Conceptual Metaphors and Image Schemas in a News Entitled "Katy Perry and Taylor Swift Officially Bury the Hatchet": A Cognitive Semantic Study

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Article Info	Abstract
	Metaphors in cognitive semantics play important roles as phenomena to be understood. Understanding them require elaboration of both semantics and cognition. A news entitled "Katy Perry and Taylor Swift officially bury the hatchet" is an object that is worth studying in the light of cognitive semantics, especially the metaphors employed. The metaphors are compiled and classified into their types. From the metaphors obtained, the image schemas employed to understand the metaphors are explicated. The discussion on it is attached to the explanation of the metaphorical expressions found in the news. The result shows that there are 11 (eleven) metaphorical expressions with their own classifications noted and different image schemas that background the meaning-making process of the metaphors. Finally, by relying upon the results of the analysis, it can be concluded that there are ways, signified by the implementation of image schemas, to understand metaphors. © 2019 English Education Department, University of Sultan Ageng Tirtayasa

INTRODUCTION

Metaphors are language devices that have been used for a very long time. A study initiated by Dr. Wendy Anderson of the University of Glasgow from January 2012 to March 2015 shows that metaphors have been used since thirteen centuries ago (Anderson, et. al, 2016). It implies that the popularity of metaphor can be spotted throughout times. In the light of the popularity of the implementation of metaphors, we can find them extensively in various means of communication. One of them is through news.

Katy Perry and Taylor Swift, two world female pop stars, had been reported having feud. The feud was suspected began in September 2014 after Taylor Swift released her 1989 album in which there is a song entitled "Bad Blood" is listed

(ETOnline, 2019). A number of news from various platforms on this issue was published. One of them is from CNN online website, in cnn.com. In the entertainment section, a news entitled "Katy Perry and Taylor Swift officially bury the hatchet" containing the issue of the end of the feud between Perry and Swift was published. Besides putting the issue, several metaphors were found in the news. The application of metaphors in this news might help the journalist deliver the issue in the news. In this case, it might be an attempt to portray issues using various words classified as metaphors.

Regarding the issue of metaphors, the way we perceive and process metaphors in our cognition is worth studying. This is possible through the application of the framework of cognitive semantics. Sadock (1993) mentions that when we try to make meaning of certain word, it is not merely about the semantic sphere of the word, but it goes beyond. What is beyond referred by Sadock here is the cognitive sphere. Cognitive semantic then is described as a discipline in linguistics that elaborates semantics and cognition (Lyons, 1995). In relation to understanding metaphors, cognitive semantics allows us understand metaphors as means of not only semantic phenomena, but also conceptualization process in mind. This idea is in line with Lakoff and Turner (1989) stating that:

> "Metaphor is a tool so ordinary that we use it unconsciously and automatically, with so little effort that we hardly notice it. It is omnipresent: metaphor suffuses our thought, no matter what we are thinking about. It is accessible to everyone: as children, we automatically, as a matter of course, acquire a mastery of everyday metaphor. It is conventional: metaphor is an integral part of our ordinary everyday thought and language. And it is irreplaceable: metaphor allows us to understand ourselves and our world in ways that no other modes of thought can"

From the statement it can be inferred that we can take important points of the idea of cognitiveness in metaphors. Metaphors are essential parts of human's linguistic richness, regardless sex and age. Then, what we need to highlight the statement "metaphor allows us to understand ourselves and our world in ways no other modes of thought can". This statement highlights that what happens in the brain determines how people make meaning of metaphors found in daily life.

In accordance to the fact that metaphors are closely related to cognition process, there needs to be analysis on how the application of cognitive semantics, particularly in metaphors, is demonstrated. Therefore, this paper is intended to examine how metaphors are demonstrated and presented. The metaphors in this paper are seen on how they are conceptualized based on its type and how they

are represented through the image schemas that help readers digest and make meaning of the metaphors used in the news.

THEORETICAL FRAMEWORK

This paper relies upon the notion of cognitive semantics. Lyons (1995) explains that cognitive semantics is a bridge that has chains between language and cognition or mind. Furthermore, Evans and Green (2006) mentions that it is related to how people make meaning, semantic arrangements are realized, and how meanings are represented. Therefore, we can sum up that cognitive semantics enables the analysis of meaning is supported by how the meaning is created or processed in the mind or cognition.

In the light of cognitive semantics, conceptual metaphors are terms that are prominent to understand. Lakoff and Johnson (1980) divide conceptual metaphors into three types. They are structural metaphor, orientational metaphor, and ontological metaphor. Structural metaphor is a metaphor which we can find easily in daily life. It refers to a metaphor that requires our knowledge to understand the other information that is built to understand the concept referred by the metaphorical expression. The example of it can be seen from expressions such as *Your claims are indefensible,* and *His criticism was right on target.*

Orientational metaphor is a classification of metaphor that includes spatial shift information such as up and down, on and off, and in and out. This metaphor is also commonly found in daily life, yet the number of it is not as much as the previous type of metaphor explained. This kind of metaphor has an example that is I'm feeling up. This metaphor shows that there is a metaphorical shift regarding the speaker's feeling.

Ontological metaphor is different from the previous two. This metaphor tries to make certain abstract concept clearer by using different words to represent it. The words chosen can be related to things, places, or human. The example that we have about this are the theories he had made him a remarkable scientist. The word theories try to metaphorically change the concept of ideas which are abstract. Theories, then, is used to represent something more concrete.

In relation to them, understanding the concept of image schemas is required. Mark Johnson (1987) classifies important image schemas in the light of

understanding and making meaning. This paper would like only to adapt several concepts of the schemas based on the findings. First, it is the force schema or an image schema that requires exchange between the source and the target. This also needs to include that there is a determinant factor affecting the exchange. The example of the image schema that we can find in daily life is that from the expression *the wind blows me*. Here, the wind is the source of the strength that can affect the target who is me. The exchange happens when the strength finally creates an impact towards the target.

Second, link schema that refers to an image schema signifying more than one concept is taken into account. The example that we can refer from this type of image schema is *Miles tear us apart*. In this case, there are two members that are linked in a relationship. Both have characteristics to make the expression suitable for them.

Third, the schema that is called as contaiment. This image schema refers to an image schema that includes constraints. The constraints can be boundaries or limitations. Johnson (1987) illustrates this concept by making an analogy of our bodies. Our bodies are containers since they can put various substances inside. This explains that certain things are within another thing.

Fourth, it is what is referred as part-whole schema that indicates that a certain concept is a part of a whole concept or vice versa. This is further explained by the example by Lakoff (1987) mentioning the concept of marriage. In it, the parts are spouses that become together and form a family, as the whole concept.

Last, besides those schemas, we have one more which is image schema in which timeline or processes of certain concept or event is involved. To understand a concept, the timeline helps us understand and create portrayal in our mind that a concept does not merely falls from the sky, yet it has gone processes until it arrives to the referred point. The example is from the expression *now my life is shining*. To understand it, we need to know the "paths" on how the speaker of such expression arrives at the point when life is shining.

RESEARCH METHODOLOGY

This paper involves a qualitative research. A qualitative research is a research in which description of the data in words, and which tries to understand

the complexity of the data that becomes the object (Hancock, et. al, 2009). In other words, this paper is a content analysis due to the fact that the written data becoming the object of this paper is a news taken from cnn.com entitled "Katy Perry and Taylor Swift officially bury the hatchet". It was taken since the news about the issue is happening and the diction used by the journalist is worth analyzing based on cognitive semantic perspective.

The data analysis began with choosing the metaphorical expressions in the news. The methodology implemented to identify which words contain metaphors and which ones are not was by Pragglejaz Group (2007). The implementation of the steps on finding the metaphors was not done explicitly, yet the methodology was only implemented as the process of understanding the news happened. Then, after the metaphorical expressions are collected, they were classified in terms of the types in the conceptual metaphor proposed by Lakoff and Johnson (1980). Then, the types of metaphors themselves were supported by the evidence on how the metaphors are understood through the help of image schemas. The theories by Johnson (1987) in image schemas were implemented to see the process in our cognition to process such metaphors. The results of the analysis depending upon those theories will show how the metaphors are understood by implementing image schemas in our cognition.

DISCUSSION

In this paper, there are 11 (eleven) data that are organized into 7 (seven) classifications. The classification is based upon the type of the conceptual metaphor and image schema used in understanding the metaphor. There are ontological metaphor-force schema, ontological metaphor-link schema, ontological metaphor-containment schema, orientational metaphor-force schema, orientational metaphor-path schema, structural metaphor-part-whole schema, and structural metaphor-force schema. They are discussed as follows.

Ontological metaphor-force schema

Table 1: First finding from the news

Expression	Katy Perry has let the world know that *things are now all good between her and Taylor Swift.*
Metaphor Type	Ontological
Image Schema	Force Schema

The ontological sense that can be referred from it is the clause creates an abstract issue which is peace between both clearer by the specific word *things*. This word refers to the rumors that went fast in the past related to their feud. Rumors are abstract entities, while things are more concrete. The choice of changing the referred ideas that are rumors into *things* show that the journalist attempted to make something abstract into something more concrete in line with the idea of ontological metaphor.

This statement is understood by the use of force schema. It is because our mind tries to relate how certain concept is delivered into the portrayal of the issue. The clause implies that there is a movement of making something in. In this case, we understand that something that is metaphorically included is the concept peace. This concept is put in the relationship between Perry and Swift. It metaphorically illustrates that peace that was previously "outside" a containment enters a dimension where Perry and Swift were in, which was a dimension called feud.

Ontological metaphor-link schema

Table 2: Second finding from the news

Expression	'Cause baby now we got *no more bad blood*
Metaphor Type	Ontological
Image Schema	Link Schema

The phrase *no more bad blood* is classified as an ontological metaphor in which the focus of it is on *bad blood*. The phrase is said to be an ontological metaphor due to the fact that this is to conceptualize an emotion of having feud, in which the feud between both Katy Perry and Taylor Swift. An emotion is something that is abstract. The use of *bad blood* to represent this concept is to make clear of an abstract entity by the help of words representing something that is concrete *blood*. This is proven by the definition of the word which means "the red liquid that flows through the bodies of humans and animals" (OALD, 2019).

Understanding the meaning of *no more bad blood* as a sign that ends the feud between both singers requires our cognition process to finally come up with the idea to interpret it in such way. Our cognition involves link schema to understand this concept. It is to say that we need to understand that this issue is connected with a reference with either Katy Perry or Taylor Swift. In this case, this

issue is understood because *bad blood* is a reference of Taylor Swift's song in her album "Reputation" entitled "Bad Blood". In the song, the lyrics represent that Swift tries to show her anger towards someone who becomes her enemy after having a very neat friendship with her. This reference is used by the journalist to make meaning of the condition that now happens between both singers, in which they are no longer in quarrelsome.

Table 3: Third finding from the news

Expression	...and it again looks to be *mad love*
Metaphor Type	Ontological
Image Schema	Link Schema

Regarding the expression explained previously, the way we understand the metaphor *mad love* is the same like what we have just had. The phrase *mad love* is classified as an ontological metaphor. It is because the meaning of the phrase represents that both singers no longer have a quarrel. We can infer that both now live in peace each other. The state or condition of being in a peace is conceptualized through a concept that is common for people which is love. By having the phrase *mad love*, the journalist writing this news article intended to tell readers to indicate that there is no hate between both singers anymore. All they have right now is love which they used to have in the past before they had a feud.

Mad love is iconic since it is an excerpt from the song "Bad Blood". To understand the meaning of this phrase, the image schema available in our cognition is this phrase requires a reference. In this case, this phrase can only be understood by revisiting the lyrics of the song "Bad Blood" by Taylor Swift. The phrase is taken from the refrain of the song and is repeated many times in the song. Due to this fact, readers process link schema in understanding it.

Ontological metaphor-containment schema

Table 4: Fourth finding from the news

Expression	There have been *various theories* about how that came to be -- from the fact that they both dated John Mayer to general competition between pop stars.
Metaphor Type	Ontological
Image Schema	Containment Schema

The italicized phrase represents another metaphor in the news classified as an ontological metaphor. This is ontological because what the journalist wanted to say is the rumor spreading during the feud. The act of referring the concept of rumor, which is abstract due to the fact that rumor is an idea that has no specific realization, into *theories*, which preferably refer to concrete ideas that are written and agreed upon certain conventions, is in line with the concept of ontological metaphor itself. This has a good impact towards the readers of the news. The choice of word though it is written metaphorically contributes to how people understand more. Concrete or physical things are understood by readers than the abstract ones.

Besides, we, as readers, understand the concept referred by the expression by the help of our cognitive ability. Our ability to create a portrayal in our mind to refer and to make meaning helps us connect a concept to another concept. It is by the help of image schema. In this expression, the image schema that is supposed to be involved is called as containment schema. Previously we understand that the word *theories* refer to the rumors spreading about both singers. In the realization, the concept is realized differently by using a different word. This phenomenon shows that the rumors, or issue, are put into a relatively enclosed concept which is *theories*. From this process, the meaning of the word is limited into a "containment". Rumors are supposedly meant as things that cannot be controlled. After they are put in certain "containment" called as *theories*, the sense of uncontrollability of the concept can be limited.

Orientational metaphor-path schema

Table 5: Fifth finding from the news

Expression	But most people *honed in on* claims that Swift hired some of Perry's backup dancers for a tour and said dancers wanted to leave that tour halfway through to go on tour with Perry.
Metaphor Type	Orientational
Image Schema	Path Schema

The phrasal verb *honed in on* is classified as an orientational metaphor. Webster's dictionary mentions that the meaning of *hone in* is to "move toward or focus attention on an objective" (2019). This represents that the metaphorical

expression referred by the phrasal verb shows that there is a shift regarding the orientation in which it refers to people's attention that moves to claims regarding the cause of the feud between both singers.

To understand the context of the expression, we, off course, need to understand the context of the feud. The context of the feud might be still too big to understand. Therefore, we need to specify the context into what is referred in the statement where the expression is uttered. In the statement, the journalist states that the cause of the feud, that was previously a rumor, is because of work-related problem, not about romance which majority of people suspected. To get the point of this, we are required to understand the "timeline" of their feud. The timeline here refers to when they started having a quarrel, when it became something worth talking about, when it finally ends, as well as the causes backgrounding the events. The sense of being required to have such background knowledge in our cognition proves that to understand this expression, we need to use our path schema to portray the meaning in our head.

Orientational metaphor-force schema

Table 6: Sixth finding from the news

Expression	Katy Perry and Taylor Swift officially *bury the hatchet*
Metaphor Type	Orientational
Image Schema	Force Schema

This statement is taken from the title of the news. In this title, the expression *bury the hatchet* involves orientational metaphor. It is due to the fact *that bury the hatchet* is considered as an idiom. *Bury the hatchet* means when two parties finally end the quarrel that they used to have (Siefring, 2004). The idea of idiom is that an arrangement of words cannot be translated word by word, yet it needs to be understood as a whole. Furthermore, an idiom contains a meaning that is not based on the words presented so that we can say that an idiom can also be said as a metaphor. This metaphor is considered as an orientational one due to the fact that in our mind, the initial stage of understanding this expression is by imagining how the words arranged as a metaphor. If we do not go directly to the dictionary, we will rely on our mind to mean the expression. When we do such a thing, the picture in our mind illustrats how the meaning is created is that there is an action of burying a thing, in this case, a hatchet. The action indicates an action

in which something is put inside. The idea of putting something in marks that initially this idiom is considered as an orientational metaphor.

The image schema that appears in our cognition is force schema. This schema represents that there is a presence of interaction in terms of physical (Johnson, 1980). The source of the metaphor which are the actors of the sentence, Katy Perry and Taylor Swift, both try to "bury" the hatchet, which means they try to make an interaction to end the feud or quarrel they used to have in the past. Our cognition processes this kind of schema to help us mean the expression more than just to understand what is stated on the dictionary.

Table 7: Seventh finding from the news

Expression	Katy Perry *has let the world know* that things are now all good between her and Taylor Swift.
Metaphor Type	Orientational
Image Schema	Force Schema

The expression contains a metaphor which is in the phrase *has let the world know*. In this case, Katy Perry as the source domain of the metaphor allows people, metaphorically said as *the world*, to be in her understanding regarding her relationship with Swift. The act of letting people in reflects that there is a direction being arranged by the source domain which is Katy Perry herself.

This employs our force schema to understand such statement. A metaphorical interaction between Perry and the world, or people, is linked. Perry tries to direct people to be in her way of thinking towards the issue. The people directed by Perry through the metaphor are called as the target of the force. They are those who feel the effect of Perry sharing the news that she is no longer in feud with Swift. The "beneficiary" of the news, according to the journalist writing this, is all people in the world.

Structural metaphor–part-whole schema

Table 8: Eighth finding from the news

Expression	There have been various theories about how that came to be -- from the fact that they both dated John Mayer to *general competition between pop stars.*
Metaphor Type	Structural

Image Schema	Part-whole Schema

General competition between pop stars is classified as a structural metaphor. This relies upon the fact that to understand this kind of metaphor, we require extra information surrounding the issue through the expression. In this case, the concept of competition in the entertainment industry especially in Hollywood, where Perry and Swift are popular, as well as a list of pop stars having careers in the specific industry is required to be understood.

In understanding it, part-whole schema, a schema in which parts of certain concept are needed to be understood in order to understand a larger one, is the picture appearing in the mind. In this case, our knowledge must cover the understanding of hierarchical status happening in the industry. It is related to how the competition is a part of the life in Hollywood, and who can be called as *pop stars.*

Table 9: Ninth finding from the news

Expression	Last year many speculated that Perry's single "Swish Swish" was about Swift, and Perry confirmed the backup dancers' story during a *"Carpool Karaoke" appearance* with James Corden.
Metaphor Type	Structural
Image Schema	Part-whole Schema

The expression *a "Carpool Karaoke" appearance* is classified as a structural metaphor. It is because the way we understand which appearance is referred by the expression is by watching the whole appearance of Katy Perry in a segment in James Corden's talk show "Late Late Show" which is called as "Carpool Karaoke". By watching and understanding the episode presenting Perry as the guest star, we can listen to Perry's confirmation towards the rumor spreading when both Perry and Swift had a quarrel.

In relation to it, the image schema that our mind produces when we try to understand the meaning or concept of the metaphor is part-whole schema. This is to say that the appearance showing that Perry finally confirmed the cause of the feud needs to be understood as a part of a whole appearance that builds the context, which is the episode when Perry became Corden's "Carpool Karaoke" in

his talk show called as "Late Late Show".

Table 10: Tenth finding from the news

Expression	Perry declared, "I'm ready for that *B.S.* to be done."
Metaphor Type	Structural
Image Schema	Part-whole Schema

The slang *B.S.* is an abbreviation of a swear word *bullshit*. We cannot directly come to the conclusion that *B.S.* is *bullshit* without knowing that this is an alternative to say the un-abbreviated one. Here, we can refer that we need to know more information to mean the abbreviation so that we, as readers, would not misinterpret those two capitalized words. Therefore, by seeing this phenomenon, we can say that this metaphor is classified as a structural metaphor since we need extra linguistic knowledge to supply our process in identifying the meaning.

In accordance to it, part-whole schema is what our mind has when we try to process of meaning making. As mentioned earlier, we need to know the whole word first before deciding the meaning of the abbreviated word. It shows that the image schema we are required to have is that our mind needs to have both concepts. The concepts here are the concept of the word when it is not abbreviated and the concept of the word when it is abbreviated.

Structural metaphor-force schema

Table 11: Eleventh finding from the news

Expression	Perry said she tried to discuss it with Swift, but *the "Delicate" singer* refused to talk to her.
Metaphor Type	Structural
Image Schema	Force Schema

The last two metaphors we find in the news is from the expression *the "Delicate" singer*. This expression is a structural metaphor due to the fact that the concept referred by the expression needs to be understood by knowing related information or issue. In this case, we need to know that the word *"Delicate"* refers to one of Taylor Swift's songs in her album "Reputation". Therefore, by saying that *"Delicate" singer*, the journalist tries to make meaning that the singer being talked about is Taylor Swift.

In order to understand it, our cognition needs to process a force schema. This type of schema has its subtype which is enablement schema (Johnson, 1987). Enablement schema is described as an image schema that necessitates the presence of either physical or metaphorical characteristic to make someone or something become the doer of certain act. In this case, the characteristic mentioned is that the singer has a song entitled "Delicate". If we refer to the ownership of the song, this confirms that the singer is Swift who owns the song. Our mind will directly portray the image that this singer is the one who is Taylor Swift.

CONCLUSION AND SUGGESTION

From the discussion previously, 11 (eleven) metaphors are found in the news. The metaphors come in various types. The three types have their own members: ontological, structural, and orientational. Besides, coming in various types of metaphor, the image schemas that were presented to understand the portrayal in our mind were also various. There were several image schemas namely link, path, force, part-whole, and containment in the process of understanding the metaphors. The analysis on the image schemas used in portraying the metaphors show how metaphorical expressions require cognitive processes to be understood.

Then, it can be inferred that understanding metaphors are not as easy as it seems even though metaphors have now become devices in everyday situation. Understanding it requires more knowledge than just semantics. Indeed, it is the process in our brain that also matters. Depending upon it, further researches related to the field, cognitive semantics, are needed to display the importance of cognition in meaning-making activity. Finally, researches on different genres of news or any texts also contribute to the richness of the application of the theories used.

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