

## CHAPTER FOUR

### CONCLUSION

Having analysed the cognitive metaphor in the headlines of the *In Touch Weekly* magazines, I arrive at a conclusion that different headlines may indicate different cognitive metaphors. Besides, there are some headlines which only have one aspect metaphor and there are others which have more than one concept of metaphor.

I find eighth headlines which indicate *Ontological Metaphor*. To be more specific, I find that the headline that implies the *Entity Metaphor* dominates the headlines. In relation to the content, the journalist wants the readers to understand much more about the content of the articles by using the entity metaphor.

Moreover, the readers will be more interested in reading the articles. Because of using this metaphor, the journalist wants to compare the abstract things with the concrete ones. Afterwards, the readers may understand and appreciate the reality of their daily life either positively or negatively. For example: *Farah's winning her cancer battle* means that before she wins a war to

struggle her illness, she is in a battle whether to live or die. Her illness is an abstract thing and the journalist interprets it as a concrete thing.

The other aspect of Ontological Metaphor is *Metonymy*. I find three headlines which suggest this kind of metaphor. If I relate it to the content of the articles, I find that the journalist uses Metonymy because he/she wants the readers to be able to guess the hint of what the content of the articles will be and what makes it sensational before they read them. Furthermore, I also find that the journalist tends to embellish the content of the articles so that they are going to be enthusiastic about reading the articles. At last, metonymy suggests something that has been familiar in public. Example: *Who says Rocky is too old?* If we read the word 'Rocky', we are familiar with the name because it is a popular film starred by a famous Hollywood actor, Sylvester Stallone. Therefore, it is easier to tell the articles and persuade the readers to read them because of the familiar name used within the articles.

I also find the other concept of Ontological Metaphor, specifically *Personification* in the headline. The number of the headlines that suggests personification is two. Related to the content of the articles, I notice that the journalist has an important point to make the readers become interested in reading the articles in the magazine. The first purpose of using metaphor is that the journalist wants to compare the abstract or concrete thing with the human in order to make the readers be able to apply something easily. The second purpose of the journalist's applying personification is that the journalist wants to prove that all things or human in this world has limited times in their life. It means that they are not aware of time that all in the world will pass quickly. For example:

*Motherhood changed Madonna* means that after Madonna becomes mother, she changes her bad habits in her youth. Besides, she knows that she is not young anymore. That is why, she has to do thing in her life more seriously.

*Container Metaphor* is the fourth aspect of *Ontological Metaphor* which I find in these headlines. There are two headlines, which indicate this concept of metaphor. In relation to the content of the article, the journalist wants the readers to know about IN-OUT concept. It means that the readers can fill themselves with positive things in order to make their life valuable. Yet, if a bad thing occurs in their life, they can solve it in either a good or a bad way. For example: *She's trying to fit in ...but she can't help being naughty*, this means that Lindsay's bad habit contains herself. She tries to relieve herself from this kind of condition, but she fails because her negative habits have been too many in comparison with her positive habits, which make her unable to resist conducting her bad habits,

The other concept of metaphor is Structural Metaphor. I find one headline that suggests this kind of metaphor. If I relate the content of the articles, I find on the whole that the journalist tries to make the content of the articles become more sensational. Besides, the journalist wants the readers to be excited to read the gossip and to have a great desire to know the truth of the gossip. For example: *Does Gwyenth use snake venom to fight wrinkles?* From this headline, we can know that actress is afraid of not being and longer because of the fact that she can not prevent her self from getting older and older. That is why, she tries to maintain her youth and beauty by using snake venoms to fight and reduce the wrinkles in her face.

I find two headlines which indicate *Oriental Metaphor*. Related to the content of the article, the journalist wants to tickle the readers' conscience and curiosity to think and interpret the content of the articles in their daily life. For example: *Star's had plenty of ups and downs*. From this context, the journalist wants to make certain that after they read the article, they can know that the meaning UP relates to Fatness and DOWN relates to Thinness. The readers can feel that it is the difficult to keep the body because almost people have experienced.

At last, I find two headlines which use more than one concept of metaphor. In relation to the content of the article, the journalist wants to clarify the content of the articles specifically. The journalist wants to make the readers understand more about his/her purpose of writing the articles. The example: *Nick and In Touch ring in the holidays*, this headline uses Metonymy and Personification. The journalist uses two concepts of Metaphor because he/she wants the readers to be familiar with the content and they can compare it as human. It is closer with them and they can think and act in their daily life easily. The other example is *Eddie's paternity case heats up*. The headline suggests Entity Metaphor and Oriental Metaphor. Paternity is an abstract thing and the journalist relates it to a concrete thing in order that the readers can feel, understand and realize it easier. Besides, the word UP in this case relates to be more serious in order that the readers think in the same meaning as the journalist's purpose.

From the analysis above, it has been proven that the concepts of Cognitive Metaphors are very close with our daily lives. We are not aware that the concepts

of cognitive metaphors lie in our thought and action because we are likely to think that the concepts of metaphor are very difficult to be understood.

Furthermore, if we want to learn and interpret the concept cognitive metaphor in our life, these concepts shall give a lot of benefits to make us be enthusiastic and interest in reading many articles in the magazines.

I hope that this thesis makes the readers aware of the significance of the role of the metaphorical concept in understanding the headlines and their relations to the content as well as the role of cognitive metaphors aspects. I wish this thesis would help the readers to understand and learn the concepts of metaphor easily. Besides, I truly hope that the readers will be more interested and enthusiastic to read magazines in their daily life because of the headlines that contain the concept of cognitive metaphors within them.