FORCE, FIRE, TORMENTOR, DOWN, and CAPTIVE ANIMAL appearing as the dominant source domains. The whole dominant categories appear and indicate particular tendency that is related with the story, character and what Katniss Everdeen as the main character does and feels in the story.

What will the readers get from this research is with conceptual metaphor, it can build a story, character, setting, and certain meaning through categories and properties that are linked with our daily activities. Perception of a concept in our daily knowledge constructs language from literal to figurative. It is also construct situated meaning which is means there is another story behind the Katniss' bravery. It is proven that anything in the story can be revealed by using theory of conceptual metaphor.

Ekaning Krisnawati (2014) has done research about metaphor in Indonesian soccer news. 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*.

The writer applied MIPVU (Metaphor Identification Procedure Vrije Universitet) developed by Steen, et al (2010) to determine linguistic metaphor expressions in sport news. The procedure basically describes the procedure to determine the basic meaning and the contextual meaning of a word. The basic meaning is originated from a dictionary, while the contextual meaning is revealed from the context that bounds the word under consideration. If the basic and the

contextual meaning are different, the word has the potential to conceptualize metaphor. The result from this research revealed that some conceptual metaphor that exist in our thought can be found in linguistic expressions in Indonesian soccer news. The concept of goals which is the main purpose of the game to score goals as a gold and as crops, and the game itself conceptualized as hunting.

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 with descriptive qualitative method to analysis the data. There are three steps as the object of the analysis in this thesis, the first is find out the number in Dream Theatre's selected lyrics. Continoue with find oyt the most dominant type of metaphor, and the last is analyze the meaning of metaphor found in Dream Theatre's selected lyrics.
The result of this research are 95 metaphor which consist of

4. Conceptual metaphor 65 data (68,4%)

5. Mixed metaphor 28 data (29,5%)

6. Poetic metaphor 2 data (2,1%)

The most metaphor which appear is conceptual metaphor a conclusion can be drawn that metaphor plays its role in this lyrics, not only to convey and decorate ideas but also to arouse emotional feelings of the listener.

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. Every types of metaphor have different meaning. The first is meaning about coneptual metaphor that the source domain is he wants to make his mother to get happy. Target domain is how can do it. The second is orientational metaphor. Reading Qur'an is many benerits that he always reading Qur'an in every single day and praying on time teh results is he always remembers Allah. The last is ontological metaphor he had gpt mistakes and doing so bad in the past, now he want to get way to the truth to go in the heavenor Jannah.

From the previous study, the writer can took some lesson to helped the writer how to start and finish this research about conceptual metaphor. Althought this reserach had same topic about sport news with one of the previous studies above, The differences are the object taken from English language online magazine which did not need to be translated as the previous study did.

## 2.9 UEFA Champions League 2017

The UEFA Champions League, known simply as the Champions League, is an annual continental club football competition organised by the Union of European Football Associations (UEFA) and contested by top-division European clubs. It is one of the most prestigious tournaments in the world and the most prestigious club competition in European football, played by the national league champion

(and, for some nations, one or more runners-up) of each UEFA national association.

In its present format, the UEFA Champions League begins in mid-July with three knockout qualifying rounds and a play-off round. The 10 surviving teams ente r the group stage, joining 22 other teams qualified in advance. The 32 teams are drawn into eight groups of four teams and play each other in a double round-robin system. The eight group winners and eight runners-up proceed to the knockout phase that culminates with the final match in May. The winner of the UEFA Champions League qualifies for the UEFA Super Cup and the FIFA Club World Cup.

Real Madrid is the most successful club in the competition's history, having won th e tournament ten times, including its first five seasons. Spanish clubs have accumulated the highest number of victories (16 wins), followed by England and Italy (12 wins apiece). The competition has been won by 22 different clubs, 12 of which have won it more than once.  Since the tournament changed name and structure in 1992, no club has managed consecutive wins; Milan were the last holders to successfully defend their title, in the 1989–90 season.  The reigning champions is Real Madrid, who secured their eleventh title in the competition after defeating Atletico Madrid in the 2016 Final.

## 2.10    FourFourTwo

Fourfourtwo is football news magazine that first published in 1994 on the back of a world cup that England hadn't even qualified, published by Haymarket. It takes its name from the football formation of the same name, 4-4-2. Two decades on, fourfourtwo is the world's biggest football magazine, published in 17 market that available in online version too