

Metaphors In BBC News Online Political News Articles Published May - December 2022

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Abstract: This study aims to describe metaphors in online news texts, especially political news, including (1) types of metaphors contained in online political news articles on the BBC News portal, (2) metaphor functions contained in political news articles on the BBC News portal. This research is qualitative descriptive research. The subject of this study is the language used in political news on the BBC News online news portal. The object of this study is to the types of metaphors, and the function of metaphors used in BBC News political news. The results of the analysis showed that from a total of 43 metaphorical meaningful sentence data, there were 28 structural metaphors, 12 ontological metaphors, and 3 orientational metaphors, thus the use of structural type metaphors with functions to overcome lexical limitations was the most commonly found in BBC News political news articles published in 2022.

Keywords: BBC News, Functions of metaphors, Metaphors, Political news, Types of metaphors

Abstrak: Penelitian ini bertujuan untuk mendeskripsikan metafora pada teks berita online khususnya berita politik, meliputi: (1) jenis-jenis metafora yang terdapat di dalam artikel berita politik online pada portal berita BBC News, (2) fungsi metafora yang terdapat di dalam artikel berita politik pada portal berita BBC. Penelitian ini merupakan penelitian deskriptif kualitatif. Subjek penelitian ini adalah bahasa yang digunakan dalam berita politik pada portal berita online BBC News. Objek penelitian ini adalah jenis metafora, dan fungsi metafora yang digunakan di dalam berita politik BBC News. Hasil analisis menunjukkan dari total 43 data kalimat bermakna metaforis terdapat 28 metafora struktural, 12 metafora ontologis dan 3 metafora orientasional dengan demikian penggunaan metafora struktural dengan fungsi untuk mengatasi keterbatasan leksikal adalah yang paling banyak ditemukan dalam artikel berita politik BBC News terbitan tahun 2022.

Kata Kunci: BBC News, Berita politik, Fungsi metafora, Jenis metafora, Metafora.

Introduction

Kridalaksana (2008:152) define metaphor as the use of another word or expression for another object or concept based on a metaphor or similarity. This majas is very identical to literary works because it is widely used by the artist in literary works. but these days the use of metaphors can be found almost anywhere, one of them is in news articles. In providing news, journalists often use methods or strategies to make readers attracted to read it, one of the strategies used is by using majas.

According to a journal entitled Majas (Comparison Majas, Contradiction Majas, Repetition Majas, Linking Majas) by SURIANTI NAFINUDDIN, Majas is a language style used to make sentences, especially in literary works, become more vivid. Mostly, majas are found in poetry and prose writing. The purpose of using majas itself is to enrich the use of words and language in a work of literature. However, it is not infrequent for majas to be used in news articles as stated by LAKSANA (1994: 129), which stated that the use of metaphors in headlines is more productive than other majas so that the most popular and most suitable majas to be published in news articles are metaphors.

Facing rapid globalization and technological developments, people's access to news has become very practical, thus saving time and energy. There are a lot of online news sites popping up on the internet that seem to be competing to be the first to present news, for that in fulfilling the needs of information sources, people have their own options to be their trusted source of information. The British Broadcasting Corporation (BBC), which is currently the largest news broadcasting division in the world, is one of the international online media platforms trusted by the Indonesian people because the BBC news portal carries a vision and

mission that emphasizes excellence in innovation and authenticity, so the author is interested in making BBC news a data source in this research. It is common in writing news articles so that the news text is not monotonous when being read, or with other purposes so that readers understand the text, news writers use majas in their news texts, one of which is metaphorical majas, but it should be noted that the use of these majas must not change the essence, especially change the meaning or content to be conveyed because news as a public information must display information that is accurate, independent, objective and without prejudice.

Research Method

This research is descriptive research with qualitative analysis with the aim of finding the use of metaphors in political news articles in news portals accessed online on the BBC News application published in May-December 2022. The descriptive method is used to describe the metaphorical meaning and its context in reference to the grounds theory used in this research. The object of the research is metaphor in news discourse or political news articles on the BBC News online media portal published in May-December 2022. The data of this research are sentences in political news discourse on the BBC News news application published in May-December 2022. Data collected using the simak method which is a method used in language research by observing to the use of language on the object to be studied, catat technique is an advanced technique that is carried out when applying the simak method with the advanced technique mentioned. The data analysis step in this study is presented formally or informally. Researchers used an informal presentation of data results, which means presenting the results of data analysis using ordinary words.

Literature Review

According to Knowles and Moon (2006), there are two reasons for the importance of using metaphors: First, based on its relationship with words, metaphor is an important process in word and meaning formation because concepts and meanings are expressed in words with metaphors. An example is the use of the word targeting in the sentence "The government is targeting the motorbike tax to increase by 5% from last year". The word target, which is the target domain, is used as a metaphor to express the concept of the tax domain.

Second, based on its relationship with discourse, metaphor is important because its function is to explain, clarify, describe, express, evaluate, and entertain in a discourse. Metaphors also help to name a particular referent to make it easier to convey the speaker's meaning or feelings in a speech or discourse. In general, metaphors use concrete images to express something abstract to help convey things that are difficult to say. For example, the words war, fight and in-vasion are used in biology to make it easier to convey the concept of how cells work in the body. Knowles and Moon (2006) introduce the steps of analysing metaphor which consists of three grouping terms, i.e. (1) metaphor (the word or phrase containing the metaphor), (2) meaning (the referent or intended meaning), and (3) similarity or connection. The terms are traditionally known as vehicle for metaphor, topic for meaning, and grounds for similarity or connection, but metaphor is also the most concise, compact, and well-organised type of comparison. There are two ideas in it; one is a reality, something that is thought of, which is the object; and the other is a comparison to that reality ; and substitutes the latter for the former.

Johnson & Lakoff (2003: 10-32) categorise metaphors into three, as follows: First, structural metaphor is a metaphorical concept that is formed by using other concepts. Structural metaphors are based on two domains: the source and target domains. That is, meaning is generated from comparison, interaction, and mapping of meanings possessed by linguistic elements. For example, the concept HER DAUGHTER IS QUEEN,

the concept "HER DAUGHTER" is the source domain. "HER DAUGHTER" which is the source domain is mapped with the concept of "QUEEN" as the target domain. Meaning is derived from the involvement of structuring one type of experience or activity with another experience or activity.

Second, Ontological metaphors are metaphors that see events, emotional activities, and ideas as entities and substances. For example, the metaphor "the mind is a machine" in the sentence "My mind just isn't operating today". Ontological metaphors conceptualise abstract thoughts, experiences, and processes to something that has physical properties.

Third, Orientational metaphors are metaphors that relate to spatial orientation, such as up-down, inside-outside, front-back. These metaphors are based on the physical experience of humans in organising directional orientations in life, such as UP-DOWN. Example: Happy is up; Health is up. Ontological metaphors allow us to handle things rationally based on experience.

Subroto (2011), in Introduction to Semantic and Pragmatic Studies, describes the basic functions of metaphor as follows: First, function to overcome lexical deficiencies or limitations. There is no one-to-one comparison between the richness of thoughts or ideas or units of thought and the richness of vocabulary (lexicon). To overcome the limitation/lack of lexicon with its creative power, a metaphor is created, the essence of which is the similarity between two units or two things.

Second, expressive function. This is the broadest and most basic function in the arts (literature, song, comedy/humour). With this function, metaphorical speech poetry is able to create the allure, attraction, and poetic power of a speech. This function can make something that is actually dead/lifeless into something that seems alive and able (personification), behave like a human being something that is actually abstract becomes concrete, real, and dynamic, something that is actually just an ordinary natural phenomenon becomes alive, and so on.

Third, function to avoid or reduce monotony. A monotonous way of speaking will produce boredom and will present a lack of interest. This function is related to the expressive function. Therefore, every speaker will try to resent metaphorical speech to avoid boredom (Subroto, 2011: 126).

Result and Discussion

The results of the research revealed that out of a total of 43 metaphorical meaningful sentences, there are 28 structural metaphors, 12 ontological metaphors and 3 orientational metaphors. Thus, the use of structural metaphors with the function of overcoming lexical limitations is the most common in BBC News political news articles published in 2022.

Tabel 1. The result of the Metaphore

	Type of Metaphor			Fuction of Metaphor		
	Structural	Ontological	Orientalional	Overcoming lexical limitations	Expressive	Avoid Monotony
Frequent	28	12	3	23	11	9
Percentage	65 %	28 %	7 %	53 %	26 %	21 %

Structural Methaphor

- Context : The outsiders who could reshape Australia's politic
- Vehicle : Reshape
- Meaning : Menata ulang
- Ground : Gagasan mengenai reformasi

Reshape has the literal meaning "to shape something again or differently", in the sentence mentioned earlier reshape has a metaphorical meaning, the word is used by the author to conceptualize the reorganization of the Australian government. This is possible because an abstract institution of Australian politics will be reorganized by immigrants from outside Australia. Politics is an abstract object whose form is not real, so it is impossible if it can be formed because its form does not exist, therefore the author uses metaphorical expression through the word reshape to overcome lexical limitations, thus it can be concluded that the metaphor contained in the table on the following is a structural metaphor.

2. Context : Affluent and multi-cultural North Sydney has traditionally been a safe seat for Australia's ruling coalition
Vehicle : Safe seat
Meaning : A safe area
Ground : The idea of place

The phrase safe seat literally means "a seat with legs and a backrest " because it is paired with the word safe, the literal meaning becomes "a safe seat" but this phrase has a metaphorical meaning of a safe place, the author uses the phrase safe seat to describe a safe place in this case the place the author means is an area that is considered to be a safe place for the ruling coalition in Australia, the area referred to in the context above is North Sydney, because the place is considered a prosperous and multicultural area. The metaphor contained in the context is a structural metaphor because the realm of "seat" is brought into the realm of "place" and the function of the use of the metaphor mentioned is to overcome the single sound because the author could have chosen another word that has a more literal meaning.

3. Context : Ukraine war : World faces 'dark hour', Biden tells Quad summit
Vehicle : Dark
Meaning : Difficult times
Ground : Negative condition

The literal meaning of dark is no light, it can be seen in the metaphor above, dark is a symbol used by news writers to symbolise difficulty or badness, the word dark is compared with the word hour which makes its meaning clearer, which is a difficult time or time that is being or has been passed. Difficult time becomes the target domain because it is abstract while dark becomes the source domain because it is more familiar in society, therefore the expression above is characteristic of a type of structural metaphor because difficult times are likened to darkness, its function is to overcome lexical limitations.

4. Context : Earlier this week, the Indonesian leader said both Russia and Ukraine accepted his country as a "bridge of peace".
Vehicle : Bridge of peace
Meaning : Mediator
Ground : The idea of a connector

In the data mentioned the phrase bridge of peace has a metaphorical meaning, because if translated literally bridge of peace is "bridge of peace" but the real meaning is mediator, as we know Russia and Ukraine are involved in a conflict caused by several factors including Ukraine's enmity with the Western Bloc, Ukraine's desire to join NATO and Russia-Ukraine differences in interpretation of the Minsk agreement, However, with the G20 Summit to be

held in Bali in November 2022, where it is likely that the leaders of the two countries will attend the event, the word bridge of peace was used by Indonesian President Jokowi Widodo to describe Indonesia as a mediating country between the conflict countries. Because a concept is formed metaphorically by using another concept, it conclude that the type of metaphor in the sentence above is a structural metaphor with a function to overcome lexical limitations.

Ontological Metaphor

1. Context : "She is the champion now of the Tory right, having once been a Liberal Democrat. And she's presented herself in this election as the new kid on the block when she's actually been in cabinet for the best part of 10 years. So she has extraordinary powers of reinvention and recovery."
Vehicle : Recovery
Meaning : Returning to a previous state
Ground : The idea of recovery

Recovery literally means healing, in the context recovery is metaphorical because the meaning of the use of the word recovery is to return to the previous state or condition. Liz Truss is considered superior because she has had a career for 10 years and during her career in the cabinet, she has a good and excellent performance so that she has the strength to recover or return to her original state without much significant obstacles if she loses the election considering that she is the strongest candidate and is strongly expected to win the election for Chairman of the Conservative Party. The type of metaphor is an ontological metaphor because the concept of recovery is a process experienced by humans while the use of this metaphor is to overcome lexical limitations.

2. Context : But much of the process of the next few days will follow choreography set by decades of tradition.
Vehicle : Choreography
Meaning : Inauguration ceremony
Ground : A series of movements

In the context , the author uses the word choreography set to describe a series of inauguration ceremonies. As has been the tradition for decades. The new prime minister will be asked by the king to form a government on his behalf, as has been the practice in the UK where the government exercises power on behalf of the constitutional monarch, in the 1844 room at Buckingham Palace. The meeting is known as a "hand kissing" ceremony, although no actual hand kissing takes place. It derives from the traditional process whereby the prime minister is required to kiss the hand of the sovereign as a sign of loyalty. The organisation of the meeting itself is now considered a fulfilment of duty.

Choreography is the result of activities carried out by humans, which literally means dancing, but the author uses the word choreography to describe the inauguration ceremony so that the meaning of the sentence is meta-forical. The type of metaphor is ontological metaphor because the author uses the result of human activities in the context above, this aims to express the discourse so that it can be felt by readers.

3. Context : But in a "fiscal event" later this month, her new chancellor will outline a "broader package" that will hold fast to her campaign

- pledges.
Vehicle : Hold fast
Meaning : An attitude that is not easily swayed by any situation
Ground : The idea of consistency

Hold fast is literally translated as hold fast, this phrase has a metaphorical meaning, the phrase hold fast in this context means an attitude that is not easily affected by any situation or can also be interpreted as consistent. The phrase hold fast plus the sentence to her campaign pledges means that she will be consistent with the campaign promises she made. This metaphor is classified as an ontological metaphor because the phrase hold fast is a human activity given to something that is not human, while the purpose is for expressive functions so that the reading feels more alive.

4. Context : Politics is being reset, but it will continue to be competitive, noisy and unpredictable.
Vehicle : Noisy
Meaning : Full of intrigue
Ground : Ambience

In the sentence quoted, the word noisy is paired with the word politics, noisy is the result of activities carried out by humans, but the author paired the word noisy with politics which is an abstract object so that it implicitly shows a phenomenon that can be interpreted as a political condition full of intrigue, meaning that the metaphor is classified as an ontological metaphor with an expressive function.

Oriental Metaphor

1. Context : His ousting could cause longer-term damage to the Liberal Party because he is seen as a potential and popular leader should Scott Morrison step aside.
Vehicle : Step aside
Meaning : Resign
Ground : Ideas on the act of withdrawal

The phrase step aside in the analysis literally means "to step sideways to make a space for someone else". The abstract concept of stepping back from one's position is conveyed by the concept of "step", hence the phrase step aside belongs to the group of metaphorical meaningful phrases. This metaphor is classified as an orientational metaphor because the spatial concept of sideways direction is used to convey the concept of stepping back from the position to be replaced by someone else. The function of the metaphor is to overcome lexical limitations because there are no words that can represent the concept of stepping down from a position except with metaphors such as the metaphor.

2. Context : The Liberal Party has been moving steadily to the right under first [Tony] Abbott and then Morrison and the people who would otherwise have called themselves moderates or centrists have been
Vehicle : To the right under
Meaning : Incorporation
Ground : Ideas about the direction of displacement

The phrase to the right under first in the data means metaphorically incorporated with Tony, if only translated literally then the meaning is to the right under, so the meaning becomes less clear, therefore the author uses the phrase to the right under to make the sentence more comprehensible in other words, the use of metaphor is to overcome lexical limitations, while because it involves spatial relationships it is classified into the type of orientational metaphor.

3. Context : But the quad nations announced a new maritime monitoring initiative that is expected to step up surveillance of Chinese activity in the region.
Vehicle : Step up
Meaning : A stages of development towards the next stage
Ground : Improvement, progress

The phrase step up in the analysis literally means "to increase the amount, speed, etc. of something". The abstract concept of increasing the surveillance of China's activities in a certain area is conveyed by the concept of "step", therefore the phrase step up is included in the group of sentences with metaphorical meaning. This metaphor is classified as a type of orientational metaphor because the spatial concept of upward direction is used to convey the concept of increased surveillance. The function of the metaphor is to overcome lexical limitations because there are no words that can represent the concept of upgrading except with metaphors such as the one shown.

Conclusion

The results of the research in the previous chapter can be concluded that from 11 political news articles contained in the BBC News online news portal from May to December 2022, the author found 43 data containing metaphors. The author found 28 structural metaphor data with the function to overcome lexical limitations. In this function, metaphor does not have a comparison between thoughts, ideas, or units of thought with lexicon collections, not every idea or thought can be called a lexeme unit. Through this lexicon limitation, it can limit the discussion of every idea or idea that exists in the form of objects or events, and can also determine the quantity and quality of a thing.

A total of 12 data are ontological metaphors that function as expressive functions. As an expressive function, metaphors can create allure, attractiveness, and poetic power of a speech. This function is also known to avoid and reduce monotony.

Meanwhile, there are only 3 orientational metaphors found in the BBC News political news articles published in May - December 2022 found here, orientational metaphors are found with the function of avoiding or reducing monotony. This function has a connection with the expressive function, through the reduction of monotony, an utterance delivered can avoid monotony is the least found. So the conclusion that the author can conclude that structural metaphors with the function of overcoming lexicon limitations are the most frequently and commonly used in the writing of BBC News online political news articles published in May - December 2022, while orientational metaphors are the least found in the data that the author researched.

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