

CRITICAL METAPHOR ANALYSIS: TOWARD A THEORETICAL FRAMEWORK AND CORPUS BASED

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Abstract: Metaphor is an important tool that is widely used in various discourses for specific purposes, for example to refine or roughen speech, to persuade, or to express ideology. This has led to various analytical frameworks being used in the study of metaphors. However, the current study of metaphors focuses more on the conceptualization of the source and target domains of metaphors. In fact, metaphor is not only related to the conceptualization of the source and target domains of metaphors, but also related to the intent and ideology behind the use of a metaphor because the use of metaphors is full of subjectivity and analysis complexity. Therefore, this article proposes a theoretical framework for critical metaphor analysis. This article was compiled by analyzing several related articles using the critical metaphor analysis framework from the Scopus and Google Scholar databases. The results of the previous article collection resulted in a large data corpus so that data analysis was carried out using the AntCont tool. Analysis of large corpus of data has the advantage that the corpus has greater potential to make general claims. The results of the study of previous studies inform that the analysis of critical metaphor departs from the view that metaphor has linguistic, pragmatic, and cognitive characteristics so that the analysis of metaphor is "insufficient" only from linguistic or cognitive aspects. This theoretical framework is interested in exploring the conceptual nature, implied meaning, and ideology of the use of metaphors in socio-political and cultural contexts. The work steps of critical metaphor analysis are (1) identification, (2) interpretation, and (3) explanation. In its development, the researchers have modified the work steps, including adding a metaphorical analysis step before the first step. Analysis of metaphors is used to understand the overall and detailed text to be analyzed

Keywords: critical metaphor analysis, corpus based, discourse

INTRODUCTION

Metaphor is a fundamental element of the human thinking system. Metaphors are not just words, but metaphors are a matter of thought, both thoughts about emotions, about society, about human character, about language, and about the nature of life and death. These metaphors are indispensable not only for imagination, but also for building a cognitive framework of social knowledge and world views.

Metaphor is an expression that shows the conceptualization of experiences, feelings, and thoughts that exist in humans in understanding an entity. Metaphor is also a linguistic expression whose meaning cannot be reached directly from the symbol used because the intended meaning is contained in the prediction of the linguistic expression. From a cognitive perspective, metaphor can be considered as an important effort to understand how to think and talk about the world. This happens because of metaphors because metaphors are used to express something abstract with something concrete.

Metaphor is a cross-domain mapping in the human conceptual system. The conceptual system is indirectly based on the type of body and experience. On the other hand, metaphor is an asymmetric mapping between source and target domains. The mapping of the source and target domains is not arbitrary but is based on the conceptual aspects of the knowledge possessed. The mapping of the source and target domains follows a conceptually predictable pattern.

Although the source and target domains of metaphor can be conceptualized, metaphor is not an absolute concept, but a relative one. Metaphors are said to be relative because the meanings of words change over time so that what was once metaphorical can become literal and because the awareness of metaphors depends partly on the users of the language, that is, on their experience of the language. In addition, not all metaphors can be conceptualized regardless of context because the same metaphor can actually have different meanings when used in different contexts. For example, the HOUSE metaphor can mean something that is limiting or it can also mean something that is very close (because the house is positioned close to the speaker). This shows that metaphor has a meaning depending on the context in which it is used. Therefore, Charteris-Black suggests that metaphorical analysis cannot be separated from pragmatic aspects.

In the analysis of "traditional" metaphors, the motivations of language users do not need to be explored, and are considered neutral. However, if examined more deeply, in the use of metaphors there is intention or motivation. Metaphors are deliberately created to convey a pre-planned purpose. The creator of the metaphor can deliberately guide the thoughts of the other person and manipulate the opinion of the other person depending on the type of image they use to describe the problem expressed through the metaphor. Thus, the use of metaphors is not solely intended to express ideas or ideas, but also to form perceptions and manipulate the thoughts of the interlocutor. Identification of the intention or purpose behind the use of this metaphor is the study of critical metaphor analysis (CMA).

In CMA, the use of metaphors is not solely interpreted as a conceptualization of the source domain to the target domain. More than that, the use of metaphors cannot be separated from the intentions of the metaphor manufacturers. Therefore, the CMA theoretical framework is important to study because this theoretical framework can reveal more deeply the intent of using a metaphor.

METHOD

This article was compiled based on an analysis of a number of articles published in the Scopus and Google Scholar databases. These two databases were selected in order to obtain representative articles for analysis. Initially, researchers only used the Scopus database to collect data. However, there are not many articles available with critical metaphor analysis keywords in the Scopus database. This is possible due to the relatively new theory of CMA. Therefore, researchers added to use the Google Scholar database.

The articles collected are articles published from 2004 to 2023. The articles were collected using the keyword critical metaphor analysis. 2004 was chosen as the initial range of articles published because 2004 was the beginning of the emergence of the theory of CMA initiated by Charteris-Black.

A search for articles with the keyword critical metaphor analysis yielded 31 articles, both articles in the form of research results and articles in the form of conceptual ideas. The collected articles were used as a data set to be analyzed using the corpus method. The collected data is then analyzed to find similarities and differences about the CMA used in each article, including the similarities and differences found in the article with the original source of the CMA theory.

This research highlights previous studies that used a CMA framework. Researchers identify how the theory of CMA is used in previous studies: is the theory of CMA used exactly as the original theory, reduced, added, or modified. This is done to identify how accurately the theory of critical metaphor analysis is used in research.

FINDING AND DISCUSSION

This study seeks to identify the use of CMA theory in previous studies. Because this theory can be categorized as relatively new, especially in Indonesia, adequate understanding of CMA theory is needed. Therefore, the results of this study are presented in a description of (1) concepts and work steps of CMA, (2) examples of applying CMA theory in research, and (3) critical comments on CMA. The results of this study were obtained from corpus-based analysis.

CMA Concepts and Step-by-Step Guideline

CMA is an approach to metaphor analysis that aims to reveal the meaning and ideology implied using metaphors as well as the conceptual nature of metaphors. CMA also brings metaphor back to the traditional view, where metaphor is treated as a way of argumentation for a specific purpose, for example for the purpose of persuasion.

CMA departs from the view that metaphors have linguistic, pragmatic, and cognitive characteristics so that the analysis of metaphors is "not enough" to only analyze from linguistic or cognitive aspects. There is a pragmatic aspect surrounding the use or creation of a metaphor in a certain context. In other words, critical metaphor is a "continuation" of cognitive metaphor where if cognitive metaphor "only stops" at conceptual analysis of metaphor, CMA also analyzes the factors that cause the use of a metaphor in a discourse.

The pragmatic aspect is very important to consider in the analysis of metaphors because recent cognitive metaphor studies often ignore aspects of the context in which a metaphor is created or used. Furthermore, Charteris-Black exemplifies the use of the metaphor of spilled blood. Traditionally, this metaphor is interpreted as an event where someone is injured or killed. However, if further analyzed by considering the context in which the metaphor is used, there are pragmatic, even ideological, aspects of the use of the metaphor. The spilled blood metaphor used in the robbery of a bank, namely the Bank of England, can be seen that the use of the spilled blood metaphor is an attempt to highlight the victims of the incident. The use of this metaphorical expression simultaneously implies innocence on the part of the victim and negligence on the part of the security guards.

Based on the examples above, it can be seen that CMA does not only identify metaphors from linguistic and cognitive aspects, but also ideological aspects as well as factors or contexts surrounding the creation or use of a metaphor in expressing certain thoughts. CMA can also be used to express hidden intentions for using a form of metaphor. Speakers using metaphorical expressions are not solely for ornament. However, the use of metaphorical expressions is sometimes intended for persuasive reasons because the main function of metaphor in the context of public discourse is to influence audience opinion. Thus, to understand a metaphor comprehensively, a good understanding of the context in which the metaphor is used is also needed. Therefore, understanding cognitive semantics alone is not enough to understand the use of a metaphor. more than that, it requires an understanding of the purpose of using metaphors in certain contexts to achieve certain communication goals.

The CMA work phase is an amalgamation and continuation of Fairclough's conceptual metaphor and critical discourse analysis work stages. As is commonly known, Fairclough's critical discourse analysis consists of three stages, namely identification, interpretation, and explanation. Therefore, the CMA work stages also consist of three types, namely (1) identification, (2) interpretation, and (3) explanation stages. However, before these three stages are carried out, it is necessary to carry out another stage, namely contextual analysis.

Contextual analysis is carried out to find out in what context the discourse to be studied was created. After that, the three stages of CMA can be carried out. Each stage of CMA is explained as follows.

1 Identification

The identification stage is carried out by carefully reading the sample text with the aim of identifying "candidate" metaphors from a randomly selected sample corpus of data. Linguistic expressions identified as candidate metaphors were tabulated and used as keywords for metaphor analysis in the larger corpus, while linguistic expressions not identified as metaphors were not tabulated.

2 Interpretation

The interpretation stage involves establishing a relationship between the metaphor and the cognitive and pragmatic factors that determine it. At this stage, analysis is carried out on the source and target domains of the metaphors found in the identification stage. The determination of the source and target domains is carried out by involving cognitive and pragmatic aspects. Also at this stage, researchers can find out which metaphors are classified as conventional metaphors or new metaphors.

3 Explanation

The metaphor explanation stage involves identifying the agents involved in the production or use of metaphors as well as the function of metaphors in expressing thoughts: why certain agents use certain metaphors; and what is the purpose or intention of using a metaphor. At this stage, the motivation for using metaphors can be identified which includes ideology or other social factors that are the background for using a metaphor.

In the "traditional" analysis of metaphors, the use of a metaphor is considered neutral so that the motivation for using it does not need to be explored. However, in the analysis of critical metaphor, every act of discourse is assumed to have a potential conscious intention that reflects the social position of the producer and recipient of the text. So, why and at what particular time, of all the possibilities that can be said, only certain metaphors are used. Therefore, the analysis of critical metaphors also identifies the producer's motivation in using metaphors and the effects that will result from using these metaphors.

In its development, the way CMA works does not only consist of three stages as stated by Charteris-Black. Researchers "created" CMA work steps according to needs. Meanwhile, Y added a contextual analysis stage that focuses on when and where metaphors are used (time/genre) and who uses metaphors. Meanwhile, Zibin makes the contextual analysis stage the first step in the CMA work step.

In contrast to Yu and Zibin, Imani further details the stages of how CMA works. Although in general the stages of how CMA works by Imani are relatively the same as how CMA works by Charteris-Black, Imani presents the work steps of CMA in more detail. Imani made the CMA analysis guide into four steps which include (1) pre-metaphor analysis, (2) metaphor identification, (3) metaphor interpretation, and (4) metaphor explanation. The four steps are further detailed through guiding questions as follows.

Table 1. CMA Stage at Imani Version

Stage	Questions for Sub-stage
1. Pre-metaphor Analysis	a. Who wrote the text? b. Who is the audience for the text? c. What is the context of the text? d. How long is the text? e. What is the main topic of the text? f. What is the tone of the text?

	g. What is the purpose of compiling the text?
2. Metaphor Identification	a. Is a word a metaphorical expression or not? b. What are the source and target realms of each metaphor? c. What is a conceptual metaphor? d. What is a conceptual key?
3. Metaphor Interpretation	a. What is the tone of a conceptual metaphor? b. What is the purpose of a conceptual metaphor? c. How about conceptual metaphor mapping? d. How is the topic of conceptual metaphor presented?
4. Metaphor Explanation	What is the ideology and power relations behind the metaphor?

Based on the table above, it can be seen that Imani added the first stage in CMA. The first stage, metaphor analysis, aims to provide a clear understanding of the text under study by answering various questions related to the text. The other stages are essentially the same as those stated by Charteris-Black.

When analyzing metaphors using the CMA framework, there are three steps that need to be considered. The three steps are (1) collecting examples of metaphorical expressions used to discuss certain topics, (2) making generalizations of these linguistic expressions to arrive at the underlying conceptual metaphors, and (3) utilizing the identification results to propose patterns that reflect actions, beliefs, or someone's intent.

Critical Metaphor Analysis: An Example of Analysis

Among the examples of applying CMA in research is research conducted by Yu (2020). In his research, Yu examines why metaphors are used in corporate social responsibility (CSR) annual reports. CSR reports are a common practice used by large and medium-sized companies around the world for the company's communication needs with its environment. In CSR reports, companies try to convey to the public how their company works and how the company's responsibility to the environment is. That is, in CSR reports, the company seeks to explain the representation and understanding of the environment and how human agents relate to the environment. To explain this, in the CSR report, metaphors are used. However, in this study it is assumed that metaphors are used not only as a tool to convey company performance, but also to build corporate image. Therefore, Yu's study investigates why metaphors are used in CSR reports using a critical metaphor analysis framework.

The data comes from environmental discourse taken from 180 CSR reports. The CSR reports are published by major banks and energy companies (oil, gas and electricity) in China, the United States and Italy. The CSR reports analyzed were 60 reports in Chinese, 60 reports in English and 60 reports in Italian. The data taken is a report of the top 10 banks and the top 10 energy companies in each country. The CSR reports issued by the company during the 2013–2017 period were selected based on their availability for download on certain dates. The word count in the environment section is 124,069 in Chinese, 250,721 in English, and 369,224 in Italian. The WordSmith 7.0 corpus tool was used for text analysis. The data analysis procedure was carried out using the VU University Amsterdam (MIPVU) metaphor identification procedure and combined with critical metaphor analysis (CMA). In addition, since the research was conducted to identify the intentions behind writing the CSR report, the researcher also used genre analysis to identify the purpose of the text.

The results of this study indicate that when dealing with environmental issues, the company positions itself as the party responsible for these issues through the use of the PROTECTOR, SERVANT, AND WARRIOR metaphor. This metaphor reflects the values related to

the environment in business. However, from an ecolinguistic point of view using critical metaphor analysis, some of the metaphors used in the CSR report may have eco-destructive connotations, even though they appear to be conducive metaphors for building a positive image in business. For example, the FRIEND and FAMILY MEMBER metaphor can be considered more eco-positive than the MANAGER metaphor. The FRIEND and FAMILY MEMBER metaphor shows more equality and affection between them, while the MANAGER metaphor indicates that there is a party that dominates or is superior—in this case the company is the party that dominates or is superior so that it has the authority to manage.

Based on this analysis, it can be concluded that the use of metaphors in CSR reports is not only carried out by considering text-internal factors (for example, communicative goals and audience), but also text-external factors (professional goals, namely goals for corporate image). CSR reporting, being a rather voluntary practice in most cases, is often seen as a rhetorical tool for PR management. In fact, CSR reports are also used for personal intentions and efforts to justify what the company is doing, namely the intention to build an image and justify the company so that it is considered responsible for the environment. Thus, CSR reports are not solely used to "communicate CSR disclosures", but also "to communicate good CSR performance to build a positive corporate image." This is where the role of critical metaphor analysis comes into play.

Critical Metaphor Analysis: A Critical Analysis

Based on the analysis of previous research studies and how the CMA is applied, it can be seen that the CMA can be applied as a work procedure that is not independent. That is, the application of CMA can be combined with other work methods or theories. For example, in a study conducted by Yu, Yu combined the workings of CMA with metaphor identification procedure (MIP). MIP is applied at the identification stage of how CMA works. In addition, because CMA aims to analyze the purpose of using a metaphor, genre analysis can also be integrated into the way CMA works. Thus, the CMA results will be more accurate.

Charteris-Black applies CMA to large data corpuses. However, it is possible that CMA can also be applied to a small data corpus. However, if the corpus of data being analyzed is small, the possibility of finding new metaphors is also small or even difficult to do. In the case of the corpus of data available is small, but researchers want to use CMA's working methods, it seems that the CMA's working methods do not need to be modified with other working methods, for example MIP.

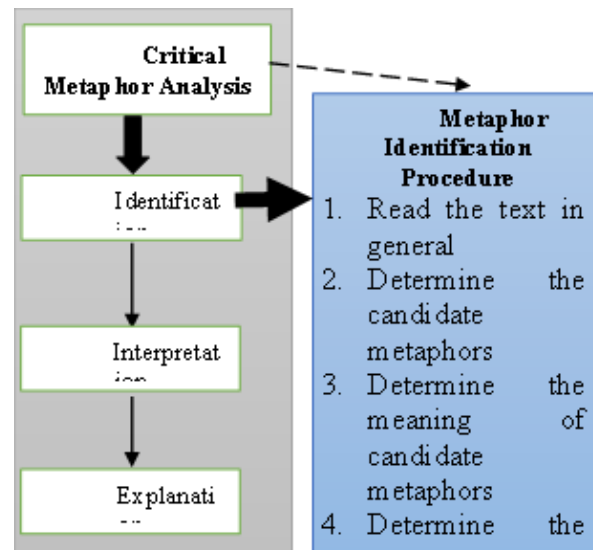


Figure 1. MIP integration with CMA

CMA has drawbacks. First, the workings of CMA do not outline in detail how a lingual form is referred to as a metaphor or not. This will cause subjectivity in determining whether a lingual form can be categorized as a metaphor or not. However, this shortcoming can be overcome by combining the workings of CMA with MIP. In MIP, there is a step that seeks to determine that a lingual form is a metaphor. If the target lingual form has "a more fundamental contemporary meaning in another context than it has in a particular context, it can be marked as a metaphor". The basic meaning is generally more concrete (related to feeling, taste, sight, smell, hearing and bodily actions), while the contemporary meaning is the opposite.

Second, because CMA ideally uses a large data corpus, researchers can find conventional and new metaphors. Conventional metaphors are identified as metaphors that appear frequently in the corpus and are known in many languages. The new metaphor is a metaphor that is not shared by many languages. This creates a bias in determining the criteria for new metaphors because Charteris-Black does not provide more detailed and operational criteria for this metaphor. However, this deficiency can be overcome by taking the view of Deignan who states that if a metaphorical expression occurs less than three times per 100,000 words, then it is considered innovative. However, this criterion can also lead to further debate because the determination of a new metaphor will depend on the size of the corpus and the number of times the metaphorical expression occurs.

CONCLUSIONS

The results of a review of previous studies indicate that CMA has not been widely used in research. This is possible because this theory is still relatively new. In fact, CMA is quite interesting to use in analyzing the intention behind using a metaphor in discourse. CMA is also appropriate if the corpus of data being analyzed is large. The results of previous research indicate that CMA can be used to analyze the intent of metaphor producers in using one metaphor compared to other metaphors. This allows the reader to understand that a metaphor is not just a conceptualization of thoughts, but also a representation of a certain ideology or intention of the producer of the metaphor.

CMA consists of three main steps, namely identification, interpretation, and explanation. However, several studies using the CMA framework have modified this main work step, including adding a metaphorical analysis before carrying out the three work steps.

Analysis of metaphors is used to understand in more detail the text to be analyzed. Thus, there is still a wide scope for developing this theory.

The results of previous studies show that CMA can be used to identify the intention behind using a metaphor. So, CMA is not only carried out by considering internal-text factors (for example, communicative and audience goals), but also text-external factors (for example, the professional goals of text creators in self-image).

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