

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

One can obtain information about current issues from a lot of media provided. Newspapers appear to be one of the mass media that people mostly tend to subscribe to fulfill their information needs. Moreover, reading newspapers will satisfy people as they easily gain a lot of information just from one single medium. It is true to state that language with its element that a journalist often uses can attract readers, even impel them to read the article of the newspapers.

Metaphors can be one of the choices for the journalist to make eye-catching headlines and also compose a good article to be read. We are aware that metaphors are usually used to show something different from the literal meaning and also link them with a device of poetic expression (Lakoff and Johnson 3).

Nevertheless, two professors of cognitive linguistics at the University of California, Berkeley, named George Lakoff and Mark Johnson bring a new different concept to the metaphors. They boost an opinion that metaphors are pervasive in everyday life, not just in language but also in thought and action.

Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature (Lakoff and Johnson 3).

According to Lakoff and Johnson, the metaphors are the systems formed by understanding and experiencing one kind of thing in terms of another. It means that whether consciously or unconsciously, we tend to impose the character of one concept onto the element of another concept. Although both concepts are different kinds of things, we structure, understand, perform, express even talk about the things in one experience in terms of another concept. As a result, a new concept will emerge naturally. Thus, the process is called metaphorical concept which indicates a process which happens without our being normally aware of and can happen pervasively in our everyday lives. To illustrate this theory, we examine the **orientational metaphor Up and Down**. Many people cognitively interpret **Up is Good** and **Down is Less Good**, which is reflected in the sentences: *She is feeling **down** today* gives a meaning that *she is feeling sad today*, whereas, in the sentence *She is feeling **up** already* gives a meaning *she is feeling happy today*. The two opposite sides **up** and **down** metaphors emerge from our experience in understanding that the falling posture naturally deals with negative emotional state such as sadness, depression, unhappiness, whereas, straight posture has something to do with positive emotional state such as gladness, happiness and joyfulness.

The metaphors can be built into the conceptual system of the culture in which we live by. In a metaphorical concept, **Time is Money**; we find that there are some cultures where **time** is not viewed in terms of **money**. In such a culture, people would view **time** differently and experience **time** differently.

As it comes from Western and Japanese cultures, linguistic expressions such as *You are **wasting** my time* and *You need **to budget** your time* give us an understanding that people use their everyday experiences with **money** to conceptualize time.

Language appears to be an evidence on how the metaphors exist for the reason that language is a communication based on the same conceptual system (Lakoff and Johnson 3). To see and understand the metaphors exist, we would find it from the headlines of the newspapers. **The Jakarta Post** seems to be a significant newspaper in Indonesia since it is the only English newspaper. People would look for **The Jakarta Post** if they want to gain information in the English language. In this newspaper, we read and understand about the headlines and also are familiar with the meaning; yet, without our realizing it, the headlines go through a metaphorical process.

I consider headlines as examples of this kind of metaphors because they are the first thing for people to consider when they want to buy the newspapers. Furthermore, newspaper headlines are one of the reflections of what the account of metaphors are formed. That is why I would like to discuss “**The Application of George Lakoff and Mark Johnson’s account of metaphors in the headlines of The Jakarta Post**” in my thesis for the purpose of assisting the readers in finding and comprehending the real meaning behind the metaphors that the journalists want to reveal.

From the explanation above, it is obvious that metaphors do exist in our daily communication either in daily conversation or particularly in headlines. Therefore, in writing this thesis, I hope to make people aware that the way they understand their experiences are precisely metaphorical in nature. The readers should have an awareness to interpret the meanings behind the metaphors and relate them to Lakoff and Johnson’s theory that I apply here together with the data analyzed as examples. Finally, the readers

will be able to study the nature of metaphorical concepts and also gain an understanding of the metaphorical nature of our activities.

1.2 Statement of the Problems

In this thesis I would like to analyze:

1. Which of the headlines contain Lakoff and Johnson's account of metaphors?
2. How are the processes of metaphorical concepts formed in the metaphors of **The Jakarta Post**?
3. What is the journalist's intention of using such metaphors in his or her headlines?

1.3 Purpose of the Study

This thesis is done to:

1. To show which headlines in **The Jakarta Post** newspapers that contain the metaphors.
2. To explain the metaphorical concept that is structured in the metaphors.
3. To understand the journalist's intention of using the metaphors in the headlines.

1.4 Methods of research

The first step in writing this thesis is that I browse and select headlines of **The Jakarta Post** which contain the metaphors. I also read the article to find the relation between the headlines and the contents. Then I discuss the headlines by applying Lakoff and Johnson's account of metaphors. Finally I conclude my discussion.

1.5 Organization of the Thesis

This thesis consists of four chapters. The first chapter is the Introduction, containing the Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. The second chapter contains the Theoretical Framework. Then the third chapter is The Application of George Lakoff and Mark Johnson's account of metaphors in the headlines of The Jakarta Post. The fourth chapter contains the conclusion of the thesis. The thesis ends with Bibliography and Appendices.