CHAPTER I

INTRODUCTION

This chapter presented the discussion on the background of the study, statement of problems, research purposes, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of Study

Language is one of important thing in society. Through language, people can communicate and express their wills, desires, and feelings. There are two ways to express the speaker's feeling, literal language and figurative language. Literal language means exactly what it says. Then, Figurative language is the type of language in which "it doesn't mean what it says" (Hawkes, 1972). Figurative language creates an imagination to the reader or listener to help them understand the meaning of the sentence. Figures of speech are used in figurative language. Kinds of figure of speech used in figurative language are metaphor, simile, hyperbole, personification and synecdoche. Then, the discussion topic in this research is about metaphor.

Metaphor is commonly known as a kind of figures of speech. Figures of speech express the idea that goes beyond the literally meaning. According to Jufrizal and Refnaldi (2008), metaphor is a figure of speech which concisely compares two things by saying the one is the other. It is considered implied comparison because it compares two things without using comparative markers such as 'like' or 'as'. For example "Her home was a prison", it is not literally means that her home is a prison. The readers have to understand this sentence using their imagination that her home had some of the characteristics of a prison. The readers will imagines that she could not leave her home, maybe her parents forced her to stay at home, and she was trapped inside. In this sentence, "prison" is a metaphor. The idea of prison is not the same as its literal meaning which describes that prison is made of metals, place for criminals, and guarded by polices.

A different view about metaphor comes from Cognitive linguists. In the cognitive linguistics, metaphor is not merely viewed as characteristic of language alone. Metaphor is pervasive in everyday life, not just in language but in thought and action (Lakoff and Johnson, 1980:3). It means that the way we think, what we experience, and what we do every day is influenced by metaphor. Because metaphor influences human conceptual system (in the terms of which we both act and think), so it is called conceptual metaphor. The conceptual metaphor can be seen in the following examples:

ARGUMENT IS WAR

He *attacked every weak point* in my argument. I've never *won* an argument with him. He *shot down* all my arguments.

This is an example of a metaphorical concept, namely, ARGUMENT IS WAR. Argument and war are different kind of things. "War" is a physical battle with weapons and armies as the device to attack the enemies and gain a win or lose. However, the expressions "attacked every weak point", "won" 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

Cup 2014 news. After that, it focused on analyzing conceptual metaphors which is structured by linguistic expressions using conceptual metaphor theory based on Lakoff and Johnson (1980). Then, it classified into three kinds of conceptual metaphor, namely, structural metaphor, orientational metaphor and ontological metaphor based on Lakoff and Johnson's theory (1980).

1.2 Statement of Problems

Based on the background of the study, the researcher decides some research problem as follow:

- What Conceptual Metaphors are used by The Jakarta Post in World Cup 2014 Brazil?
- 2. What kinds and the most common kind of conceptual metaphors are used by The Jakarta Post in World Cup 2014 Brazil?

1.3 Research Purposes

Based on the research problem, the researcher decides the aims of this research are:

- To find and describe conceptual metaphors used by The Jakarta Post in World Cup 2014 Brazil.
- To find kinds and the most kind of conceptual metaphors used by The Jakarta Post in World Cup 2014 Brazil.

1.4 Significance of the Study

This research contains several benefits to the researcher and to the readers. The benefits are:

- To enrich our knowledge about conceptual metaphor, the process of linguistic expressions forms the conceptual metaphor, the meaning of conceptual metaphor, kinds of conceptual metaphors which found in World Cup 2014 Brazil from The Jakarta Post.
- 2. To give a greater awareness that metaphors is everywhere in our daily life. Metaphors are not only can be found in novels, medical discourses, advertisements, political speeches, but also in sport news as the main topic of this research.

1.5 Scope and Limitation

This research only focuses on analyzing conceptual metaphors and kinds of conceptual metaphors that used by The Jakarta Post in World Cup 2014 Brazil which posted from 4th June 2013 to 15th July 2014. It was retrieved from *www.thejakartapost.com*.

1.6 Definition of Key Terms

1. Cognitive Linguistics

Cognitive Linguistics refers to the linguistic research of all kinds on the interaction between language and cognition.

2. Metaphors

Metaphor is a way to understand one thing in the terms of other things. It means the contextual meaning contrasts with the basic meaning but can be understood in comparison with it. Metaphors in this research refer to linguistics expressions (could be in the form of words, phrases or clauses or even sentences) that contain metaphorical cases.

3. World Cup 2014 Brazil

World Cup is an international football competition in every four years. The World cup 2014 is played in Brazil. In this research, it means a news topic of sport article from the Jakarta Post newspaper (online version) that contains metaphorical cases.

4. The Jakarta Post

The Jakarta post refers to a website source of this research known as *www.thejakartapost.com*. It is an online version of the largest English-language newspaper in Indonesia where the data of this research was taken.