

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

In cognitive linguistic view, metaphor is defined as a figure of speech in which one word is used to indicate something different from literal meaning, so that one thing or idea is likened to a different thing or idea. Studies of metaphor have taken absolutely modern look ever since 1980, evidenced by *Metaphors We Live By*, co-written by Lakoff and Johnson (1980) which give a great contribution in the linguistic field, related to their interpretation of metaphor system in the line of cognition. According to Lakoff and Johnson (1980), metaphor is principally a way of conceiving of one thing in terms of another, and its primary function is understanding.

More deeply, they found that metaphor is involved in everyday life, not just language, but in thought and action. Metaphor is known as poetic language in the literary works (e.g. poems, novel, etc.) to make the language more attractive and sounds beautiful. For the more, metaphor can also be found in a non-literary subject, and involved in everyday lives, like in mass media for example newspaper.

In this thesis the writer will take a sentence related to the metaphor in the newspaper. The writer wants to understand the language of metaphors, than to find out types of metaphor are found on newspapers and therefore we need to look

at real language as it is use and produced in everyday life. This research focus on metaphor language used by in real situations of newspaper. Metaphor is one of the language features quite widely used by journalists of papers. Newspaper is one of the means of communication that people rely on obtaining current events in local and worldwide. Additionally, as in this digital era, news and information served on the internet through online newspaper. Reading newspaper has been one of the routines of most people in the world

The use of metaphor is quite common in the news article. According to Krennmayr (2011), journalists seem to have been accustomed to using language features including metaphor. They make use of it in some cases to attract readers and provide a variety of language styles. Moreover, using metaphor will cause a sort of specific feature of the paper itself. *The Jakarta Post* and *Inside Indonesia* are two examples of Indonesian newspapers written in English language. The writers of articles in newspaper tend to use metaphor in writing the headlines or inside the news text. The use of metaphorical expressions by journalists sometimes lead up to grab attention, to provoke, to argue, to give hidden message or even to hint in a good way. In this work, linguistic metaphors are referred to as words, units or expressions that are used.

The researcher wants to examine *The Jakarta Post* and *Inside Indonesian* online newspaper because both are always update the news everyday not only for domestic but also international.

The Jakarta Post and *Inside Indonesia* contain some information about the problematic situation through online newspapers every day, including environmental problems. Besides, the environment includes all living things and inanimate objects and their interactions. The environment is a platform for all human activities. Such as community activities, discussing flora and fauna, travel, opinions, culture, life and many others

Human activities affect the environment and surroundings. Humans and the environment are very closely related. Because the environment is a broad spectrum, We can find the metaphors on environmental issues in newspapers in used by journalists, but the use of metaphors makes it difficult for readers to understand the article. Most readers don't understand those vague words or phrases. That makes the writer choose the metaphor to be analyzed in this thesis.

Analyzing metaphor is very important to do since it is a part of aspect to grasp the meaning of an article. Besides, in academic sphere, metaphor conceptualization do play paramount role as it is classified into linguistic studies, particularly in semantics. Based on the explanation above, the researcher is attracted to carry out the research entitled “An Analysis of Metaphors on Environmental Issues in Selected Online English Newspapers” The researcher will analyze metaphorical expressions in the news texts by using the theory of conceptual metaphor theory proposed by Lakoff, G and Johnson (1980).

1.2 Research Questions

1. What types of metaphor are found on environmental issues in the selected online English newspapers ?
2. What are the implicit meaning of metaphors found in the selected online English newspapers?

1.3 Research Objective

To answer the question above, the objective of the study are stated below:

1. To find out the types of metaphor are found on environmental issues in the selected online English newspapers
2. To reveal the implicit meaning of metaphors found in environmental issues in the selected online English newspapers

1.4 Use of the Study

In general, significance of the study are divided into 2, they are:

1.4.1 Theoretical Uses

The metaphor analysis in the headline and the content in the newspaper should make a clear interpretation of the types of metaphors that occur in the data. Researcher will analyze metaphorical expressions in news texts by using the conceptual metaphor mapping theory proposed by Lakoff, G and Johnson (1980)

with three general types of metaphors, namely: structural, ontological, and orientational, especially in environmental issues. Practically, this research can be useful for readers in recognizing and understanding meaning symbols found in newspapers. On the other hand of this research is expected to be a basic reference for readers who focus their studies in the analysis of metaphors.

1.4.2 Practical Uses

The study expected to give worthy contribution for English teacher, English learner and future researcher. The result of the study is hopefully able to be used as references in teaching and learning English. Meanwhile, for English learners, the research findings are expected to enrich their knowledge about figurative language used in metaphor, finally, for future researcher, the research finding are expected can be used as references in conducting further studies about figurative language used in metaphor.

1.5 Scope of the Study

According to background of the study and the statement of the problem above, the researcher focuses on headline and content the metaphor in environmental issues, the researcher will analyze using the theory of conceptual mapping of metaphor proposed by Lakoff, G and Johnson (1980) with the selected online English newspapers.