ABSTRACT

This exercise is a case study of the metaphors used in the 2004 European Cup reports from the Lianhe Zaobao. This paper aims to explore how the metaphors are used in the Singapore context and how it has helped to shape the concept of soccer in our cognition. In addition, this paper attempts to demonstrate the main objective in the use of metaphors on concepts that are already well understood and experienced.

The metaphorical concepts employed in this exercise are classified into three categories, namely structural, ontological and orientational metaphors. There are many variations in the metaphors used and they testify to the multifaceted nature of concepts. The metaphors that are used predominantly are WAR metaphors, orientational metaphors, CONTAINER metaphors and ENTITY metaphors. These metaphors are largely used because they are concepts that prevail in either our culture or body experiences. At the same time, as source domains, they are able to map their concepts across a wide range of facets of the target domain.

The different metaphorical concepts found in European cup reports each has its specific facets of the target domain for mapping. Each metaphorical concept brings out its unique understanding of the concept of soccer.

According to Lakoff & Johnson, the essence of metaphor is to help in understanding and experiencing one entity in terms of another. The concept of soccer is pervasive in our culture. It is also a common metaphor being used as source domain for other discourse analysis. Thus, using metaphors in concepts that people are familiar with may not fulfill
the purpose of improving our understanding of the concept. Therefore, the main purpose is to highlight the particular facets of the concept and use the metaphor to instill value judgements that one has about the concept to the readers.

This paper explores the variations of metaphors used in Chinese texts on soccer reports. Future direction of research could be steered towards exploring and comparing the variations of metaphors across a wider cultural and linguistic perspective, such as comparing metaphors that are used in soccer between Singapore, Malaysia, and even Hong Kong soccer newspaper write-ups.