

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw some conclusions related to both the theories and data. First of all, I discover that it is proven there are cognitive metaphors in the media like newspaper as it is reflected in most of the headlines. We are living by the metaphors as we do in our culture. We tend not to view them as metaphors at all as we use them in lives without ever noticing them. Having analyzed the data, the metaphors applied in the newspaper of **Jakarta Post** published in months of November 2006, March 2007 and July 2007 covers Pragmatics and Cognitive Semantics as its linguistics fields. Cognitive semantics comprise of some categories of metaphors. They are **Orientational Metaphors, Structural Metaphors, Container Metaphors, Metonymy, and Ontological Metaphors which consists of Entity and Substance Metaphors and Personification.**

I find that our experiences and activities that are structured by the metaphorical concept turn out to create similarities. It happens on account of inducing one concept to another concept. For example, it is based from the data, we find **Business is a Game** as structural metaphors, where people experience the

activity of business and games, and the rule of those actions are perceived as winning or losing. Hence, this metaphor merely emphasizes on the experiential similarity.

An experience is accurately conceptual and is defined in terms of another experience. Both domains of experiences are established by our connections with natural kinds of experiences such as our bodies, physical environment and even with other people. Orientational metaphors as a result of our connection with our body relate to spatial orientation. Ontological metaphors and container metaphors are as the results of our connection with physical environment both objects and our everyday activity surrounds us. Besides, structural metaphors can be as a result of people relationship with other people within culture, for example, a value **“Time is Money”** and **“Significant is Big”** that are grounded in cultures.

The using of account of metaphors have different purposes. First, metonymy is understood to be a concept as a part of our ordinary lives where we are using one entity to refer to another related to it. It is inferred from our experiences when to indicate a person; we tend to know first what and how the person’s face looks like. Therefore, when the journalist wants to reveal something wholly, he represents it with a part from its whole. By using metonymy, it would make us easy to communicate to another people without giving a long description to refer to the complete entity. Moreover, it is to make the readers easy to interpret the journalist’s intention concerning the name, product or organization because of certain names applied has already been familiar to us. For example, *Hollywood produces a new film this month*, we can directly refer to it to artists since we know that Hollywood is a place which is purely popular as the center of entertainment worldwide.

Aside from it, I find the purpose of using other accounts of metaphor such as orientational metaphors, ontological metaphors, container metaphors and structural metaphors. By understanding one kind of thing in terms of another thing, we have a tendency to transfer the basic concept of a thing. A certain concept is expressed in our language to emphasize on the points which indicate the same sense. Example from the data is **After 61 years, House's images still tarnished**. The journalist emphasizes on the sense of dirtiness by imposing “tarnish” on accounts of having the experience with it then seeing correlation between “images” (good name) and “taints”. In addition, we typically view something dirty is tarnished; accordingly, we unconsciously transfer this concept to understand “images” so people can directly see the points in both concepts.

In general, I will find that the journalists use the accounts of metaphors in their writing headlines to emphasize on the situation so that the readers can find the relation between the headlines and the articles also interpret the meaning that the journalists want to reveal.

We cannot primarily find the concept of metaphor from a standard account of meaning such as a dictionary. A dictionary deliberately can give the common and normal meaning based on our accepting the thing that is inherent in the concept itself. Yet, it cannot present the meaning about the way in which we understand our experience in terms of metaphors. We take **Money is Water** metaphorical concept, when we look up the meaning of “money” in a dictionary, we find that it tells us about to borrow, save, spend and earn money, but it does not mention about the way we understand “money” in terms of “water”. We would not find “pouring” in the sense of money because “pouring” comes from how we understand our experience “money” and “water”. That is why such a concern serves a different concept of definition from the dictionary.

The accounts of metaphor reflected in sentences are assumed to be true upon our understanding. Truth is understood as “experiential” and this means that people find the idea of truth in a conceptual system that is defined by metaphor and next consider it to be true. For example, in the headline **Airbus to axe 10,000 jobs in four years under crisis plan**, we view the activity to axe jobs to be true since we transfer experience of axing the solid object, which is typically we take to be true onto it. Then we see similarity between them. While the objectivists view the activity of axing is only matched to explain the activity of cutting a solid object, not an abstract thing like job.

Finally, my last conclusion is that Lakoff and Johnson’s invention on cognitive metaphor can actually enrich our knowledge about how to understand the complex meaning in our world.