CONCEPTUALIZING CORONA VIRUS METAPHOR IN MEDIA HEADLINES: A COGNITIVE SEMANTIC APPROACH

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Abstract:
This study aimed at investigating how media depict corona virus through the use of metaphors in the headines and conceptualizing the metaphor by the use of mappings. The data were gained from the headlines of two English online media in Indonesia, *The Jakartapost* and *Kompas.id* published from March to May, 2020. The data analyses applied qualitative descriptive study through the framework of the Conceptual Metaphor Theory (CMT) proposed by Lakoff and Johnson. The data were first selected from the headlines which were then analyzed and categorized to relevant conceptual metaphors through the bridge of mappings to understand and to characterize the relationship between two concepts (source and target domains) in the metaphorical process. The study found that the most used of conceptual metaphors of corona virus is CORONA VIRUS IS A WAR. Despite its controversial issue as to blow up people's fright and panic, it is a preventive alert to particularly maintain people's safety and to give education on how to protect them from the virus.

INTRODUCTION

Corona virus, scientifically called Covid-19, has triggered global panic because of its novel impact to the world. The virus has spread in a large number of countries and affected human life, forced activities to be cancelled and schools to be closed and businesses to be halted.1 WHO reported that by the 2nd of June 2020, there have been 6,140,934 confirmed cases of COVID-19 globally, including 373,548 deaths. So deadly is the virus that it becomes one of the world big attention and the World Health Organization (WHO) finally announced on March 11, 2020, the novel corona virus (COVID-19) is an outbreak of a global pandemic.

As the pandemi moves and spreads uncontrollably to more countries, people need to be updated with the news about the number of cases, effective and efficient ways to be safe from the infectious virus, and also information about the virus. Then, media fullfil the need by providing and supplying the readers varieties of news. The news or events that media offer help people to be informed as to what is going on in their communities, in their country and other contries as well as and in the wider world. So, how do reporters of the newspapers, online or offline, attract the readers to read the news they write? This was done firstly by providing the eye-catching headlines through the use of metaphor. According to Newmark (1988:104), metaphor could be any figurative speech: the transferred sense of a physical word; the personification of an abstraction; the application of a word

or collocation to what it does not literally denote, i.e. to describe one thing in terms of another. In this case, metaphor was used as a fast and easy means for restructuring complicated issues in a way to facilitate particular ideological perspectives, in order to lure the readers.

Metaphors provide a fast and easy means for structuring complicated issues in a way that facilitates particular ideological perspectives. Metaphors deeply shape our thoughts and affect our emotions, and, in the news, they are everywhere. This is one of ways that the journalists lure the readers to read the news. In accordance to the case, this study aims to analyze how headlines of newspapers describe the pandemi or Covid-19 through the use of metaphors. In addition, the writer would like to explore kinds of conceptual metaphors mainly used in the headlines and possible intention of the headlines in using the metaphors.

Cognitive Semantics
In studying languages, theories with varieties of approaches were provided by linguists with purpose to educate the users understand the language function. According to Evans and Green (2006:24), "Cognitive linguistics is a modern school of linguistic thought that originally emerged in the early 1970s out of dissatisfaction with formal approach to language." The most important way in which cognitive linguistics differs from other approaches to the study of language is that language is assumed to reflect certain fundamental properties and design features of the human mind. Henceforth, language from this perspective is to study patterns of conceptualization. Lakoff and Johnson (1980,1999) stated that the human cognitive system is an abstract concept which is sytematically structured in terms of conceptual domains deriving from our experience of the behaviour of physical objects, involving properties like motion, vertical elevation and physical proximity.

Conceptual Metaphor Theory
According to cognitive linguists, metaphors are a way of thinking about things around us, not just a way of expressing ideas by means of language. We have access to metaphors which structure our thinking through the medium of the language we use. Kovecses (2010:4) stated that a conceptual metaphor consists of two conceptual domains, in which one domain is understood in term of another. In addition, Evan (2006:307) stated that conceptual metaphor theory was one of the earliest theoretical framework identified as part of the cognitive semantic enterprise and provided much of the early theoretical impetus for the cognitive approach.

Conceptual Metaphorical Theory (CMT) aims at settling crucial cognitive problems. In this theory, it is discussed about how people understand abstract domains mapped into concrete domain which makes the abstract concept more understable. The concepts are known as source domain (concrete domain) and target domain (abstract domain). The source domain is applied to understand the abstract concept in the target domain. The realationship between the objects creates an understanding of the meaning of a particular object through the understanding of the meaning of the other objects is organized by metaphor (Lakoff and Joohnson, 3).

Lakoff and Johnson (1980:7ff) give an example of how people conceptualize time by providing metaphors such as TIME IS MONEY. In addition, Kovecses (2010: 4) stated that a convenient shorthand way of capturing the view of metaphor is: CONCEPTUAL DOMAIN A IS CONCEPTUAL DOMAIN B, which is called a conceptual metaphor. The following is the concept of metaphor of time in time is money.
Example
 (1) *a. You're <u>wasting</u> my time.*
      b. This gadget will <u>save you</u> hours.
      c. I don't have time to <u>give you.</u>
      d. You don't use your time profitably.
      e. I <u>lost a lot of</u> time when I got sick.

Time is a culturally valuable thing for human. People work to ear money, and the money is spent to fulfill their necessity. Therefore, it can be comprehended that time is the kind of thing that can be spent, wasted, budgetted, or invested. Lakoff and Johnson (2003:8) make the metaphorical concept of time based on the examples above as: TIME IS MONEY, TIME IS A LIMITED RESOURCE, AND TIME IS A VALUABLE COMMODITY.

Mappings

Evans and Green (2006:167) stated that one of prominent themes in cognitive semantics is the idea of conceptual mappings. Furthermore, Kovecses (2010:7) said that so far we have used the word "to understand" to characterize the relationship between two concepts (A and B) in the metaphorical process. The mapping of LOVE IS A JOURNEY can be seen in the following tabulation (Evan in Bundgaard et al, 78)

Table 1.1 *Mapping for LOVE IS A JOURNEY*

Source: Journey Mapping Target: Love
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 abaout way to go => choices about what to do   The destination of the journey => the goals of the relationship.

METHODOLOGY
This study applied a qualitative descriptive methodology, (Djajasudarma, 1993), which employs substitution and reference techniques. The data were taken from two of popular online newspapers; The Jakarta Pos and Kompas.id. The Jakarta Post itself was ranked second on a list of Indonesia's most popular newspapers compiled by four International Media and Newspaper, as published on its website www.4imn.com and it came after Kompas, which ranked first. The data taken from the newspapers were scoped to the headlines publised on late March to June where the news about the pandemi outbreak peaked in these months. In collecting the data, the writers first downloaded the intended data from the two online newspapers, chose headlines comprising Covid-19 metaphors and then analyzed them by the use of the concept form George Lakoff and Mark Johnson in their 1980 *Metaphors We Live By* to identify the conceptual metaphors of corona virus. The concept has also been developed in a number of subsequent publications. This theory is also supported by Kovecses (2010) stating that a convenient shorthand way of capturing the view of metaphor is in the concept of conceptual source domain is conceptual target domain, which is called conceptual metaphor.

FINDING AND DISCUSSION
After conducting several steps to collect the data, the headlines were then grouped into their concept of metaphors by applying CMT. There are thirty six headlines chosen to be analyzed which then classified into nine main conceptual metaphors as elaborated in the following discussion.
3.1. CORONA VIRUS IS A WILD ANIMAL
Headline 1-3:
- *As COVID-19 **bites**, current labor rules can protect jobs*
- *Arsenal to cut jobs as coronavirus **bites***
- *Tokyo tourist sites 'nearly empty' as coronavirus **bites***

https://www.thejakartapost.com

The concept of wild animals' nature is used here as the source domain to understand the abstract wildness of Corona virus. The word 'bite', which is usually described as the habit or nature of wild animal, is applied to give a more concrete way to depict how the spread of Covid-19 has hurt and affected people especially in the field of occupation. The correspondence between corona virus and wild animal will be shown in the following mapping.

Table 3.1 *Mapping for CORONA VIRUS IS A WILD ANIMAL*

Source: Wild animal Mapping Target: Covid-19
Wild animal →   Corona Virus   Wild animal's nature to bite   →   The wildness of Corona Virus

Lakoff and Johnson (1980) stated in the theory of metaphor that a metaphor is the expression of an understanding of one concept in terms of another concept, where there are some similarities in the correlation between the two. In this datum, the use of wild animal behaviour is similarly used to understand how the virus has wildly struck the condition of job stability so severely that the owner of a company is imposed to make new rules of labor. The use of mapping will help us in determine how the concept is drawn. In addition to the headline, another headline is chosen to see how journalist uses wild animal nature to depict the virus.

Headline 4: *COVID-19 creeps into Jakarta's kampungs*
https://www.thejakartapost.com

'Creep' in online Webster dictionary means 'to move along with the body prone and close to the ground which is usually done by animal or people'. In this headline news, the virus is conceptualized as an animal which is silently and slowly entered villages in Jakarta so that the villagers didn't notice its arrival. To concretize the virus coming, the word 'creep' is used. In this concept, two domains are used, corona virus is the source domain and animal is the target domain. The concept can be clearly seen by mapping the source domain to the target domain.

3.2. CORONA VIRUS IS AN ENEMY

An enemy means someone or something that has to be fought in order that we win against it. Corona virus is described in a headline as something that becomes human's enemy. In the following data, the virus is depicted as an enemy in different ways and fields.

    a. CORONA VIRUS IS AN ENEMY
Headline 5: *Fighting COVID-19: Time-tested lessons for Indonesia, ASEAN*
https://www.thejakartapost.com

In this headline, corona virus is conceptualized as an enemy which is needed to be defeated. The word 'fighting' is depicted as a source domain of a process of defeating an enemy and Covid-19 is the target domain. This is to concretize how Covid-19 has become (Indonesian) people enemy.

    b. CORONA VIRUS'S FALSE INFORMATION IS THE SCIENTISTS' ENEMY

Headline 6: *Scientists fight online virus misinformation war*
https://www.thejakartapost.com

The spread of the virus as well as the information about the virus has triggerred scientists to act by fighting the misinformation war toward the virus. The concept is drawn through the mapping of scientists' fight as the target domain and the virus misinformation as the source domain.

    c. CORONA VIRUS IS A MEDICAL ENEMY
Headline 7-9:
- *COVID-19: Not all hand sanitizers work against it – here's what you should use*
- *Does vitamin D protect against coronavirus?*
- *More Indonesian doctors, nurses die fighting against COVID-19*

https://www.thejakartapost.com

People have tried many ways to be saved from the savage virus includig the use of sanitizers as one of medical tool in fighting the virus or bacteria as medical enemy. Then, the word 'work against' is shown as a source domain to conceptualize the fight to abolish Covid-19 as the enemy of medicinal tool. The same thing happens to the use of vitamin D to protect against corona virus. The word 'protect against' shows that the virus is an enemy that should be fought.

Table 3.2.c *Mapping for CORONA VIRUS IS A AN ENEMY*

Source: Enemy Mapping Target: Corona Virus
Invisible Enemy → Corona Virus

Work against/protect against → The process of defeating Corona
Hand sanitizer/Vitamin D   →   Tools to defeat the enemy

d. CORONA VIRUS IS COMMUNITY/NATION'S ENEMY

Headline 10-12:
- *Working together to fight COVID-19 and build community a new*
- *RI diaspora joins fight against pandemic*
- *ASEAN-US: Partners in beating COVID-19, building resilient, prosperous region*

https://www.thejakartapost.com

Corona virus here is depicted as the enemy of a community or a nation which is shown in the use of community, RI, and ASEAN-US. It implied that the regional nations should collaboratively own a strategy to fight the virus together as community. This means that people have to fight the virus together in order to win from the attack of the virus. This also giving a short understanding that collaborative action within the community (ASEAN) was one of the strategy to win the 'war' against the virus.

Table 3.2.d *Mapping for CORONA VIRUS IS A COMMUNITY/NATION'S ENEMY*

Source: Community Enemy Mapping Target: Corona Virus
Enemy → Corona Virus
Work against/protect against → the process of defeating Corona
Community/nation → people who have to defeat the virus

3. CORONA VIRUS IS A WAR
This concept is largely used in the headlines to describe the sudden attack of corona virus which causes a controversy. Some people say that the spread of war metaphor in many headlines media has brought out people's panic and fright. But some others believe that the use of war metaphor positively convince people not to underestimate the virus and persuade people to fight the virus together. The use of war metaphor toward the virus is not for no reason, but the metaphor is used due to the resemblance of world situation to the life condition during the havoc wartime so as to make the metaphor of war appealing at the moment.

a. CORONA VIRUS IS THE WAR OF ECONOMY

Headline 13: *Virus-hit Singapore economy to shrink up to 7%: govt*

https://www.thejakartapost.com

The war situation often imagined to a devastation of the beings and things when a country was hit by the bomb. This situation depicted as well in this headline when Covid-19 hit the economy. The damage that the virus caused is conceptualized by using the word 'shrink'. This action can actually be done by human beings to something. But to make people understand the noetic nature of the virus, the journalist concretize it into something which can creat havoc to one field, in this case economy.

Table 3.3 *Mapping for CORONA VIRUS IS THE WAR OF ECONOMY*

Source: War Mapping Target: Corona Virus
Enemy   → Corona Virus
Economy → thing or place destroyed
shrink   → process of destroying something

b. CORONA VIRUS IS THE SECOND COLD WAR

Headline 14: *Entering second Cold War after COVID-19*

https://www.thejakartapost.com

In this headline, the virus is clearly said to be a war, the second cold war to conceptualize the condition of cold war in the previous time to the present time.

    c. CORONA VIRUS IS A WARFACE

Headline 15-19:

- *With limited testing capability, Indonesia may battle COVID-19 blindfolded*
- *'We are at war': France imposes lockdown to combat virus*
- *Unsung heroes of COVID-19 pandemic*
- *Singapore shelves virus superheroes after backlash*
- *Isolated by virus, Faroe Islands offer virtual tours S IS A WARFACE*

https://www.thejakartapost.com

The use of war metaphor to the existence of this virus is controversial as it triggers people worriness about the strength of the virus. In addition to appearing in *The Jakarta Post*, war metaphor is richly seen in *Kompas.id.* Here are more examples that can proved the high use of CORONA VIRUS IS A WARFACE.

Headline 20-26:
- *Coronavirus Turns over Immunity into Weapon that Backfires*
- *Public Perseveres Amid Coronavirus Onslaught*
- *Like Atomic Bomb, Covid-19 Vaccine Will End 'War'*
- *Banks Must Act Countercyclically to Fight Coronavirus*
- *Bandung Youth Against Corona*
- *Working Together to Cope with Covid-19*
- *Could a virus destroy the human race?*

https://kompas.id

There are several reasons to why 'war' metaphor is widely used to awaken people about the danger of the virus. The first reason is it can be used as a a powerful message that people should take the virus seriously. The 'war' metaphor is useful to marshal resources and galvanise people fighting the pandemic. Therefore, people have to help the government in minimizing the effect the virus. It is implied that the government are not able to stand alone fighting the emergence of the pademic. Thus, it is expected that the 'war' metaphor makes people realize the enormity of the situation.

3.4. CORONA VIRUS IS A CRIMINAL

Headline 27: *Corona virus savages US economy in first quarter, bigger hit still to come*

https://www.thejakartapost.com

The word 'savages' lexically means to have or show the desire to inflict severe pain and suffering on others. The journalist likely intents to show that Covid-19 has been criminalizing people's economy. Therefore, the writer conlude that the concept of the metaphor is corona virus is a criminal.

3.5 CORONA VIRUS IS AN UNWANTED GUEST

Headline 28: *Hiding Inside When Coronavirus Comes Knocking*

https://kompas.id/kategori/english

The headline depicts that the coming of the virus is something unwanted that causes people to hide. If someone comes to one's house as a guest but the host hides, the guest is unwanted. The arrival of the virus resembles the appearance of an unwanted guest that imposed us to keep hiding to avoid the danger that the virus brought. The policy of people's safety has been published that people have to do self-carrantine to stay safe.

Headline 29: *Virus likely to keep coming back each year, say top Chinese scientists*

In this headline, the virus is illustrated as a regular but unwanted guest. The coming of the virus is predictable but it is something that has to be avoided. Therefore, its arrival is conceptualized to an unwanted guest.

3.6. CORONA VIRUS IS A HARSH NATURAL ATTACK
Headline 30-32:
- *COVID-19 shrinks civic space in Southeast Asia*
- *Jakarta, a coronavirus epicenter in Indonesia, braces for quarantine*
- *Indonesia's health system on the brink as coronavirus surge looms*

https://www.thejakartapostcom

The havoc that the virus caused has forced people to be in chaotic situation. This is likely a precise reason to why corona virus has described negatively. As it can be seen in the above headlines that the virus is highlighted as a harsh natural phenomenon by the resemblance to the situation caused by nature attack. The 'epicenter' means the part of the earth's surface directly above the focus of an earthquake. When this is use to metaphorized in headlines, it is used to shown the center of corona virus cases. In seismology, the epicenter is the place on the surface of the earth above the origin of an earthquake. Epicenter, rather than center, is frequently used figuratively to add rhetorical flair when something is located at the center of an activity, crisis, etc., as it carries the notion of geologic consequence (Merriam Webster).

'Surge' means to rise and move in waves or billows. 'Surge' is one of a process of the ocean as the resulting elevation of water level. This is conceptualized to the coming or rise of the corona virus cases. In another headline, Covid-19 is described as a wave.

Headline 33: *COVID-19: What a second wave might look like*

https://www.thejakartapost.com

The word 'wave' lexically means a moving ridge or swell on the surface of a liquid (as of the sea). In this headline,second 'wave' is used to show the second rising attack of corona virus that should be anticipated among the society.

Corona virus is also metaphorized as a disaster caused by natural phenomena. It is can be indicated from the the choice of words used like 'surge, wave, epicenter, and shrink.' The source domain of harsh natural phenomena is applied to concretize the impact caused by corona virus.

Table 3.6 *Mapping for CORONA VIRUS IS A HARSH NATURAL PHENOMENON*

Source: Natural disaster Mapping Target: Corona Virus
Natural disaster → Corona Virus
surge → the rise of corona virus case
epicenter → location at the center of the virus crisis
wave → moving ridge of corona virus attack in the society

3.7. THE NUMBER OF PANDEMI CASES

Headline 34: *Peak of Pandemic Still Indeterminable*

https://kompas.id

Despite abundant ways of preventing the increasing number of the virus victims, they seem not too effective to halt people get infected. Therefore, to vividly describe the total number of people infected by the virus, the writer of the news chose to use part of the mountain, peak, to conceptualize the unniable increase of the victims. Peak is the highest part of a mountain. Therefore, the conceptual metaphor of the headline is CORONA VIRUS IS A MOUNTAIN PEAK.

3.8 CORONA VIRUS IS AN AUTHORITY

Headline 35: *Virus forces Aussie 'Masked Singer' TV show shutdown*
Covid-19 is also described as a person who has an authority to have something shutdown or halted forcefully. Normally, a leader can decide this. However, in this headlines, it is metaphorically done by corona virus that forced a TV show dismissed.

3.9. CORONA VIRUS IS A PARTNER
Headline 36: *We must coexist with COVID-19': Jokowi calls on residents to adapt to 'new normal'*

https://www.thejakartapost.com

After struggling of fighting Covid-19 for some period of months, the president of Indonesia came to a suggestion to end the war, by asking the people to make 'peace' with the virus. This may seem to some people as the sign of surrendering, but in positive, it is our way to keep struggling to fight against the virus to be able to live normally. To create a clear depiction, the headline conceptualizes corona virus as a partner or a friend who has to live or work together with people.

CONCLUSION
The use of metaphor in media headlines can be said to emphasize the urgency of fighting the virus for its dangerous effects to the world. However, the use of metaphors in headlines has negatively impacted people's lives as to increase people worriness and fright of the danger of the virus.

There are nine kinds of conceptual metaphors found in the headlines, they are CORONA VIRUS IS A (WILD) ANIMAL, CORONA VIRUS IS AN ENEMY, CORONA VIRUS IS A WAR, CORONA VIRUS IS A CRIMINAL, CORONA VIRUS IS AN UNWANTED GUEST, CORONA VIRUS IS A HARSH NATURAL PHENOMENON ATTACK, THE NUMBER OF PANDEMI CASES IS A MOUNTAIN PEAK, CORONA VIRUS IS AN AUTHORITY and CORONA VIRUS IS A PARTNER. The virus is mostly described as a war and enemy. This concept is largely used in the headlines to depict that the attack or the coming of the virus is a massive destroyer and enemy. But the concept becomes controversial as some people feel that the spread of war metaphor in many headlines media has brought out people's panic and fright. But some others believe that the use of war metaphor positively convince people not to underestimate the virus and persuade people to fight the virus together. Then, in general, the use of metaphors in headline depends on how people react.

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