



UNIVERSITI PUTRA MALAYSIA

***METAPHORS OF ILLNESS IN NEWS REPORTS IN A MALAYSIAN
NEWSPAPER***

R.LAKSHMI PRIYADARSHNI

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**METAPHORS OF ILLNESS IN NEWS REPORTS IN A MALAYSIAN
NEWSPAPER**

By

R.LAKSHMI PRIYADARSHNI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of Master of
Arts**

April 2016

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in
fulfilment of the requirement for the degree of Master of Arts

METAPHORS OF ILLNESS IN NEWS REPORTS IN A MALAYSIAN NEWSPAPER

By

R.LAKSHMI PRIYADARSHNI

April 2016

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In April 2009, reports of a new strain of a deadly flu virus emerged in Mexico. The scarcity of information available on this new threat can be observed clearly in the language used in the news reports. This study investigates the use of conceptual metaphors of the Influenza A (H1N1) pandemic in the newspaper and how these metaphors helped to construct the notion of a pandemic in the media. Metaphors of illness and disease are a prominent tool in the discourse of disease in the news. The conceptual metaphor theory by Lakoff and Johnson(1980) was utilized as a framework in this study to investigate the coverage of the pandemic in the newspaper. The data was extracted from a corpus of news reports from The New Straits Times Malaysia from April 2009 to August 31, 2009 when the disease was at its peak. The results of the study yielded various conceptualisation and construction of the pandemic at various stages in the news. Three dominant conceptual metaphors; DISEASE IS A WAR, DISEASE IS A CRIMINAL and DISEASE IS A POSSESSION and ten least dominant conceptual metaphors were found in the research. Metaphors of war; the most conventional construction were found to be prominent at the beginning of the outbreak. Furthermore, as the disease progressed in the country, shifts in the conceptualisation of the pandemic in the news as a CRIMINAL and a POSSESSION constructed a notion of pandemic from a foreign threat to a more internalized problem with the country and a shift in the culpability of controlling the disease.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sastera

METAFORA PENYAKIT DALAM LAPORAN BERITA AKHBAR MALAYSIA

Oleh

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April 2016

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Pada bulan April 2009, laporan tentang wabak baharu virus selesema yang boleh membawa maut muncul di Mexico. Kekurangan maklumat yang ada pada ancaman baharu ini dapat dilihat dengan jelas dalam bahasa yang digunakan dalam laporan berita itu. Kajian ini meneliti penggunaan metafora konsep pandemik Influenza A (H1N1) dalam surat khabar dan cara metafora ini membantu untuk membina tanggapan pandemik dalam media. Metafora kesakitan dan penyakit adalah alat yang penting bagi wacana penyakit dalam berita. Teori metafora konsep oleh Lakoff dan Johnson (1980) telah digunakan sebagai kerangka kerja dalam kajian ini untuk meneliti liputan wabak itu dalam surat khabar. Data telah dikumpulkan daripada korpus laporan berita daripada The New Straits Times Malaysia dari April 2009 hingga 31 Ogos 2009, iaitu semasa penyakit ini berada di kemuncaknya. Hasil kajian ini menunjukkan pelbagai pengkonsepkan dan pembinaan pandemik pada pelbagai peringkat dalam berita. Tiga metafora konsep yang dominan ialah PENYAKIT ADALAH SUATU PEPERANGAN, PENYAKIT ADALAH SUATU JENAYAH dan PENYAKIT ADALAH SUATU KEPUNYAAN. Di samping itu, sepuluh metafora konsep yang kurang dominan ditemui dalam kajian ini.. Metafora PEPERANGAN yang merupakan pembinaan konsep yang paling konvensional didapati menonjol pada awal wabak merebak. Pada peringkat selanjutnya, apabila penyakit ini merebak di seluruh Negara, berlaku perubahan pengkonsepkan wabak ini dalam berita menjadi JENAYAH dan pengkonsepkan KEPUNYAAN terbina apabila tanggapan pandemik berubah daripada ancaman wabak asing kepada masalah dalam negara pandemik sendiri, dan perubahan dalam rasa bersalah bagi pengawalan penyakit ini.

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I certify that a Thesis Examination Committee has met on 15 April 2016 to conduct the final examination of R.Lakshmi Priyadarshni on her thesis entitled "Metaphors of Illness In News Reports in a Malaysian Newspaper" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Arts.

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LIST OF ABBREVIATIONS

MLE	Metaphorical Linguistic Expressions
CM	Conceptual Metaphors
SD	Source Domain
TD	Target Domain
NST	New Straits Times
MOH	Ministry of Health
WHO	World Health Organisation
FMD	Foot and Mouth Disease
UPM	Universiti Putra Malaysia

CHAPTER 1

INTRODUCTION

1.1 Introduction

This section introduced the background of the study, research objectives, research questions, statement of the problem, significance of the research, the theoretical framework that guides this study and definition of the key terms for this research.

1.2 Background of the Study

The background of this study is divided into two sub sections. The first sub section discusses the influenza (A) H1N1 pandemic and the second subsection discusses the language of metaphors in news reports.

1.2.1 Influenza (A) H1N1

Epidemics and pandemics are not a new a phenomenon. It has always been there from time in memorial. In the middle ages there was the bubonic plague which killed millions of people in Europe and in the early nineteenth century, the Spanish flu in which millions were killed around the world. These were times when travelling was not as extensive and people were usually confined in one area and diseases were usually contained in specific geographic area.

Today, epidemics such as typhoid, yellow fever and cholera are known diseases and are still found in rural areas in some parts of the world where the cause has been attributed to poor hygiene and sanitation, lack of medical facilities, equipments and medicines. An emerging disease is a disease that has materialized in a population for the first time or has existed in the past but "is rapidly increasing in incidence or geographic range" (Health Topics, 2012).

Ebola Zaire, an epidemic that appeared in Africa was the earliest epidemic to appear that generated a lot of publicity in the 90s. However, the virus did not spread as extensively and was only confined to a few remote areas in Africa. Over the years there have been diseases that have posed a threat to people; however, most of these viruses were strains that are already there, and have already been identified by scientist and doctors. In some cases, various treatments such as vaccines are available. In 1999, Ministry of Health officials in Malaysia identified a new class of virus that uses bats as its host. The virus, known as the Nipah virus, that caused an inflammation of the brain or encephalitis, was first documented in pig farms in Malaysia (WHO,2011).

Around 257 cases were reported in which there were about 100 deaths. There is no treatment for the Nipah virus only long term supportive care.

Then, in 2003, China reported that a new novel virus had emerged within their country. The virus, Severe Acute Respiratory Syndrome or SARs was announced by the WHO in February 2003. Health officials in China reported five deaths and 305 cases (WHO, 2011) and the outbreak received extensive coverage because China with one of world's largest growing economy, is also listed as one of the most travelled countries in the world (Aneki, 2010). The next outbreak to receive media coverage was Influenza A (H5N1) or Bird flu in 2008. Although the virus was not extensive, it created a stir in the media due to its similarity to the SARs outbreak. Although, the number of victims and deaths were low compared to SARs, the high mortality rate among the victims raised the fear of a pandemic among people.

Influenza A (H1N1) is the most recent pandemic to generate interest in the media. It is an acute respiratory disease caused by new strain of virus. The virus is a result of a mutation of three influenza virus genes; human, pig and bird. This deadly flu strain emerged in Mexico in April 2009. However, authorities in Mexico stated that the virus had already been circulated among people before doctors recognized an outbreak. The nature of the disease and, the deaths that have been suspected to have been caused by the outbreak, immediately raised fears among the health officials. This led the Mexican government to issue a national emergency where people were banned from public places, residents began wearing masks and people were asked to refrain from custom greetings such as shaking hands and kissing cheeks (NST, 2009). Soon, countries all over the world tightened security at airports and all passengers coming from infected countries were screened before being permitted to enter. The World Health Organization or WHO functioned as the nerve centre of the operation by helping to monitor the progress of the virus, and provide support to countries that require help in identifying an outbreak. The outbreak was declared a pandemic by the WHO in June; the most recent to appear since the SARS outbreak a few years ago.

1.2.2 Language of News Reports on Disease

Language is an essential part of newspaper reports. Newspapers are one of the various channels through which the Ministry of Health Malaysia or MOH spread the news of a disease outbreak. Newspapers utilize language to compete because language of the news is driven by the supply and demand of the market. Gaining the reader's attention increases their viewership which in turn increases their profits. According to Conboy (2007,p.7), "economic pressures" have resulted in newspapers having a prearranged style that has a form of conciseness and lucidity at the forefront.

Metaphors are prevalent in the news reports of scientific discourse specifically emerging infectious disease, as journalists utilize different conceptual metaphors to represent the disease. Medical or health reports in a newspaper are an example of a genre that is distinctively different from other forms of news. The news reports on health issues are expected to be objective and include more medical jargon as it involves serious matters concerning health.

However, this is not always the case. News reports on diseases are dominated by metaphors. Chiang and Duann (2007) describe how conceptual metaphors are utilized by Chinese newspapers to describe the SARS epidemic as natural disaster, war, evil spirit, weather and many more and Wallis and Nerlich, (2005) illustrate how metaphors of war were no longer as prevalent in the SARS news reports instead metaphors denoting the illness as a killer were more prominent in British newspapers during the SARS pandemic. Complex medical terms would be omitted or simplified for the readers who may not have medical or scientific backgrounds (Myers,2003). Metaphors are the perfect linguistic device as it allows newspaper reporters to map various conceptualizations onto the concept of illness and it can serve as a rhetorical tool for journalist to convince readers that the news published is informative yet interesting to read().

This research seeks to investigate the coverage of the Influenza A(H1N1) pandemic in Malaysia during the early stages of the disease. The purpose of this research is to identify and analyze the conceptual metaphors that constructed the notion of a pandemic threat in the newspapers.

1.3 Statement of Problem

Metaphors have a function in linking two different ideas; something which the reader is already familiar with, to something new. Understanding metaphor use in newspapers and medical news is crucial to comprehend the underlying meaning in these metaphors. A review of past research on the languages of medical reports and pandemics has shown that metaphors have been utilized in news reports (Conway et al., 2009; Slade et al., 2008). However, further review into language and metaphor use in newspapers have shown a focus that has mostly centred on the militaristic connotations of metaphors and its purpose as a rhetorical device to further particular political and social ideology (Seale, 2001; Stibbe, 2002).

Sontag (1980) was the earliest in describing how the conceptualization of illness such as AIDS, and Tuberculosis as a war can lead to the stigmatization of the victims. She goes on to illustrate that metaphors of war can be a strong device used against patients in medical reports and should be avoided altogether. More current research have shown that while journalistic and medical discourse is moving away from militaristic metaphors, other metaphors along with war metaphors now serve a rhetorical tool to further political and

social ideologies(Lupton et al., 1995,Chiang et al., 2007; and Lean, 2005). These studies have sought to show the link between metaphors ideologies.

For instance, Chiang and Duann (2007) noted that through the use of various metaphors including war metaphors, in three different newspapers, the metaphors used revolved around the conflict between China and Taiwan. The metaphors were used by the newspapers to further particular ideologies brought forth by specific parties. Another example is the foot and mouth outbreak in Britain. Stibbe (2001) sought to find a link where various metaphors, war being the most dominant, were utilized to justify the slaughter of animals. Stibbe (2001) points out that these metaphors were drawn on by a few politicians in the UK to give an impression to the public that something is being done to stop Foot Mouth Disease from spreading further. There appears to be minimal discussion on the internal mapping of these conceptual metaphors. This research seeks to fill that gap by studying and analyzing the aspects of the source domains that have been mapped onto the target domain.

Other research into the linguistic analysis of pandemics has been focused on the effects of outbreaks in countries such as the United States and Europe. There is limited research on language use of pandemic outbreaks in Asia. For example, when the Ebola Zaire epidemic appeared in Africa, Ungar (2008) reports that most news in Europe used the metaphor of othering to distance Europe, a developed region, from Africa, a third world country. Although the outbreak occurred in Africa, the research was mostly centred on the language used in European newspapers. Furthermore, Stibbe (2002) analysed the reports on the foot and mouth (FM) crises in the United Kingdom. The study focused on how ideological metaphors were used by the media to justify the slaughter animals in an effort to control the Foot and Mouth disease (FMD) in the United Kingdom.

Other major studies that have also only been focused in the US and UK are Koteyko, Brown and Crawford (2008) which studied the role of metaphor scenario of Avian Influenza in United Kingdom as well. There is clear gap here whereby there has been very limited research into the language use in newspapers on a pandemic outbreak in Asia.

This research seeks to fill the gap by analyzing the conceptual metaphors in news reports on a pandemic outbreak in Malaysia. To fill this gap, the New Straits Times; one of the oldest English Language national newspaper still in print in Malaysia was selected. It is owned by the New Straits Time Press; a subsidiary of Media Prima. Furthermore, as one of the oldest English Language newspaper still in print in Malaysia, in 2009 the NST had a circulation of:

AUGUST 2008- JUNE 2009
262 756

JULY 2009- DECEMBER 2009
242 676

(The ABC report 2010)

The gap identified by the researcher would be the lack linguistic analysis on the reports of a disease outbreak in Malaysia. This research will focus on the metaphorical linguistic expressions in the Influenza a (H1N1) news reports in Malaysia. This research is aimed at exploring the how the New Straits Times constructed the notion of a pandemic through various conceptual metaphors to the public.

1.4 Research Objectives

This paper aims to:

1. Identify the frequency of metaphorical linguistic expression that can be found in the news reports.
2. Analyze the mapping of the various conceptual metaphors that are manifested by the metaphorical linguistic expression in the news reports.
3. Examine the source domains that contribute in the construction of a pandemic in the reports.

1.5 Research Questions

Below are the research questions for the study:

1. What are the metaphorical linguistic expressions that can be found in the news reports?
2. What are the conceptual metaphors used by the media to describe the pandemic?
 - a) What are the main or dominant conceptual metaphors?
 - b) What are the least dominant conceptual metaphors?
 - c) What aspect of the source domains is mapped onto the target domain?
3. In what way, do these conceptual metaphors help to construct the concept of a pandemic in the media?
 - a) Are there any differences in the way H1N1 is conceptualized throughout the selected period of the pandemic?

1.6 Significance of the study

This research is significant in exploring how a Malaysian newspaper utilizes metaphors to report the abstract notion of a pandemic. A pandemic is the worldwide spread of a disease (WHO, 2011). The concept of a pandemic is an abstract concept where an unseen virus is viewed as threat to all of humanity. The virus is a force that cannot be stopped by physical means and yet the newspaper utilizes several conceptual metaphors to equip the virus with a physical form that can be seen and prevented from entering the country. It was not plausible to analyze the news reports for a specific source domain as

“concepts (both target and source) have several aspects to them” therefore “speakers need several source domains to understand these different aspects of target concepts.”

(Kovesces, 2002, p.84)

Furthermore, past research into conceptual metaphors of disease has been focused on countries that have had experience in dealing with major outbreaks. The United Kingdom and United States, as developed countries have had experience, in dealing with epidemics or pandemics in the past, such as the bubonic plague, the Spanish flu, foot and mouth disease (FMD), MRSA and many more (Koteyko, Nerlich, Crawford, & Wright, 2008). The newspapers in these developed countries are more aware of the language that is used in constructing the concept of pandemic threat and referring to these past threats. The metaphors on illness in UK have undergone some changes after the FMD outbreak in UK in which there is a shift from war metaphors to killer metaphors due to socio-cultural changes in the country. Malaysia's major experience on an outbreak has been on the Nipah virus in 1999 which was an internal outbreak. This shows that there is a significant difference in the socio-cultural context in Malaysia in terms of their view of globalization or “world without borders” where in Malaysia, some people still view foreign elements as a threat.

Newspapers are one of the main media channels through which the MOH would disseminate information to the public. It is a way of raising awareness of the magnitude of the threat, helping the public deal with the threat and reassuring the public on the steps being taken by the relevant authorities to control the spread of the disease to help reduce widespread panic among the populous. This research is significant in studying how global pandemic is portrayed by a national newspaper in Malaysia during the initial time of the outbreak (Warren et al, 2010).

1.7 Theoretical Framework

This research is guided by the conceptual metaphor theory by Lakoff and Johnson (1980). Further explanation on this theory is provided in the section 1.6.1.

1.7.1 Conceptual metaphor theory (CMT)

In the past the metaphors were not seen as a cognitive phenomena. It was just regarded as a form of language that had a poetic and an aesthetic element. It was not used by linguists but by poets and writers and required great skill to accomplish. Basically metaphors were viewed as a literary tool and not as a linguistic phenomena that is closely related to the human thought process. Kovecses (2002) listed this traditional view of metaphor through five accepted features of metaphors. Firstly, metaphors are

1. A property of words not a linguistic phenomena.
2. used for some artistic and rhetorical purpose.
3. based on the resemblance between two entities that are compared and identified.
4. a conscious and deliberate use of words and you must have a special talent to be able to do it and do it well
5. just a figure of speech ; we use it for special effects, and it is not an inevitable part of everyday human communication, let alone everyday human thought and reasoning.

Kovecses straightforward description is a simple and uncomplicated view of traditional metaphors. However, research into the study of metaphors have shown how flawed this view can be. Metaphors are more than just a tool that is only seen literature. One of the first, to break through the mould was Lakoff and Johnson in 1980 with their book, *Metaphors we live by*. In it, they argued that metaphors are not just a “property of words” nor used just for creative purposes nor is it, just a comparison between two things. It is not even a intentional use of words or a “figure of speech.” Metaphors, they argue is more than that. It is a cognitive phenomena that is present in our everyday speech and writing and is a reflection of our human thought processes. Lakoff and Johnson provided this description to elucidate this phenomenon of metaphors as a cognitive mechanism:

The most important claim we have made so far is that metaphor is not just a matter of language, that is, of mere words. We shall argue that, on the contrary, human thought processes are largely metaphorical. This is what we mean when we say that the human conceptual system is metaphorically structured and defined. Metaphors as linguistic expressions are possible precisely because there are metaphors in a conceptual system. Therefore, whenever in this book we speak of metaphors, such as ARGUMENTS IS WAR, it should be understood that metaphor means metaphorical concept.

(Lakoff and Johnson, 1980, P. 6)

What this means is that metaphors are not just a linguistic phenomena that is only used by poets and such. It is more than that. Our whole conceptual structure is metaphorical by nature. Lakoff and Johnson (1980) argue that abstract concepts and phenomena, that have no perceptual and sensorial basis are metaphorically structured in human cognition and provide these concepts with tangible, physical and distinct attributes. These attributes may not just be concrete and physical by nature, they are also experiential.

There have been various definition of conceptual metaphors and what it construes. Semino (2008) defines conceptual metaphors as “ systematic sets of correspondences, or ‘mappings’, across conceptual domains, whereby a ‘target’ domain is partly structured in terms of a different ‘source’ domain” while Kovecses (2002), defines conceptual metaphors as “two conceptual domain where one domain is understood in terms of another.” Thus, metaphors can be characterized as connections between two distinctly different domains that are somehow mapped in the human cognitive system, to better understand concepts that are difficult to comprehend.

Charteris- Black (2004) goes on to state that metaphors have a rhetorical purpose as well as a cognitive function. This rhetorical function of metaphors can be utilized by various people from the economics, political and socio-cultural arena to influence the thoughts and actions of people Charteris- Black (2004). He states that:

Metaphor is a figure of speech that is typically used in persuasion; this is because it represents a novel way of viewing the world that offers some fresh insight. Because metaphor is persuasive it is frequently employed discursively in rhetorical and argumentative language such as political speeches.

(Charteris-Black,2004,p.7)

Based on these various definitions, it can be argued that conceptual metaphors is a reflection of how people think, understand and talk about the world around us and it has a rhetorical function in influencing our worldview of things, events, and actions.

1.7.1.1 Metaphorical Linguistic Expressions.

Metaphorical expressions are words and phrases that are not literal but figurative. These figurative languages provide meaning and understanding to abstract or intangible concepts such as love, arguments, ideas and many more. How do people express how they feel about another when love cannot be seen, touched or held. How do people view arguments or ideas if it cannot be explained with literal language. Linguistic expressions or lexical items that are metaphorical in nature are utilized by people to express these abstract concepts.

Metaphorical expressions that fall under the domain of journey express how a relationship is *not going anywhere* or a relationship is *stuck*. Linguistic expressions such as these map aspects of journey on the abstract concept of love. Metaphoric expressions are linguistic realizations of the conceptual metaphors. Abstract concepts such as ARGUMENT, or LOVE are understood in terms of more concrete concepts of WAR and JOURNEY respectively and the concepts are linguistically realized through expressions highlighted in **BOLD** in the examples below.

LOVE IS A JOURNEY

- Look how **far** we've come
- We're at a **crossroads**
- I don't think this relationship is **going any where**
- It's been a **long, bumpy road**.
- We can't **turn back** now

1.7.1.2 Conceptual Domains

Conceptual Domains are the overarching categories in which these metaphorical linguistic expressions fall under. There are two domains in this theory; target domain and source domain. The target domain is the abstract concept which have no tangible expressions while the source domain are the concrete domains. The concrete domains have a structure which is more tangible and relatable to the people. Therefore, the aspects of the source domain are mapped onto the target domain. An illustration of this can be seen in figure 1.1.

	Target Domain		Source Domain
Abstract Concepts	1. ARGUMENT	Concrete	WAR
	2. LOVE	Concepts	JOURNEY

Figure 1.1: Relationship between the target domain and the source domain

In figure 1.1, the target domain of ARGUMENT and LOVE were structured or mapped by the source domains of WAR and JOURNEY.

Mapping between the target domain and the source domain

Conceptual metaphors are systematically structured. The conceptualization of arguments as a war and love as a journey is based on the experiential qualities of the target domain (concept), of argument and love. Arguments are aggressive by nature and therefore conceptualizing argument as a war seems more plausible than argument as a timid phenomena. The concept of argument as a war is linguistically realized in the metaphorical linguistic expressions that have been italicised in the examples below.

ARGUMENT IS A WAR

“Your claims are *indefensible*”

“He *attacked every weak point* in my argument”.

These metaphorical expressions bring forth the conceptual metaphors ARGUMENT IS A WAR. Similarly, the concept of love is conceptualized as a journey and is linguistically realized in italicised metaphorical linguistic expressions

LOVE IS A JOURNEY

Look how *far* we’ve come

We’re at a *crossroads*

Conceptualizing ARGUMENT as a WAR and LOVE as a JOURNEY provides the target domain of ARGUMENT and LOVE with a shape and consequently influences how we argue and experience the relationship. It shapes our worldview on these metaphorical concepts. The correspondences for the constituent elements of LOVE IS A JOURNEY are illustrated in table 1.1 by Kovecses (2002):

Table 1.1: Mapping between the target domain and source domain

Source	Target
The travellers	The lovers
The vehicle	The love relationship itself
The journey	Events in the relationship
The distance covered	The progress made
The obstacles encountered	The difficulties experienced
Decisions about which way to go	Choices about what to do
The destination of the journey	The goal of the relationship

(Kovecses, 2002, p.7)

The domain of LOVE in table 1.1 was structured by these constituent elements that pertain to journey. Kovecses reiterates that the domain of love was created by the domain of journey through these mappings. This emphasizes that comprehension of these metaphors are cognitively mapped from the concrete unto the abstract concept.

1.8 Definition of Key Terms

Metaphorical Linguistic Expressions

Metaphorical linguistic expressions are linguistic realizations of the conceptual metaphors. In the sentence *He **attacked** every weak point in my argument*, the word **attacked** is the linguistic realization from the source domain of war. In other words it is the linguistic realization of the conceptual metaphor ARGUMENT IS WAR.

Conceptual metaphors

Conceptual metaphors consists of a target domain and source domain. ARGUMENT IS WAR and LOVE IS A JOURNEY are conceptual metaphors. ARGUMENT and LOVE are target domains while WAR and JOURNEY are source domains.

Target Domain (TD)

The target domain in the Conceptual Metaphor Theory is an abstract concept such as ARGUMENT and LOVE. Concepts such as these, are intangible and cannot be seen, only felt. In this research the target domain are words and phrases referring to the Influenza a (H1N1) pandemic.

Source Domain (SD)

On the other hand, the source domain in CMT is a concrete concept that can be seen with the Therefore, this domain is given a tangible or concrete element in a source domain. The source domain in this research are domains that provide a correspondence or mapping to the concept of this illness that cannot be seen. The source will not be restricted to a single domain but to locate various domains that are utilized by the media to spread the news of the disease. The source domains provide a mapping that helps the researcher how these various domains helps to construct the idea of a pandemic to the layman.

1.9 Limitations of the Study

The main limitation of this research is primarily the use of the data which has only been obtained from single national newspaper. No comparison was done with another newspaper to compare and contrast the results of the research.

In addition, the focus of this research was only on one disease. The research did not include a comparison with other diseases from the same newspaper. A comparison would provide better generalization of the conceptual metaphors. Moreover, the duration of the data collection of reports published from 26 April to August 30 2009 restricts the amount of data that can be collected as the disease progresses.

Another limitation of this report is the multiple sources that can be found in the newspaper. As the disease is new and unknown, the newspaper included reports from different sources including Mexico and the United States. All of these sources have different style and language of reporting. This research does not include the language of the news media, which includes the sensationalized headlines and visual elements that is utilized to report about the pandemic.

1.10 Summary

In brief, chapter 1 covers the background of the study, statement of the problem, research questions and objectives, theoretical framework and a definition of key terms in this study.

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