

CHAPTER ONE

INTRODUCTION

Background of the Study

Typically, metaphor is viewed as a language variation in which the language is used figuratively. Webster Collegiate Dictionary terms metaphor as ‘a figure of speech in which a word or a phrase denoting one kind of object or action is used in place of another to suggest a likeness or analogy between them.’ In short, metaphor is like a figurative language in which the language is said to contain figurative meaning.

In linguistics, however, different linguists have different accounts of metaphor. Richards (1936) for example introduces the term *tenor* and *vehicle* in metaphor. *Tenor* is the underlying idea of metaphor, whereas *vehicle* is the image used to represent or carry the metaphor. For example: *Life is a stage* suggests that *life* is the *tenor* as it underlies the idea of the metaphor and *a stage* is the *vehicle* used to represent or carry the *tenor* so as to be metaphorical.

Another linguist named Searle (1993) centers his account of metaphor on the simple subject-predicate cases. He asserts that there has to be relations between three sets of element to understand a metaphor. Those are *S*, *P* and *R*. *S* is the subject expression or the object or objects used to refer to. *P* is the predicate expression that implies the literal meaning and *R* is the figurative or the intended meaning by the speaker. In short, the sentence which has the form *S is*

P is to be interpreted as *S is R*. For instance: the sentence *John is a pig* indicates that *John (S) is a Pig (P)* meant to be taken as *John (S) is lazy (R)* as the intended meaning to refer to the characteristic of *John, who is as lazy as a pig*.

Yet, two linguists named George Lakoff and Mark Johnson perceive that in our everyday language, in fact our way of thinking and acting reflect metaphor. They state that “Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.” (Lakoff and Johnson, 2003:3) In short, Lakoff and Johnson state that almost all aspects of our life reflect the use of metaphor. Therefore, they are of the opinion that metaphor is basically a cognitive language in the sense that it is related to the process of knowing, understanding and learning something by nature because of our daily and cultural experiences of life.

Due to the fact that Lakoff and Johnson’s account of metaphors cover vast scope of our lives and are cognitively understood, I am interested to know further concerning Lakoff and Johnson’s concepts of cognitive metaphors for my thesis. Furthermore, I notice that their concepts of cognitive metaphor are related to language and cognition as part of the study of cognitive semantics.

I am going to analyze and discuss their concepts of cognitive metaphor by applying them in the headlines of *In Touch Weekly* magazines. I notice that there are actually cognitive metaphors in the headlines if analyzed by using their concepts of cognitive metaphors. For example: *McHammer is goin’ down*. The headline contains the concept *down* that relates to sadness, failure, and etc. In this case, the word *down* suggests McHammer’s bankruptcy because he fails to maintain his career as a singer. Therefore, his career ‘goes down to the bottom’.

Related to such account of metaphor, I am interested in analyzing the cognitive metaphor concepts in the headlines of *In Touch Weekly* magazines and how they are related to the content of the article. *In Touch Weekly* is one of the gossip magazines read by the Americans. That is why my thesis aims at pointing out that metaphor is not merely a figurative language or a figure of speech, but it actually exists in our everyday life, such as in the newspapers, magazines and else.

We always read newspapers or magazines in our lives as part of our daily routine. Very often we are not aware that there are actually sentences printed in the newspapers that contain metaphors. I also notice that the metaphors in the headlines relates to the content of the articles. In short, I take an interest in finding out the reason why a journalist may come up with such headline(s) that imply the cognitive metaphors by relating them to the content of the articles.

Statement of the Problem

1. How are the cognitive metaphors used in the headlines of the *In Touch Weekly* Magazine?
2. How do the metaphorical concepts used in the headlines relate to the content of the articles?

Purpose of the Study

1. To analyse how the cognitive metaphors used in the headlines of the *In Touch Weekly* Magazine.
2. To analyse how the metaphors used in the headlines of the *In Touch Weekly* magazine relate to the content of the articles.

Methods of Research

Concerning the methods of research, the source of data is taken from the ten editions of the *In Touch Weekly* magazine, and the date and the edition of the magazines are chosen randomly. Then, I pick and some headlines which I find to contain the cognitive metaphors. And then, I read the content of the articles and analyze how it relates to the headline that suggests the cognitive metaphors.

Organization of the Thesis

This thesis starts with Chapter One, in which I present the Introduction, comprising of the Background of the Study, the Statement of the Problem, the Purpose of the Study, and the Method of Research. In Chapter Two, I present the Theoretical framework about the cognitive metaphor. In chapter Three, I present my discussion on the cognitive metaphor and the way it relates to the content of the articles. I conclude my discussion in Chapter Three and this thesis ends with the Bibliography and the Appendices, in which I present the samples of data.