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A Critical Metaphor Analysis of Reports on South China Sea Dispute

A Case Study of People's Daily and Philippine Daily Inquirer

Abstract: An unprecedented attention has been paid to metaphor research due to the rise of cognitive linguistics which holds that metaphor is not only a language phenomenon and a rhetorical mean, but also an important way of thinking and a cognitive tool. Charteris-Black (2004) puts forward critical metaphor analysis which analyzes metaphor in language use and its cognitive way so as to reveal the language user's pragmatic intention and ideology. This method inherits the results of traditional rhetoric research, but also takes in the theory of cognitive linguistics. It provides a whole new perspective on critical discourse analysis. On the basis of conceptual metaphor theory, news reports about South China Sea dispute are first selected, and then they are analyzed within the framework of critical metaphor analysis. Also, this study focuses on the similarities and differences among conceptual metaphors that occur in Chinese and Philippine media in order to reveal the covert intention and ideology hidden the choice of metaphor. After the qualitative and quantitative analyses, this thesis achieves these findings. First, the frequently used source domains in People's Daily are conflict, war, journey, family and plant, while the frequently used source domains in Philippine Daily Inquirer are conflict, journey, war, building and plant. And the similarities of conceptual metaphors in the two newspapers result from the same living experience and cognitive system. On the other hand, due to the different ideology, culture and religion, there exist differences in conceptual metaphors in news reports in the two newspapers.

Keywords: People's Daily; Philippine Daily Inquirer; South China Sea dispute; Conceptual Metaphor; Critical Metaphor Analysis

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1 Introduction

Critical Discourse Analysis emerged in the end of the 1970s and Cognitive Linguistics emerged in the beginning of 1980s. CDA is an approach of discourse analysis which recognizes the role of language in structuring power relations in society. CDA can be seen as an instrumental linguistics which intends to reveal the hidden complex relationship among language, ideology, power and the social conditions. Cognitive Linguistics is at the cutting edge of linguistic research and at the same time the results of this research can be applied in a variety of analyses and explanation of linguistic phenomena.

Charteris-Black (2004) firstly puts forward critical metaphor analysis (CMA) in *Corpus Approaches to Critical Metaphor Analysis*. CMA is a new and important approach of metaphor analysis that attempts to bring together perspectives from CDA, pragmatics, sociolinguistics and cognitive linguistics. According to Charteris-Black (2004:252), CMA is an approach to discourse that enables us to challenge the existing ways of thinking and feeling about human behavior and its relation to language.

The trend of internationalization and complexity of the South China Sea dispute has become increasingly obvious in recent years. Up to now, there are many disputes on some islands of South China Sea. Besides, some Southeast Asian nations often use news reports to reach their purposes, obtain the approval of the readers and influence the readers' ideology unconsciously. Therefore, this thesis uses a new and important approach to analyze news reports from two nations' official news in order to reveal their political purposes, motivation and ideology.

In the following, section 2 presents a selective literature review. Section 3 builds up the theoretical framework of the thesis in detail. Section 4 presents the methodology of this study. Section 5 is devoted to a detailed qualitative and quantitative analysis of the conceptual metaphors used in People's Daily and Philippine Daily Inquirer. Section 6 summarizes the major findings of the study.

2 Literature Review

It is known that the study of metaphor has developed for more than two thousand years. Metaphor has been studied by many different scholars in different times from different perspectives. Lakoff and Johnson (1980) publish

a book *Metaphors We Live By* and firstly propose that the theory of conceptual metaphor from the perspective of cognition. Lakoff (1993) holds that there is a mapping from concrete source domain to abstract target domain. The structure of concrete source domain can be mapped onto abstract target domain. The basic structure is “target domain = source domain”. The mapping process can be shown in the figure below:

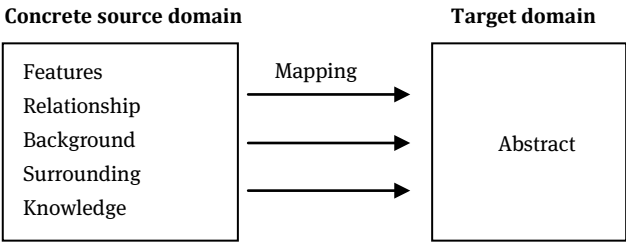


Figure 2.1: The Framework of Conceptual Metaphor (Lakoff, 1993:203)

Political language is used to convey politician’s views into audience’s minds. Metaphor is everywhere in our daily life, and we also can find it in political discourses. And politicians use metaphor to achieve political aims in terms of the function of metaphor. Therefore, related studies on metaphors in political discourses have increasingly drawn the attention of scholars in the linguistic circle. For example, Charteris-Black (2004) firstly puts forward CMA which brings together perspectives from CDA, corpus analysis, pragmatics, sociolinguistics and cognitive Linguistics. Charteris-Black uses this method to analyze metaphors in different political discourses in order to reveal the hidden ideology, belief, attitude and value of metaphor users. And Charteris-Black (2005) proposes that different politicians choose different metaphors in order to establish their ethos, heighten the pathos and explain their policies.

Besides, many scholars analyze the relationship between politics and metaphors, for instance, Lakoff (1991, 2002, and 2006), Fairclough (1995), Thompson (1996), Chilton and Schaffner (2002), Bulgrin (2007), Carver and Pikalo (2008), etc.

In China, by contrast, related studies of metaphors start relatively late. But some scholars still start metaphor research in political discourses (Ji YuHua and Chen Yan, 2007; Xin Bin, 2007; Zhang Hui and Jiang Long, 2008).

3 Theoretical Framework

3.1 Conceptual Metaphor Theory

CMT is first proposed by Lakoff and Johnson's classic work *Metaphors We Live By* in 1980. Lakoff and Johnson (1980:4) believe that "metaphor is pervasive in everyday life, not just in language but in thought and action", "metaphor is not only a device of poetic imagination and the rhetorical flourish a matter of extraordinary rather than ordinary language", "our ordinary conceptual system is fundamentally metaphorical in nature". CMT is a new direction in metaphor research. It provides us with a new perspective of language and communication.

According to Kövecses, the definition of metaphor in cognitive linguistics understands one conceptual domain in terms of another conceptual domain, and it is different from the definition of metaphor in traditional rhetoric. Kövecses also holds that "a convenient shorthand way of capturing the cognitive view of metaphor is the following: CONCEPTUAL DOMAIN A IS CONCEPTUAL DOMAIN B, which is what is called a conceptual metaphor" (Kövecses, 2010:4) A conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another. The two conceptual domains in conceptual metaphor have special names. The source domain is the conceptual domain from which we draw metaphorical expressions to understand another conceptual domain, while the target domain is the conceptual domain that we try to understand through the use of the source domain.

In other words, we use the source domain to understand the target domain. And the source domain is usually specific and delineated, for example, JOURNEY, WAR, and FOOD, etc. The target domain, however, is more intangible and abstract, such as LOVE, ARGUMENTS, IDEAS, etc.

3.2 Critical Metaphor Analysis

CMA is first proposed by Charteris-Black in *Corpus Approaches to Critical Metaphor Analysis* to propose a new approach to metaphor analysis which "aims to reveal "the covert (and possibly unconscious) intentions of language users" (Charteris-Black, 2004:34). CMA attempts to bring together

perspectives from CDA, corpus analysis, pragmatics, sociolinguistics and cognitive linguistics. Therefore, CMA analyzes metaphors through the hidden ideology due to the combination of language analysis, understanding of cognition and social culture, aiming to reveal the underlying motivations of language users.

According to Charteris-Black, the choice of metaphor is not only based on bodily and daily experience, but also is based on the purpose of use within specific discourse contexts. And CMA is an approach to discourse analysis that enables us to challenge existing ways of thinking and feeling about human behaviors and its relation to language (Charteris-Black, 2004:252). CMA does not exclude either cognitive or semantic views of metaphors but it does claim that the choice of metaphors may be governed by cognitive and semantic and pragmatic considerations and by ideological, cultural and historical ones.

Actually, CMA is the mode of discourse analysis that aims to study ideology deeply. It is similar to CDA. According to Fairclough (1989), CDA is not only an analysis, but also criticism, and it aims to reveal the relationship among language, power and ideology. Fairclough (1992) proposes that CDA refers to the use of an ensemble of techniques for the study of textual practice and language uses as social and cultural practices. Therefore, CDA can be viewed as a research method for the relationship between discourses and social culture development in different fields.

According to Charteris-Black (2004:27-28), metaphor analysis should be a central component of critical discourse analysis. This is because metaphors are used persuasively to convey evaluations and therefore constitute part of the ideology of texts. And critical analysis of the contexts of metaphors may reveal the underlying intentions of the text producer and therefore serves to identify the nature of particular ideology. Therefore, metaphor can be regarded as the textual analysis tools of CDA.

3.3 The Three Steps of Critical Metaphor Analysis

Cameron and Low (1999:88) propose three stages in the methodology of metaphor analysis: (1) Collecting examples of linguistic metaphors related to the topic; (2) generalizing from them to the conceptual metaphors they exemplify; (3) using the results to reveal understandings or thought patterns which construct or restrict people's beliefs and actions.

These stages are similar to Fairclough's (1995:98) three dimensions of CDA: description, explanation and interpretation that are, in turn, based on

Halliday's (1985) functional linguistics and comprise the methodology of CDA. Therefore, the process of CMA is also divided into three stages by Charteris-Black (2004): metaphor identification, metaphor interpretation and metaphor explanation.

4 Research Methodology

4.1 Data Collection

This study chooses *People's Daily* and *Philippine Daily Inquirer* which are authoritative and influential newspapers. And the study is focused on metaphor analysis of reports on South China Sea dispute, the time ranges from January 2013 to December 2014. The news reports are directly downloaded from their official websites. (<http://paper.people.com.cn>, <http://www.inquirer.net/>)

CMA is a metaphor analysis that attempts to bring together perspectives from CDA, corpus analysis, pragmatics, sociolinguistics and cognitive linguistics, corpus analysis is an indispensable method in this thesis. Therefore, the author pastes the downloaded news reports into the two files and creates two corpora. One composes of 98054 Chinese characters, and another has 78196 English characters.

4.2 Data Analysis Procedure

This study mainly adopts Charteris-Black's three stages of CMA to identify, interpret, and then explain the metaphor in the two newspapers. The qualitative and quantitative ways are used in this research. The first step is the metaphor identification. When metaphor keywords are identified through qualitative analysis, the author will adopt the "Look-up" function of Microsoft Word to locate and count the usage of these metaphor keywords in each corpus. According to Charteris-Black (2004), the term "resonance" refers to what the extent metaphor source domains are found in a corpus and measure their productivity thereby. Resonance is the sum of the tokens multiplied by the sum of the types of the metaphors from the same source domain. Types are separate linguistic forms while tokens are the number of times each form

occurs (Charteris-Black, 2004:89). It is a major parameter for predicating the frequency of some metaphor in a corpus. Such as, “attack”, “fight”, and “win” are the metaphor types from the source domain of “war”, if there were twenty tokens (metaphorical uses) of “attack”, ten of “fight” and six of “win”, following the formula “resonance=Sum of types * sum of tokens”, the resonance of war metaphor is $(1+1+1) * (20+10+6)=108$. The author can figure out the frequency of each metaphor in a corpus.

And then is metaphor interpretation. All the conceptual metaphors in each corpus will be classified in terms of their source domains. Then the author makes a contrastive analysis of the commonalities and differences among conceptual metaphors that appear in *People’s Daily* and *Philippine Daily Inquirer*. The last step is metaphor explanation. The author will discuss the social agency that is involved in the production of metaphors.

5 Data Analysis

5.1 Conceptual Metaphors in People’s Daily

We can find that the source domain has tightly relation to our daily experience and social activities by analyzing metaphors in *People’s Daily*. Additionally, not only do we find that all the metaphors in a source domain have relation to a single conceptual metaphor but also the same source domain corresponds with some different conceptual metaphors. The source domain and resonance of conceptual metaphor occurred in *People’s Daily* are shown in Table 5.1.

Table 5.1: Summary of Source Domains and Resonance in *People’s Daily*

Source domain	Types total	Total tokens	Resonance	%of total resonance
Conflict	13	235	3055	39.7%
War	12	153	1836	23.9%
Journey	15	104	1560	20.3%
Plant	8	55	440	5.71%
Family	4	87	348	4.52%
Board games	6	30	180	2.3%
Building	6	26	156	2.02%
Drama	8	15	120	1.55%
Total	72	705	7695	100%

In the table above, “types total” means the number of different types of word in this domain that were classified as metaphor. “Total tokens” shows the actual number of metaphor. And the last column means the resonance of each domain—the product of “types total” and “total tokens”—that permits us to measure and to compare the productivity of source domains (Charteris-Black, 2004:91). It is a major parameter for predicating the frequency of some metaphor in some speeches. As can be seen from Table 5.1, the conflict metaphor is the most frequent in *People’s Daily*. It takes up 39.7% of all the metaphors in this newspaper. War metaphor comes second, and it accounts for 23.9% of all the metaphors in this newspaper. Then journey metaphor’s use frequency is 20.3%. Among family metaphor, plant metaphor, board games metaphor and building metaphor, the frequency of use is quite low. Their use frequencies are 5.71%, 4.52%, 2.3% and 2.02%. Drama metaphor accounts for 1.55% of all the metaphors in *People’s Daily*. The frequency of use is the lowest.

Therefore, the five source domains in *People’s daily* are conflict, war, journey, plant and family, which gross over 90% in the sum of resonance from the above table. Then the next section will elaborate the underlying conceptual metaphors of these source domains.

5.2 Conflict Metaphor

Conflict metaphors account for the largest part of all metaphors in two newspapers. Metaphors from the source domain of conflict are SOUTH CHINA SEA DISPUTE IS ORAL CONFLICT. “Conflict” metaphors are used to concretize the situation as two sides cannot share identical opinions and have confrontation about certain dispute, so both sides have a quarrel with each other. If the situation gets worse, a quarrel will become a fight. Oral or physical conflict is less damaging and brutal. We can see that from the following metaphorical expression:

1. 非刻意渲染中国基建背后的“军事目的”，期望以此为借口**指责**中国破坏《南海各方行为宣言》，强推“南海行为准则”制定，为中国制造更为复杂的国际舆论环境和更严峻的舆论压力。(2014.09.13)
2. 挑衅的一方率先**责难**，刻意把自己打扮成“受害者”的形象，以期博取东盟各国的同情，事情的真相反倒因而“掩埋”。(2014.05.13)

The words “指责” and “责难” appear in the above metaphorical expressions. When both sides have more arguments about certain issue, they have a quarrel with each other. When China and the Philippines are not satisfied with each other's remarks, actions and policies about South China Sea dispute, they have more arguments about South China Sea dispute. China and the Philippines do not want to escalate the situation to a war, so they try to confine the severity of the situation under the degree of an oral conflict between them. Therefore, they usually criticize each other in order to express their dissatisfactions.

3. 我国在南海和东海依据国内法和国际法采取维权执法行动，以此为基础，继续坚持通过**对话**和平解决争议的立场，可以斗智斗勇，但不斗气。(2013.03.2)

“对话” refers to a communication or discussion between people or groups of people such as governments. Both sides come into an oral conflict due to their different views. But they would use the mean of negotiation and dialogue to reduce the escalation of the conflict. Besides, due to our country uphold an independent foreign policy of peace, China is committed to use bilateral negotiation and dialogue to solve the dispute of the South China Sea with the Philippines.

4. 除菲律宾和日本外，台湾也是美国围堵中国大陆的战略布局，美国自不愿见到台湾与日本和菲律宾都发生**争执**，美国的压力却让台湾渔民饱受欺凌，无处可申冤。(2013.05.13)

“争执” means an argument or disagreement between people or groups. When both sides have a different opinion, they may have a quarrel with each other. Therefore, there may be an oral conflict between them. When a fisherman in Taiwan was shot dead by Filipinos, there is a conflict between Taiwan and the Philippines.

All in all, the application of conflict metaphor in *People's Daily* can reflect the China's political ideology. China unswervingly follows an independent foreign policy of peace and creates to a peaceful international environment. It also implies a positive meaning and indicates that our country makes efforts to solve the South China Sea dispute.

5.3 War Metaphor

In *People's Daily*, war metaphors are DEVELOPING A COUNTRY IS A WAR. In this war for developing a country, under the leadership of the Communist Party, all Chinese people fight against all hostile and separatist forces of domestic and overseas in order to safeguard national sovereignty and territorial integrity, maintain world peace and stability. We can see that from the following metaphorical expression:

5. 我国在**战术**上要高度重视和防范各种风险，早作谋划，未雨绸缪，及时采取应对措施，尽可能减少其负面影响。(2014.05.13)
6. 我国外交**战略**的核心任务之一，就是明辨敌友，认清威胁来源和团结依靠对象，才能采取不同态度和**策略**，以更好维护自身生存和发展。没有敌友观念的**战略**是无用的**战略**，四面树敌的**战略**是愚蠢的**战略**，错认敌友的**战略**则是危险的**战略**。(2013.5.14)

Strategies or tactics play a critical role in winning a war. Therefore, “战术” and “战略” indicate that it is crucial to make a wise tactics or policies in the war for the developing a country. Our country should make the wise tactics or policies in order to achieve a strong, prosperous, democratic and culturally-advanced modern socialist country.

7. 2012 年我国维护海洋权益斗争取得重大**胜利**，以“蛟龙”号载人潜水器、海洋卫星等为代表的海洋高新技术发展有了重大突破，以海洋新兴产业为代表的海洋经济显示出强大的后劲。(2013.05.09)
8. 中国加强与越南、文莱等国的合作，在南海行为准则等问题上释放善意，**赢得了**东盟国家的赞许。(2013.12.12)

When the two sides fight in a war, one will conquer or defeat the other. The words “胜利” and “赢” appear in the above metaphorical expression refer to win. Therefore, our country strives to protect our maritime rights and interest in the war for developing a country, and then wins victory. And our country strengthens cooperation with other countries and actively settles the disputes. Therefore, metaphor keywords “胜利” and “赢” in above expressions imply a positive meaning that China makes great efforts to develop our country and safeguard our rights and interests. In conclusion, the application of war metaphor can reflect the China's political ideology. China unswervingly adheres to the path of peaceful development and safeguard world peace.

5.4 Journey Metaphor

Journey metaphors are an important part accounting for 20.3% of all metaphors in *People's Daily*. The journey metaphor, PURPOSEFUL ATIVITY IS TRAVELLING ALONG A PATH TOWARDS A DESTINATION, is reformulated by Lakoff (1993). It seems that the use of 'destination' highlights goal-destination. Politicians are concerned with goal-oriented social activity. The goal of the politicians' actions can be regarded as the travelers' destinations. Therefore, Charteris-Black (2004) further proposes that the journey metaphor can be shown by PURPOSEFUL SOCIAL ACTIVITY IS TRAVELING ALONG A PATH TO A DESTINATION, and SOCIAL DEVELOPMENT IS A JOURNEY. It implies social effort towards achieving worthwhile goals. China strives to build a prosperous, democratic, civilized and harmonious modern socialist country. And China adheres to an independent foreign policy and promotes to create the harmonious international environment. The travelers on the journey are all Chinese people, so the journey metaphors in *People's Daily* are TO WORK HARD FOR DEVELOPING A COUNTRY IS TRAVELING ALONG A PATH TOWARDS A DESTINATION and TO WORK HARD FOR HARMONIOUS BILATERAL RELATIONSHIP IS TRAVELING ALONG A PATH TOWARDS A DESTINATION. Here are some metaphorical expressions as follows:

9. 中国新一届政府高度重视东盟，坚持将发展同东盟友好合作作为周边外交的优先**方向**，坚持不断巩固和深化同东盟的战略伙伴关系，坚持通过友好协商妥善处理同东盟一些国家间的问题。(2013.06.30)

10. 统筹国内国际两个大局，是实现“两个一百年”奋斗**目标**、实现中华民族伟大复兴“中国梦”的重要保障。(2014.5.13)

The words “方向” and “目标” occur in above metaphorical expressions. The words mean you should firstly determine the destination before we set out a journey. The same as the process of developing a country, we set goals first before we will complete certain goals. Therefore, China should follow an independent foreign policy of peace, safeguard world peace and promote common development. And all Chinese people as the travelers should make arduous efforts to achieve the great rejuvenation of the Chinese nation.

11. 中方关于建立中菲海上问题磋商机制和重启两国建立信任措施机制的提议，回到双边谈判解决争议的正确**轨道**上来。(2013.02.20)

12. 中国维护国家安全的决心坚定不移，任何国家都不应说三道四，同时，中国始终坚定不移走和平发展**道路**，是维护亚太地区和平稳定、推动合作与发展的坚定力量。(2013.12.10)

“轨道” refers to a path of a train moving or a path of the motion of object. If you travel to a far place, you maybe choose a kind of transportation, such as train, bus or plane. The transportation has a specific traffic route. Similarly, the development of bilateral relationship has a specific policy. The original meaning of “道路” is an infrastructure for both vehicles and pedestrians passing. And it also refers to the way to achieve goals and develop something. When you want to arrive at the destination, you should choose the path firstly. As we all know, all roads lead to Rome. But it is important to choose a right path to arrive at the destination earlier. Therefore, China should take unswervingly the path of socialism with Chinese characteristics and continues to uphold an independent foreign policy of peace in order to realize communism. In this way, we can achieve our goals and arrive at the destination of journey.

13. 中国将更加奋发有为地**推动**周边外交，为发展争取良好的周边环境。“命运共同体”意识将在周边国家落地生根。(2013.12.12)

14. 中方愿继续为维护南海和平稳定做出努力，为中菲关系得到改善和发展做出努力。中方有决心、有信心、有耐心**推进**与菲方的直接谈判。(2014.04.01)

“推动” refers to get something moving or give an impetus to something. “推进” refers to the motion of things, especially the state of preceding. If you want to arrive at the destination earlier, you must speed up. Sometimes, with the aid of external force, you maybe need a car or other transportation to arrive at the destination earlier. And just like the same journey in life, the process of developing a country and bilateral relationship is not plain sailing. Therefore, we need patience and efforts to arrive at the destination. In conclusion, journey metaphors imply positive evaluations in order to encourage people to make efforts to achieve the worthwhile goals.

5.5 Family Metaphor

From ancient times the Chinese lives in agricultural society, taking the family as a unit. The sacred word family with a special meaning occupies an important position in Chinese historical and cultural tradition. So the

frequency of family metaphor in *People's Daily* is higher than its frequency in *Philippine Daily Inquirer*. Metaphors from the source domain of family in *People's daily* are A COUNTRY IS A FAMILY. For instance:

15. 两岸**同胞**是一家，维护台湾**同胞**的安全和权益是天经地义、义不容辞的。
(2013.5.16)

16. 台湾的渔民们从惊恐中缓过神来，才意识到五星红旗“铁壳船”展现了“肉卜给吃骨不给啃”的**兄弟手足**之情。(2013.5.14)

From the above metaphorical expressions, we find the words “同胞” and “兄弟手足”. China is a typical multinational country which has 56 ethnic groups. Every citizen or ethnic in a country is a member of the family. Taiwan is an inalienable part of China. So people in Taiwan are a member of the family. We should help each other in a big family.

17. 周边外交的基本方针，包括坚持与**邻**为善、以**邻**为伴，坚持睦**邻**、安**邻**、富**邻**。
(2013.12.12)

Every country can be regarded as a family in the community, so other countries in the world can be seen as the neighbors of the family in a community. China unswervingly continues to follow an independent foreign policy of peace, safeguard world peace and promote common development. So “**邻**” in above expressions imply a positive meaning that China upholds a policy of good neighbors in the surrounding areas and foster a harmonious, secure and prosperous neighborhood. Therefore, another metaphor from the source domain of family is OTHER COUNTRIES ARE NEIGHBOURS AND PARTNERS.

5.6 Plant Metaphor

Metaphors from the source domain of plant account for a tiny part, 4.52% in *People's daily*. According to Lakoff and Johnson (1980:47), plant metaphors can be conceptualized as IDEAS ARE PLANTS. Kövecses (2002:98) further proposes it as COMPLEX ABSTRACT SYSTEMS ARE PLANTS. In *People's daily*, metaphors from the source domain of plant are A COUNTRY IS A PLANT and BILATERAL RELATIONSHIP IS A PLANT. Metaphorical expressions held in this newspaper as follows:

18. 任何有关台湾未来发展的主张，只有符合两岸同胞的共同愿望，符合中华民族的**根本利益**，才是现实可行的。(2013.05.16)

We can find the word “根本” appear in above metaphorical expressions. “根” means tree root. “本” refers to the root of a plant in ancient Chinese. Developmental roots are indispensable for a plant to grow sturdily. Of course, there are many meanings of roots in the process of developing a country, for example, political policies. The stable policy is conducive to develop our country and make our lives better.

19. 近年来，中国与东盟的合作取得丰硕**成果**，双方经济合作更是向纵深发展，东盟国家从中国的快速发展中获益。(2013.01.24)

The growth of a plant includes sowing seeds, watering, and fertilization, blooming and bearing fruit. The more efforts you make, the better a plant will grow.

And you will harvest the results. So the word “成果” in above metaphorical expressions imply a positive meaning that it has a good development, just like a plant grows better. Similarly, some right steps taken by the government can contribute to develop country and construct harmonious bilateral relationships. In short, plant metaphors have a positive meaning and imply the relationship between the growth of a plant and the progress of country and bilateral relationship development.

5.7 Conceptual Metaphors in *Philippine Daily Inquirer*

Similarly, the source domains in *Philippine Daily Inquirer* have tightly relation to our daily experience and social activities. And all the metaphors in a source domain have relation to a single conceptual metaphor but also the same source domain can be corresponded with some different conceptual metaphors. The following Table 5.2 is the summary of source domain and resonance in *Philippine Daily Inquirer*.

Table 5.2: Summary of Source Domains and Resonance in *Philippine Daily Inquirer*

Source domain	Types total	Total tokens	resonance	%of total resonance
Conflict	19	312	6099	33.16%
Journey	17	278	4726	25.7%
War	21	205	4305	23.41%

Source domain	Types total	Total tokens	resonance	%of total resonance
Building	14	165	2310	12.56%
Plant	8	43	344	1.87%
Religious	9	32	288	1.56%
Family	5	53	265	1.44%
Drama	4	13	52	0.3%
Total	97	1052	18389	100%

Likewise, the conflict metaphor is also the most frequent in *Philippine Daily Inquirer* and accounts for 33.16% of all the metaphors in this newspaper. And journey metaphor comes second; it takes up 25.7% of all the metaphors in *Philippine Daily Inquirer*. And then war metaphor's use frequency is 23.41% in this newspaper. Building metaphor takes up 12.56% of all the metaphors in it. The frequency of use is relatively low among plant metaphor, religious metaphor and family metaphor. Their use frequencies are 1.87%, 1.56% and 1.44%. Drama metaphor's use frequency is 0.3% of all the metaphors in *Philippine Daily Inquirer*. Its use frequency is the lowest.

Therefore, there are five source domains in *Philippine Daily Inquirer* which gross over 90% in the sum of resonance from Table 5.2. Five source domains are conflict, journey, war, building and plant.

5.8 Conflict Metaphor

Metaphors from the source domain of conflict in *People's Daily* account for the largest part of all metaphors in *Philippine Daily Inquirer*. Similarly, conflict metaphors are SOUTH CHINA SEA DISPUTE IS ORAL CONFLICT. When both sides cannot share identical opinions about certain dispute, both sides have a quarrel with each other. Oral conflict is less damaging. Therefore, both sides try not to escalate the conflict to a war. They would confine the severity of the situation under the degree of an oral conflict between two sides. For instance:

20. The statement on counterstrike is an irresponsible one. We **condemn** any threats of use of force. (2013.07.01)

21. The Department of Foreign Affairs on Tuesday **slammed** China for its use of water cannons against Filipino fishermen to drive them away from a disputed shoal in the West Philippine Sea. (2014.02.25)

22. The Philippines' filing of the case drew a sharp **rebuke** from Chinese officials, which **accused** the Philippines of seriously damaging the two countries' relations and shutting the door to negotiations. (2014.04.11)

We can find that the words "condemn", "slam" and "rebuke" appear in the above metaphorical expression. The meaning of "condemn" is strong disapproval. If you think that something or some behavior are very bad and unacceptable, you can condemn them. Therefore, when a Chinese warship and maritime surveillance vessels arrive in Ayungin shoal, the Philippines condemns this intrusion. "Slam" refers to criticize angrily. When you are not discontented with the words and actions of others, you will slam or rebuke others. Therefore, when China uses water cannon against Filipino fishermen to drive them away from a disputed shoal, the Philippines is not satisfied with this behavior. This word is used to describe the conflict in order to express their dissatisfaction. "Rebuke" refers to censure severely. And "accuse" means someone do the wrong thing. China refuses to take part in the arbitration, so Chinese officials accuse the Philippines' behavior.

23. The Philippines had been pushing for a multilateral approach to solving the territorial disputes while China has consistently maintained that it wants settlement through bilateral **negotiations** among claimant states. (2013.01.24)

24. We welcome the EU's support and help if indeed more statements to the effect of resolving it in peaceful **dialogue** and adherence to international law do come about. (2014.09.17)

25. China was taking a hard-line stance against the Philippines which made bilateral **talks** with Beijing almost impossible. (2013.06.16)

"Negotiation" means formal discussions between both sides that have different aims and intentions, during which they try to reach an agreement. Similarly, the meaning of "dialogue" and "talk" is similar to the meaning of "negotiation". When both sides intend to deal or produce an agreement on some issues, they have a formal discussion. Besides, dialogue and talk are usually preferred as instruments for solving the difficult international conflicts.

The Philippines thinks that Huangyan Island and some islands of Nansha Islands are its territory. And regardless of the strong opposition of Chinese government, the Philippines takes China to UN arbitral tribunal in 2013. But South China Sea has been Chinese territory since ancient times. China is not satisfied with the Philippines' action and refuses to resolve the dispute of the

South China Sea through UN arbitral tribunal. Therefore, there are conflicts between China and the Philippines. The words “negotiations”, “dialogue” and “talk” occur in the above metaphorical expression mean that both sides would take measures to solve the dispute, in addition to criticize each other.

In a conclusion, the Philippines seeks actively many resolutions in the dispute of the South China Sea in order to invade another country’s territory. The application of conflict metaphor reflects the Philippines’ political ideology and political intentions.

5.9 Journey Metaphor

The Philippines is a presidential system country, and it fights terrorism and reorganizes the public security due to its greater complexity in the domestic situation. The Philippines upholds an independent foreign policy and develop the political and economic relations with all nations on the basis of balance, equality, mutual benefits and respect. And the three goals of foreign policy are to safeguard its own security, sovereignty and territorial integrity, and to promote economic and social development and safeguard the civil rights of overseas Filipinos. Therefore, journey metaphors in *Philippine Daily Inquirer* are “TO WORK HARD FOR BILATERAL

RELATIONSHIP IS TRAVELLING ALONG A PATH TOWARDS A DESTINATION”. Here are some related metaphorical expressions:

26. The Philippine authorities have long talked about taking this **step** and finally decided to go for it. And we’re confident that we will make the case about the disputes and that we will win this case on the merits. (2013.01.23)

27. Asean is already tackling the Code of Conduct **moving forward** after, again, 10 years—going to 11—is a **step** in the right **direction**. (2013.04.25)

The development of bilateral relationship is a long journey. The word “step” means nobody can accomplish the journey at one stroke, but step by step. And the words “moving forward” and “direction” indicate that as long as the travelers move forward with the right direction, the travelers will arrive at the destination earlier.

28. It is therefore incumbent upon all of us to remain committed to the principles of international law and to continue to engage each other in a positive and productive manner as we tread the straight **path** to mutual prosperity and advancement in Asia Pacific. (2013.12.14)

29. Both our nations are looking forward to jointly determine the prerequisites in forging a **road** map towards a strategic partnership. (2014.05.22)

The words “path” and “road” mean if the travelers want to arrive at the destination quickly in the journey, the travelers should choose the right path. Similarly, a country should choose the right path to develop bilateral relationship. Therefore, the Philippines should take the right path in order to develop the bilateral relationship with other countries.

30. The Philippines is still calling for the moratorium of construction in disputed areas and finalizing the Declaration on the Code of Conduct in the South China Sea that will serve as a **guide** for claimant countries. (2014.06.26)

Without a guide or a map, the travelers may take much more time and effort to arrive at the destination. But if the situation is worse, the travelers may get lost and not arrive at the destination. The word “guide” occurs in the above metaphorical expression indicates that if the travelers do not get lost in a strange place, the travelers must find a guide or carry a map. Therefore, the development of bilateral relationship needs a right policy or guideline.

The application of journey metaphor in *Philippine Daily Inquirer* shows that the Philippines strives to develop bilateral relationship with other countries, therefore, the Philippines can receive more supports to take the dispute of the South China Sea to the UN arbitral tribunal.

5.10 War Metaphor

The war metaphors account for 23.41% of all the metaphors. Politics can be seen as a war in *Philippine Daily Inquirer*. That is to say, metaphors from the source domain of war are POLITICS IS A WAR. On the basis of the semantic orientation of the metaphor keywords, war metaphors can be divided into four sub-categories: defense, attack, threat and struggle. Here are some metaphorical expressions:

31. The Philippines had adopted “political, diplomatic, and legal approaches to solving the disputes but that “at this stage, the legal track presents the most durable option to **defend** the national interest and territory on the basis of international law. (2013.01.22)

32. We were **fighting** against the Chinese oil rig with peaceful means... We made them aware of their wrongful violation of Vietnamese sovereignty and they have stopped. (2014.07.28)

“Defend” is sub-categories of war metaphor. The word “defend” can be related to the general notion of defense. Therefore, the Philippines takes measures to protect its national interest in terms of international law. The word “attack” can be linked with the ordinary notion of attack. “Fight” means when one’s interest or security is injured, one will fight against the threats. When China decides to move its oil rig by both Beijing and Hanoi near the disputed Paracels archipelago, the Vietnamese claims that its sovereignty has been violated by China. Therefore, the Vietnamese decides to fight against the threats from China.

33. Are you prepared to set aside, but not **surrender**, your claim on sovereignty over the area, so you could go on and develop the area jointly or should you stick to the moral position that this is ours and no matter what happens this is ours? (2014.02.05)

“Surrender” refers to stop fighting or resisting someone and agree that you have been beaten. The defeated side loses the war, and it maybe surrender the winner in the war.

34. The Philippines on Sunday accused China of a “massive military buildup” in the disputed West Philippine Sea (South China Sea), warning a Southeast Asian security forum that Beijing’s **tactics** were a **threat** to peace in the region. (2013.07.01)

35. We will be adopting at the summit, reflects our collective commitment to pursuing a more holistic **strategy** in guaranteeing the welfare and safety of all our peoples in safeguarding our shared interests. (2013.12.14)

War metaphors play a vital role in the evaluation of abstraction social goals. Positive social purposes are protected, and negative social purposes are combated, for instance crimes, disasters, injustice and pollution, etc. The word “threat” occur in the above metaphorical expression means that the Philippines will fight against injustice or threats from China in order to protect its rights and interests in the dispute ownership of South China Sea.

“Tactics” and “strategy” indicate that to winning a war, it is necessary to make strategies or tactics. Strategies or tactics refer to a plan that is intended to achieve a particular purpose. Therefore, the Philippines should make the wise strategies or policies in the war for the dispute of China South Sea.

In short, the application of war metaphor in *Philippine Daily Inquirer* can indicate that the Philippines has to fight against threats from China in order to protect its rights and interests. And it also reflects the real intention of invading other country’s territory.

5.11 Building Metaphor

Building metaphors in *Philippine Daily Inquirer* are A COUNTRY IS A BUILDING and BILATERAL RELATIONSHIP IS A BUILDING on the basis of WORTHWHILE ACTIVITY IS BUILDING and SOCIETY IS A BUILDING which are proposed by Charteris-Black. Therefore, the country development and bilateral relationship development can be regarded as the construction process of a building. Here are some metaphorical expressions as follows:

36. The Philippines is the host or “country of honor” in this year’s Caexpo, which is held annually in China to promote the **building** of the China-Asean free trade area. (2013.08.23)

The development of country and bilateral relationship are worthwhile activities. If we want to finish these activities, we must take time and effort to finish. The word “building” appear in the above metaphorical expression emphasizes architecture that is acquired by country and bilateral relationship development. Therefore, building metaphors are widely used in political discourse because building metaphors have positively associative meanings and show aspiration towards desired social goals. Of course, it also implies that we should be confident of facing the difficulties existed in this process.

37. We are using a rules-**based** international tribunal arbitration and we are a peace-loving country. Our policy is to avoid confrontation to support the peaceful solution of the problems we’re having in the region. (2014.02.25)

The word “based” means that the country must have a sound political and economic system in order to become prosperous, just like a building has to have a solid foundation. Similarly, the development of bilateral relationship based on respect, trust, equality and mutual benefits.

Furthermore, there are some metaphor keywords about building and a part or type of a building in the newspaper, for example, “door”, “bridge” and “fabric”, for instance,

38. President Benigno Aquino III remarks might have slammed the **doors** on improving relations with China. (2014.02.06)

39. We’ll have to cross that **bridge** when we get there but as signatories to Unclos (United Nations Convention on the Law of the Sea), there should be no reason why they don’t. (2013.01.23)

40. These provocative acts, which they should immediately stop, further disturb the **fabric** of regional peace and stability. (2014.05.15)

“Door” is an entrance to a building. If you close the door, you can enter into the building. Similarly, hindrance occurs in the further development of bilateral relationship. “Bridge” is a structure that people or vehicles can cross from one side to the other. The development of bilateral relationship needs a bridge. So the Philippines insists on resolving the South China Sea dispute with Unclos. The original meaning of “fabric” is artifact made by weaving or felting. The word “fabric” in the above metaphorical expression means the underlying structure. To ensure the stability of building, the building must have a solid foundation. Therefore, as long as those basic materials are enough quality, the foundation of a building would be stable. Similarly, the country and bilateral relationship have a better development.

5.12 Plant Metaphor

Metaphors from the source domain of plant take up 1.87% of all the metaphors in *Philippine Daily Inquirer*. Lakoff and Johnson (1980:47) describe plant metaphors as IDEAS ARE PLANTS. Kövecses (2002:98) further proposes it as COMPLEX ABSTRACT SYSTEMS ARE PLANTS. Plant metaphors are A COUNTRY IS A PLANT and BILATERAL RELATIONSHIP IS A PLANT in *Philippine Daily Inquirer*. Plant is a familiar and concrete source domain of natural world. Metaphorical expressions appear in this newspaper as follows:

41. We believe that will **yield** the results that we're after in terms of providing a durable solution. (2014.04.28)

42. The two leaders also talked about actively pursuing strategies for **growth**, noting the resurgence in the two nations' economies. (2013.07.28)

The plant growing has five stages: sowing seeds, watering, and fertilization, blooming and bearing fruit. Similarly, the development of a country and bilateral relationship can be seen a plant growing. The word “yield” and “growth” in the above metaphorical expression can reflect this point.

43. We're hoping that this visit will be very **fruitful** in strengthening our relations with the United States. (2013.09.30)

The word “fruitful” occurs in the above metaphorical expression indicates that the development of bilateral relationship is like a plant growing. The more efforts you make, the better a plant will grow. And you will harvest the results. Similarly, the more efforts the government put, the better bilateral relationship can develop.

In a conclusion, the application of plant metaphors has a positive evaluation, and it can be used for building a correspondent relationship between the successful events in natural world and the political events in political world. The application of plant metaphor can predicate the political and economic system on the basis of the plant growing.

5.13 The Similarities of Conceptual Metaphors Used in the Two Newspapers

5.13.1 Conceptual System

Lakoff and Johnson (1980) hold that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in light of which we both think and act, is fundamentally metaphorical in nature. Our concepts structure what we perceive, how we get around in the world, and how we relate to other people. Our conceptual system thus plays a central role in defining our everyday realities. People from around the world have similar living experience and psychological characteristics. Their cognitive system has the characteristic of universality, so some conceptual metaphors in human language are common. There are five source domains can be corresponded with the same conceptual metaphor in People's Daily and Philippine Daily Inquirer, including plant, building, conflict, family and drama metaphors.

For example, Plant metaphors in the two newspapers can be conceptualized as A COUNTRY IS A PLANT and BILATERAL RELATIONSHIP IS A PLANT. Developmental roots and more attention are indispensable for a plant to grow sturdily, blossom and yield fruit no matter in Chinese or Philippine culture. And the social phenomena are given a positive evaluation by plant metaphors. Therefore, plant metaphors in political discourses are used for building a correspondent relationship between the successful events in natural world and the political events cared by audiences in political world.

In both China and the Philippines, country development and bilateral relationship development can be seen as buildings. Building metaphors carry a strong positive connotation because they express aspiration towards desired social goals. They are used invariably to represent a particular policy as well-founded, solid, permanent and stable. Building is taken to be an archetypal creative activity and therefore symbolizes human endeavor and there is clear evidence that underlying conceptual metaphors are WORTHWHILE ACTIVITY IS BUILDING and SOCIETY IS A BUILDING. There is an isomorphic relation between the structures of these endeavors so that abstract political policies are represented as sharing the same structural relations as building.

Besides, from Table 5.1 and Table 5.2, the author also can draw a conclusion that whether in *People's Daily* or *Philippine Daily Inquirer*, the source domain of all the conceptual metaphors has closely relation to our daily experience and social activities, for example, journey, building, family, plant, etc.

5.13.2 Political Purposes

According to Charteris-Black (2004), metaphors are an incongruous linguistic representation that has the underlying purpose of influencing opinions and judgments by persuasion; this purpose is often covert and reflects speaker intentions within particular contexts of use. Metaphor has potential to stir up emotions, so metaphors have an important persuasive function. Therefore, Chinese and Philippine media choose the same conceptual metaphor in order to achieve their political purposes. For example, when Chinese and Philippine media emphasize the national and regional security or defend the national interest, they often use a large amount of conflict metaphor to promote the vigilance and awareness of unexpected development. Building metaphors carry a strong positive connotation because they express aspiration towards desired social goals. Chinese and Philippine media use building metaphors to represent a particular policy as well-founded, solid, permanent and stable. Similarly, the application of plant metaphors carries a strong positive evaluation, and it is used for building a correspondent relationship between the successful events in natural world and the political events in political world. The application of plant metaphor can predicate the political and economic system on the basis of the plant growing. When Chinese and the

Philippines want to receive more supports about some policies or actions, they often use journey metaphor to persuade others to follow their views.

5.14 The Differences of Conceptual Metaphors Used in the Two Newspapers

5.14.1 Different Frequency

According to Table 5.1 and Table 5.2, the Chinese and Philippine media share seven source domains: conflict metaphor, war metaphor, journey metaphor, plant metaphor, family metaphor, building metaphor and drama metaphor. Among these conceptual metaphors in the two newspapers, the frequency of use is different.

Among conflict metaphor, war metaphor, plant metaphor, family metaphor and drama metaphor, the frequency of use in *People's Daily* is slightly higher than its frequency in *Philippine Daily Inquirer*. But the journey and building metaphor are more frequently used in *Philippine Daily Inquirer*. The reasons for the differences may due to different ideology and culture. For example, journey metaphor accounts for 25.7% of all metaphors in *Philippine Daily Inquirer*, while it accounts for 20.3% of all metaphors in *People's Daily*. The Philippines has taken the step of bringing its West Philippine Sea (South China Sea) disputes to China before an Arbitral Tribunal under the United Nations Convention on the Law of the Sea for a peaceful resolution. But China refuses this approach. Therefore, journey metaphor is widely used in *Philippine Daily Inquirer* in order to receive more supports.

The frequency of family metaphors in *People's Daily* is higher than its frequency in *Philippine Daily Inquirer*. The sacred word family with a special meaning occupies an important position in Chinese historical and cultural tradition. Therefore, family metaphor is frequent in *People's Daily*. This metaphor is used for describing the whole nation as a family for the sake of resonating.

5.14.2 Different Target Domains Mapped from the Same Source Domain

Not only does the author find that all the metaphors in a source domain have relation to a single conceptual metaphor but also the same source domain can be corresponded with some different conceptual metaphors. Therefore, there are differences in journey and war metaphors in both newspapers.

Journey metaphors in two newspapers are motivated by PURPOSEFUL SOCIAL ACTIVITY IS TRAVELING ALONG A PATH TO A DESTINATION. The purposeful social activities, however, have different meanings in different newspaper. China is a socialist country. China strives to build a prosperous, democratic, civilized and harmonious modern socialist country. And China adheres to an independent foreign policy and promotes to create the harmonious international environment. Therefore, Journey metaphors in *People's Daily* are "TO WORK HARD FOR DEVELOPING A COUNTRY IS TRAVELING ALONG A PATH TOWARDS A DESTINATION" and "TO WORK HARD FOR HARMONIOUS BILATERAL RELATIONSHIP IS TRAVELING ALONG A PATH TOWARDS A DESTINATION". However, the Philippines is a presidential system country, and it fights terrorism and reorganizes the public security due to its greater complexity in the domestic situation. So journey metaphors in *Philippine Daily Inquirer* can be described as "TO WORK HARD FOR BILATERAL RELATIONSHIP IS TRAVELING ALONG A PATH TOWARDS A DESTINATION".

Metaphors from the source domain of war are used highly in both *People's Daily* and *Philippine Daily Inquirer*. But there are different conceptual metaphor hidden them. Developing a country can be seen as a war in *People's Daily*. In this war, the Communist Party is the ruling party and the leader, and all Chinese people are soldiers. Under the leadership of the Communist Party, all Chinese people fight against all hostile forces of domestic and overseas in order to safeguard national sovereignty and territorial integrity, maintain world peace and stability. However, On the basis of the semantic orientation of the metaphor keywords, we can divide war metaphors into four sub-categories: defense, attack, threat and struggle. War metaphors play a vital role in the evaluation of abstraction social goals. Negative social purposes are combated, for instance injustice. In the dispute ownership of South China Sea, therefore, the Philippines will protect its rights and interests. Therefore, war metaphors in *Philippine Daily Inquirer* are POLITICS IS WAR.

5.14.3 Different Source Domains in the Two Newspapers

The factor of cultural value is involved in conceptual metaphors. Each language has its own conceptual metaphors of source domain, Board Games metaphors in *People's Daily* and Religious metaphors in *Philippine Daily Inquirer*.

Chinese culture is profound, which attach importance to master and use four arts in ancient times. It is one of the most favorite and popular form of entertainment in our daily life. Therefore, the board games metaphors in *People's Daily* can be conceptualized as DEVELOPING A COUNTRY IS PLAYING A BOARD GAME and DEVELOPING BILATERAL RELATIONSHIP IS PLAYING A BOARD GAME. And we can find the words “格局” and “大局” in metaphorical expressions from the source domain of board games in *People's Daily*. For example:

44. 从维护中菲双边关系和地区和平稳定的**大局**出发，中方一贯致力于通过双边协商、谈判解决争议，这体现了中方极大的善意和诚意。(2013.01.24)

45. 周边外交要深化互利共赢**格局**，推进区域安全合作，还要巩固和扩大我国同周边国家关系长远发展的社会和民意基础。(2013.12.12)

And as we all know, if you want to play well the game, you would have a fine start. Thus, you can predict the development of future situations. Moreover, the skill or tactics is an indispensable part of controlling the game for players. Country development and bilateral relationship is the same thing. The statesman should have a clearer understanding of the situation at home and abroad and take some actions in the right directions to push the development of country and bilateral relationship.

The religious metaphors are commonly used in *Philippine Daily Inquirer* because of the history of Philippines. The Philippines has a multi-religious belief and all people in nation have right to choose their religious belief. And about 83 percent of Filipinos believe in Catholicism and 10 percent of Filipinos believe in Christianity and 4 percent of Filipinos believe in Islam and 3 percent of Filipinos believe in Buddhism and primitive religion. Religion plays a vital role in their daily life and their language is affected by religion. So the religious metaphors can be conceptualized as POLITICS IS RELIGION. Through the analysis, we find that the metaphor keywords of religious metaphor commonly used in *Philippine Daily Inquirer* are “commitment”, “vision”, “mission”, “faith” and “belief” etc. For instance,

46. They accomplished the **mission** without, I believe, increasing the tension and did it in a way that didn't pose a threat to any other country, again consistent with the peaceful approach. (2014.04.01)

The word “mission” appear in the above metaphorical expression refers to the activities of a group of Christians who have been sent to a place to teach people about Christianity. Christianity refers to the faith that believes the Jesus Christ, and it consists of Catholicism, Orthodox Church and Protestantism. The Philippines is a Catholic country. Aquino paid “special tribute” to the soldiers that managed to evade a Chinese blockade and replace the Marine troops stationed at a grounded Philippine Navy ship on Ayungin Shoal. It emphasizes a universal spirit. Therefore, we can learn that the application of religious metaphor is used for combining the political intent with sacred religious creed with the purpose of getting the support and acknowledgments.

5.14.4 Social Factors behind Metaphors Choice in the Two Newspapers

“Cognitive linguistics is a satisfactory model of how metaphors are interpreted by individuals, the social influence of ideology, culture and history may provide a more convincing account of why particular metaphors are chosen in specific discourse contexts”(Charteris-Black, 2004:243). In other words, metaphor choice is not only influenced by cognitive and semantic and pragmatic considerations, but also governed by ideological, cultural and historical factors. Therefore, Charteris-Black proposes a discourse model for metaphor on the basis of the cognitive model for metaphor as follows in Figure 5.1.

As mentioned previously, metaphor is grounded in our bodily and daily experience. People around the world have similar living environment and physiological features so that they share some common bodily and life experience. Human cognition has some commonalities, and some of conceptual metaphors are universal in different languages. Therefore, there are some commonalities of conceptual metaphors in the two newspapers. But the author also finds some differences of conceptual metaphors in them. Therefore, according to the above model, the author mainly explains the social factors: ideology, culture and religion.

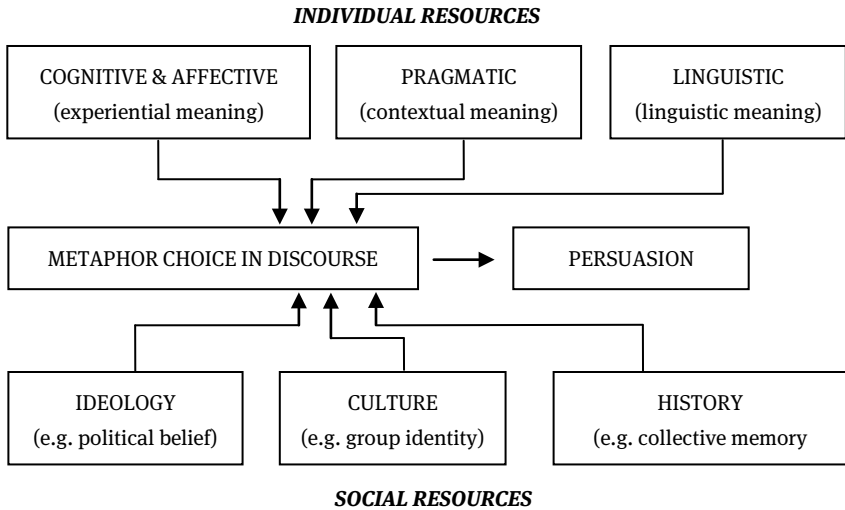


Figure 5.1: A Discourse Model for Metaphor (Charteris-Black, 2004:248)

5.14.5 Ideology

Ideology is a systematic body of ideas, organized from a particular point of view. Ideology is thus a subsuming category which includes sciences and metaphysics, as well as political ideologies of various kinds” (Kress and Hodge, 1979:6). Ideology is the reflection of economic foundation and political system of a society, as well as economic and political relationship among people. Ideology, the hidden beliefs and ideas, is associated with social groups or communities which represent their basic interest.

The relationship between ideology and language mainly is embodied in two points. One point, ideology is reflected in language and language use. Another point, language does not only reflect ideology, but also constructs ideology. In a word, language is ideological. Language and ideology are closely linked with and influenced by each other. Led by the Communist Party, China follows the path of socialism with Chinese characteristics, and aims to strive to build China into a prosperous, strong, democratic and culturally advanced modern county. Democratic centralism is the fundamental organization and leading system of our country and party. The interests of the collective are ahead of the individual interests. Therefore, journey metaphor can be conceptualized as “TO WORK HARD FOR DEVELOPING A COUNTRY IS

TRAVELING ALONG A PATH TOWARDS A DESTINATION” and “TO WORK HARD FOR HARMONIOUS BILATERAL RELATIONSHIP IS TRAVELING ALONG A PATH TOWARDS A DESTINATION”. War metaphor is motivated by conceptual metaphor DEVELOPING A COUNTRY IS A WAR. In addition, China intends to construct a harmonious society. The theory of harmonious socialist society has become the main current ideological form in China. The choice of family metaphor also reflects the “harmonious” ideology. So the frequency of family metaphor in *People’s Daily* is more frequent than those is *Philippine Daily Inquirer*. However, the Philippines is a capitalist country with presidential system, and it advocates the pursuit of democracy, freedom and individual equality. And the Philippines is influenced by America and Spain. So metaphors from the source domain of journey and war are TO WORK HARD FOR BILATERAL RELATIONSHIP IS TRAVELING ALONG A PATH TOWARDS A DESTINATION, POLITICS IS WAR. That explains why there are differences of journey metaphors and war metaphors exist in *People’s Daily* and *Philippine Daily Inquirer*.

5.14.6 Culture

China has a history of five thousand years with extraordinary culture. Chinese “go culture”, originating from 4000 years ago, has a long history. Go is a board game for two players who place counters on a grid. In ancient times, writers and scholars should be thoroughly accomplished in lyre-playing, go, calligraphy and painting. Go has a closely relationship with politics, military affairs and literature. Playing go is conducive to train thinking, strengthen will and cultivate sentiment. As one of the symbol for Chinese traditional culture, go flourished gloriously on the stage of history with profound cultural heritage and cultural value. Since playing go is a way of entertainment, even today Chinese people still enjoy it. As a kind of board games in people’s spare time, therefore, board games metaphors are unique to *People’s Daily*.

The Philippines is a south-east Asian island. The Philippines proclaimed its independence in 1946 after more than 300 years of Spain colonial rule and nearly 50 years of American colonialism. But the Philippines can not still get rid of the Western influence. The mainstream culture in the Philippines is the European-American style. It is Spanish people who taught them to believe in religion, and it is Americans who guide them to learn culture. The residents of the big cities speak English and believe in Christianity, while the residents in small cities and rural areas speak Spanish, and they believe in Catholicism.

Especially, the Philippines has all kinds of connections with America. The Philippines in many ways is influenced by the cultural permeation of America, such as language, diet, clothing and value.

5.14.7 Religion

The Philippines has a multi-religious belief and all people in nation have right to choose their religious belief. And most people in the Philippines have a faith in Catholicism. They believe that the universal is created by God and human also are created by God. Human beings are sinful and fallen, and they should endure and obey suffering, meanwhile human beings should pray for their sins. Before the Philippines independence, the bishop and church often interfered with the administrative affairs, and their opinion different from the colonial government. There are frictions between the sacred world and the secular authorities. However, the government follows the religious liberty and the separation of church and state after independence in 1946. The relationship of church and higher political circles changes gradually. But the link between the Catholic Church and the lower class would not be broken. The church and clergymen still have enormous amount of influence on the belief and lives of ordinary people. Since religion plays a vital role in their daily life in the Philippines, their language is affected by religion. Metaphor exists in language. Hence, religious metaphors occur in *Philippine Daily Inquirer*.

In China, the freedom of religion is guaranteed by the Constitution in 1949. But religions in China all but disappeared because of the Cultural Revolution. China is a socialist country under the leadership of the Communist Party. So the materialist thoughts are prevalent in China. Most of Chinese are either atheist or have no religion. Therefore, there are nearly no religious metaphors in *People's Daily*.

6 Conclusion

By analyzing the conceptual metaphor in *People's Daily* and *Philippine Daily Inquirer*, the author will make a summarization of the research results and implications in the light of the six sections above. Firstly, there are respectively eight types of conceptual metaphors occur in *People's Daily* and

Philippine Daily Inquirer. And the frequently used source domains in *People's Daily* are conflict, war, journey, family and plant. In *Philippine Daily Inquirer*, however, the frequently used source domains are conflict, journey, war, building and plant.

Secondly, all the metaphors in a source domain have relation to a single conceptual metaphor but also the same source domain can be corresponded with some different conceptual metaphors. There are five conceptual metaphors in source domain including plant, building, conflict, family and drama are similar in the two newspapers. But metaphors from the source domain of journey and war are different in them. Moreover, religious metaphor is peculiar to *Philippine Daily Inquirer* and board games metaphor is particular in *People's Daily*.

In addition, the choice of conceptual metaphor is not just a matter of choice of expressions nor is it merely a rhetorical device or a linguistic convenience in human communication. Since the same living experience and cognitive system, some conceptual metaphors are universal in the world. That explains the similarities of conceptual metaphors used in the two newspapers. Metaphor is grounded both in experience of people's physical world and in that of their social world. Therefore, the differences of conceptual metaphors in the two newspapers result from the differences ideology, culture, and religion of Chinese and Filipinos.

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Bionote

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