

Conceptual Metaphor in English Economic News Reports

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Abstract

When the world of economy developed, various reports have been written and published via TVs, radios, websites and the like. The writers of economic news mostly use abstract concepts which usually seem boring and misinterpreted by ordinary people. To make them interested in such news, figurative language is manipulated.

One of these rhetorical devices dominantly used in this genre is conceptual metaphor (CM) which is regarded as a vehicle in perceiving the world around us. The present study highlights its salient roles and implications in selected English economic news reports. It aims to identify, analyze, qualify and quantify the patterns of conceptual metaphor: structural, ontological and orientational, adopted in English economic news reports. To do so, three economic news reports have been selected from Mail Online and U.S. News. The former is a news website in the United Kingdom and the latter is a news website in the USA. The data have been chosen randomly for each type of conceptual metaphor and have been analysed accordingly. The results indicate that the most dominant pattern of conceptual metaphor is a structural metaphor and the least frequent is an orientational one.

Keywords: conceptual metaphor (CM), source domain, target domain, news reports.

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1. Introduction

1.1 The Significance of the Study

Economy is closely related to humans, their lives, actions, their societies and their states or countries. News about businesses, markets, investments, stocks, shares and the like are all covered under the umbrella of economic news. These reports provide people with information about various commercial activities. They demonstrate, discuss, explain and highlight national and international financial and economic affairs that take place in the society. In addition, economic news reports are a daily need since people always demand the price of shares, houses, electronic devices, jewels, cars, and food. They also wonder whether a job is safe, taxes are up or down and so on. It is agreed that this genre is mostly abstract and complicated, to soften and familiarize this abstractness, we depend on the metaphoric mapping between the unknown and the known areas of knowledge and highlighting the economic metaphorical concepts via the three patterns; structural, ontological and orientational.

Theoretically, the reader can be enriched with information about conceptual metaphor and its types. Practically, the reader of the editorial can easily understand the economic metaphoric expressions.

1.2 Research Questions

The present study is an endeavor to answer the following:

1. What is the most dominant pattern of conceptual metaphor in English economic news reports?
2. Do the types of conceptual metaphor overlap in English economic news reports?
3. How do the context and encyclopedic knowledge of people work together with the literal meaning of the selected reports?

1.3 The Aims of the Study

The aims of this study can be summed up in the following:

1. To analyze, identify, classify and quantify kinds of conceptual metaphor found in English economic news reports,
2. To explore the strong relationship between conceptual metaphor as a rhetorical device and economic news reports and,
3. To display the most frequent patterns of conceptual metaphor.

1.4 Methodology and Procedure

To answer the research questions outlined earlier, this study has adopted a descriptive qualitative approach that utilizes Lakoff and Johnson's (1980) Conceptual Metaphor Theory (CMT) and its patterns: structural, orientational and ontological.

Additionally, three economic news reports have been selected randomly from Mail Online and U.S. News. The data is observed, analysed, and confirmed in all three reports. Moreover, one economic news report has been chosen randomly for one pattern of conceptual metaphor; E1 has been selected to be conceived and analysed according to structural conceptual metaphor, E2 for the ontological and E3 for the orientational.

1.5 Review of Previous Works

CMT has been studied and revised since it has been discovered. Swandewi (2021) in his paper tries to analyse news segments used in the economy and business in Jakarta Globe by adopting a qualitative approach. In his study, the most frequent type of metaphor is underlined and highlighted using (MIP) Metaphor Identification Procedure. In the analysis, the writer claims that structural metaphor appears the most widespread one, as compared to others. In addition, Khalifa (2018) tries to qualify and quantify selected Egyptian economic headlines from three various newspapers using (MIP). She underlines the most common metaphoric expressions according to the uniqueness of Egyptian culture. Al-hindawi and Alasstte (2016) shed light on only one pattern of CM which is ontological. They aim to analyse the randomly selected news economic news report so as to conclude a statistical study conducted through the percentage equation. In their study, they took a pragmatic approach into consideration in order to analyse their data. The writers conclude that metaphor is one of the salient parts of economic news reports. Finally, Gao (2016) makes a comparison between English and Chinese news headlines. He tries to analyse some selected economic news headlines in both languages so as to find the similarities and differences between both of them. His study is a qualitative method seeking sub-metaphors like marriage, health, student and war metaphor. He concluded his work by proposing the idea that the diversity of culture and physical environment leads to the fact that the marriage metaphor is more frequent in Chinese whereas the light metaphor is more frequent in English. The current study is a descriptive qualitative analysis which highlights the strong relationship between CM and economic news reports which have been randomly selected from three English websites. It aims to propose the most frequent patterns of CM in economic news reports and to display whether or not these three types overlap.

2. Theoretical Background

2.1 Conceptual Metaphor

The most recent line of thought which is called cognitive linguistics views metaphor in a different position depending on Lakoff and Johnson (1980; 2003; 2017). They argue that metaphor is a property of concepts that behaves as a vehicle in order to help us understand certain concepts we are not familiar with. Valenzuela (2017) and Evans (2019) state that conceptual metaphor is not a linguistic phenomenon, but a cognitive one. It is one of the five forms of conceptual structure which depends on the act of mapping between two areas of knowledge. In addition, Lakoff and Johnson (1980; 2003) and Valenzuela (2017) argue that our conceptual system is metaphorical in nature. Since our conceptual system is metaphoric, everything around us is metaphoric. Moreover, Hamawand (2016) states that a human's conceptual system is pervasive; one can feel it and find it everywhere. Lakoff and Johnson (1980; 2003; 2017) argue that our conceptual system is metaphorical in nature, our thoughts are metaphorical and metaphor is not a matter of language. One can say that our language is used as a tool to express our metaphoric concepts. In other words, we express our metaphoric concepts through our metaphoric expressions.

Both Hamawand (2016) and Valenzuela (2017) state that conceptual metaphor as one of the conceptual structures depends on the act of mapping between two areas of knowledge or two domains. One of these domains is concrete and it is mapped onto the other one which is abstract. Moreover, Evans (2019) argues that one of the domains is conceptualized in terms of the other. He also states that the domain in which we take information is called the source and the other that we describe it with the help of the source is called the target. One can say that the target domain is abstract and people are not familiar with it; therefore, they depend on the domain which is concrete or more familiar to describe it. For example; the domain of AFFECTION is abstract since it cannot be seen, touched, smelled or perceived visually. As a result, this area of knowledge is described in terms of TEMPERATURE. When we say “AFFECTION IS WARMTH”, we try to conceptualize affection depending on the metaphoric mapping between affection and temperature. When one's temperature rises, it means that he/she is affected and people easily understand that the person is sick due to his/her temperature. Gibbs (2017) states that CM provides us with a way or a primary background for understanding abstract concepts through a systematic relationship between conventional expressions. In addition, Lundmark (2005) states that with the arrival of cognitive linguistics and Lakoff and Johnson's work on metaphor, metaphor is dealt with as a conceptual process that can be felt by people in everyday interaction with one another and it has a strong ability in creating meaning. Both Kövecses (2005) and Lakoff (1993) argue that CM has the structuring and organizing power of our experiences which help us

understand and conceptualize abstract subject matters with the help of the concrete ones. Lakoff (1993) also argues that the position of metaphor is not in language, yet it is in the way we conceptualize one mental area of knowledge in terms of another.

One can say that conceptual metaphor is an unconscious way of describing one thing in terms of another. The former might be difficult to realize or to understand; thus, the latter helps and provides various methods in order to allow that thing to be conceptualized by both the speaker and the hearer.

2.2. The Properties of Conceptual Metaphor

Hamawand (2016) argues that conceptual metaphor has three outstanding properties which can be the basic background of other conceptual systems since our conceptual structure is modelled in terms of mapping and the core or the heart of our conceptual metaphor depends on the act of mapping between two areas of knowledge. One of the properties of conceptual metaphor which is the most magnificent act is the model of mapping; for example, when you tell your friend “I see what you want”, you want to say that you understand your friend’s needs; the linguistic expression “see” is the concrete domain whereas “understand” is the target domain. Hamawand (2016: 85) says “The source domain is the physical act of seeing, while the target domain is the mental act of understanding”.

The second property of CM is explaining and describing the complex domains. Lakoff and Johnson (1980) state that CM is used as a device to explain the nature of complicated concepts. It is worth mentioning that there are certain domains or ideas which are not common among people; thus, CM prepares more than one area to help people conceptualize such ideas; for instance, “John is such a cold person or John is really unapproachable” displays that one area of knowledge “intimacy” is understood in terms of both “heat” and “distance”. One might not be familiar with the term “intimacy” or does not have the ability to conceptualize it since it is an abstract domain. Once the concrete domains “heat and distance” are mapped onto it, it is understood and the hearer depends on the metaphorical extension from the physical onto the abstract area of knowledge.

In addition, Hamawand (2016) states that the last property of metaphor is creating new senses or extending the meanings of the existing ones. Moreover, Gibbs (2017) argues that CM provides a key to understanding the term polysemy in cognitive linguistics. One can say that CM helps people to realize different senses of the same meaning depending on the phenomenon of mapping or metaphoric extension, such a metaphorization allows us to conceptualize various senses of the given linguistic expression which is supported by our encyclopedic knowledge and the context

of the situation. For instance, in “The lip of the cup is soft or this is the face of the mountain”, human body parts and human characteristics are mapped onto the non-human body

2.3 The Patterns of Conceptual Metaphor

Lakoff and Johnson (1980) and Kövecses (2010) mention three types of conceptual metaphor which are structural, ontological and orientational.

2.3.1 Structural Metaphor

This type of metaphor is called structural since people can conceptualize the target area of knowledge by means of the structure of the source area of knowledge. Kövecses (2010: 37) states that “The source domain provides a relatively rich knowledge structure for the target concept.” Thus, people start mapping between the elements of both the source and the target domain conceptually. In addition, Hamawand (2006: 86) says that “In structural metaphor, an abstract concept is fathomed in terms of a concrete concept”. However, Valenzuela (2017) argues that this type of metaphor depends on the structure of both domains whether they have higher or lower degrees of inner structure. For instance, LOVE IS A JOURNEY is a structural conceptual metaphor in which the linguistic expression “love” is conceptualized and described in terms of the concept of “journey”.

Kövecses (2010) talks about the concept of time which is conceptualized and understood in terms of motion, locations and physical objects. He also gives some metaphoric expressions such as “time will come when..., I am looking ahead to Christmas, time is flying by ..., etc.”; Moreover, he talks about the concept of time as a moving object and the speaker is fixed while conceptualizing. On the other hand, the speaker could be moving towards the concept of time while it is fixed; for instance, he mentions some metaphoric expressions like: “We are getting close to Christmas and I passed the time angrily” Kövecses (2010:40)

2.3.2 Ontological Metaphor

This type of metaphor allows people to understand abstract ideas in terms of physical objects and entities. Kövecses (2010) argues that ontological metaphor does not provide cognitive structuring to describe the abstract area of knowledge and people conceive their experiences depending on things or objects, containers and substances. Moreover, Hamawand (2016) states that the term Ontology is derived from the Greek root Onta which deals with things that exist. In addition, Kövecses (2000) says that abstractions such as ideas, activities and emotions are represented in terms of concrete entities. Cazeaux (2007) states that ontological metaphor

structures experience openness to the act of movement between concepts so as to resonate with possible transpositions that bring to the fore the world-making power of speaking. One can say that people treat vogue experiences in terms of Onta; for instance, when we talk about our pains, we talk about it as “my husband’s pain”, “your pain”; we refer to it as an object we possess and the cognitive structuring can be noticed less than the structural metaphor since one cannot find the exact coherence between the structure of both “pain” and “object”.

Moreover, Hamawand (2016) argues that three sub-types of ontological metaphor exist; the first sub-type is an “entity metaphor” which helps people conceptualize the abstract concept in terms of the physical entity; for instance, INFLATION IS AN ENTITY CM. The second subtype of ontological metaphor can be noticed in the “container metaphor” in which the abstract area of knowledge is conceptualized in terms of a physical entity; for example, VISION IS A CONTAINER and RACE IS A CONTAINER explain that both “vision and race” are conceived as containers. The last sub-type of ontological metaphor is found in the personification metaphor in which non-human entities are conceptualized in terms of human entities. Kövecses (2010:63) argues that “Theory, life, inflation, cancer and computer are not humans, but they are given qualities of human being, such as explaining, cheating, eating, catching up and dying” for example; the term “idea” is conceptualized as if it were a human in IDEA IS A HUMAN.

2.3.3 Orientational Metaphor

According to this type of metaphor, the abstract area of knowledge is described and conceptualized in terms of spatial dimensions. Lakoff and Johnson (2003) argue that this type of metaphor is a figurative comparison in which the abstract domain is conceptualized in terms of spatial domains. Orientaional metaphor is emerged from our physical experiences, that is why it is called orientaitional metaphor. In other words, this type of figurative language is completely affected by culture and our physical interaction with the external world. Moreover, Steen et al. (2010) state that this type of metaphor highlights spatial orientation onto abstract concepts, such as the concept of happiness (HAPPY IS UP and SAD IS DOWN). The configuration that is expressed by this type of metaphor is based on our experience through perception and motion. However, Kövecses (2010) argues that orientational metaphor provides less conceptual structure for the target than the ontological one since it prepares a set of coherent concepts for the target area of knowledge in our conceptual system. It is called orientational since it deals with certain spatial dimensions like centre/periphery, up/down, and the like.

3. Data Analysis and Discussion

3.1 Structural Metaphors in Economic News Reports

In this section, an economic news report named E1 has been chosen from U.S. News. It talks about job opportunities, the labor market and bond yields in the USA.

E1 “ADP: Employers Added Only 247,000 Jobs in April, Below Expectations”

In what may be the first sign of cooling in the labor market, private employers added only 247,000 workers in April, according to a report released Wednesday from payroll firm ADP. That was below expectations for a gain of 395,000 and compares with a revised figure of 479,000 added in March. Notably, employment among small businesses fell by 120,000, while large businesses added 321,000 workers. Small businesses are typically less resilient to economic forces than larger companies. “In April, the labor market recovery showed signs of slowing as the economy approaches full employment,” said Nela Richardson, chief economist at ADP. “While hiring demand remains strong, labor supply shortages caused job gains to suffer both for goods producers and services providers.”

“As the labor market tightens, small companies, with fewer than 50 employees, struggle for competition with wages amid increased costs,” Richardson added. The ADP report comes in a week filled with data about the labor market. On Tuesday, the government reported that a record 11.5 million jobs were available at the end of March. On Thursday, the Labor Department will report on the most recent round of claims for unemployment benefits, and then on Friday, it will issue the monthly jobs report for April. So far, the data show no letup yet in the strength of the job market, which is the tightest in history.“ This JOLTS (job openings) report raises the stakes for Friday’s jobs report, which will be the first hard evidence on whether the economy is slowing down,” Ron Hetrick, senior economist at Emsi Burning Glass, said on Tuesday. “This could be the peak of the hot job market. With GDP declining in the first quarter, it would make sense for the job market to cool off in the near future.”

The Federal Reserve is expected to raise interest rates Wednesday by 50 basis points, twice the increase it approved in March and an aggressive move to try to stem runaway inflation. The Fed has shifted its priority from stabilizing the job market following the coronavirus pandemic’s arrival in March 2020 and is now fully committed to fighting inflation. The central bank is also expected to begin reducing its \$9 trillion in holdings of Treasuries and mortgage-backed securities. The combination of rate hikes and asset sales is intended to withdraw liquidity from the markets

and slow the economy as rates rise on everything from mortgages to car loans. Markets were slightly positive ahead of the Fed meeting, with the Dow Jones Industrial Average futures registering a gain of about 100 points. Bond yields were holding steady.

U.S. NEWS 11/5/2022

<https://www.usnews.com/news/economy/articles/2022-05-03/job-openings-reach-record-11-5-million-in-march>

The structural conceptual metaphors are listed as follows:

1. REPORTS ARE HUMANS

Source domain: human Target domain: reports

CM 1 argues that the concept “human” is used as a source domain so as to describe the term “reports” in line 2 via the metaphoric expression “...according to a report released...” in line 2. In other words, the quality or the characteristics of humans are mapped onto the target domain “reports”. When a person is in jail or is controlled by others and then becomes free, he/she is released from what makes him/her a prisoner. In addition, the linguistic expressions “The ADP report comes in a week filled with data about the labor market.” in line 12 explains that the concept “report” is described in terms of human performances like coming and going on the one hand and the term “fill” on the other hand. In other words, humans’ movements from one place to another and being filled with sadness, happiness, love, fear, etc. are highlighted so as to describe the linguistic expression “report”.

2. EMPLOYMENT IS ACTIVITY

Source domain: activity Target domain: Employment

CM 2 is construed through “employment among small businesses fell by 120,000” in line 4. The concept “employment” is explained through the term “activity”, it is agreed that the act of falling is performed by both human and non-human agencies; for instance, people fall accidentally to the ground or to other activities like “love and sleeping” or an avalanche or a landslide sweeps away a village due to a steep slope. In other words, the concept “employment” is metaphorized by the concept “activity” since such an act occurs when something falls or moves from a place where it has a total potential energy toward a lower energy. It is worth mentioning

that the mentioned linguistic expression manifests that the opportunity of being employed in small businesses might be either less than before or might no longer exist.

3. A LABOR MARKET IS A HUMAN

Source domain: human Target domain: labor market

3. B LABOR MARKET IS A MACHINE

Source domain: machine Target domain: labor market

CM 3 displays that the concept “labor market” is conceptualized in terms of “human and machine”. The metaphoric expression “In April, the labor market recovery showed signs of slowing as the economy approaches full employment” in line 6 manifests that whenever humans become ill and recover from their illness, they perform the act of recovery on the one hand and machines recover when there is something wrong with them and they get repaired or fixed; for instance, computers recover from viruses through the act of formatting and restoring the hard drives. As a result, the act of “recovery” with its characteristics are mapped onto the concept of “labor market”

4. JOB MARKET IS A MATTER

Source domain: matter Target domain: job market

CM 4 is underlined through the metaphoric expression “...strength of the job market, which is the tightest in history” in line 17. The concept “matter” can be strong and tightened; it can be hard, solid and unbreakable. It is worth mentioning that in physics, matter has three states; solid, liquid and gas. The first one is stronger and more concrete since its atoms are connected to one another regularly and strongly. In addition, they do not take the shape of any containers since they have their own shapes compared to liquid or gas states. Thus, the linguistic expression “solid” is more convenient, more concrete and more powerful. The concept “job market” is conceptualized in terms of “building and matter” and the characteristics of both concepts are mapped on to it.

5. EVIDENCE IS A MATTER

Source domain: matter Target domain: evidence

CM 5 is construed through “...which will be the first hard evidence on whether the economy is slowing down” in line 19. This conceptual metaphor is explained above in E1 CM 4.

6. ECONOMY IS A HUMAN

Source domain: human Target domain: economy

CM 6 is highlighted via the metaphoric expression “...the first hard evidence on whether the economy is slowing down,” in line 18 since human qualifications and abilities are mapped onto non/human qualifications. It is worth mentioning that when a driver is obliged to slow down due to the instructions and law on the street, one of the acts he/she performs is slowing down; similarly, the concept “economy” behaves as if it were a human or a driver that drives on the streets and follows all the instructions and obligations.

7. A JOB MARKET IS A HUMAN

Source domain: human Target domain: job market

7. B JOB MARKET IS A WEATHER

Source domain: weather Target domain: job market

7. C JOB MARKET IS AN ANIMAL.

Source domain: animal Target domain: job market

CM 7 A and B state that the target domain “job market” is conceptualized in terms of “human and weather” through the metaphoric expression “This could be the peak of the hot job market. With GDP declining in the first quarter, it would make sense for the job market to cool off in the near future.” in line 19. It is worth mentioning that when we describe the weather or someone, we say “It is hot today or he/she is hot”; therefore, such a description is mapped onto the concept of “job market”. In addition, sometimes when people become angry, others try to cheer them up by asking them to chill or to cool off; the term “job market” is personified onto the temperature

to denote hotness and intensity of the commercial transactions in it. Moreover, another metaphoric expression “The Fed has shifted its priority from stabilizing the job market following the coronavirus pandemic’s arrival in March of 2020” in line 24 highlights CM 7.C due to the act of stabilizing. Humans’ mental conditions or behaviors are sometimes described by using the linguistic unit “stable”; for instance, when someone behaves oddly, people say that he/she is not stable or unbalanced. Thus, the concept “job market” is conceptualized in terms of humans and their mental conditions.

Furthermore, the concept “job market” is described in terms of “humans and animals” through “... an aggressive move to try to stem runaway inflation.” in line 26. CM 7 A and C demonstrate that the target domain “job market” moves or shifts aggressively as if it were an animal or a human. In other words, some people act aggressively and are not welcomed by others due to their bad behavior. In addition, some wild animals are aggressive and frightening like lions, tigers, snakes, wolves, etc. that easily kill or eat humans and other animals.

8. A INFLATION IS AN OBJECT

Source domain: object Target domain: Inflation

8. B INFLATION IS AN ANIMAL

Source domain: animal Target domain: Inflation

8. C INFLATION IS A HUMAN

Source domain: human Target domain: Inflation

8. D INFLATION IS AN ILLNESS

Source domain: illness Target domain: Inflation

CM 8 is about describing and conceptualizing the term “inflation” which is illustrated and simplified through “objects, humans, animals and illnesses” via the metaphoric expression “...is now fully committed to fighting inflation.” in line 4 of the last paragraph. One can say that people fight one another under certain circumstances, they fight diseases, they fight wild animals, and unwanted objects. Next, the concept “inflation” behaves as one of the mentioned concepts and people stand against it and fight it since it represents the fall in the purchasing value of money and the increases in prices that cannot be accepted in society.

9. A MARKETS ARE HUMANS

Source domain: humans Target domain: markets

9. B MARKETS ARE IDEAS

Source domain: ideas Target domain: markets

CM 9 is construed through the metaphoric expression “Markets were slightly positive ahead of the Fed meeting” in the last two lines of the report. Positive people are those who are always optimistic and focus on what is good and beautiful in their lives. Similarly, positive ideas are the best possible ones even in difficult situations. The term “markets” is conceptualized in terms of positive people and positive ideas. Positive people are always happy and optimistic despite many difficulties and obstacles and they try to find what is good among bad things. In addition, positive ideas are always accepted and valued by the surrounding; they result in mastering one’s thoughts and make him/her pursue a productive, exciting and active life.

10. BOND YIELDS ARE DEEP-ROOTED PLANTS

Source domain: deep-rooted plants Target domain: bond yields

The last CM in this news report is No.10 in which the concept “bond yields” is described in terms of “plants” via the linguistic expression “Bond yields were holding steady.” in the last line of the report. It is worth mentioning that deep-rooted plants are capable of holding steady, stabilizing the soil, and tolerant to the wind which have wide branching root areas in covering the slope areas and are useful to stay at the bank of the rivers. Next, the “bond yield” in the USA is used to act like deep-rooted plants which have resisted any difficulties and held steady against economic problems.

3.2.2 Ontological Metaphors in Economic News Reports

In this section, an economic news report named E2 in this study has been chosen from Daily Mail which talks about inflation and the problems it causes.

E2 “From cutting your energy bills to finding the right bank: Money saving tips for small businesses and sole traders”

Many small businesses face difficult months ahead as huge energy bill increases add to a cost of living crisis hitting their customers just after the pandemic. Official consumer prices index inflation is running at 9 per cent, according to the ONS, and firms may find that their costs are going up even faster depending on their line of business.

Producer price inflation figures show the rise in the annual cost of inputs at 18.6 per cent in April, while outputs, aka factory gate inflation, were rising at 14 per cent annually.

Coupled with this small businesses are facing pressure to pay higher wages, have seen transport costs jump, have no protection on energy bill rises and may struggle to hike prices for their customers to reflect extra costs.

Daily Mail 25/5/2022 <https://www.dailymail.co.uk/money/entrepreneuracademy/article-10721421/How-small-businesses-sole-traders-save-bills.html>

The ontological conceptual metaphors are listed as follows:

1. ENERGY BILLS ARE OBJECTS/ENTITIES

Source domain: objects Target domain: energy bills

CM 1 in the above report is maximized through the metaphoric expression “From cutting your energy bills to finding the right bank” in the headline. The concept “energy bills” is conceptualized in terms of an “object” since any kind of objects whether they are concrete or abstract could be easily cut into pieces. When people cut any object around them, small parts can be seen; for instance, a piece of glass might hurt you when it is big, yet its smaller parts might not have the same risk if compared to the bigger ones. Thus, cutting your energy bills by turning your heater off while you are not at home, using less amount of water or reducing your use of your oven leads to cutting your energy bills.

2. A COST OF LIVING CRISIS IS A HUMAN

Source domain: human Target domain: cost of living crisis

2. B COST OF LIVING CRISIS IS AN OBJECT/ AN ENTITY

Source domain: an object Target domain: cost of living crisis

CM 2 is displayed through the metaphoric expression “energy bill increases add to a cost of living crisis hitting their customers just after the pandemic” in line 2. The concept “cost of living crisis” is conceptualized as an object or a physical entity that hits the surroundings effectively as if it were an abstract object such as an idea or a concrete one like a ball, a car, or a bullet. Additionally, people might be hit by good or bad news, an idea, love, a word, a ball, and a car. Being hit by an abstract entity like the term “idea” displays that both the source and the target domains are abstract and it is obviously not easy to conceptualize something abstract in terms of an abstract area of knowledge. Next, the concept “cost of living crisis” is personified and described as if it were a person since people can hit one another hard by their words, cars, bullets, or any parts of their bodies; for instance, when you hit someone or something, you touch them with your hand or any object held in it. Furthermore, when you are hit by one’s idea, it affects you and comes into your mind.

3. A INFLATION IS A HUMAN

Source domain: human Target domain: inflation

3. B INFLATION IS A FLYING OBJECT

Source domain: flying object/ entity Target domain: inflation

CM 3 is maximized via the metaphoric expression “Official consumer prices index inflation is running at 9 per cent” in line 2 of E2. The prices of everything like gas, electricity, water, etc. rises rapidly or is running high as it is mentioned in the report; therefore, the concept “inflation” is personified and conceived as human entity since one of the activities of humans is running whether they run slowly or quickly; they have such ability. Moreover, “inflation” is described in terms of any object which has the ability of flying such as airplanes, jets, helicopters, and hand gliders since there is an upward movement and the entity is directed towards a higher place or a higher level.

4. THE FIRMS COSTS ARE CONTAINEEES

Source domain: containee Target domain: costs

CM 4 illustrates that the source is not a container metaphor; it is the containee. The metaphoric expression “firms may find that their costs are going up even faster depending on their line of business” in line 3 states that the “firm costs” behaves as if it were a containee and it is inside an

enclosed entity or a frame and crosses the borders and goes out. In other words, the concept “line of business” behaves as a container and “the firm costs” is conceived as if it is inside something that goes out faster and breaks the record.

5. TRANSPORT COSTS ARE HUMANS

Source domain: humans Target domain: transport costs

CM 5 is the last ontological metaphor in this news report which is noted through the metaphoric expression “transport costs jump” in line 8. One of the abilities or qualifications of humans is jumping whether it is from one side of something to another; or from a higher place to a lower place and vice versa. The concept of “transport costs” is personified as if it were a human and jumps from one place to another or from a lower price to a higher one.

3.2.3 Orientational Metaphor in Economic News Report

In this section, a report named E3 in this study has been selected from Daily Mail. It talks about the crisis of a type of British milk in the USA after the spread of COVID-19.

E3 “British Baby Milk to The Rescue: Formula Brand Kendamil to Ship 100 Truckloads to The US to Ease Shortage”

A British baby milk business has stepped up to help ease a shortage of the formula in the US which has seen families scrambling for ways to feed children. Kendamil, the baby milk brand the Royal Family used to wean Prince Louis of Cambridge, will take part in President Joe Biden’s Operation Fly Formula initiative to ease the crisis. The brand’s owner, the Cumbria-based family-owned Kendal Nutricare, will ship 100 truckloads of product to the US in the next six months.

Mothers in the US have described a nightmare situation in which almost half of the product, used for bottle feeding babies less than a year old, is out of stock at major retailers. Baby formula businesses in the US have been grappling with supply chain disruption linked to Covid but the crisis was sparked by the closure of a massive plant in Michigan over a product recall.

Biden launched Operation Fly Formula to get formula to stores as soon as possible. Kendamil launched talks with the US Food and Drug Administration (FDA) since the crisis erupted after an intervention from Prime Minister Boris Johnson. Its Kendal factory is capable of producing 10m 900g cans of formula every year, which it plans to double by 2024 in the wake of soaring demand

in the US. Chief executive Ross McMahon said: ‘We have received the call for assistance from the FDA and Kendamil stands ready to act.’

Daily Mail 25/5/2022

<https://www.thisismoney.co.uk/money/markets/article-10850949/British-baby-milk-brand-Kendamil-steps-help-ease-shortage.html>

The orientation metaphors are listed as follows:

1. VIRTUE/GOOD IS UP

Source domain: up Target domain: virtue

CM 1 is demonstrated through the metaphoric expression “A British baby milk business has stepped up to help...” in line 1. The baby milk business tries to do something good and help children in the USA to get the amount of milk they need, such help is regarded as a high opinion. Thus, “virtue” is conceptualized in terms of a physical dimension “up”. Another metaphoric expression “... to ease the crisis” in line 4 displays this metaphor which explains how both the Royal Family and Biden cooperate so as to control the milk crisis. This performance demonstrates the nobility and loyalty of both sides in helping the American children; therefore, the concept “virtue” is conceptualized in terms of the physical entity “up”. The metaphoric expression “The brand’s owner.... will ship 100 truckloads of product to the US” in line 5 illustrates that GOOD IS UP and one can still find good and helpful people. Next, “Biden launched Operation Fly Formula to get formula to stores as soon as possible” in the first line of the last paragraph states that the concept “good or virtue” is conceptualized in terms of special dimension “up”. Finally, the last two metaphoric expressions in the last two lines of this news report argue that high opinion and beautiful actions are mostly appreciated and viewed in a high position; the first one is “...it plans to double by 2024 in the wake of soaring demand in the US” and the second is “...We have received the call for assistance from the FDA and Kendamil stands ready to act”. In other words, the first metaphoric expression displays that the owner of this type of baby milk tries to double the production for the sake of the American children and the last one states that they are ready to act quickly so as to help those children; this good deed is regarded a high opinion which is conceptualized and described in terms of the physical direction “up”

2. BAD/LESS IS DOWN

Source domain: down Target domain: less or bad

CM 2 is highlighted through the metaphoric expressions “Mothers in the US have described a nightmare situation...out of stock at major retailers” in line 7. The term “nightmare” indicates fear and sadness since the mothers in the US face sadness and darkness whenever they cannot provide their children with enough milk. Thus, low opinion is conceptualized in terms of a physical dimension “down”. In addition, such a concept is displayed via “out of stock” since baby milk is not always available and the economic crisis has spread all around. Finally, two other metaphoric expressions maximize CM 2, the first one is “crisis was sparked by the closure of a massive plant...” in line 10 and the other is “...the crisis erupted after an intervention from Prime Minister Boris Johnson” in line 2 of the last paragraph since economy faces danger and difficulties and stressful times are faced by everyone especially mothers in the US. The linguistic expressions “crisis, crisis sparked, crisis erupted, and closure of massive plants” demonstrate low opinion of the situation by bolding the context of the situation since the power of context; for instance, decides that the term “closure” has a negative interpretation in E3.

Some of the conceptual metaphors in the above three news reports could be overlapped; for instance, numbers 1, 3.A, 4, 6, 7.A, 8.C and 9.A in E1 are regarded as both structural and ontological metaphors since the structure of this area of knowledge is mapped onto the target domains in a way that inanimate or abstract objects are described and personified as if they were humans, their body parts or their qualifications. Moreover, 4, 5, and 8.A in E1 are both structural and ontological metaphors since the structure of a matter or an object is mapped onto the concepts “inflation, evidence and job market” on the one hand and they are all conceptualized in terms of a physical entity. Also, the conceptual metaphors 1, 2.A, 2.B, 3.A and 5 in E2 are all conceived as both structural and ontological metaphors since all the target domains in these metaphors are conceptualized as physical entities or are personified. In other words, the structure of objects as entities and the qualifications and the abilities of humans are mapped onto these concepts: “labor market, inflation, costs of living crisis and energy bills”.

Moreover, CM 1 and 4 in E1 and CM 5 in E2 could be classified as all patterns of conceptual metaphor. The term “report” is conceptualized as a human and whenever a human is released, he/she is free from any powers; as a result, it is conceptualized in terms of spatial dimension “up” and CONTROL IS UP could be noticed. The concept “employment” is personified on the one hand and described in terms of a physical dimension “down” on the other. Moreover, the concept “job market” has strength; thus, the inanimate object is conceptualized in terms of an animate thing and it is conceived in terms of the spatial dimension “up” and POWER IS UP could be demonstrated. In the end, the linguistic term “transport costs” is conceptualized as a human and it is described in terms of a physical dimension since it jumps which means its price is viewed as the linguistic unit “up”.

4. Conclusions

The present study has carried out a linguistic examination of conceptual metaphor in English economic news reports. Drawing on the data analysis and the findings of the work which have been summarized earlier, some general conclusions can be arrived at as stated below:

1. Structural conceptual metaphor is the most dominant and frequent pattern whereas orientational is the least in these selected English economic news reports.
2. The patterns of conceptual metaphor might overlap with one another. The structural CM can sometimes be identified as both orientation and ontological CM, ontological can be overlapped with both structural and orientation whereas orientational is rarely identified as structural or ontological.
3. More than 10 CMs highlight “humans”: their abilities, qualifications and behaviors as an area of knowledge or the source domain since the term economy is affected by the human population, their development, abilities, behaviors, etc. In addition, such an effect might be both positive and negative.
4. It is of overriding importance to conclude that the source domain might be a containee rather than a container as it has been illustrated in section 3.2.2, CM 4.

میتافۆری چه مکی له راپۆرته ههوائی ئابووری ئینگلیزیدا

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پوخته

کاتیگ جیهانی ئابووری په ره ی سه ند، راپۆرتی جوړاو جوړ له ریگه ی ته له فزیۆن و رادیۆ و مالپه ر و هتد. نووسراون و بلاوکرانه وه. نووسه رانی ئەم جوړه هه والانه زیاتر چه مکه ئەبستراکته کان به کار دهینن که به زۆری له لایه ن که سانی ئاساییه وه ئالۆزن و هه له لیکدانه وه یان بو ده کریت، بو ئەوه ی زیاتر ئاره زوی ئەم جوړه هه والانه بکریت، زمانی مه جازی ده ستکاری ده کریت. یه کیک له م ناوه نده ریتوریانه که له م ژانرده ا به شیوه یه کی بالاده ست به کار دهینریت، مه تافۆری چه مکیه که وه ک ئامرازیکی کوگنتیف له هه ستکردن به جیهانی ده ورو به رماندا سه یر ده کریت. ئەم توێژینه وه یه تیشک ده خاته سه ر رۆل و کاریگه ریه دیاره کانی راپۆرته هه والیه ئابووریه ئینگلیزیه کان. ئامانجی ئەم توێژینه وه یه ده ستنیشانکردن، شیکردنه وه، شیاوکردن و ژماره ییکردنی جوړه کانی مه تافۆری چه مکیه که سه ی جوړن: پیکهاته یی، ئونتۆلۆژی و ئاراسته یی. بو ئەم مه به سه ته سه ی راپۆرته هه والی ئابووری ئینگلیزی وه رگیراون له دوو مالپه ری ئۆنلاینی هه والیه (مه یل ئۆنلاین و یوئیس نیوز). یه که میان مالپه ریکی هه والیه له به ریتانیا و دووه میان مالپه ریکی هه والیه له ئەمریکا. داتا کان به شیوه یه کی هه ره مه کی بو هه ر جوړه مه تافۆریکی چه مکی هه لبژیردراون و به پیی ئەو شیکارییان بو کراوه. ئەنجامه کان ئاماژه به وه ده که ن که بالاده ستترین جوړی مه تافۆری چه مکی مه تافۆری پیکهاته ییه و که مترینیش مه تافۆری ئاراسته یی.

کلپه وشه کان: میتافۆری چه مکی، بواری سه رچاوه، بواری ئامانج، راپۆرته هه وال.

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