Analysing Media Discourse: The Case of Conceptual Metaphors in Football News Headlines in English and Arabic

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Abstract

This study explores the use of conceptual metaphors in football news headlines in English and Arabic. It aims to find the similarities and/or differences between English and Arabic in respect of the identified metaphorical concepts. The corpus of the study consists of two samples: one in Arabic ($n = 200$) and another in English ($n = 200$). The metaphor identification procedure of Pragglejaz Group (2007) was used to identify the metaphors in the corpus. Two native speakers of Arabic and two native speakers of English assessed the researchers' categorization and classification in the two samples. The findings revealed that the most predominant conceptual metaphor used in the English and Arabic headlines was FOOTBALL IS WAR and that there is a great similarity between the two languages in respect of the use of conceptual metaphors. The findings also indicate that the Arabic headlines tended to include a more metaphorical tune than the English ones. The study concludes with some implications for a better understanding of the connection between the two languages and their respective cultures.

Keywords: Metaphor, Conceptual metaphor, Conceptual Metaphor Theory (CMT), Media discourse, Football

1. Introduction

Metaphor, which is defined as "a figure of speech in which one thing is compared to another by saying that one is the other" (Kövecses, 2010, p. IV), has been extensively studied in different disciplines including philosophy (Cazeaux, 2007), rhetorics (Kelle, 2005) and literature (Semino & Steen, 2008; Hawkes, 2017). In recent years, the study of metaphor has become an interest for many linguists and has thereby turned out to be one of the most widely investigated notions in linguistics. Linguists and discourse analysts have tackled the types and functions of metaphors used in various discourses and devised theories to examine the use of metaphors and their different connotations. Some have studied metaphors from psycholinguistic (e.g., Paivio & Walsh, 1993), sociolinguistic and cultural perspectives (e.g., Kövecses, 2005), while others have examined them in the realm of cognitive linguistics (e.g., Lakoff & Johnson, 1980; Gibbs & Raymond, 2006; Ritchie, 2013). However, in the subfield of discourse analysis, very few investigations can be found in mainstream literature.

A number of theories have been advanced to explore the nature of metaphor. The ancient Greek philosophers viewed metaphors from a stylistic perspective and considered them as a tool of expressing a conception in a persuasive way or as a method of producing poetry and other literary works (Trčková, 2014). Aristotle, for example, formed the Comparison Theory of Metaphor in which metaphors were believed to show a relationship of comparison between two different concepts (Trčková, 2014). The Aristotelian theory assumes that a process of comparison controls the nature of metaphors. Likewise, the Substitution Theory of Metaphor stipulates that "metaphor is a rhetorical device that replaces one term by another" (Kere, 2004, p. 24) and hypothesizes that a substitution process is the main trigger to create metaphors. The Comparison and Substitution theories of metaphor share a common view in respect of language, yet they are different from the Interaction Theory of Metaphor in which metaphor is viewed as a set of subjects of which one is primary, while the other is secondary in relation to an interaction or interest. In the Interaction Theory of Metaphor, "a metaphorical process is based on the projection of a set of associated implications from the secondary subject upon the primary subject" (Trčková, 2014, p. 26).

More recently, some scholars have examined metaphors from a cognitive perspective (Lakoff & Johnson 1980), proposing the so-called Cognitive Metaphor Theory (CMT). This theory deals with metaphor not only as an instance of language but also as a matter of thought and conceptualisation. Lakoff and Johnson (1980) argue that metaphors link concepts with one another and that the metaphorical expressions used in language are originally sets of concepts that are associated with each other in a particular relationship. The introduction of this theory is promising because it principally stands against the traditional approaches of metaphor that viewed metaphors as mere instances of words or phrases of a domain linked to other words or phrases of another domain, and because it attempts to explain the interconnections among words and their contribution to meaning (Ritchie, 2013). According to the CMT, one conceptual domain (e.g., an object) is understood in terms of another (e.g., an animal) in a sentence such as '*her mobile is an old dinosaur*' (Kövecses, 2010). Such a metaphor is a conceptual one in the sense that there is a sort of linking between the source domain (mobile) and the target domain (old dinosaur), producing, as a result, the conceptual metaphor

OBJECTS ARE ANIMALS. To further explain this metaphor, the outdated mobile was linked to an old dinosaur in respect of the concept of out-datedness or uselessness. This demonstrates that the metaphorical comprehension of an item requires a clear understanding of it in terms of another item or another experience (Kuzmina, 2013).

The present study identifies the conceptual metaphors used in English and Arabic football news headlines and explores how football events are symbolized using conceptual metaphors. It also investigates the similarities and/or differences (if any) between English and Arabic football news headlines in relation to the identified metaphorical concepts. As one form of sports language, football language can be studied at various linguistic levels: phonological, morphological, syntactic, semantic, and pragmatic. This linguistic richness can be attributed to the fact that football is a game which gives rise to a number of spoken and written contexts. Lewandowski (2008) shows a diversity of situations or contexts within the discourse of football and posits that many contemporary languages have devised unique vocabulary and terminology to describe them. Examples of such situations include players' and coaches' interactions and communications within and outside the field, football regulations, radio and TV commentaries, press writings and news reporting, Internet football websites, football fans' chats, referees' communications and the stadium announcer's speech (Lewandowski, 2008). In addition, it represents a unique platform of many linguistic terminologies, a situation that led some linguists to consider it as a register of its own, while others regard it as a separate socio-dialect and an example of youth language (Lewandowski, 2008). A significant part of the linguistic richness of football discourse lies in the use of metaphor to describe the actions of individual players. This use of metaphor is not uncommon as metaphors exist in almost all discourses of our everyday life. Lakoff and Johnson (1980, p. 3) argue that "our conceptual system is largely metaphorical, then the way we think, what we experience, and what we do every day is very much a matter of metaphor." It is worth highlighting, here, that football is called *soccer* in some parts of the world such as the United States of America. In this study, we use the more commonly known term *football*.

This study adopts the theoretical framework of the CMT to classify the metaphors used in football news headlines in English and Arabic into concepts of thought. Indeed, many researchers working in linguistics and discourse studies have extensively adopted the CMT. Gao (2016, p. 2692), for example, asserts that "[m]etaphor has been a heated topic of linguistic study" and that the CMT is "receiving great attention and recognition in the world … [meaning] that metaphor is not only a kind of a rhetorical device but also a general thinking mode as well as a way of cognition." Surprisingly, the CMT is barely adopted to analyse the metaphors related to the discourse of sports in general and the discourse of football in particular. The study sought to answer the following questions:

1. What are the conceptual metaphors identified in English and Arabic football news headlines?

2. What are the similarities or differences between the two languages with regard to the identified metaphorical concepts?

2. Literature Review

A review of related literature revealed that there exist very few studies on the use of metaphors in football discourse, as noted earlier. Some of the existing studies investigated the use and function of metaphorical expressions that are employed in spoken commentaries, while more studies examined the metaphors used in written commentaries.

2.1 Spoken Commentary

As noted above, very few studies looked at the use of metaphors in sports spoken discourse. For example, Chapanga (2004) investigated the use of war metaphors in football commentaries of the matches of the 2004 edition of the Premier Soccer League in Zimbabwe. The study, which was based on a qualitative approach to analyse the spoken commentaries, aimed to establish the war metaphors that were used in Zimbabwean broadcasts of the matches in English. The researcher adopted the Interactionist and Cognitivist Metaphor theories. The analysis of the data revealed that there is a relationship between war metaphors and football commentary exemplified in different situations. The study included situations such as: "footballers' emotions, character traits, actions on the pitch, strategic thinking by technical departments, activities of the ball, glory of winning and shame of defeat, spectator behaviour on the terraces, and description of the results" (p. 78). The findings revealed that, in all these situations, the commentators described the actions in terms of war.

In a more recent study, Cibulskiene (2014) used a corpus-driven approach to explore basketball commentator's metaphors in the 2011 European Basketball Championship. The researcher collected a corpus of 46559 words which were analysed via a computer program called AntConc. The method employed to identify metaphorically linguistic expressions in the data sources was MIPVU (Metaphor Identification Procedure Vrije Universitet) designed and developed by Steen et al. (2010). The analysis of the data showed that metaphors of conflict constituted more than 46% of all metaphors. The researcher argued that such a finding "confirms that basketball tends to be conflictual by its very nature" (p. 57). This analysis also showed that metaphors of conflict also included the conceptual domains of "fight, attack, defence, victory, defeat, belligerents, weapons and exerting force, aggression, threat" (p. 57). The study concluded that basketball is mainly conceptualized in terms of conflict and war, while other concepts such as journey, money transaction, and illness were secondary in mention.

2.2 Written Commentary

In addition to the studies of sports spoken discourse reported above, some studies discussed the metaphors used in written commentaries. Kellett (2002), for example, investigated the metaphors of football discourse in the Australian media. His study consisted of two parts: One was concerned with the representation of metaphors of war in the prominent Melbourne newspapers: *The Herald Sun* and *The Age*, and the second examined whether people interpret the non-war metaphors in war-like terms. The researcher asked 45 undergraduate students to write about one of four different images of the interactions between football players and managers. The findings revealed that football is depicted as a war-like battle in the front

pages of the Australian newspapers and that there existed a great tendency to use the militaristic imagery in football discourse. As for the second part of the study, the analysis of the thematic content of the participants showed a consistent understanding of football as war. In particular, the coach was perceived to be an authoritarian like a leader who conveys military orders to his players.

In addition, Krisnawati (2014) conducted a qualitative study on the use of metaphors in Indonesian football news published in two Indonesian newspapers (viz., *Kompas* and *Pikiran Rakyat* of June-September 2013 editions). The method employed to identify metaphorically linguistic expressions in the data sources was MIPVU. The results revealed that scoring goals in games was conceptualized as packing gold and raping crops while the activities during games were viewed as acts of "hunting" (p. 29). These results showed how the game was conceptualized in the thought of the Indonesian people and how it was transformed into the language they use and the culture they share.

Furthermore, Bergh (2011) explored the use of war metaphors in written minute-by-minute match reports published on the web from Euro 2008. The material investigated included electronic reports of seven matches which produced about 3000 words per match. The study revealed that, out of 21101 words, the material included 672 words which could be considered as metaphors of war. Thus, the data reinforced the hypothesis that "football commentary is extensively conceptualized in terms of ideas and images relating to warfare and violence" (p. 87), and that "using war-inspired terminology is a strategy that football commentators live by" (p. 92).

Another study was conducted by Wiliński (2014) who attempted to explore the kinds of metaphors used in the German news reportings of football. His study is one of the few studies which used the CMT by Lakoff and Johnson (1980), utilising a corpus-based approach to collect the data. The data indicated that football is conceptualized in terms of "physical fight, military conflict, animal and human behaviour, as well as meetings and journeys were particularly prominent" (p. 97). The analysis also revealed that a number of metaphors are frequently used in written football commentaries, and that "the primary function of metaphor in this context appears to be to interpret facts in a way that attracts the readers' attention" (p. 97).

Moreover, Pirsl and Randjelovic (2015) conducted a study on the military metaphors in sports media discourse. The study tried to explore the classification of metaphors in terms of their lexical category and to investigate the military metaphors used in sports media. The study showed that military metaphors are mainly nouns and verbs such as arms, attack, defence and so on, and that there is a great overlap between military and sports terminologies; that is, finding military metaphors in sports discourses became a norm due to the great similarities between the contexts of war and sports.

In another study, Dervent (2016) explored how the concept of sports is represented in the minds of players, coaches, and team managers and members by asking 473 participants from different countries who are proficient in English to fill two blanks: The first one was intended to give a concept that comes to their mind when they think of sports, and the second was to

explain the metaphor they have chosen. After collecting the data, 22 metaphors were found and grouped under five conceptual categories. The results indicated that 30.87% of the participants relate sports to "Life," whereas 25.58% relate it to "Emotion." The remaining three conceptual categories (Essential, Dependency and Interaction) were marginal (p. 262). These findings prove that sport is deemed an integral part of the participants' life and emotions.

In another exploration, Raffaelli and Katunar (2016) studied the conceptual metaphors of the sports discourse in Croatian. The researchers classified these conceptual metaphors into three categories of metaphorical expressions relative to the degree of their conventionalization within sports discourse: (a) conventionalized, (b) semi-conventionalized, and (c) innovative metaphorical expressions. The analysis showed that the two most prominent conceptual metaphors used in understanding sports are SPORTS IS WAR and SPORTS IS FORCE. The study concluded with the implication that these two conceptual metaphors shape the sports discourse in Croatian and that they form the speakers' background knowledge in this discourse.

Additionally, Caballero (2012) explored the use of metaphor in commentaries on tennis matches in media reports and forums that follow the matches. The researcher collected two corpora: The first is an 80-text report corpus retrieved from different websites and newspapers, and the second is a forum corpus that consists of 11 forum discussions retrieved from tennis.com, xtremetennis.com, and Tennis 606 on the BBC sports site. The researcher followed the CMT to categorise the identified metaphors. The results showed that tennis was linked to the concepts of motion, violence, and authority. The study also showed that the use of metaphor by people is not triggered by the figurative nature of metaphor, but rather by people's use of metaphor when discussing real topics in communicative interactions.

In the Jordanian context, Al-Dela'a (2006) explored the translation of Jordanian sports headlines in order to uncover the types of metaphors used and to detect the translation strategies that are used in translating these headlines from Arabic into English. The sample of the study consisted of 30 sports headlines selected from two Jordanian newspapers: *Alrai* and *Aldustour*. The analyses of the headlines showed that 59.3 % of all metaphors contained humanizing metaphors (i.e. that of assigning human characteristics to the sports headlines). The study also revealed that translating the metaphors in this context needs the translator to be careful and to avoid word for word translation.

3. Methodology

3.1 The Corpus

The corpus of the present study consists of 400 headlines of football news reports: 200 headlines in Arabic and 200 in English. These headlines were randomly selected from two news sites in the period from January 2017 to December 2017. The Arabic data were taken from the well-known Arabic sports website: (kooora.com), given its high popularity in the Arab World and its comprehensive coverage of sports news. The English data were taken from the global sports website (goal.com) again for its international distribution and

excessive coverage of different sports events in almost every possible place and time. The sample restrictedly included the reports of the football teams of the Jordanian League. For the purposes of narrowing down the size of the data, the English data only included reports of the football teams of the English Primer League. All football news reports that were investigated in this study represent one genre of journalistic prose, i.e., news reports where different specialized Arab and English writers report their views regarding current football events or issues.

3.2 Data Collection

The data were restricted to include certain websites, certain news texts, limited time of publication, and accessible online sources of the data. Two websites were carefully chosen; they are specialized in reporting different sports events including football events. Kooora.com covers sports events in the Arabic language, whereas Goal.com has many versions in different languages including English and Arabic. The content chosen is restricted to only include the matches of the teams of the Jordanian League to represent Arabic data and the matches of the teams playing in the English Primer League to represent the English data, as noted above. The headlines are of the win-lose-draw type- reporting and commenting on the news of a win, a loss or a draw of the teams involved. For the second criterion, the period during which the samples were taken was uniformed. Only news reports published within 2017 were chosen. This procedure helps to unify the choice in the two languages (i.e., the football events that were taking place on the same time). Additionally, this unification helps to limit the data to a very recent database. As for the accessibility of the data, 400 (200 Arabic + 200 English) headlines were electronically collected from the aforementioned two websites.

3.3 Data Analysis

To work out the metaphorical expressions in the football news headlines selected for the study, the Metaphor Identification Procedure (MIP), developed by Pragglejaz Group (2007), was adopted. According to this method, the procedures for finding metaphors can be summarized as follows (Pragglejaz, 2007, p. 3):

1. Read the entire text–discourse to establish a general understanding of the meaning.

2. Determine the lexical units in the text–discourse.

3. (a) For each lexical unit in the text, establish its meaning in context, that is, how it applies to an entity, relation, or attribute in the situation evoked by the text (contextual meaning). Take into account what comes before and after the lexical unit.

   (b) For each lexical unit, determine if it has a more basic contemporary meaning in other contexts than the one in the given context. For our purposes, basic meanings tend to be:

      -more concrete; what they evoke is easier to imagine, see, hear, feel, smell, and taste;

-related to a bodily action;

-more precise (not vague);

-historically older.

Basic meanings are not necessarily the most frequent meanings of the lexical unit.

(c) If the lexical unit has a more basic current–contemporary meaning in other contexts than the given context, decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it.

4. If yes, mark the lexical unit as metaphorical.

3.4 Assessors' Information and Background

As noted above, the samples of the study were assessed with the aid of two native Arabic speakers for the Arabic data and two native English speakers for the English data. This part will provide sufficient information about these participants.

3.4.1 Assessors of the Arabic Sample

Two native speakers of Arabic have participated in evaluating the Arabic corpus. Rater 1, who is a linguist, holds a PhD in Applied Linguistics from Australia and is currently teaching English at a provisional university in Jordan. He is 35 years old with 4-year teaching experience. Rater 2 is also a linguist and holds a PhD in translation from the UK. His PhD thesis was concerned with the translation of metaphors between English and Arabic. He is 48 years old and has a 10-year teaching experience in Saudi Arabia and Jordan.

3.4.2 Assessors of the English Sample

Two native speakers of English read the English sample and evaluated it. Rater 1, who is a PhD student of linguistics at the University of Jordan. She is 35 years old and has 6-year teaching experience. Rater 2 holds Master's Degree in English sociolinguistics. She is currently an instructor of English at the University of Jordan.   She is 27 years old and has 6-year teaching experience.

4. Findings

4.1 Results Related to the Arabic Sample

Analysis of the Arabic sample revealed that of the 200 headlines of football news reports, 156 metaphors were found, with 12 headlines containing two metaphors each. Fifty six headlines did not have any metaphorical use and were marked as literal by the assessors. For these headlines which are deemed nonmetaphorical, their contextual meaning was not found to contrast with the basic meaning that we find in dictionaries or outside the context of football. The following are some examples of headlines with no metaphors:

Table 1. Some examples of Arabic nonmetaphorical headlines

No	Headline and its translation
1.	الفيصلي الأردني يواجه الباطن السعودي وديا في القاهرة Al-Faisaly (FC) faces Al-Batin (FC) in a friendly match in Cairo.
2.	البقعة يحقق فوزه الأول بالدوري الأردني Al-Baqaa (FC) achieves its first win in the Jordan league.
3.	الزوراء العراقي يتعادل مع الأهلي الأردني بكأس الاتحاد الآسيوي Al-Zawraa (FC) equalizes with Al-Ahly (FC) in Asian Federation Cup.

The 156 metaphors reported in the corpus represent 10 different conceptual metaphors. The 10 conceptual metaphors are FOOTBALL IS WAR, FOOTBALL IS TENSE, FOOTBALL IS HUMAN ATTRIBUTION, FOOTBALL IS FEELINGS, FOOTBALL IS VIOLENCE, FOOTBALL IS MONEY, FOOTBALL IS HUMAN ACTIVITY, FOOTBALL IS PLANTING, FOOTBALL IS DRAMA, and FOOTBALL IS NATURE ATTRIBUTION. These 10 conceptual metaphors varied in terms of their frequency. The following table illustrates the number of their occurrences and the percentages. Table 2 Percentages of conceptual metaphors in the Arabic sample.

Table 2. Occurrences and percentages of conceptual metaphors in Arabic

Conceptual metaphor	Number of occurrences	Percentages
FOOTBALL IS WAR	55	35.3%
FOOTBALL IS VIOLENCE	37	23.7%
FOOTBALL IS HUMAN ATTRIBUTION	22	14.1%
FOOTBALL IS DAILY-ACTIVITY	14	9%
FOOTBALL IS TENSE	12	7.7%
FOOTBALL IS FEELINGS	6	3.8%
FOOTBALL IS MONEY	5	3.2%
FOOTBALL IS PLANTING	2	1.28%
FOOTBALL IS NATURE ATTRIBUTION	2	1.28%
FOOTBALL IS DRAMA	1	0.64%
Total	156 metaphors	100%

An examination of the percentages and the occurrences of the metaphors in the Arabic data shows that the sample was divided into 10 conceptual metaphors in ascending order as follows: (10) FOOTBALL IS DRAMA (0.4%), (9,8) FOOTBALL IS NATURE ATTRIBUTION and FOOTBALL IS PLANTING (0.9%), (7) FOOTBALL IS MONEY (2.3%), (6) FOOTBALL IS FEELINGS (2.8 %), (5) FOOTBALL IS TENSE (5.6%), (4) FOOTBALL IS HUMAN ACTIVITY (6.6%), (3) FOOTBALL IS HUMAN ATTRIBUTION (10.3%), (2) FOOTBALL IS VIOLENCE (17.4 %) and (1) FOOTBALL IS WAR (25.9 %). The following table introduces the conceptual metaphors used in the Arabic data with some examples from the corpus.

Table 3. Examples of the conceptual metaphors in the Arabic sample

Conceptual metaphor	*News Headlines*	*Translation*	*Concept(s)*
FOOTBALL IS WAR	منشية بني حسن يهز عرش الجزيرة بثلاثية	Mansheyat Bani Hasan (FC) shakes the throne of Al-Jazeera (FC) scoring three goals.	Beating a team as shaking the throne of a kingdom.
FOOTBALL IS VIOLENCE	الفيصلي يصارع الجزيرة على لقب السوبر الأردني	Al-Faisaly (FC) is wrestling Al-Jazeera (FC) over the Jordan Super Cup.	Challenging over a cup as taking part in a fight.
FOOTBALL IS HUMAN ATTRIBUTION	الوحدات يلامس نهائي الكأس بالانتصار على شباب الأردن	Al-Wehdat (FC) touches the cup final by a winning over Shabab Al-Ordon (FC).	Team touches off and matches can be touched.
FOOTBALL IS DAILY-ACTIVITY	الوحدات يطوي صفحة الفيصلي ويستعد لشباب الأردن	Al-Wehdat (FC) folds the page of Al-Faisaly (FC) and prepares for Shabab Al-Ordon (FC).	Clubs are books.
FOOTBALL IS TENSE	تالايتش يضع الفيصلي الأردني في مأزق	Talajić puts Al-Faisaly (FC) in a dilemma.	Losing a match as a dilemma.
FOOTBALL IS FEELINGS	منشية بني حسن يقسو على الحسين إربد	Mansheyat Bani Hasan (FC) harshly treats Al-Husain Irbid (FC).	Defeating is toughness.
FOOTBALL IS MONEY	فوز ثمين للجزيرة	A precious win for Al-Jazeera (FC).	Win as something that has value.
FOOTBALL IS PLANTING	الوحدات يهزم الجزيرة ويحصد لقب درع الاتحاد الأردني	Al-Wehdat (FC) defeats Al-Jazeera (FC) and harvests the Jordan FA Shield.	Winning as harvesting.
FOOTBALL IS NATURE ATTRIBUTION	الفيصلي الأردني يواصل التوهج	Al-Faisaly (FC) continues to glow.	Winning as glowing.
FOOTBALL IS DRAMA	منشية بني حسن يكمل مسلسل تعادل الكبار بالدوري الأردني	Mansheyat Bani Hasan (FC) finishes the series of equalizing the top clubs in the Jordan League.	Matches as a TV series.

4.2 Results Related to the English Sample

Seventy news headlines of the English corpus were marked nonmetaphorical by the English native speaking raters. It should be noted that reaching this conclusion was the result of reading each headline, using the procedures of metaphor identification (MIP). The nonmetaphorical headlines comprised 35% of the whole sample. The remaining 65% of the

sample included headlines with conceptual metaphors. The contextual meaning of the headlines that were marked literal was not found to contrast with the basic meaning which we find in dictionaries or outside the context of football. The following table includes some examples of headlines with no metaphors:

Table 4. Examples of nonmetaphorical headlines in the English sample

No	Headline
1.	David Luiz sent off as champions are held
2.	Clement's men end losing streak but remain in bottom three
3.	Late Sterling goal sets new away wins record

The 138 metaphors were reported in the corpus and represented nine conceptual metaphors. The (9) conceptual metaphors are: FOOTBALL IS WAR, FOOTBALL IS VIOLENCE, FOOTBALL IS HUMAN ACTIVITY, FOOTBALL IS TENSE, FOOTBALL IS HUMAN ATTRIBUTION, FOOTBALL IS NATURE ATTRIBUTION, FOOTBALL IS MONEY, FOOTBALL IS MAGIC, and FOOTBALL IS DRAMA. These nine conceptual metaphors varied in terms of occurrences. The following table shows the number of occurrences and the percentage of each metaphor.

Table 5. Occurrences and percentages of conceptual metaphors in the English sample

Conceptual metaphor	Number of occurrences	Percentages
FOOTBALL IS WAR	77	55.7 %
FOOTBALL IS VIOLENCE	25	18.1%
FOOTBALL IS HUMAN ACTIVITY	8	5.8%
FOOTBALL IS TENSE	7	5.1%
FOOTBALL IS HUMAN ATTRIBUTION	6	4.34%
FOOTBALL IS NATURE ATTRIBUTION	5	3.62%
FOOTBALL IS MONEY	4	3%
FOOTBALL IS MAGIC	3	2.17%
FOOTBALL IS DRAMA	3	2.17%
Total	138	100%

An examination of these percentages shows that the sample is divided into nine conceptual metaphors. They are ascendingly ordered as follows: (9,8) FOOTBALL IS DRAMA & FOOTBALL IS MAGIC (2.17%), (7) FOOTBALL IS MONEY (3%), (6) FOOTBALL IS NATURE ATTRIBUTION (3.62%), (5) FOOTBALL IS HUMAN ATTRIBUTION (4.34%), (4) FOOTBALL IS TENSE (5.1%), (3) FOOTBALL IS HUMAN ACTIVITY (5.8%), (2) FOOTBALL IS VIOLENCE (18.1%) and (1) FOOTBALL IS WAR (55.7 %). The following table shows each conceptual metaphor with representative examples from the study sample.

Table 6. Examples of conceptual metaphors in the English sample

Conceptual metaphor	News Headlines	Concept(s)
FOOTBALL IS WAR	Otamendi strikes massive blow in	Scoring as firing.

	Premier League title race	
FOOTBALL IS VIOLENCE	Sterling snatches last-gasp winner	Scoring as stealing.
FOOTBALL IS HUMAN ACTIVITY	Howe's men pick up first away points	Winning points as picking up fruits.
FOOTBALL IS TENSE	Mounie double helps Wagner's men end slump	Avoiding losing as avoiding collapse.
FOOTBALL IS HUMAN ATTRIBUTION	Late Rooney penalty fails to paper over visitors' woeful show	Team as visitors.
FOOTBALL IS NATURE ATTRIBUTION	Mahrez shines as Appleton enjoys winning start	Scoring goals as shining.
FOOTBALL IS MONEY	Sanchez sent off as 10-man Spurs earn away point	Winning as earning money
FOOTBALL IS MAGIC	Ozil and Sanchez come up trumps for Wenger	Wining as playing a trick
FOOTBALL IS DRAMA	Zaha's dramatic stoppage-time strike salvages point	Winning as drama.

4.3 Results Related to Question 2

The core objective of the study was to explore how the sport of football is conceptualized in the minds of media writers in two different cultures through investigating the metaphors of football used by news writers in Arabic and English. This exploration was motivated by the CMT by Lakoff and Johnson (1980) who argued that metaphors reflect our understanding of the acts of our everyday life. Based on this, we have examined the metaphors of football in Arabic to investigate how football is perceived in the minds of Arab writers, and that of English to explore how football is conceptualised in the minds of English writers. The previous sections answered the first research question as they presented the conceptual metaphors used in Arabic and English football news headlines. This section, in turn, answers the second question of the study: What are the similarities and/or differences between the two languages with respect to the identified metaphorical concepts? Upon examining the conceptual metaphors in the two samples, the researchers were able to notice the following points of contrast:

1. The percentages derived indicate that football is more linked to war than to any other concept in the two cultures. The most prominent conceptual metaphor in both languages was FOOTBALL IS WAR. It constitutes an average of 35.3 % of the full Arabic corpus and 55.7 % of the English corpus. Both languages also share the second conceptual metaphor which is FOOTBALL IS VIOLENCE. It constitutes 23.7 % of the Arabic corpus and 18.1 % of the English corpus. These two conceptual metaphors together make 59% of the Arabic corpus and 73.8% of the English one.

2. Arabic and English share a resemblance in terms of the types of the conceptual metaphors identified. Eight conceptual metaphors out of ten in Arabic are shared with English which had nine. These are: FOOTBALL IS WAR, FOOTBALL IS VIOLENCE, FOOTBALL IS HUMAN ACTIVITY, FOOTBALL IS TENSE,

FOOTBALL IS HUMAN ATTRIBUTION, FOOTBALL IS NATURE ATTRIBUTION, FOOTBALL IS MONEY, FOOTBALL IS DRAMA.

3. The analysis of the findings demonstrated that the Arabic reports tend to include a more metaphorical tune than that of English. The Arabic corpus comprised (156) metaphors, whereas the English corpus had only (138). These metaphors made (10) conceptual metaphors in Arabic but (9) in English. In the same context, English had (70) news items with no metaphors, as compared to Arabic (56).

4. The differences between the two languages were marginal. To mention a difference, two conceptual metaphors in Arabic are absent in English, namely FOOTBALL IS FEELINGS and FOOTBALL IS PLANTING. However, there is one conceptual metaphor identified in English but absent in Arabic which is FOOTBALL IS MAGIC.

5. Discussion

Obviously, the majority of the headlines of both samples manifested metaphorical expressions (exactly 74% for Arabic and 66% for English). These high percentages pinpoint the tendency of news editors to use metaphors in describing football events. This trend is not surprising since football is part of the human daily life and is affected by human emotions and cognitions, something that is reflected in their language selections. This analysis is in line with what has been discussed in the literature review that metaphors are not only used by experts of poetry, linguistics and philosophy. The converse was true, given that the context of football is far away from the academic context where such scholars function. Football is discussed (written and read) by most normal people in our communities. In this respect, Lakoff and Johnson (1980, p. 3) asserted that "metaphor is pervasive in everyday life, not just in language but in thought and action." The falsity of the traditional belief that metaphors are only literary instruments is also proven by the research findings and assertions of scholars such as Lakoff and Johnson (1980) who argue that humans tend to express things metaphorically not by means of simple words that have only one meaning because "our ordinary conceptual system … is fundamentally metaphorical in nature" (p. 3). Thus, it is natural to have a high percentage of news reports containing metaphorical expressions. As for the differences between Arabic and English with respect to the percentages of the use of metaphors, Arabic news reports tend to be more metaphorical than English. However, this difference is minimal and does not mark any significant implications for the two languages.

One of the aims of this study was to examine whether there is a common use of certain metaphorical concepts by the two languages or not. We can provide a clue from data analysis that the human thought is universal; that is, we think of football in a very much similar way. Eight conceptual metaphors out of 10 were shared by the two languages. Both samples linked the game of football with concepts such as war, tense, drama, money and so on. This implicates that human thought (about football to be specific) processes in a uniform way. This is in opposition with popular assumptions that metaphors are basically culture-specific; that is, every community has their own metaphors about certain topic. However, Arabic and English (cultures) share the same concepts as far as the discourse of football is concerned.

The following sub-sections are going to target each conceptual metaphor of football in the study, analysing and discussing the main implications of them.

5.1 Football is War

The study revealed that this conceptual metaphor is the most frequent metaphor in football discourse in the two cultures. It seems to be the name of the game for football news reporting. This occurred (55) times out of (156) in Arabic, while (77) times out of (138) in English. These statistics lead us to think of the question: Why football is war? In answering this question, we argue that linking the game of football with acts of war has many implications. First, the game itself is a contest between two opposing teams: one defending and the other attacking. In other words, the nature of football (and sports in general) includes football players fighting for a prize as worriers who fight to defend their countries. The fans of each team are separated and sit in opposite directions like the armies of two countries. Each team has their own badge and a distinct colour just like the soldiers in a battle wearing a uniform and having their own flag. Second, the rules of the game are similar to the rules of the war. Each team has a leader (i.e. the team captain), and the players have to be divided into three parts (i.e. defence, midfield, and attack). This mirrors the war situation where there is a leader (usually a hero), and the soldiers are attacking and defending in a strategic style that is similar to that of football. Additionally, soldiers who do not obey the rules of the leader are sentenced as the players who commit a foul get a card and might be sent off. These reasons are the main motives for linking football with war which comes from the arguments inside and outside the pitch. Players, coaches, fans, commentators, and journalists express events of football (i.e., winning, losing, and scoring) in warfare terms. In addition, the fact that we live in a world that is full of wars and political conflicts may be a reason why football is linked to war, bearing in mind the density of news, movies and series of war that are broadcasted via different media channels.

5.2 Football is Violence / Tense

This subsection investigates two conceptual metaphors; namely, football is violence and football is tense. Football is Violence links football events with acts of violence, while football is tense links football with tense emotions. They are introduced together because they are interrelated in the sense that violence usually includes some emotions of tense and stress. However, they are different in that violence involves physical damage to someone/something, while tense comprises some psychological tension and stress. On the other hand, both metaphors are related to the pervious one (i.e., football is war) as they all include acts of violence and tense. Nevertheless, violence and tense include acts that may be classified as violent, but they are not related to war. Now, we move to answer the question: Why is football violent and tense? Clearly, football is a game that usually goes through certain moments of stress and tense, a physical interaction between players, fans riots and so on. These feelings are transformed into the language of reporting in the form of metaphors. Another interpretation is that the way players shoot the ball or run over the pitch in certain moments is to be described in terms of violence and tense rather than any other feelings.

Again, the game itself is a contest between two opposing teams, and such a contest is expected to include moments of physical and psychological stress.

5.3 Football is Human Activity/Attribution

Other conceptual metaphors that appeared in the study are football is human activity and football is human attribution. In these two metaphors, football events are described in terms of attribution and activities that are human-specific. This mapping is created because we transform our attributions and activities onto the game for the purpose of making the events of the game more familiar to the audience. As humans, we have previously experienced such activities outside the context of football and link football to a previous experience which facilitates the task of news reporting. In addition, the best way to describe something is by means of linking it to the attributes it possesses.

5.4 Football is Money

As shown earlier, this metaphor is marginal; it occurred only (5) times in Arabic and (4) times in English. In this conceptual metaphor, football events are described in terms of the financial value. This is to assert the importance of some moments in the game such as winning, scoring, and qualifying. Thus, the great value of money is used to describe how much some moments in the game are precious to us.

5.5 Football is Drama

This conceptual metaphor appeared only (3) times in both samples. In this conceptual metaphor, football is reported in terms of drama. This can be understood as some moments in the game are depicted in terms of series/movies where the players are actors, and the team manager is the director. This is also used to describe unexpected events in the game such as a late winner or sending a player off the pitch.

6. Conclusion

This study has adopted the idea that metaphor is not just a matter of mere words. On the contrary, it is a cognitive process in which some kind of mapping links two different concepts. Consequently, our thoughts and previous experiences are the constituents that make our language metaphorical. This implies that studying metaphors in various contexts helps us understand how these contexts are conceptualized in our minds and, therefore, defines how a group of people are similar to or different from – in terms of understanding a concept – another group of people. Based on this reasoning, the current work is a contrastive study of the conceptual metaphors used in Arabic and English football news headlines. Football is a rich context that is followed by millions of people around the world. In this study, we attempted to figure out how the game is conceptualised in the minds of Arab and English people and to consider the conceptual metaphors used in the two languages. This work also explored how football events are symbolized using such conceptual metaphors. Finally, it aimed to explore the similarities and/or differences between Arabic and English football news reporting in connection to the identified metaphorical concepts. To fulfil the study objectives, a metaphor identification procedure (MIP) was followed. According to this procedure, the

researchers read every news item and looked for items that are metaphorically used with the aid of native speaker assessors and dictionaries. Four hundred news items were collected to represent both samples (200 for each); 74% of the Arabic corpus and 66% of the English corpus were marked metaphorical. The Arabic corpus comprised 10 conceptual metaphors while the English corpus includes nine conceptual metaphors. Arabic and English were found to be very much similar in terms of the type and number of conceptual metaphors identified. It appears that football is understood universally in a very similar way. The most prominent conceptual metaphor in football reporting in both languages was FOOTBALL IS WAR. Football is greatly linked to war; with players viewed as soldiers, teams as attackers and defenders, managers as leaders, and the whole game as governed by tactics of war.

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