





and “Shot down” are used to depict the concept of *war* in arguing. When arguing something, we see the people we are arguing with as an enemy. We will attack his position and defend our own. It means we can attack his argument using our ideas or perspectives and we have to defend our ideas to gain a win in that arguing performance. It shows that many of the things that someone does in arguing are partially structured by the concept of war. In other word, what we talk is about “argument” but we act according the way we conceive it as a “war”. ARGUMENT is structured, understood, performed, and talked about in terms of WAR. The concept is metaphorically structured, the activity is metaphorically structured, and the language is metaphorically structured. In this sense, the ARGUMENT IS WAR is one of metaphors that we live by in this culture, because “war” structures the performing action in arguing.

The use of metaphor cannot be separated in everyday life. Metaphors could be found in various research fields, such as in novels (e.g. Jannah, 2012), medical discourse (e.g. Wen-Yu Chiang & Ren-Feng Duann, 2007), speeches (e.g. Dewanti, 2011; Lesz, 2011; Sabu, 2011; Risdianto, 2014), advertisement (e.g. Xianrong Zhang, 2009), newspaper (e.g. Bergh, 2011; Murdani, Yanti, & Rina, 2014; Krisnawati, 2014) and etc.

Analysis of conceptual metaphor for thesis was commonly taken from speeches. The researcher tried to show there was another interesting object that still rare to analyze conceptual metaphor, it was about sport news. So far

the researcher only got two researchers, Bergh (2011) and Krisnawati (2014) who studied conceptual metaphor in sport news.

Doing a research about conceptual metaphor in sport news would be interesting because we could find metaphorical cases in terms of factual report which often dominated by literal meaning. This research discussed about conceptual metaphor in sport news, especially the news of World Cup 2014 Brazil. World Cup is the biggest event in football competition, it would be special because it is only held in every four years unlike other football competitions that can be seen in every season. The news of World Cup 2014 was taken from The Jakarta Post (Online Version). It is an English-language newspaper from Indonesia where the researcher comes from. The same cultural background enables researchers to examine conceptual metaphors which exist in the news of World Cup 2014, because different culture has different form to structure a conceptual metaphor. Online version of The Jakarta Post would collect the news easily, by texting in searching column device, the researcher could find all news of World Cup 2014 Brazil.

This research is focus on conceptual metaphors that used by The Jakarta Post in World Cup 2014 news. Conceptual metaphor is different with metaphor as one of figures of speech. A conceptual metaphor needs linguistic expressions that cluster together to form a conceptual metaphor, it was like the previous example that used expressions "attact", "won", and "shot down" to form a conceptual metaphor, namely ARGUMENT IS WAR. Because of that, this research began to focus on identifying linguistic expressions in World





