

METAPHORS IN THE REPORTING OF LOTTERY WINNERS
IN MALAYSIAN NEWS ARTICLES

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METAPHORS IN THE REPORTING OF LOTTERY WINNERS IN MALAYSIAN NEWS ARTICLES

Abstract

The Malaysian news media seems to play an important role in highlighting the winners of lotteries, and it is observed that metaphors are commonly deployed in telling the narrative of these winners. In this research, these metaphors are investigated in order to examine how they create an imaginary reality such as lottery winning is an easy task. The news articles from the four most distributed Malaysian English newspapers have been curated. The analytical framework is carried out using Charteris-Black's (2004) three stages of Critical Metaphor Analysis approach: identification, interpretation, and explanation. The study shows that, despite the low odds of winning the lottery in Malaysia and its likely negative outcomes, lottery gaming is portrayed as a game, a sport, or a pleasant journey which results in the participant becoming a millionaire or a billionaire. It is also argued in this research that these messages can be harmful. Such use of metaphoric domains gives birth to fantasies of winning and they tap into irrational behavior of desires. It is hoped the analysis of metaphors will facilitate critical awareness amongst news readers.

Key Words: *Malaysia, Media, Lottery activities, Lottery effects, media and power, Critical Metaphor Analysis,*

Penggunaan metafora dalam laporan akhbar Malaysia mengenai pemenang loteri

Abstrak

Peranan akhbar berita dalam melaporkan kemenangan loteri dalam kalangan rakyat Malaysia adalah sangat besar dan kajian ini mendapati bahawa terdapat unsur-unsur metafora yang digunakan dalam laporan tersebut. Kajian ini telah menganalisis bagaimana penggunaan unsur-unsur metafora telah membolehkan para pembaca percaya bahawa kemenangan loteri adalah perkara yang sangat mudah dan tidak mustahil. Artikel-artikel yang diperolehi sebagai data untuk kajian ini telah dikumpul dari beberapa berita akhbar bahasa Inggeris di Malaysia. Analisis kajian pula dilaksanakan secara tiga peringkat menggunakan rangka Critical Metaphor Analysis oleh Charteris Black (2004). Kajian ini menunjukkan bahawa walaupun peluang memenangi loteri adalah tipis, dan membawa kesan yang negative kepada masyarakat, berita tentang kemenangan ini dilaporkan seolah-olah ianya adalah permainan, sukan dan suatu kembara yang menyeronokkan ke arah mencapai status jutawan. Kajian ini juga membincangkan bahawa mesej yang cuba disampaikan melalui pelaporan kemenangan loteri sebegini adalah berbahaya dan tidak bermanfaat. Kajian ini diharapkan dapat menyemai benih kesedaran dalam kalangan masyarakat bahawa persepi yang cuba diwujudkan oleh akbar berita hanya samaran semata-mata dan mereka perlu lebih celik dan arif dalam menyedari realiti sebenar kemenangan loteri.

Kata Kunci: *Malaysia, Media, Aktiviti Loteri, Kuasa Media, Kesan Loteri, Critical Metaphor Analysis*

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List of Symbols and Abbreviations

CMT: Conceptual Metaphor Theory

CMA: Critical Metaphorical Analysis

MIP: Metaphor Identification Process

MIP(VU): Metaphor Identification Process (Vrije Universiteit)

CHAPTER 1: INTRODUCTION

1.1. Introduction

The gambling industry in Malaysia (of which lottery is a part) has been growing over the past few years and it has captured the attention of scholars, who have looked at this phenomenon from different perspectives. Loo and Phua's (2016) found there are an estimate of 246,400 problem gamblers and 571,200 moderate-risk problem gamblers in the state of Selangor. Furthermore, they highlighted that in 1997, an amount of 115 million dollars was spent internationally through gambling activities annually. The results also revealed that lower to middle-income countries were dominant in the lottery business while the lowest and highest income countries had less distributional burden comparatively. Binde (2013) explained that there are five major reasons why gamblers engage in this activity: i) sensation of an abrupt change, ii) the upgradation of social level, iii) a feeling of considering it a challenge for oneself, iv) the excitement of the change of mood, and v) a major human weakness of testing the luck and taking a chance. Additionally, (Binde, 2013) reports that gamblers constantly compare themselves with others around them and have a fake sense of deprivation in terms of wealth and this can lead to feelings of dissatisfaction. Many people in developed countries like the U.S and the United Kingdom also associate gambling with a source of financial gains, excitement, and joy.

Choong et al in (2014) stated that although gambling does not seem like as a risky activity in the beginning, the player slowly and gradually become more involved in gambling. In the Malaysian context, further investigation is needed to study the negative effects of gambling which can be dangerous in many ways (Choong et al., 2014).

Loo and Phua (2016) argued that in times of financial crisis, governments may uplift the economy by legalizing gambling (Barmaki and Zangeneh 2009; Hancock et al. 2008). If laws are imposed for the complete removal of gambling, it will cause it to be done illegally underground. Gamblers may even disobey the law to fulfill their desire. Kearney (2005) is of the view that sanctions imposed by the government on gambling can discourage such harmful activities. But if one were to study the Malaysian *Lotteries Act, 1952* (Act 288), the Act does not categorize lottery gaming as a type of gambling activity. Additionally, the increase in the gambling revenue of the Malaysian gambling industry reflects the freedom given to the lottery companies to expand their business. Richard (2010) argues that unregulated practices of gambling can cause companies to find creative ways to encourage practices of gambling.

Besides the ethical dilemma and adverse economic outcomes of gambling, it is also argued that gambling addiction can have grave psychological consequences. In this regard, Ferentzy and Turner (2012) examine gambling from a chronic disease and public health model of addiction and concluded that gambling can also be seen as a clinical and medical problem which should be treated medically. These victims suffer from psychological distress, due to the unexpected shocks received through the heavy losses and it affects the mental health of the players (Krmpotich et al. 2015).

A major reason that makes lottery so pervasive in the Malaysian society is the manner in which lottery winning is promoted in the local newspapers, where ordinary people are sometimes reported as having won extraordinary wins. Indeed, Yoong et al. (2013) argue that several marketing tactics are used to increase engagement and lottery gaming. This research aims to further explore by examining how conceptual metaphors are used as rhetoric strategies to convey these winnings in the Malaysian news media. More of the research trajectory is discussed in the next section.

1.2. Research Purpose and Questions

Newspapers are often times used to manipulate and control the behaviour of readers. Sometimes these may have pro-social outcomes such as telling the public to avoid dangers (e.g. weather reports of floods), to teach the public of something new (e.g. new scientific discovery reports), and to keep the public abreast with the latest political developments (e.g. new policies have been implemented). However, when it comes to reporting lottery winnings, it is argued that some Malaysian newspapers paint a one-sided picture of reality that lotteries are easy to win. This research is motivated by the fact that news of lottery winnings in newspapers are often emotionally charged, in the sense that lottery gaming and winnings are positively associated, which can be misleading and harmful. The objective of this study is hinged on uncovering the metaphorical conceptualization of the lottery gaming in Malaysian News articles.

While there are many ways to examine persuasive discourses, this research approaches the linguistic analysis by mapping and examining the conceptual metaphors that are used to report Malaysian lottery winners. In this research it is hoped that it will contribute to the growing literature in studies related to metaphors, and also in research related to gambling practices. In a way, this research is inspired by the wealth of exploratory research done by critical discourse analysts, as found in the works of De Cillia et al. (1999), Flowerdew et al. (2018), and Blommaert and Bulcaen (2000). This research is governed by the following research questions:

- I. What metaphors are used in conceptualising lottery playing in the articles of Malaysian newspapers?
- II. How does the systemized metaphorical reference assist in conceptualizing and conveying ideas about lottery playing in media text?

Metaphorical and figurative language can go far beyond the performance of the essential functions of those found in poetry, cliché, and elaborates turns of phrase. Our daily experiences are promoted by metaphors, not only through systems of language but also in terms of our thoughts and actions (Lakoff & Johnson, 2003).

The first question aims to identify the metaphors prevailing in the mainstream Malaysian media. The second question seeks to explain how metaphors are put together to construct and convey the concept that lottery winning is not something uncommon and it carries out the interpretation and explanation of the identified metaphors. To answer both questions, Charteris-Black's (2004) three-stage model of Critical Metaphor Analysis framework, together with the software tool, Nvivo 12 Pro, were used to identify, interpret and explain the conceptual metaphors. It is hoped this study will contribute to the extent of literature through exploring the metaphorical motivation behind gambling in the context of Malaysia.

1.3. The Lottery Industry in Malaysia: A Brief Dossier

The gambling industry of Malaysia has been growing remarkably (Ndubisi, Natarajan, & Chew, 2014). Currently, Damacai, Berhad, Sports Toto, and Magnum Berhad are legal gambling companies that are operating alongside Casino de Genting in Malaysia (Loo & Phua, 2016, p. 6). The annual revenue of these gambling companies increased from 14,761 Million MYR to 15,097 Million MYR from 2013 to 2017, and they contribute significantly to the GDP of the nation (refer to Figure 1 below).

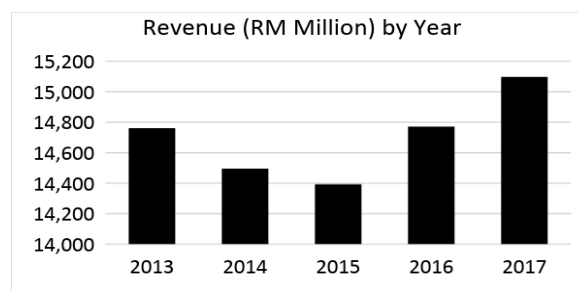


Figure 1.1 Compiled from five-year annual reports of gambling and lottery companies in Malaysia i.e. *Casino de Genting, Berhad, Sports Toto, and Magnum Berhad*.

The growth in the industry arguably mirrors the support it gets from patrons. This is somewhat ironic, given that Malaysian Muslims comprise of 61.3% of the population, and that Islam prohibits them from being involved in lotteries. It needs to be noted, however, that most of the featured winners in the newspapers are mainly Chinese.

Tan, Yen, & Nayga (2009) explored the preexisting data of survey done on 14,082 homes Malaysian household expenditure 2004-2005 to investigate that how much money is spent on activities/vices (i.e. gambling, alcohol, and smoking). They found males tend to spent more money on vices compared to females. In terms of ethics, Malaysians are more inclined towards spending on smoking while the Chinese in gambling, alcohol, and smoking.

Yoong et al. (2013) found that a Malaysian newspaper associate philanthropic activities with the lottery industry. Moreover, they argued that the published material in this regard can impact the perception of people to pursue lottery for higher returns, which can be misleading.

Choong et al. (2014) used a phenomenological approach to explore the experiences of gamblers which are enrolled in the gambling addiction recovery program. The study examined 10 addicts from Malaysia. Similarly, Loft and Loo (2014) have carried out a behavioral study to address the issue of sleep habits, sleep difficulty, arousability, self-regularity, and gambling severity. The sample of the study includes 59 treatment-seeking gamblers in Malaysia. Ndubisi et al. (2014) examined 382 customers of leading Asian / Malaysian gambling organization and found that there are relationships between gambling commitments, ethical ideology, and the value of gambling.

1.4. The Genre of the News Articles

In general, a news article/report is a discussion of events happening currently or in the recent past of general interest. These are published in daily newspapers or sometimes about any specific topic which is published in magazines, technology news websites or club newsletters. Aaminah Hassan (2018) argued that media is penetrating source, which can easily spread and create false consciousness among its viewers. Furthermore, he stated the fact that in the current world the only source of information towards which people are dominantly inclined is media (electronic and print) to update themselves about the happenings around the world i.e. national and international policies, politics, security, and other events. But more importantly, sometimes the perception of the public is diverted by the media. Ideologies are circulated, and they call it providing objective and informative news to the listeners and readers.

A news article usually includes the reporting of an eyewitness, photographs, statistics, interviews, polls, accounts and database on the topic, etc. The headlines are used to get the focus of the readers. It is the responsibility of the writer and the publisher to give the facts and details to general questions like who, what, where, why, when and how.

Fairclough (1995a) claimed that as “media is capable of being manipulated by various institutions in the society”, it can never be said to represent a “reality” but merely the “representations of reality.” Maat and De Jong (2013) argued that in some occasions, it is seen that many organizations use the media and press to publish their own version of the story. The organizations mould the story in such manner that is deemed to be the interest of general public.

Dewulf (2014) highlights that the news reporting is nothing like opinions because in news articles, events are “emplotted” (Czarniawska, 2004). In news articles, the writer

brings various elements of reality together. The storyteller connects the following to tell a story:

- events (what happened and how?)
- setting (where and when did it happen?)
- actors (who was involved?)
- reasons (why did it happen?)

Even though storytellers do not normally offer fundamental information as compare to as scientists do but on very rare occasion they do (especially when they are paid and hired to do so). This reveals the probable clarifications which seems to motivate actors and drive such events.

Fairclough (1995b) highlighted that an agenda is set by newsmedia for its readers and viewers. He further states that the media is powerful because it helps change and shape people's perception, beliefs, social relations, and values. He then accredits the media for having such significant power but unfortunately it is used in framing news stories and to manipulate the audience with language.

1.5. The Malaysian Newspapers used in this Research

A sample of 48 articles between 2013 and 2018 were collected from four Malaysian English newspapers - *The Borneo Post*, *the Sun*, *the Star* and *New Straits Times* - it is apt to provide a short profile of these newspapers here. These four are the most widespread English newspapers in Malaysia.

1.5.1. The Star

The Star is a Malaysian leading English daily newspaper. The Star publishes local and international daily news about politics, sports, etc. It is available not only in print form but also digitally as The Star ePaper. 298,288 copies are circulated on a daily basis. In 1971 “The Star” started its publication at a low-level Penang. Within a short period of five years it gained a reputation at the national level and established its office in Kuala Lumpur. In 1978 this office became the head office and opened its branches in different cities within a period of three years. In 1981 the head office was shifted to Petaling Jaya. It was the first newspaper which offered online news services. It was declared as one of the best in Asia by the (WAN-IFRA). It is owned by (Star Publications (M) Berhad). The articles have been retrieved from their website (<http://www.thestar.com.my>). Professionals, Managers, Executives, and Businessmen are the target audience of that newspaper.

1.5.2. New Straits Time

New Straits Time is also widespread Malaysian English daily newspaper, established in 1845, continued working for a century. In 1974 it appeared to the public with a little change with its original name “New Strait Times”. The geographical changes that appeared in the area regarding the separation of Singapore could not become a hurdle in its publication. It targets the upper class of Malaysia. The data for research purpose is collected online, from the website (<http://www.nst.com.my>). The website is updated on a regular basis. 100,382 copies are sold while it has online viewers also.

1.5.3. The Borneo Post

The publication of the Borneo Post started in 1978. Though printed and distributed in East Malaysia, the data is collected because it is a Malaysian newspaper, and in 2007,

online access is also available for people around the world (<http://www.theborneopost.com>). It also made it possible for those who cannot get the printed edition of The Borneo Post due to distance and logistics, thus enabling readers who study, work or reside in surrounding regions to keep abreast with the latest top stories and news happening at home. Students, housewives, and people belonging white collar jobs and managers are the target audience for that newspaper. 65,813 copies are sold every day. Like the other three newspapers, similar data is collected from this newspaper.

1.5.4. The Sun

The Sun was established in 1993. It is owned by Sun Media Corporation Sdn Bhd, approximately 301,853 copies are published and distributed from Monday to Friday from different public points called SunSpots e.g. 7-Eleven stores, condominiums, LRT stations, and fast food outlets. A copy can also be obtained through the newsvendors at home. The Audit Bureau of Circulation (ABC) is responsible for its audit. The data is collected from an online website (<https://www.thesundaily.my>).

CHAPTER 2. LITERATURE REVIEW

2.1. Introduction

The use of metaphor in discourse is considered as one of the major contributing aspects to the appraisal of social realities, and ideologies (Musolff, 2016). Forceville (2006) argued that news organizations have the power to influence the thoughts of the people, and that newspapers are media which have the power to change or shape people's thoughts and perceptions about the world. This chapter focuses on previous studies on metaphors.

2.2. Metaphors: Development and Definitions

Metaphors have been defined from a variety of viewpoints. In the following paragraphs, the definitions of metaphor are explored from Lakoff and Johnson (CMT), Charteris-Black (CMA), Metaphor Identification Procedure (MIP) (Pragglejaz Group, 2007), Metaphor Identification Procedure University Amsterdam (MIPVU) (Steen et al., 2010).

2.3. Conceptual Metaphor Theory (CMT)

Before the development of CMT, metaphors were regarded as having only a 'decorative' part in language use and were considered as a replacement for another simple word. The only role given to metaphor was of a figurative language or rhetorical device, which contributed only to fabricate the writing in such a way that it looked noteworthy and interesting (Adnan, 2014). CMT was seen as an alternative way to explain how metaphor shapes human thoughts and beliefs. Today, Lakoff and Johnson's (1980) work is considered the reference point when exploring the cognitive approach towards metaphor

and metaphoric language in a variety of fields (Charteris-Black, 2004; Pragglejaz Group, 2007; Steen et al., 2010).

To understand human thinking, abstract concepts were put forward from daily life as time and love are comprehended through the use of concrete concepts such as money and journey. The key concept of CMT is that metaphor is “central to thought and therefore to language” (Deignan, 2005). In other words, we can say that if we understand metaphors properly, we can make sense and understand the things happening around us. The structure of human thought and knowledge is widely shaped by metaphors. Furthermore, metaphors help us to understanding abstract concepts, physical experience, as well as interpreting events and situations (Deignan, 2005).

Lakoff and Johnson (1980), the cognitive essence that lies within metaphors are sources of guidance in our communication. Metaphors do not only exist in the literary text, but they are also pervasive in our daily conversation. Adnan (2014) writes:

“The implicit messages carried by metaphors stimulate the use of concrete concepts, where this linguistic manipulation is referred to as conceptual metaphor. Conceptual metaphors in the form of metaphorical linguistic expressions confirm the representation of abstract concepts using concrete concepts. Metaphors in literary texts are also formed of similar language in commonplace discourse as they share the cognitive values in human thought with metaphors in nonliterary use”

Clearly, the emergence of CMT opened opportunities for discoveries in larger areas in language study as it not only captures the concepts in literary texts, but also in other discourses, and they challenge the analysis of metaphors in the original discourse they

were found in – literary texts. For instance, Kovecses (2010) made a list of non-literary metaphors – journey metaphors, that are used by the speakers in various aspects of their daily life:

- “He’s without direction in life”
- “It’s where I want to be in life”
- “I’m at a crossroads in my life”
- “She’ll go places in life”
- “He’ll never let anyone get in his way”
- “She’s gone through a lot in life”
- ‘without direction’
- ‘at a crossroads’
- ‘go places’

2.3.1. Source and Target domain

Kovecses (2010) came up with another way of understanding CMT. He explains that “conceptual domain (A) is conceptual domain (B)”. A metaphor with the name (A) is (B) in a mapping, where the part of our knowledge of source domain (B) is placed onto target source domain (A). Through the example given above in which life is understood from the concept of a journey as in conceptual metaphor “life is a journey”, the statements above are about life but these are taken as going on a journey. The abstract concept is the target domain, while the concrete concept which is used to understand the referred, is the source domain. Here is an example of metaphor “argument is war” given by (Lakoff & Johnson, 1980 p. 4):

- “Your claims are indefensible”
- “He attacked every weak point in my argument”

- “His criticisms were right on target”
- “I demolished his argument”
- “I’ve never won an argument with him”
- “You disagree? Okay, shoot!”
- “If you use that strategy, he’ll wipe you out”
- “He shot down all of my arguments”

Lakoff and Johnson (1980) argued that although war and arguments are two different concepts, English words such as “indefensible”, “attack” and “demolish” are used to describe an argument, and these words are extracted from the war semantic domain. The target domain of argument is understood, performed and structured by the source domain of war.

2.3.2. Structural mapping

Structural mappings remove the doubt that abstract concepts such as the TIME, ARGUMENT, and LIFE can be understood by such concrete concepts such as MONEY, WAR and JOURNEY. In other words, a language user understands, perform, talk, and structure thoughts when the source domain is used to deliver a message in the target domain. Kovecses (2010) further explained that “a set of systematic correspondences between the source and the target in such a way that constituent conceptual elements of latter correspond to the constituent elements of former” (2010 p. 7).

The mapping system is embedded in the way we think of something as abstract as LOVE and LIFE. An example of the structural mapping of the “LOVE IS A JOURNEY” metaphor is as below:

Source: "JOURNEY"		Target: "LOVE"
"The travelers"	▶	"The lovers"
"The vehicle"	▶	"The love relationship"
"The journey"	▶	"Events in the relationship"
"The distance Covered"	▶	"The progress made"
"The obstacles encountered"	▶	"The difficulties experienced"
"The decision about which way to go"	▶	"Choices about what to do"
"The destination of the journey"	▶	"The goals(s) of the relationship"

Systematic mapping in CMT (Kovecses, 2010 p. 9)

An abstract concept is systematically mapped to the concrete concept, only when, the similarities exist in more than one of the elements of the concept of the target domain and which can represent the abstract domain. These similarities are channeled into the characteristics of the abstract concept to enable the 'structural mapping', thus making the abstract concept more comprehensible to human thought. Referring to the example above, it is from the set of structural mappings that linguistic metaphorical expressions such as below arise from the conceptual metaphor of 'Love is a journey'.

- "We have come a long way in this relationship"
- "I have come to a crossroads in this marriage"
- "We must work on the relationship to reach a happy end"

Systematic mapping is the source through which the conceptual metaphors are understood as metaphors (Kovecses, 2010). However, since this knowledge is subconscious, a proper

metaphor analysis is a key through which the existence of systematic structural mapping in a text is highlighted. Hence, the mapping system exists in our thought but would be evoked when it needs to be used i.e. when messages are delivered about abstract things from our daily life.

2.4. Critical Metaphor Analysis

Charteris-Black's (2004) Critical Metaphor Analysis (CMA) approach is an enrichment of the Conceptual Metaphor Theory (CMT) developed by Lakoff and Johnson (1980). The premise that metaphor governs our thought is established by testing it in specific text genres. In another approach that links social practices to metaphors, Charteris-Black (2004) provides his own framework of analysis of metaphors. In the following sections, the procedure of identification, interpretation, and explanation are shown.

2.4.1. Defining Metaphor (CMA)

Before giving his definition of metaphor, Charteris-Black discusses the characteristics of metaphor. He argues that the central and mutual arguments of metaphor are related to the transformation of meaning. The concept of movement is very dominant and essential because that is what carries the change, which later develops the potentiation for a metaphor to switch thoughts and emotions. Aristotle (in *Poetics*, Ross 1952: 1457b) defines metaphor as "giving the thing a name that belongs to something else".

Charteris-Black (2014) states that the origin of metaphors in the *Oxford English Dictionary* (1989) is "the figure of speech in which a descriptive term is transferred to some object to which it is not properly applicable". The later definition is criticized because it is entirely established on the linguistics considerate and void of the pragmatic, cognitive or rhetorical characteristics of metaphors. "Metaphors can only be described in

terms of being ‘properly applicable’ when treated as a matter of language rather than as a matter of cognition or speaker meaning”. The definition of metaphor in the *OED* overlooks the speaker’s intentions for using certain words. The intended meaning through which the speaker tries to show emotions and feelings and argues that the literal meaning of the metaphor is more appropriate than the metaphoric meaning (Ortony, 1993).

This definition gives birth to three further questions: how to identify the literal meaning of the word (how can we argue that there is a semantic tension and the word is not used with its literal meaning?). An etymological dictionary can be used to identify the starting point from where the meaning of the words was transferred. Additionally, we can confirm the given names to the things, by asking how we can determine the normal and abnormal usage of language? A synchronic dictionary would be helpful to answer the question and a large corpus can guide us about the normal and abnormal usage of language.

Finally, after looking at the traditional and dictionary definitions of metaphor and the flaws of those definitions, Charteris-Black gives his own concept of metaphor. The most important point which can be extracted from these definitions is that there is no absolute concept when defining metaphor, and the notion of metaphor is relative. It is relative because over the time, words change their meanings, so, what was once literal may eventually become metaphorical, and vice versa. The awareness of the metaphors is based on the experience and familiarity with the language of the user. A speaker might use a word as a metaphor, but the listener might not interpret it as one (Channell, 2000). At the same time, one word can have different meaning for different speakers.

Moon (1998) used the proverb “*a rolling stone gathers no moss*” as an example to explain how it can be interpreted and evaluated in two opposite ways. On the one hand, such people who are always moving around are not capable of acquiring wealth, position, stability and so on. While on the other hand, people who move around a lot will never

become stale and dull. The understanding of moss gives two meanings, one being positive while the other one is negative. Therefore, there may be different ideas about what is a metaphor and how metaphor is used and what it means.

Understanding context, the roles that the speaker and the listener play, are vital in deciding and identifying whether or not a metaphor of a particular word or phrase is used metaphorically or literally. In other words, this approach incorporates the pragmatic, linguistic and cognitive orientations in order to make the identification valid and sound.

Although metaphor requires the cognitive, pragmatic and linguistic characteristics. All or any of them should be present, yet, the metaphor is not, then, an *exclusively* linguistic, pragmatic or cognitive phenomenon. The following defines a criterion for metaphor whether the central orientation is linguistic, cognitive or pragmatic will depend on factors present in its context:

Linguistic criteria

According to the linguistic criteria, a phrase or a word which causes semantic tension in a text is called metaphor:

1. *Reification* – when an abstract idea is understood by using a concrete reference.
2. *Personification* – when a human quality is given to non-human. Or in other words, we can say that when an object is used to represent something animate is called personification.
3. *Depersonification* -when a non-human quality is given to a human. Opposite of personification.

Pragmatic criteria

The pragmatic criteria focuses on the metaphor being used with an underlying purpose - to influence the concepts, beliefs, opinions, and judgments by persuasion. This purpose usually reflects the intentions of the speaker and it is generally used in a particular context.

Cognitive criteria

The cognitive criteria refers a metaphor causing a shift, or it is caused by a shift in the *conceptual system*. The basis for the conceptual shift is the relevance or psychological association between the attributes of the referent of linguistic expression in its *original* source context and those of the referent in its *novel* target context. This relevance or association is usually based on some previously unperceived similarity between the referents in those contexts. The key terms that will be used in these three criteria are defined below.

- A **metaphor** is a linguistic representation that results when a word or phrase is shifted from the domain or context in which it occurs with its literal meaning to a domain or context where the literal meaning causes a semantic tension. It might be any one of the cognitive, pragmatic and linguistic characteristics or all of them. Such metaphors are used frequently as they have become a part of the language community. Usually, metaphors become conventionalized when speakers are unaware of their semantic tension.
- A **novel metaphor** can be explained as a new metaphor, or in other words, we can say a metaphor that has not previously been taken up and used in a language community, thereby heightening awareness of its semantic tension.
- A set of metaphors, that are related, and help in resolving a semantic tension are called **conceptual metaphors**. The **conceptual key** is a statement that resolves

the semantic tension of a set of conceptual metaphors by showing them to be interrelated.

2.5. Example of Identification, Interpretation, and Explanation of Metaphors

This section provides an example of the analytical framework used in this research in which it is exemplified that how metaphors are examined in this research by referring to Forceville's (2006) research. He explained that to illustrate this process of CMA, he looks at the word "Crusade". It became popular in America ("crusade against terror") after the tragedy in the Twin Tower. The meaning of the word gets changed when it is used metaphorically and how it affects the thoughts of people who take the word literally. This metaphor was also used metaphorically by George Bush. The literal or the meaning given in the dictionaries refers to the wars fought by the Christians to remove the Muslims from their Holy Lands.

Identification

In September 2001, the twin towers affected the people of the United States. The president of the United States, George Bush vowed to fight a crusade against terror. Muslims throughout the world, were offended because the word crusade carries two meanings, the primary historic meaning: medieval Christian military expeditions to win the Holy Lands from the Muslims, and a metaphorical meaning, reforming enterprise undertaken with zeal and enthusiasm.

Any word can be used metaphorically. It is just a matter of the encoding that was done by the speaker and the decoding by the analyst (Charteris-Black, 2004 p. 19). Charteris-Black argues that Bush did not use the word "crusade" with its literal meaning. The word is used metaphorically but Muslim throughout the world decoded the term

according to their own conceptual system and interpreted with its literal meaning from a religious viewpoint.

This is because the metaphor is used in the context of, 'to crusade against' corruption, slavery, communism, abortion, and poverty. A few examples from sections of the corpus are given below.

US academic

- “of the most effective voices in the **crusade against slavery**. In 1837, twelve
- the struggle for the Union into a **crusade against slavery**. In the summer of labor raised hopes that the **crusade against slavery** could be broadened”

British broadsheet newspapers

- “make a political career out of a **crusade against communism**, when its
- promises of rich rewards from the **crusade against inflation** have been
- grounds of neglect. Britain needs a **crusade against poverty and injustice**, and”

Sun newspaper

- “Bertie Ahern to help her family’s **crusade against cancer**. Linda Keating and
- journalism award for her tireless **crusade against crime** in Ireland. Her
- he vowed to use it to spearhead his **crusade against cancer**. Mr. Milburn writes”

The word 'crusade' in the given examples is used metaphorically, the literal meaning of the word which is related to religious aspects has no role in this context. The usage is more inclined towards social reform, and this means there is a semantic tension i.e. a metaphor. The notion of effort and struggle is expressed in the Sun, shows that the moral purpose is dominant one.

After identifying the keyword, 'crusade' through qualitative analysis, a computer software can be used to identify the frequency in which it is used. However, it is important to see whether the occurrence of the identified keyword is literal (religious) or metaphorical (non-religious) by reading the context in which it is used. If at some point the word is used with its literal meaning, the word will not be categorized as a metaphor.

Keywords are frequently used as conventional metaphors rather than words which are always used as metaphors. If there are certain words which are always used as metaphors, there will be no semantic tension which an essential criterion for the existence of metaphor. Detailed analysis is required to identify whether keywords are candidate metaphors or hypothetical metaphors.

This methodology is adoptable for identification because the software can identify certain types of metaphors but not conventionalised metaphors. This requires a thorough reading of the corpus. The analyst can identify these if the semantic tension can be found. It is a bit problematic to find a connection between the psychological association and contextual knowledge on which metaphors are based. Therefore, corpus approaches should be used to investigate metaphors linguistically and cognitively.

Identification and distinguishing many senses of a word is problematic because considering a word as a metaphor without looking at every context in which it is used is will not yield accurate results. A corpus analysis will provide a detailed context in which candidate metaphor is used and only through exploring the meaning in a particular context can we determine the presence of semantic tension, and justify the words as metaphors.

Interpretation

The metaphor identified in Bush's speech "crusade" was interpreted by the Muslims as "POLITICS IS RELIGION" based on the conceptual metaphor. To make such claims for a conceptual metaphor, other linguistic evidence is necessary. The phrase "axis of evil" is a piece of evidence that also supports the concept that politics is religion. While the word as interpreted by the Muslims, was based on its literal sense, their lack of knowledge of the English language could prevent them from seeing it from another angle. The elaboration of the term, 'crusade', as used in the text of Osama bin Laden, released on Arabic News Al Jazeera further exemplifies the concept of 'crusade/er':

- S1. "To our Muslim brothers in Pakistan, peace be upon you"
- S2 "The news of the death of our brother Muslims in Karachi while expressing
- their opposition to the **crusade** of American forces and their allies on Muslim
- lands Pakistan and Afghanistan has reached us with great sorrow".
- S5 "We hope that these brothers will be the first martyrs in the battle of Islam in
- this era against the new Jewish and Christian **crusader** campaign that is led by
- the Chief **Crusader** Bush under the banner of the cross".
- S6 "We tell our Muslim brothers in Pakistan to use all their means to resist the
- invasion of the American **crusader** forces in Pakistan and Afghanistan.
- S8 'We ask God to make us defeat the infidels and the oppressors and to crush
- the new Jewish-Christian **crusader** campaign on the land of Pakistan and
- Afghanistan".
- S9 "If God allows you to win, there will be no defeat; if he chooses that you will
- be defeated, nothing will allow you to win. Therefore, you must depend on
- God".
- S10 'Your brother in Islam,

- *(signed) Osama bin Mohammad bin Laden.*'

The use of 'crusade' is used with the lexicons of struggle and conflicts ('campaign' and 'forces'). Muslims understood this 'crusade' as a literal one 'military combat against Islam.'

According to Charteris-Black (2004), the benefit of looking at the metaphors in the speech and the message by Osama Bin Laden, we come to know that the conflict was dominantly based on religion rather than secularism. If the ideologies and motivations of the word 'crusade' are looked at in both cases, it is concluded that word (crusade) was intended to be used metaphorically by George Bush, while, Osama bin Laden, literally.

Explanation

The attack on September 11 was described as an 'act of war' by the American Secretary of State. Later in the speech given by Bush, he states, "we stand together to win the war against terrorism". It is not clear whether the word 'war' was used literally or metaphorically.

2.6. MIP: Metaphor Identification Procedure

The Metaphor Identification Procedure (MIP) states the procedures in identifying the metaphorical words in a context (Pragglejaz Group, 2007). Additionally, MIP is a reliable, valid rigorous approach to extract the metaphors from a text in a very systematic way (Pitcher, 2013). MIP has become popular over the last few years (Steen et al., 2010). The primary issue which the researchers often come across is their intuitions is what comes under the category of a metaphoric word or phrase. Scholars over the last few years have focused on different aspects of metaphorical or figurative language according to their own research purpose and theoretical orientation.

Therefore, MIP is a perspective method of identifying metaphorical utterance in written material such as transcripts. One of the benefits of this method is that one can find all the metaphors without the risk of the influence of the researchers personal understanding of the language. The procedure for the identification suggested in MIP is valid and reliable which produces qualitative and quantitative results. In this method, every single word goes through the definition provided in the dictionary, which makes it almost mechanical. In dictionaries, the literal meanings of the word are given. If the meaning provided in the dictionary is not similar to the contextual meaning of the word in that case the word can be taken as a metaphor.

Pitcher (2013) explained the five steps developed by The Prague School Group in their model for identifying metaphorical words and phrases. The first step involves gaining a general understanding of the text, the metaphors used in the text, by reading the text. The next step is separating each lexical unit in the text. Generally, a single word is called "lexical unit" but few compound words, i.e. "power plant" and "of course" are considered as single units and in the analysis, it will also be considered as a single unit. After that, the meaning of the lexical unit is used is explored. Next, it is necessary to determine whether the lexical unit carries a meaning which is more concrete or historically older. In that scenario, it is obligatory to decide whether the contextual meaning of the word contrasts with the basic meaning which is given in dictionaries and can be understood in comparison with it. If the answer to the above is affirmative, then the lexical unit is considered as a metaphor (Prague School Group, 2007 p. 3).

The Prague School Group (2007) argued that, since metaphors are not only used for decorative purpose in language, scholars need a reliable and systematic way of identifying the metaphorical language i.e. if the words are conveying or not conveying the metaphorical meanings the result should be based on authenticity. Although it is hard to identify the intended meanings of the speaker or the writer, that the word is metaphorical

or literal, MIP is useful for decisive purpose of determining either the word is conveying a metaphorical meaning in the context in which it is used or not.

Further, they argued that in MIP, it is not our concern to develop an analytical framework for metaphors or exploring the connection between the conventional metaphors with conceptual metaphors. Furthermore, the Pragglejazz Group did not account for the reaction of the readers when they go through the text, or how the metaphorical word is connected to the thoughts and actions of an ordinary reader, as done in CMA (Charteris-Black, 2004). They simply argue that not calling a word metaphor, does not mean that it is used with its literal meaning. The word may express metonymic, hyperbolic meanings or it may belong to any other category of figurative meaning. The basic determination behind the development of MIP is to create a relatively simple tool for metaphorical research and flexibly adoptable and applicable by research scholars in differentiating metaphorical and realistic discourse.

The steps developed by the Pragglejazz Group start from reading the text in order to understand the general meaning which is conveyed in the text or in other words to know what the text is about. Identifying or dividing each lexical unit is the second step. In the third step, the contextual meaning of the word is explored by looking at the relationship with the words before and after, and what role is played by the word in that particular context. Then the meaning of the word is explored with a broader concept, that identifying whether the word carries or generates a different meaning when it is used in a different context. For our purposes, basic meanings tend to be more concrete - what they evoke is easier to imagine, see, hear, feel, smell, and taste and related to bodily action. More precise (as opposed to vague) and historically older. It is not necessary that the words of their basic meanings are used frequently. In other contexts, if the word or lexical unit has a more basic current–contemporary meaning, we can decide whether the

contextual meaning contrasts with the basic meaning and can be understood in comparison with it. If so we mark the lexical unit as metaphorical.

To conclude, we can say that over the last few years metaphor research focuses on identifying metaphors from daily life discourse. However, the problem which researchers often face is, there are no empirical criteria which defines what a metaphor is. Scholars have studied the metaphoric language without empirical evidence. Therefore, a group of metaphoric scholars introduced a Metaphor Identification Procedure (MIP), which is a reliable system that helps to identify whether the words in the text are conveying metaphorical meanings. MIP is a reliable tool for identifying the metaphorically used words in the context (Steen et al., 2010).

2.7. MIPVU: Metaphor Identification Process (Vrije Universiteit)

The identification of metaphorical words can be done in a systematic and transparent way by using this process based on six points. Through MIPVU, not only conceptual metaphors can be identified, but, such metaphor related words in discourse can also be identified which can be taken as lexical expressions of underlying cross-domain mappings (Steen et al., 2010 p. 26). MIPVU is a refined and expanded version of MIP. The steps identified in MIP are the core of MIPVU but with few refinements e.g. word class boundaries and inclusion of direct metaphors, implicit metaphors, a borderline case of metaphors, metaphor signals and metaphors due to personification. In addition to that, in rare cases, the history of the word is accounted for.

MIPVU is an independent tool. Anyone who aims at identifying metaphorically related words can refer to this process. Using this terminology ‘metaphor-related words’ suggests that the tool aims to extracting all such words in discourse which can be taken to be lexical expressions of underlying cross-domain mappings (Steen et al., 2010 p. 26).

Points 1 and 2 are similar, while Points 3 and 4 can be considered as an improvement of MIP. Point 5, on the other hand, is a new addition to MIP which includes identifying the metaphoric signals. Point 6 takes looks at a linguistic conclusion by including instructions for handling new lexical units.

To conclude, we can say that compared to MIP, MIPVU promotes a more detailed and interactive analysis, from the researcher's viewpoint. Although it requires time fine combing, by means of looking at each and every word used in the text, the steps in MIPVU helps in terms of imperial value and analysis. However, the method is resource intensive.

2.8. Previous Studies in the Field of Metaphor

Lakoff and Johnson (1980) explained that metaphors are the “conceptual trends which are linked with people's thoughts and behaviors”. Although the theory was developed in the 1980s, much work has been done to further explore the role of metaphor and thought in our daily life. Agbo et al. (2018) identified, interpreted and analyzed the conceptual metaphors in the political speeches of four famous politicians of Nigeria between 1984 to 2003. The analysis revealed that the politicians in their speeches use metaphorical references to deceive and manipulate the listeners. By portraying politics as an act of war, the politicians have tried to show that its not an easy task to become a successful politician. It is a constant struggle and effort made for the politicians to ensure the wellbeing of the nation. The use of terminologies such as ‘battle’, ‘attack’, and ‘victory’ are used to win the sympathy of the audience. The politicians also conceptualize corruption as a living thing, and by using figurative language to get the people of Nigeria to fight against it. Metaphoric references are used to project the politicians as intellectuals with a vision and a mission for the country and the people. Furthermore, the study

highlighted that with the use of metaphors is very likely to influence and change the opinions and beliefs of the audience through the metaphors of war, journey and building.

Piata (2016) stated that metaphor and humor in language, both have duality in terms of meaning but they are processed differently. Metaphor or metaphorical references fully resolve the tension in texts and may also invoke humor. The research also provides an examination of three advertisements, as advertised by the politicians during elections in which the 'journey' metaphor is portrayed in three different scenarios (train, taxi, and flight).

Through the first scenario of the advertisement shows that a leader who is running a country is very much similar to driver of a train whose responsibility is to take the passengers safely to the desired destination. A very small mistake can lead to huge disasters. Then the politician addresses to the government in power and by giving the reference of the train say, first learn how to run something and then run it. In the next add by giving a metaphorical reference of an inexperienced pilot who does not know how much fuel is required for reaching the destination. Then the politician addresses the audience and urges them to not to vote for someone who lacks the ability to do the task assigned just like an inexperienced pilot who puts the lives of people in jeopardy. Similarly, in the last add, the conversation between the taxi driver and the passenger is portrayed that it is necessary to give charge to such a person who is mentally stable, because it is not just a matter of driving a small car, it is a matter of running a country.

The author in this study developed a new type of metaphor where humor and metaphors are put together and this is known as "recycled humorous metaphors". By analyzing both metaphor and humor, he concludes that the election campaign advertisements portray the act of choosing the right leader is akin to choosing the right driver, someone who knows how to take you to your destination safely.

Hart (2017) explored the 1984–1985 British Miners’ Strike from a metaphorical point of view. It was an event where the coal industry miners in Scotland, England, and Wales went on the largest strike in Britain. The strike polarized the communities, and many mining families went into poverty. His study was a multimodal analysis, where words and images in the newspapers were examined. The metaphorical analysis was based on Lakoff and Johnson (2003) and Gibbs Jr.’s (2008) multimodal analysis. The analysis revealed that the ‘war’ metaphors were used in the newspaper to represent the strike e.g. “army of miners”, “battle station”, “army of police officers”, “surrender”, “peace talks” “Arthur Scargill stood like an army general”, and “battleground”. Through using the combination of metaphorical linguistic and image references, the strike was associated with World War 1.

Awab and Norazit (2013) did a comparative study of the reporting and metaphorical references used in Malaysian and Singaporean major newspapers regarding the economic crises in 2008. The metaphors used in the news articles reflected different historical events i.e. natural disasters to refer to the economic crises in both countries. The analysis revealed a variety of different metaphorical references used to portray the crisis in Malaysia i.e. the economic crisis is compared to the force of God or a natural disaster which is beyond human control e.g. the crisis looks like a ‘tsunami’, a type of ‘weather’, a ‘nuclear disaster’, and a ‘sport’. A few medical metaphors were used in the media narratives as well. While constructing such realities, these metaphors were used: “wiped out”, “flooded”, “troubled waters”, “wiped out”, “stay afloat”, “financial meltdown”, “global economic meltdown”, “contagion”, “immune”, “injection of RM5bil”, “economy revives”, etc.

Bratu (2018) investigated the metaphors in the newspapers from seven different European countries and explored the variety of concepts of corruption were portrayed in

news reports. The newspaper articles cannot make claims for corruption. Therefore, in order to publish corruption-related news, they use metaphorical references e.g. the act of giving or taking bribery is portrayed as a business transaction or gift giving. Furthermore, when the researchers explored in depth, the idea of ‘nepotism’ is associated with ‘friendly help’.

Additionally, while referring to the existence of corruption in politics or in places where it exists, it is associated with the metaphors of ‘bad plants’ (weed), similar to a plant which has roots and stems. Corruption is also portrayed as an animal (hydra) which lives and hide in the dark, and always ready to attack and harm societies. The most common frame through which corruption is viewed is a poisonous complex disease. Metaphors of war are also used in developing the idea of corruption. Corruption is an enemy which has the potential to demolish nations. In the realm of the upper class, corruption is seen as a form of entertainment. Corruption can also be in the form of any sport, hunting or orgies.

Magaña and Matlock (2018) conducted research on the discourse of cancer patients suffering from different types of cancer. They analyzed how cancer patients communicate about their experience having cancer in Spain. In their study, it was revealed that the discourse was full of metaphorical mappings of violence and journey in relation to cancer. The conceptual nature of metaphor is explored from a Spanish viewpoint. The patients used the metaphorical references of violence to warn and to bring an awareness to their listeners/readers. The patients portrayed cancer as an enemy, while they see themselves as warriors. In a study by Tay (2011), ill patients use the journey metaphors commonly, but among cancer patients (Semino et al., 2017) and cancer discourse (Dominguez & Sapiña, 2016; Williams Camus, 2016), violence metaphors are more dominant.

Atanasova (2017) explored the metaphorical references in relation to obesity experience and the efforts in losing weight in the blogs of professional health care providers and lay people. The journey metaphors is used by both groups but there is a little bit difference in which they portray the whole experience of losing weight as a journey. In personal blogs, journey metaphors are used to describe the efforts to lose weight as a journey, gain weight or gain muscles. Examples include “go forward”, “go backwards”, “twists and turns”, “keep moving”, “the road”, and “get there”. The person who is losing or gaining weight is portrayed as a traveler. On the other hand, professionals use journey metaphors to portray the efforts of weight loss, and they portray obesity as a disease to motivate people, and to get rid of this disease as quickly as possible.

Piata (2016) made an attempt to understand the life problems of children who are born out of rape through linguistic analysis. Metaphors provide a way to the victims to express their pain and experiences. The study revealed that these girls represented themselves in three metaphorical frames: cancer, warrior and shooting target. The metaphorical references such as “I am cancer that destroys the good tissues”, shooting target”, “a target”, “a struggle”, “attacks”, “the war”, and “a fight” show that metaphorical language enable the survivors to express their feelings, which can be hard to do literally or in any other way. Self-representation as ‘shooting target’ gives the idea of being an object of attack, physically and psychologically. Self-representation as a ‘fighter’ gives them hope to brace the constant struggle of living. Calling oneself a ‘cancer’ makes them feel like there is something wrong with them, just like cancer, which makes people sick.

Arcimaviciene and Baglama (2018) analyzed the language of the media in the United States and European Union to see how the migration of the refugees is portrayed through their media while using metaphors. The study reveals that in most media narratives, metaphors of delegitimization are dominant and have contributed in the

separation of the refugees from normal human beings. The refugees are portrayed as objects, while migration is also portrayed as a journey, life of struggle and disease.

The verbs as “take,” “process,” “redistribute,” and “pack,” or nouns such as “share,” “burden,” “net,” and “masses” share the same semantic property of objectification. The human suffering of migration has been dehumanized by the media and portrayed as objects which highlight the moral values spread through such news. Beside dehumanizing the migrants and refugees the elements of fear and terror are also tied to the news. Three kinds of metaphorical domains are used to portray refugees in such a manner that people start disliking them, and they are ‘Natural Phenomena’, ‘Crime’, and ‘Terrorism’.

University of Malaysia

CHAPTER 3. RESEARCH METHODS AND METHODOLOGY

3.1. Introduction

This chapter explains the data type and the methods used to collect the data for this research. It provides details of the newspapers and an explanation of how the framework is used to analyze the data in detail.

3.2. Data Types and Collection Methods

According to Van Dijk (2002 p. 204), the ideology of a group cannot be understood via a single or particular speech or text. Therefore, forty-eight news articles are selected from four different newspapers. Additionally, a larger corpus makes it easy to identify the examples of specific metaphoric uses, which is further helpful in interpreting and explaining the usage. The result which is based on larger data is more accurate because it has many examples of linguistics choices (Charteris-Black, 2004 p. 42).

The online engines of all four newspapers are used to compile the data. The articles which are selected have some specification. Must be: 1) related to lottery winning. 2) between 2013 to 2018, 3) data with metaphors. Several keywords are used i.e. lottery, lottery winning, along with the names of the lottery companies. The advantage of collecting through online websites is that the data are archived and readily accessible. The links for every news article are given in the following tables.

Table 3.1 Selected articles from “The Star”

The Star				
	Title	Year	Words	Source
1	“Canadian teenager to get RM2,993 a week for life after winning lottery on her 18th birthday”	2018	263 words	“ https://www.thestar.com.my/news/world/2018/03/28/canadian-teenager-to-get-rm2993-a-week-for-life-after-winning-lottery-on-her-18th-birthday/#OgozgsPTEwRe6f8e.99 ”
2	“Confirmed: Penangite wins RM69.6mil jackpot, largest in M'sian history”	2017	370 Words	“ https://www.thestar.com.my/news/nation/2017/09/19/confirmed-penangite-wins-rm69_6mil-jackpot-largest-in-msian-history/#2EypmtoqQU5y512q.99 ”
3	“Four brothers bag RM11mil 4D jackpot”	2018	281 Words	“ https://www.thestar.com.my/metro/metro-news/2018/08/11/four-brothers-bag-rm11mil-4d-jackpot-foursome-strike-it-rich-after-buying-lucky-pick-ticket/#j3km4EkmqjXs3V7v.99 ”
4	“Late father ‘helps’ son win lottery”	2015	125 Words	“ https://www.thestar.com.my/news/nation/2015/06/16/late-father-helps-son-win-lottery/#Uu1q9Jhc8Z7AvUCC.99 ”
5	“Lottery tickets purchased at last minute score a RM11mil win”	2018	120 Words	“ https://www.thestar.com.my/news/regional/2018/09/03/lottery-tickets-purchased-at-last-minute-score-a-rm11mil-win/#ea3PJqsHusjX2XPm.99 ”
6	“Man just wanted to help foundation but wins RM3mil instead”	2018	230 Words	“ https://www.thestar.com.my/news/nation/2018/08/02/man-just-wanted-to-help-foundation-but-wins-rm3mil-instead/#uUzIXQFGGT87MhSY.99 ”
7	“No winner in U.S. Powerball drawing, jackpot soars to \$440 million”	2017	240 Words	“ https://www.thestar.com.my/news/world/2017/12/31/no-winner-in-us-powerball-drawing-jackpot-soars-to-440-million/#z9mPPRs0KQjFIs5B.99 ”

8	“Sleepless nights for food trader who won RM8.5mil jackpot”	2017	262 Words	“https://www.thestar.com.my/news/nation/2017/04/04/sleepless-nights-for-food-trader-who-won-rm85mil-jackpot/#Y72AmOHhAfr5spOm.99”
9	“Three punters win RM20mil from Sports Toto bets”	2013	195 Words	“https://www.thestar.com.my/news/nation/2013/02/06/three-punters-win-rm20mil-from-sports-toto-bets/#g8GV8ezC2O50CBiZ.9”
10	“Two retirees hit jackpot with combined winnings of RM49.7 mil”	2018	327 Words	“https://www.thestar.com.my/news/nation/2018/07/17/two-retirees-hit-jackpot-with-combined-winnings-of-rm49mil/#YPdh45RdmTXIHh.99”
11	“Two US lottery winners pull in a total exceeding \$1bil”	2018	309 Words	“https://www.thestar.com.my/news/world/2018/01/08/two-us-lottery-winners-pull-in-a-total-exceeding-\$1bil/#b6ZO434KP1J4M4tA.99”
12	“Winner of RM33mil to continue working”	2014	268 Words	“https://www.thestar.com.my/metro/metro-news/2017/11/25/winner-of-rm33mil-to-continue-working-man-from-johor-pockets-the-largest-payout-in-magnum-4d-history/#UyYQIk5Q1uwrvEh0.99”

Table 3.2 Selected articles from “The Sun”

The Sun				
	Title	Year	Words	Source
1	“Australian wins lottery twice in a week”	2018	244 Words	“https://www.thesundaily.my/archive/australian-wins-lottery-twice-week-DUARCH547530”
2	“4 brothers hit RM11m Sports Toto Jackpot”	2018	301 Words	“www.thesundaily.my/news/2018/08/09/4-brothers-hit-rm11m-sports-toto-jackpot”

3	“Lottery sold by disabled man lands buyer RM1 million”	2015	102 Words	“https://www.thesundaily.my/archive/lottery-sold-disabled-man-lands-buyer-rm1-million-YUARCH552262”
4	“Australian man 'accidentally' becomes multi-millionaire overnight”	2017	255 Words	“https://www.thesundaily.my/archive/2153823-BTARCH426070”
5	“What's it like to win Spain's bountiful Christmas lottery?”	2016	697 Words	“https://www.thesundaily.my/archive/2098818-NTARCH415784”
6	“Two US lottery winners pull in a total exceeding US\$1b”	2018	318 Words	“https://www.thesundaily.my/archive/two-us-lottery-winners-pull-total-exceeding-us1b-YUARCH517304”
7	“Struggling town wins big in Spain's Christmas lottery”	2016	567 Words	“https://www.thesundaily.my/archive/2104677-MTARCH416889”
8	“Punters win RM61.7m in Sports Toto jackpots”	2018	290 Words	“https://www.thesundaily.my/archive/punters-win-rm617m-sports-toto-jackpots-EUARCH564859”
9	“Migrant worker wins RM7m jackpot”	2013	102 Words	“https://www.thesundaily.my/archive/migrant-worker-wins-rm7m-jackpot-HTARCH487053”
10	“Punter wins RM69 million Grand Toto jackpot ”	2017	2016 Words	“https://www.thesundaily.my/archive/punter-wins-rm69-million-grand-toto-jackpot-GTARCH482323”
11	“Powerball jackpot hits US\$1.3b, fueling American fantasies”	2016	502 Words	“https://www.thesundaily.my/archive/1660928-FSARCH345556”
12	“Nursing home workers win big in Spain's Christmas lottery”	2017	470 Words	“https://www.thesundaily.my/archive/nursing-home-workers-win-big-spains-christmas-lottery-DUARCH514099”

Table 3.3 Selected articles from “The Borneo Post”

The Borneo Post				
	Title	Year	Words	Source
1	“Lucky punter wins RM11.5 mln jackpot”	2017	252 Words	“https://www.theborneopost.com/2017/02/21/lucky-punter-wins-rm11-5-mln-jackpot/”
2	“28-year-old immigrant wins lottery — twice”	2018	251 Words	“https://www.theborneopost.com/2018/09/14/28-year-old-immigrant-wins-lottery-twice/”
3	“Dubai plane crash survivor hits US\$1 mln jackpot”	2016	310 Words	“https://www.theborneopost.com/2016/08/12/dubai-plane-crash-survivor-hits-us1-mln-jackpot/”
4	“16 friends win RM48 mln jackpot”	2015	399 Words	“https://www.theborneopost.com/2011/04/21/16-friends-win-rm48-mln-jackpot/”
5	“Young ‘cool’ female executive hits Toto jackpot of RM27 mln”	2013	353 Words	“https://www.theborneopost.com/2013/11/09/young-cool-female-executive-hits-toto-jackpot-of-rm27-mln/”
6	“US woman wins record US\$758.7 mln jackpot”	2017	406 Words	“https://www.theborneopost.com/2017/08/26/us-woman-wins-record-us758-7-mln-jackpot/”
7	“US lottery winner scoops US\$590.5 million jackpot”	2013	252 Words	“https://www.theborneopost.com/2013/05/20/us-lottery-winner-scoops-us590-5-million-jackpot/”
8	“Several winners hit US\$1.6 billion US lottery jackpot”	2016	250 Words	“http://www.theborneopost.com/2016/01/15/several-winners-hit-us1-6-billion-us-lottery-jackpot/”
9	Australian wins lottery twice in a week”	2018	244 Words	“http://www.theborneopost.com/2018/05/14/australian-wins-lottery-twice-in-a-week/”
10	“Three friends strike Magnum 4D Jackpot of RM24,609,219”	2016	285 Words	“https://www.theborneopost.com/2016/10/08/three-friends-strike-magnum-4d-jackpot-of-rm24609219/”

11	“May a lucky month for two Sports Toto punters”	2016	246 Words	“http://www.theborneopost.com/2016/06/03/may-a-lucky-month-for-two-sports-toto-punters/”
12	“Rescued migrant scores big win in Spain’s Christmas lottery”	2015	377 Words	“http://www.theborneopost.com/2015/12/25/rescued-migrant-scores-big-win-in-spains-christmas-lottery/”

Table 3.4 Selected articles from “New Strait Times”

New Strait Times				
	Title	Year	Words	Source
1	“Spain handing out US\$3B in planet’s biggest lottery”	2014	126 Words	“https://www.nst.com.my/news/2015/09/spain-handing-out-us3b-planet%E2%80%99s-biggest-lottery”
2	“Tennessee couple first official winners of huge US jackpot”	2016	679 Words	“https://www.nst.com.my/news/2016/01/122404/tennessee-couple-first-official-winners-huge-us-jackpot”
3	“Hospital worker wins US\$758 million in biggest single US jackpot in history”	2013	526 Words	“https://www.nst.com.my/world/2017/08/272410/hospital-worker-wins-us758-million-biggest-single-us-jackpot-history”
4	“Penang businessman strikes largest jackpot of RM69.6 million in Malaysian history”	2017	359 Words	“https://www.nst.com.my/news/nation/2017/09/281362/penang-businessman-strikes-largest-jackpot-rm696-million-malaysian”
5	“Two lottery winners pull in a total exceeding \$1 billion”	2018	327 Words	“https://www.nst.com.my/world/2018/01/322769/two-lottery-winners-pull-total-exceeding-1-billion#cxrecs_s”
6	“Singaporean housewife wins RM24 million jackpot in Malaysia”	2017	253 Words	“https://www.nst.com.my/news/2017/01/204699/singaporean-housewife-wins-rm24-million-jackpot-malaysia”

7	“Johor feng shui master strikes RM20.5million Toto jackpot”	2017	303 Words	“https://www.nst.com.my/news/nation/2017/10/289094/johor-feng-shui-master-strikes-rm205million-toto-jackpot”
8	“60-year-old scoops RM63.9 million Sports Toto jackpot”	2018	366 Words	“https://www.nst.com.my/news/nation/2018/02/334960/60-year-old-scoops-rm639-million-sports-toto-jackpot”
9	“Retired teacher, 72, wins RM37 million jackpot after 30 years of trying”	2016	434 Words	“https://www.nst.com.my/news/2016/10/180959/retired-teacher-72-wins-rm37-million-jackpot-after-30-years-trying”
10	“Sabahan man is 2018's first jackpot millionaire with RM15.2 mil win”	2018	311 Words	“https://www.nst.com.my/news/nation/2018/01/327974/sabahan-man-2018s-first-jackpot-millionaire-rm152-mil-win”
11	“Powerball at USD415 million, ninth highest in U.S. history”	2016	169 Words	“https://www.nst.com.my/news/2016/05/144272/powerball-usd415-million-ninth-highest-us-history”
12	“New York Lottery says man has won US\$1 million for second time”	2016	81 Words	“https://www.nst.com.my/news/2016/05/144982/new-york-lottery-says-man-has-won-us1-million-second-time”

3.3. Theoretical Framework

The Critical Metaphor Analysis approach developed by Charteris-Black is an addition to the field of Discourse Analysis. He also highlights that metaphors are not only used to describe things which are more laborious, complex or difficult, but also emotional, psychological concepts and moral evaluations. The advantage of using Charteris-Black’s CMA approach is, the definition, identification process and the categorization of metaphor are simple and easy to understand. On the other hand, the identification of metaphors using MIP is comparatively complicated and time-consuming, although to some scholars, it is more reliable than CMA. Another advantage of using CMA is that the

researcher has an option to use a computer software. The biggest advantage of using CMA is that unlike MIP it does not just aim at finding the metaphors from a text but to bring back the rhetorical notion of metaphorology. Charteris-Black connects the concepts of textual aspects of metaphor with pragmatics. As it is clearly stated by Lakoff and Johnson, “people in power get to impose their metaphors” (Lakoff & Johnson, 1980). The ultimate purpose advantage of developing and using this approach is to go far beyond mere academic needs. “I hold the belief that a better understanding of language is the basis of creating a better society” (Charteris-Black, 2004 p. xii). Interestingly, the three-step analysis in CMA is very similar to Fairclough (1995a) which is based on Halliday (1985) functional linguistics.

3.3.1. Metaphor identification

Charteris-Black in CMA suggests that identification of metaphor is a major problem in corpus analysis. Any word can be considered as a metaphor if the speaker puts it in such a context. It all depends on the encoding of the speaker and the decoding of the listener. Therefore, metaphorical interpretations are not guaranteed in every metaphor use. These circumstances occur when we talk about conventional metaphors but the extent to which they have become conventionalized for every speaker of the language varies from person to person (Charteris-Black, 2004 p. 35). The purpose of the corpus approach such as CMA is to take the publicly available data and make the classifications transparent. It means that the data classified by the analyst can be tested and evaluated by the readers to examine the accuracy of classification.

CMA divides identifying metaphors into two steps: the first step aims at identifying candidate metaphors through a close reading of the text. The metaphors are first tagged as “candidate metaphors”. The candidate metaphors are examined to find any

presence of incongruity or semantic tension – either at pragmatic, cognitive or linguistics level – resulting from a shift in domain (even if this shift occurred sometime before and has become conventionalized) use, and the frequency of such metaphors (Charteris-Black, 2004 p. 35). Those which do not satisfy these criteria will be excluded from further analysis. Then, the candidate metaphors lead to the identification of “metaphorical keywords”. Metaphorical keywords are words which are commonly used with a metaphoric sense. Metaphoric keywords can be identified qualitatively. The second step aims at identifying whether the use of each metaphoric keyword is literal or metaphoric, and this process is done qualitatively. A computer program like NVivo or AntConc can be used to identify the frequency of those words in the corpus, but it is important to check whether it is used metaphorically in that particular context or not. A point worth noticing is that Charteris-Black (2004) is more interested in analyzing conventional metaphors since they carry complex meanings and interpretations.

3.3.2. Interpretation

Interpretation is the second stage in CMA. In this stage, a relationship among the identified metaphors is established in the light of the pragmatic and cognitive factors that shaped them. To do so, it needs conceptual metaphors and conceptual keys. At this (interpretation) stage, it is probable to contemplate that, to what extent metaphor selections are pro-active in erecting a socially imperative depictions (Charteris-Black, 2004 p. 38) (See 3.1).

3.3.3. Explanation

The explanation is the last stage in CMA. It includes finding the social practices, beliefs and operations, that compel the development of such metaphor mappings. It is a stage where we identify the influence of social roles. The construction of conceptual keys and conceptual metaphors and the manner in which those social agencies illustrate the typical

evaluation of metaphors assists in explaining, why they are persuasive. In a sense, by looking at the function of the metaphors in the discourse, it permits the analyst to establish and understand the rhetorical and ideological motivation. Prominently, the corpus is the main source from where evidence for rhetorical and ideological motivation is extracted, rather than the intuition of the analyst. The evidence for the construction of particular metaphorical ideas should be gathered from a variety of mini-corpus or by comparing different sections of the same corpus and not from the personal intuitions of the analyst (Charteris-Black, 2004 p. 39).

3.4. Data Analysis Procedure

This study will follow the three-steps CMA model proposed by Charteris-Black (2004), which includes identification, interpretation, and explanation. Furthermore, as (Charteris-Black, 2004) argued that though it is almost impossible to develop such software which can highlight if a word or phrase is used metaphorically. But after identifying the metaphors qualitatively we can check the frequency in which the words are used. This also helps in making the identified data and later the finding valid and hard to dispute. Therefore, Nvivo pro12 is used to identify and to confirm the frequency in which the metaphors are used.

3.4.1. Dictionary

The identification of the metaphor begins due to the presence of semantic tension, which can be known through dictionaries. For this purpose, in this research online Cambridge and Oxford dictionaries are consulted (Arcimaviciene & Baglama, 2018; Awab & Norazit, 2013). Since CMA is inclined towards analyzing conventional metaphors and sometimes they are found in common dictionaries. For this purpose, we need to consult

an online etymological dictionary (<https://www.etymonline.com/>) to know the literal and figurative meanings of the words (2004 p. 20).

3.4.2. NVIVO 12 Pro

Nvivo pro12 manages to analyze all these kinds of data. One just needs to import the data before analysis. The data can be visualized through charts, minds maps, word clouds, comprehensive diagrams, etc. Nvivo Pro12 makes it easy to share the finding with others and it is easy to export the analysis. Although the framework developed by Charteris-Black is mostly qualitative, the frequency of the identified metaphor can be checked using NVivo. The software can identify the word frequency. The results of the software are clearly explained and displayed in data analysis chapter. Furthermore, the software is used to identify the lexical use related to gambling.

CHAPTER 4. DATA ANALYSIS

4.1. Introduction

In this chapter, the findings regarding the usage of metaphorical language in Malaysian newspapers are presented. Several noticeable conceptual metaphors are encountered describing lottery playing in four newspapers. The most dominant metaphorical concepts are; lottery winning is easy and lottery playing is a kind of sport. The figurative use of selected lexemes and phrases are identified, interpreted and explained. Overall, fifty-four metaphorical expressions portraying lottery activities in a variety of different styles are presented in this chapter from these newspapers.

Among the extracted excerpts from the newspaper articles are certain features which emphasize that lottery winning is an easy game that can help one win large amounts of money. One only needs to keep on buying lottery tickets, and eventually, one may become a millionaire. Such conceptual metaphors indicate that how the pragmatic language and ideology can influence people to buy lotteries.

4.2. Lottery winning is easy

Malaysian gamblers commonly believe that the lottery can be won easily (Binde, 2013). However, the empirical evidence brought forward by Yoong et al. (2013) claims that this is almost impossible. For this research, the evidence is gathered from four selected newspapers reveals that metaphorical references are used to convey that lottery is an exciting activity that is rewarding. Perhaps, it is not surprising that Malaysia is ranked very high in the world in gambling activities (Garrett, 2001).

The term 'easy' carries a variety of meaning but the meaning in online Oxford dictionary is "Achieved without great effort; presenting few difficulties". Furthermore, in the online Cambridge Dictionary, the word easy refers to something which

“needs little effort” and “comfortable or calm; free from worry, pain, etc.” The literature argues the outcomes of lottery playing are quite the opposite i.e. bankruptcy, addiction, etc. (Choong et al., 2014; Tan et al., 2009; Yoong et al., 2013). Therefore, the idea conveyed in these examples is anyone can become a millionaire without any effort. The development of this misleading concept is further explained with examples. The examples quoted from the four selected newspapers are analyzed and explained in the following paragraphs.

4.2.1. Bag/Bagged

Excerpt 1

“The 49-year-old had won over RM1.2 million in the past two years and now for the third consecutive year, he bagged his biggest ever winning of RM11.5 million.” (Borneo Post)

Excerpt 2

“Penang has won the largest jackpot in Malaysia's history, bagging a cool RM69.6mil” (the Star)

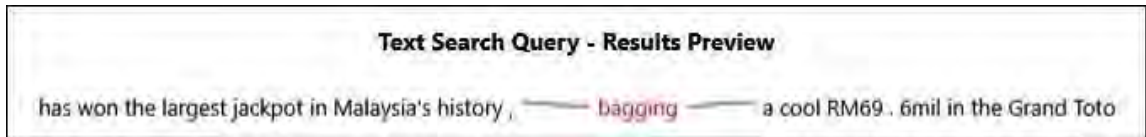
Excerpt 3

“Four brothers bag RM11mil 4D jackpot” (The Star)

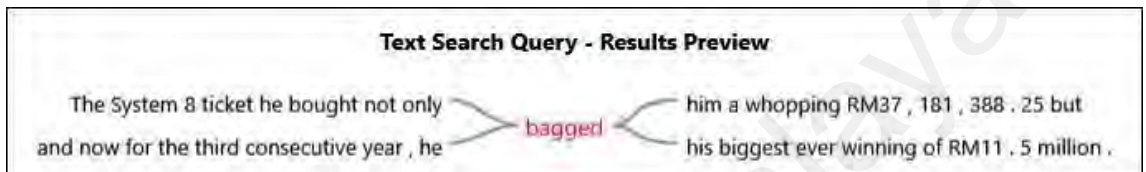
The semantic tension occurred here in these examples when the noun “bag” is changed into a verb ‘bagged’, a concept of easiness regarding winning lottery as shown from Excerpts (1) to (3). If one plays lottery it means that person placed the winnings into their repository assets. Bags are used by people to store valuable items. People use bags for carrying laptops, women use for their needs even students use bags to carry their books to the school. By giving such common uses of bags, it is tried to indicate that bagging million by lottery is the same as associating winnings as theirs. The use of this lexeme indicated the metaphor belongs to the pragmatic criteria.

Excerpt 4

“The System 8 ticket he bought not only bagged *him* a whopping RM37,181,388.25 but also an additional RM40,200” (New Straits Times)



Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*

If the word “bagged”, in this context, is considered from linguistics criteria of a metaphor; it can be regarded as a metaphor because it is causing a semantic tension through personification (Charteris-Black, 2004). The word “bagged” carries the idea that when one already has something in his possession, that person has a bag to place the item in. The analysis of the literal and metaphorical meanings associated with the word reveals the easiness with which money can be earned. Here it is expressed as buying a lottery ticket which guarantees money. What one needs to do is buy a lottery ticket, and the remaining part of the work will be done by the specific numbers on the ticket.

4.2.2. Lottery money is ‘scoopable’

Lottery winning is shown as simple as scooping liquid or light items, and it is reflected in the use of the word, ‘scoop’.

Excerpt 5

“US lottery winner scoops US\$590.5 million jackpot “(Borneo Post)

Excerpt 6

“The unidentified man, in his 40s and from the suburb of Bondi, picked up Aus\$1,020,487 (RM3,048,041.60) on Monday last week and then scooped another Aus\$1,457,834 on Saturday” (the sun daily)

Excerpt 7

“60-year-old scoops RM63.9 million Sports Toto jackpots” (New Straits Times)

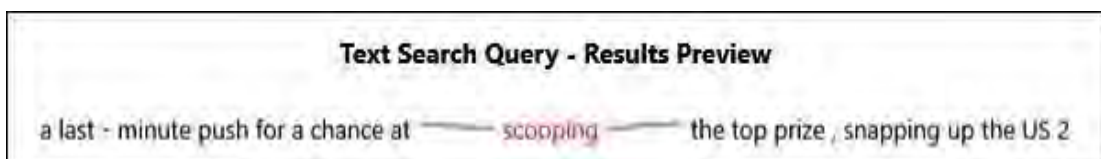
Excerpt 8

“Americans by the droves plunked down their cash Saturday in a last-minute push for a chance at scooping the top prize, snapping up the US\$2 tickets at supermarkets” (Borneo Post)

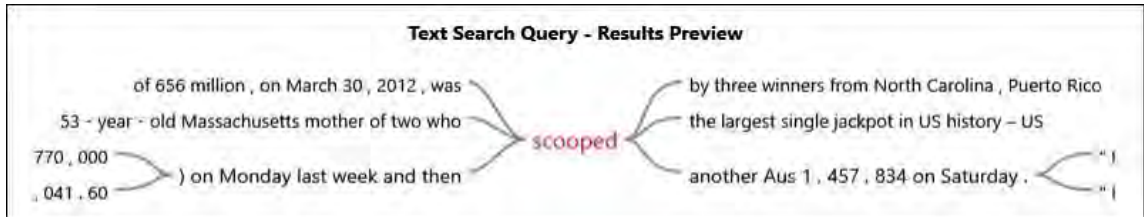
Excerpt 9

“The previous US jackpot record of \$656 million, on March 30, 2012, was scooped by three winners” (New Straits Times)

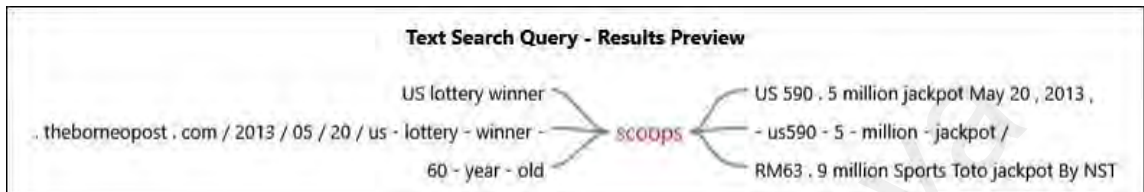
The word scoop is used in different forms. The literal meaning of the word scoop is “a utensil resembling a spoon” which generally is used to take ice-cream out of a container and put it in a bowl. Here from excerpt (5) to (9) just to show the simplicity of the act. The winning of millions is associated with scooping with a utensil, that it is something which can even be done by a weak old or an inexperienced person or any other soft fluid thing. The same applies for the given examples of millions of dollars. But the hard fact is that if this act of winning the lottery is considered logically and statistically it is not as easy and common for everybody to become a millionaire by just buying a lottery ticket.



Word frequency extracted by Nvivo Pro 12



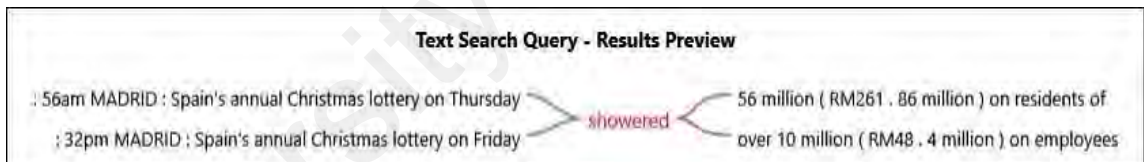
Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*

4.3. Weather

Awab and Norazit (2013) in their research used weather metaphors to develop an understanding of economic issues in Singapore and Malaysia. Therefore, the use of the weather metaphor is not something unfamiliar in newspaper articles.



Word frequency extracted by *Nvivo Pro 12*

If the etymological reference is explored, the noun 'shower' means light rain, and the verb showered means to fall (*Cambridge dictionary*). The word 'showered' in Excerpt (10) and (11) come under pragmatic criteria of metaphor. Additionally, it means that the money given by lottery industry cannot be counted like the drops of rain. The aim of using such lexical units is to compare and conceptualize the winning of several million with the rainfall. When you take water from any other source you must place in some effort and get the water, but showers are free.

Excerpt 10

"Spain's annual Christmas lottery on Friday *showered over €10 million (RM48.4 million) On employees of a nursing home in a struggling town where one in five people is out of work*" (the sun daily)

Excerpt 11

"Spain's annual Christmas lottery on Thursday *showered* €56 million (RM261.86 million) on residents of a struggling town where nearly a third of the population is out of work" (the sun daily)

Excerpt 12

"Some lucky person in New Hampshire has won US\$560 million (RM2 billion) in a Powerball lottery, officials said Sunday, just two days after someone in Florida won a *cool US\$450 million*" (the sun daily)

Excerpt 13

"someone in Florida won a *cool* \$450mil, helping push the weekend's total past \$1 billion, apparently for the first time in US history" (TheStar)

The semantic tension Excerpts (12) and (13) is clear, but the word 'cool' refers to a slight cold but pleasant weather (*Cambridge*). That once the money is won no matter whatever circumstances one is going through suddenly the winning money will change that unpleasant weather into a pleasing one. Though it seems while reading such exceptional examples about lottery winning that one can also be one of the winners.

Excerpt 14

"The father of two teenage boys said winning the money had had a hugely *soothing effect, as if they operated on the nerves*". (the sun daily)

The money earned is held in the winner's hands, and it gives the feeling of a cool breeze. So, the of the winner feels a soothing effect by just touching those notes, he feels as if (physically, socially and psychologically) he has reached heaven on the earth. A man sees all his worries and miseries disappear but that is not the case, that is not what really happens. A long period through which the gamblers go and the failures they face are rarely highlighted. Only an exceptional case of winning is highlighted with such an attractive manner that the reader no matter how educated he or she gets attracted to the aim. The aim, of course, is to make people believe that in a lottery, lies happiness. The metaphor cool here falls under the category of pragmatic criteria if explored deeply it appears as the word is used with the purpose of diverting the attention of the readers from the dark to the bright side of lottery involvement.

4.4. Gift

Choong et al (2014) argued that in Malaysia though many people are involved in gambling activities and it has become an addiction for some (Tan et al., 2009) but Chinese are dominant among gamblers. Therefore, in order to further motivate the Chinese with a metaphorical reference, the Chinese traditions and culture is used in this example.

Excerpt 15

“it was indeed an early big *ang pow* for her, barely a week before Chinese New Year”
(New Straits Times)

The word angpow is used to make the readers associate with lottery. Angpow is basically a Chinese traditional gift (money) packed in a red envelope, which is a believed to be a source of good luck and a happy life. On auspicious occasions such as wedding ceremonies and New Year, these are given as a token of good wishes. It has a long history which goes back several hundred years back. In Malaysia, it is given to unmarried family

members and friends during home visits or at any gatherings. Here lottery money is associated with a culture and tradition, which is obviously very dear to the people who belong to the Chinese culture and especially the unmarried. Here money is associated with love, care and respect. This is to show the readers that the lottery industries love and care about you as much as your own family members care about you. In a sense, if it is looked a bit more critically, we can come to know that it is a kind of emotional trap for people who may easily get involved in it.

As Charteris-Black (2004) argued, the reason behind the conceptual shift is the literal meaning of the metaphors e.g. the understanding of the word bag, pocket, a scoop is very different in our daily life. When such words which are commonly used in daily life are used with its metaphorical meaning that's what causes a conceptual shift. Hence, all such metaphors are cognitive metaphors because of an attempt of a conceptual shift from the lottery is risky and difficult to win. The first thematic lens through which the lottery is viewed by Malaysian newspapers is easiness. All the themes emerged to indicate that it is an easy task to win the lottery.

4.5. Journey

Journey metaphors are used in conceptualizing a number of things (Lakoff & Johnson, 2003 p. 45). Agbo et al. (2018) uses journey to demonstrate that how politicians use the concept of a journey to conceptualize their political carrier or a relates that politics and the country are in a journey together. Similarly, in the field of medicine, journey metaphors are used by the cancer patients to tell about their time during the illness (Semino et al., 2017) and how learning to teach is portrayed as a journey (Gatti & Catalano, 2015).

Though we are familiar with the concept of a journey in which we are going towards something or somewhere while using transport. Here, the lottery playing is conceptualized as a journey and the destination is winning a huge sum, though this is not the only destiny. In the given examples it is revealed how the destination of the lottery is portrayed as a bright and appealing destination.

Excerpt 16

“The jackpot had been *trailed as* “the largest in the 21-year history of the game” (TheStar)

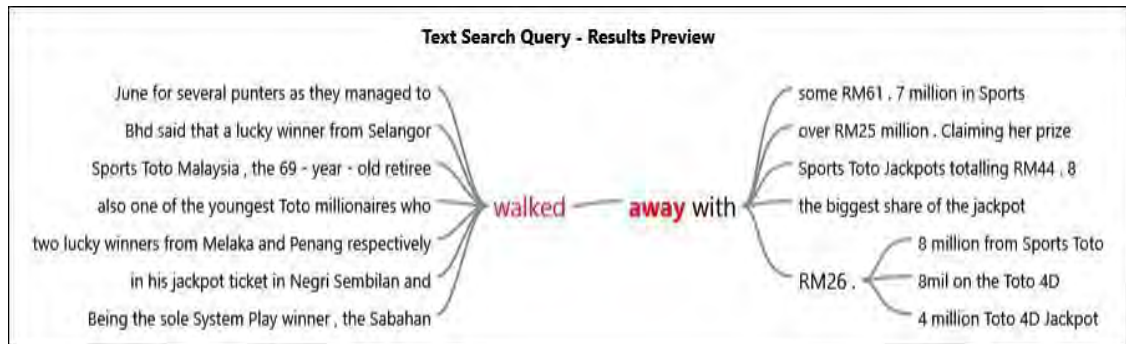
The literal meaning of identified metaphor keywords in online Cambridge university dictionary is “to stop being involved in a situation because it is difficult to deal with or does not give you any advantages”. Here the contextual meaning is different, which is to influence the opinion of the readers. Therefore, this falls under the pragmatic criteria of metaphor.

Excerpt 17

“she is also one of the youngest Toto millionaires who *walked away* with over RM25 million” (BorneoPost)

Excerpt 18

“The first winner from Melaka bought the numbers of his new car and his house in his jackpot ticket in Negri Sembilan and *walked away* with RM26.4 million Toto 4D Jackpot 1 on May 28” (Borneo Post)



Word frequency extracted by *Nvivo Pro 12*

If the examples are studied critically, the concept of easiness lies hidden in the journey of lottery playing in the Excerpt (17), where a young girl is brought ahead to show how she managed to reach her destination on winning 25 million. Furthermore, an old man in Excerpt (20) is brought forward to show that not only the journey of lottery playing is easy, but the aim or goal is achieved at the end as well.

Excerpt 19

“Sabahan walked away with the biggest share of the jackpot amounting to RM15,200,060.45” (New Straits Times)

Excerpt 20

“the 69-year-old retiree walked away with RM26.8mil “ (TheStar)

The underlying purpose of using such metaphorical reference is to influence the judgments of the readers via persuading them towards involving in lottery activities because the only result is getting a large sum of money. In the aforementioned examples, the journey of lottery activity is highlighted while in the following paragraphs, the ride, source for the journey is further highlighted.

In the following extracts, the same metaphorical reference is used in three different newspapers and each newspaper has a different target audience. Therefore, looking at this example is as important as looking at other examples.

Excerpt 21

“Two US lottery winners pull in a total exceeding US\$1b” (the sun daily)

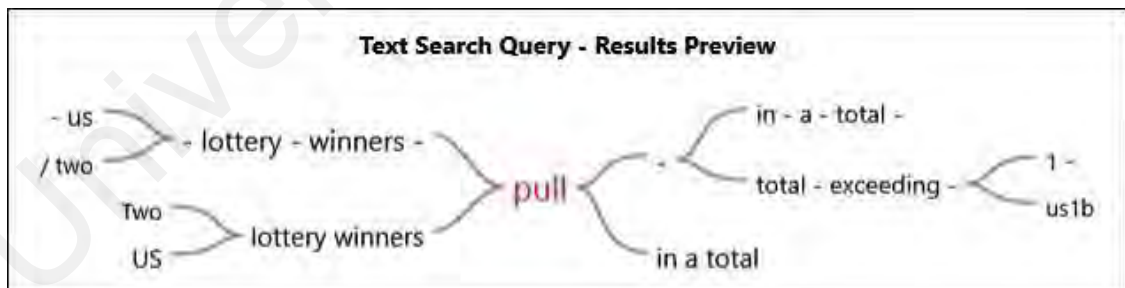
Excerpt 22

“Two US lottery winners pull in a total exceeding \$1bil” (TheStar)

Excerpt 23

“Two lottery winners pull in a total exceeding \$1 billion” (New Straits Times)

If the literal meaning of the word ‘pull in’ is examined, it means a place on the side of the road where one can stop and pick something to eat. This proves that the word is used to influence the concepts regarding the lottery playing. Just like a driver pulls in and picks up something to eat or drink, the lottery winner also stops for a short period of time and gets millions of dollars.



Word frequency extracted by *Nvivo Pro 12*

Excerpt 24

“The unidentified man, in his 40s and from the suburb of Bondi, picked up Aus\$1,020,487 (US\$770,000) “(Borneo Post)

The metaphor here is more inclined towards the terminology used when we pick someone during the journey. Here, the winning amount in this extract is portrayed as a friend who is picked up before a journey or a passenger picked up by a taxi driver, and the taxi driver feels relaxed because he was already in search of this passenger. Similarly, the winner of the lottery picks up the amount. Hence, when the newspapers cannot promote lottery playing through statistic, facts, and figures, so such references are used. The presence of semantic tension is clear, and the metaphor is applied in this extract changes the concept of lottery playing that lottery winning is as easy as picking up a friend during the journey.

Excerpt 25

“One ticket-holder won a record Powerball lottery jackpot of more than US\$590 million, organizers said Sunday, ending *a days-long American quest* for a life-changing payout.” (Borneo Post)

The metaphorical reference “Days long American quest” falls under the category of lottery playing is a joinery metaphor. As if anyone who embarks on that journey will win lottery. The biggest misconception which is portrayed here is that lottery playing is a long journey and the second thing which really is misleading is that the journey will only end when a person he or she will win a huge amount of money just like the person in Excerpt (25). Although there are a number of ways through this journey can end, it is the only possible end of the journey.

4.5.1. Ride

In the extracts mentioned above, buying and playing lottery, and getting involved in lottery is portrayed as a journey while Excerpts (26) to (29) give an impression that the ticket number or the lottery ticket is a source or the ride through which the players cover

through the journey. Later, these tickets take the player to their final destination i.e. the win.

Excerpt 26

“A Canadian teenager who just turned 18 years old *landed herself in the enviable position* of getting 1,000 Canadian dollars (RM2,993) a week for the rest of her life. Charlie Lagarde from Quebec had bought a C\$4 lottery ticket and a bottle of champagne to celebrate her birthday which falls on March 14, reported the BBC.” (TheStar)

In Excerpt (28) taken from The Star newspaper, the C\$4 (lottery ticket) is showed as a ride while the teenage girl who bought the ticket is portrayed as the driver herself as she on her way to the destination.

Excerpt 27

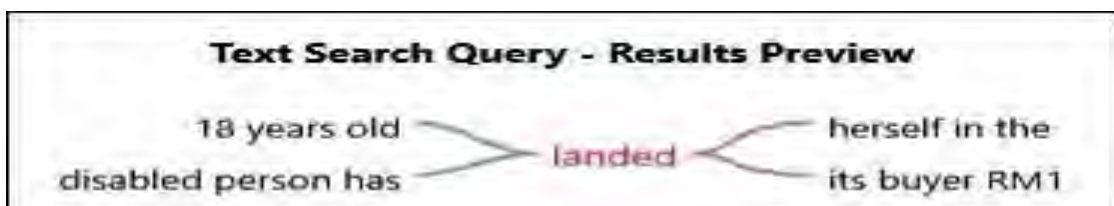
“Lottery sold by disabled man *lands buyer* RM1 million” (the sun daily)

Excerpt 28

“A LOTTERY ticket sold by a disabled person has *landed* its buyer RM1 million.” (the sun daily)

Excerpt 29

“He had bought 10 tickets after he was approached by the disabled man in a coffee shop, with the number 2561225 *landing him* the big prize” (the sun daily)



Word frequency extracted by Nvivo Pro 12



Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*

Again, in Excerpts (27) and (28), the owner of the tickets ends up getting one million ringgits. The source through which he is able to get that reward is the lottery tickets. In both examples, the tickets are the means of transportation to a destination. In statements, the journey metaphor is used to portray lottery playing as a journey (Piata, 2016). In Excerpt (29), it is made a bit clear while stating the numbers as well. Where the specific numbers are considered the means of this transportation which enabled the traveler to reach such a wonderful destination.

4.6. Sports

Sports metaphors are used in the context of finance and economy (Awab & Norazit, 2013; Boers, 2000; Brown & Wijland, 2018; Skorczynska & Deignan, 2006). Overlooking the nature of the situation and circumstances people go through who are involved in the lottery (Choong et al., 2014), in Malaysia, lottery is considered as a sport/game. But if the concept of lottery activities is looked from a constitutional and Islamic point of view (*Lotteries Act 1952*, dictionary, and Quran, Chapter 5, Verse 90) it is not as it is described in the examples and portrayed for the readers (laymen) who cannot analyze the language

used and the purpose underneath; which is harmful for the laymen and it affects the daily life of a majority of people not here in Malaysia but all around the world.

One of the lottery players in Malaysia after winning a whopping million stated in his interview that; playing lottery “actually, helps me to kill time” (star); the reason for such attitude towards lottery playing is the concepts which are spread via newspapers. Yoong et al. in (2013) highlighted that lottery playing is labeled as a game and on some occasions, it is viewed as an act of gamble. The Malaysian *Lotteries Act 1952* (Act 288) defines lottery as “any game, method, scheme or device whereby money or money’s worth is distributed or allocated in any manner depending upon or to be determined by chance or a lot”. Another noteworthy point is that the word gamble is not used for the definition of a lottery, on the other hand, the phenomenon contrasts the UK’s *Gambling Act 2005*. The participation or involvement in lottery activities is clearly defined as an act of gamble.

4.6.1. Hit

In Malaysian news articles, lottery playing is associated and compared with other sports. Sports metaphors are used on many occasions. The word ‘hit’ is on a number of occasions as a reference to winning the lottery. According to an online dictionary of entomology, the meaning of the lexeme “hit” indicates that the word is to “come into forcible contact” via the notion of “to reach with a blow or missile”. The word hit with this reference is commonly used in the context of sports. Sports such as Baseball, Cricket, Hokey, Polo, etc. In cricket, a number of terminologies are used ‘free hit’ ‘hit the ball twice’ and ‘hit wicket’. Those readers who play cricket will automatically associate lottery playing with a normal i.e. cricket. Similarly, the lexeme hit in baseball is used in certain terminologies related to the game e.g. ‘base hit’ ‘scoring a hit’ ‘single, double or triple hit’ ‘extra-base

hit' and 'infield hit'. Those readers who know nothing about lottery playing but aware of baseball will understand the lottery as baseball. Such a misleading choice of lexeme causes a rise in lottery involvement. As Lakoff argued that with the help of metaphors we understand one thing in terms of another, here lottery winning is understood by the terminologies from normal sports such as cricket and baseball.

Excerpt 30

“I told my siblings that I *hit* the jackpot but they did not believe me” (New Straits Times)

Excerpt 31

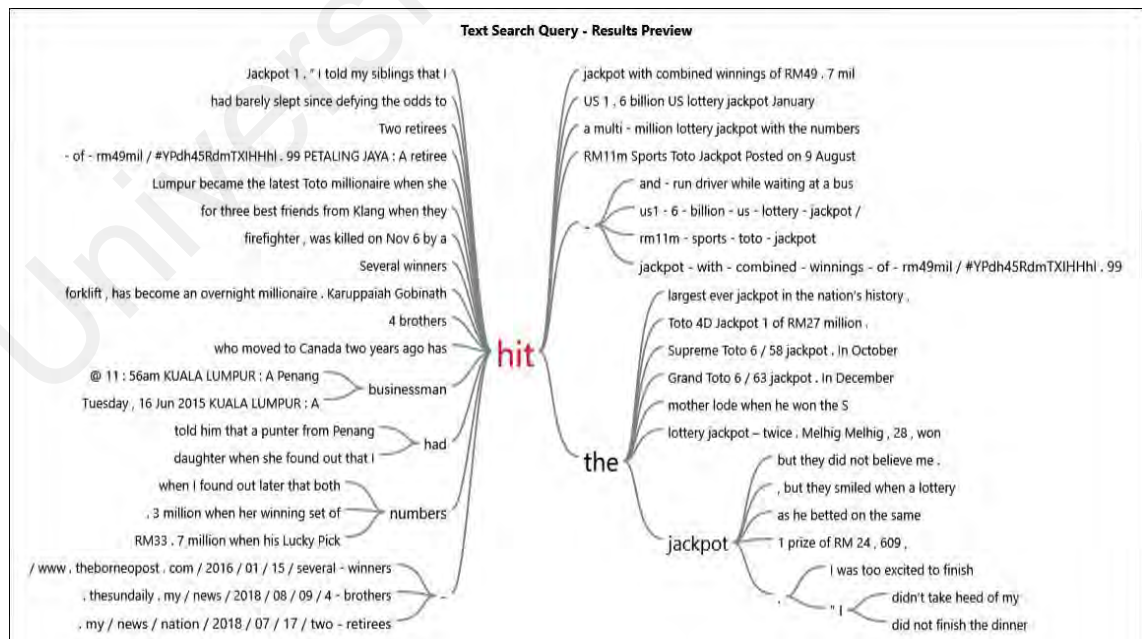
“A businessman *hit* a multi-million lottery jackpot” (TheStar)

Excerpt 32

“It’s like a dream came true when I found out later that both numbers *hit* the Jackpot2” (TheStar)

Excerpt 33

“Several winners *hit US\$1.6 billion* US lottery jackpot” (Borneo Post)



Word frequency extracted by Nvivo Pro 12

Excerpt 34

“Karuppaiah Gobinath *hit the mother lode* when he won the S\$2.3 million (RM7.15 million) jackpot” (the sun daily)

Excerpt 35

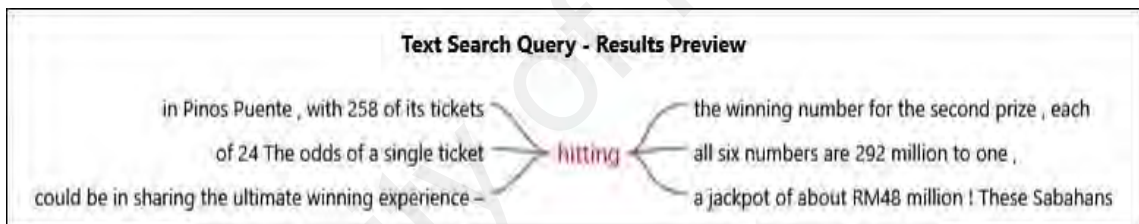
“Powerball jackpot *hits* US\$1.3b, *fueling American fantasies*” (the sun daily)

Excerpt 36

“Powerball jackpot *hits* US\$1.3b, *fueling American fantasies*” (the sun daily)

Excerpt 37

“A bunch of good friends and their families, who frequently have happy hours together drinking and singing karaoke, did not expect their happiest moment in life could be in sharing the ultimate winning experience – *hitting a jackpot of about RM48 million!* “ (Borneo Post)



Word frequency extracted by *Nvivo Pro 12*

The use of ‘hit’ in the identified extracts above is a clear indication that, the lottery is represented as a sport. As in the examples, the word hit is explained in the context of cricket, baseball, and polo. Additionally, the constant repetition of the lexeme in all four newspaper articles shows the extreme the level of wordplay which is done just to make people think that lottery playing is not something harmful and the examples indicate as lottery playing is fruitful and advantageous, while the reality is the other way around.

4.6.2. Baseball

In the extracts above the identified metaphorical terms carried a variety of sports references while the below specifically carry such words which are only affiliated with one sport “baseball”. The literal meaning of the word ‘strike’ refers to stop working due to an argument of the employers but the context in which the word is used is making no sense with its literal meaning. Therefore, after looking at diachronically the changes that accorded in the word brought up that in 1841 the word strike was affiliated with baseball, the connection on the bat with the ball. A way of playing the game, leading to winning.

Excerpt 38

“An elderly Sabahan man struck the jackpot (literally) when he won a whopping RM37 million recently” (New Straits Times)

Excerpt 39

“The 72-year-old, who is a retired teacher, struck big in the Power Toto 6/55 “Jackpot” (New Straits Times)

Excerpt 40

“This, however, isn’t his first time striking big” (New Straits Times)

Excerpt 41

“Three punters struck it rich before Chinese New Year, winning a total of RM20.9mil through their bets with Sports Toto.” (TheStar)

Excerpt 42

“A food trader was so overwhelmed with joy on striking the Toto 4D Jackpot” (TheStar)

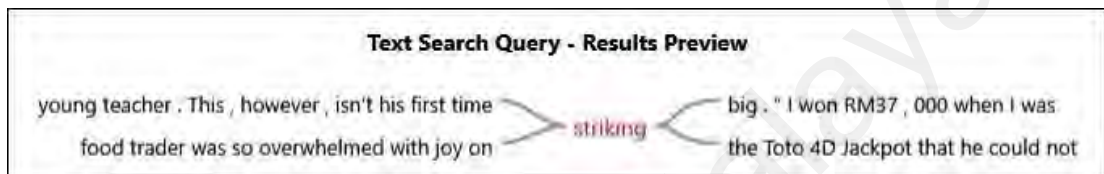
Excerpt 43

“A MAN in his 30s struck gold after winning RM3mil in the Big Sweep lottery ticket, reported *Sin Chew Daily*.” (TheStar)

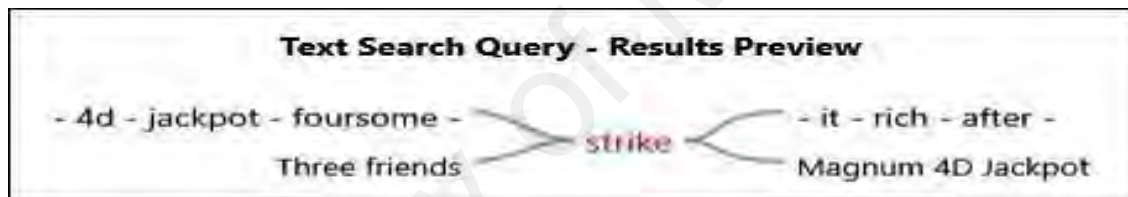
Excerpt 44

“Three friends strike Magnum 4D Jackpot of RM24,609,219” (Borneo Post)

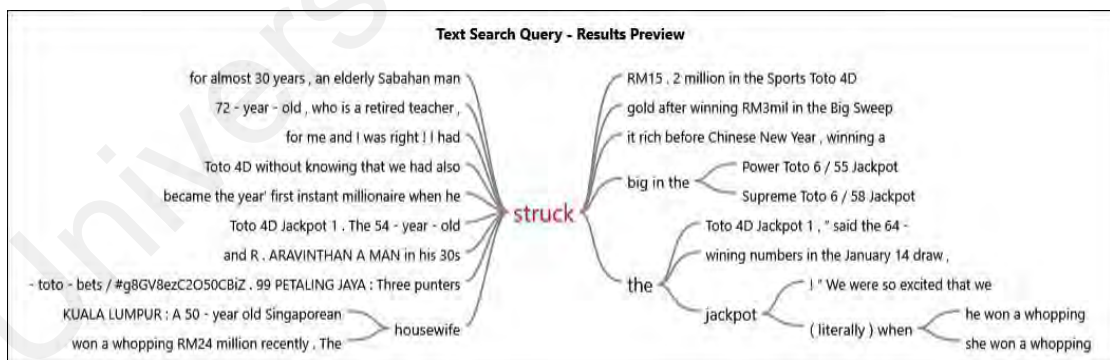
In all four newspaper articles, an association is tried to develop amongst lottery and baseball activities. People around the world are familiar with the terminologies which are used in baseball. To get the idea of familiarity such metaphorical references are used, so, people do not feel the lottery as something different. The problem with portraying lottery as a baseball game is that, both activities are totally dissimilar. One is a game beneficial for people, to stay healthy and fit while the other is mentally, emotionally, psychology and financially harmful.



Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*

The constant repetition of the word is seen not only in the examples, but the analysis in Nvivo Pro 12 also shows that strike, struck and striking have been used a number of times and if it successfully makes the readers believe that lottery playing really is like baseball, it will be harmful to a variety of people.

4.6.3. Competition

In the start, the analysis showed lottery as a kind of sport and now lottery playing is pictured as a competition. The words ‘beaten’ and ‘got beaten’ which are generally used for winning or losing and now they are used in the context of lottery playing.

Excerpt 45

“A man has beaten the odds by winning US\$1 million” (New Straits Times)

Excerpt 46

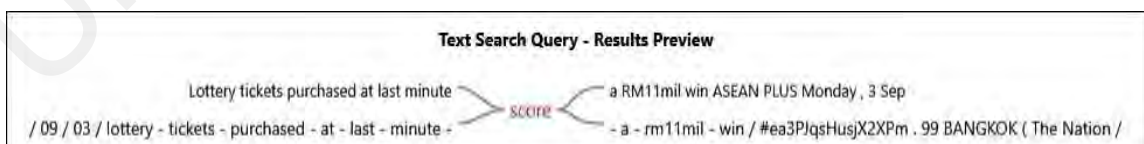
“Lottery tickets purchased at last minute score an RM11mil win” (TheStar)

Excerpt 47

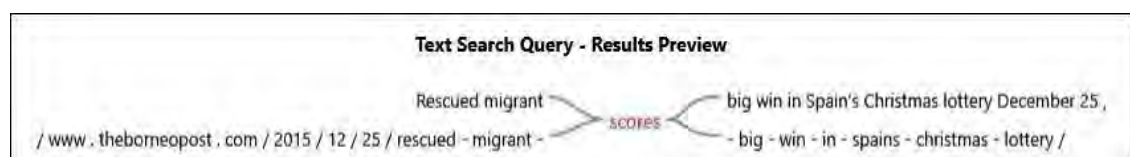
“No winner in U.S. Powerball drawing, jackpot scours to \$440 million”. (TheStar)

Excerpt 48

“Rescued migrant scores a big win in Spain’s Christmas lottery” (Borneo Post)



Word frequency extracted by Nvivo Pro 12



Word frequency extracted by Nvivo Pro 12

Excerpt 49

“Check your ticket! The largest Toto jackpot in the history of Malaysia – a whopping RM69 million – *has been broken*” (the sun daily)

Excerpt 50

“Ticket number 845 in the ‘Millenium Millionaire’ draw at the airport’s Dubai Duty-Free proved to be his *winning shot*.” (Borneo Post)

In the given examples, all the metaphorical references are used to describe lottery activity that is generally used in the context of real sport such as football, hockey, cricket, etc. Sports, where winning and losing, is not merely based on a few numbers or luck while hard work and practice are required. Through such references, readers are motivated to spend time in lottery activities.

Excerpt 51

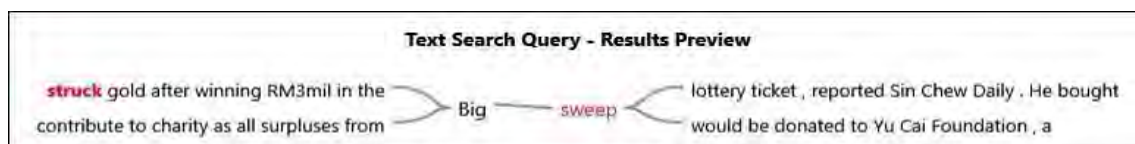
“Pan Malaysian *Sweeps* Sdn Bhd said the man just wanted to contribute to charity as all surpluses from *Big Sweep* would be donated to Yu Cai Foundation, a charitable organization dedicated to nurturing talent through education” (TheStar)

The word sweep is used in a variety of sport context. Some of the examples in which the word sweep is used are mentioned. In American football, a sweep is a running play, which is one it is one of the techniques to confuse the opposite team member, leads to wine. In Cricket sweep is a kind of a short played by the batsman, usually when a low bouncing ball comes from a spin bowler. The batsman hits the shot by kneeling on one knee which is called cross-batted front foot shot. In Rowing, ‘sweep’ or ‘sweep-oar rowing’ is one of its types, where rower has a single oar, holding with both hands.

Text Search Query - Results Preview

a food court in Bayan Lepas . Pan Malaysian — sweeps — Sdn Bhd said the man just wanted to

Word frequency extracted by *Nvivo Pro 12*



Word frequency extracted by *Nvivo Pro 12*

By reading the above-mentioned examples of different kinds of sports and the role played by the metaphors, the readers feel as if it is just a matter of playing a game with someone. The excessive use of metaphors does not let one think and that this fatal game is just stirring the natural greed or having more money. Whereas the other sports with which the lottery is being compared are only related to the feelings of victory. This so-called sport wakes up the sleeping avaricious self by showing a fake bright future and forces him to step on the marshy lands. An overwhelming lethargic nature is developed and the power to work hard in order to make both ends meet is lost.

4.7. Personification

Personification is referring to something that is inanimate by using a word or phrase that in other contexts refers to something that is animate. (2004 p. 21).

Excerpt 52

“The System 8 ticket he bought not only *bagged him* a whopping RM37,181,388.25 but also an additional RM40,200” (New Straits Times)

In Excerpt (52), an object (the lottery ticket) is used to represent an action, therefore, it is a metaphor. The literal meaning of the word bagged is “to put something in the bag” if the literal meaning of the words is looked, we will come to know that the writer is trying to say that it is the ticket which picked up the money and put in the bag for its buyer/owner, which is physically impossible. Here the words bagged is creating a semantic tension which confirms it is used as a metaphor. (is conveying the idea that all

a man needs to do is buy the lottery ticket and the rest of the responsibility is on the ticket). The author has personified the lottery numbers as if they are living beings. Now for a simple news reader the concept that winning such a huge amount of money, not only winning but grabbing it and putting it in the bag so easily. These words tempt people to gamble and millions of ringgits are being wasted by Malaysians on lottery activities.

Excerpt 53

“The multi-state Powerball jackpot *has grown to* USD415 million” (New Straits Times)

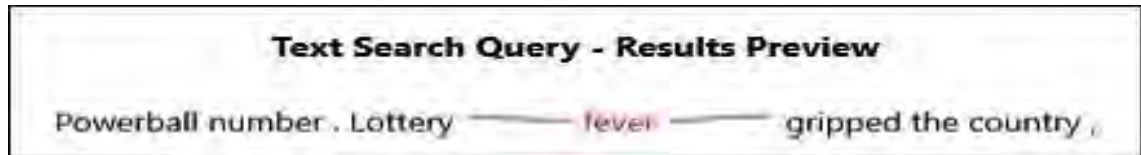
The term grow is commonly affiliated with living things, like plants and human beings. By giving lottery playing such characteristics an impression is developed that as birth and growing old is a natural process. Similarly, if the statement in extract (53) looked critically, one will realize that winning of the lottery is portrayed as a part of nature. The risk of losing a huge amount of money and other harmful outcomes are totally neglected. Another idea which a reader gets unconsciously is that lottery is growing from the past and only now it has grown to 415 million and it can grow further. The false hope of wealth is spread for its readers.

Excerpt 54

“Lottery *fever gripped* the country, with people frantically checking their US\$2 slips to see if they had won the world-record lottery” (TheStar)

The lottery addicts are shown as they are suffering from a disease thus proving that the involvement in such activities cannot be beneficial at any coast. The disease is so severe that if it is not checked at an early stage it will be out of control. Both the words, fever and gripped show that the person has no power over what is holding him or dragging him towards lottery activities. It is ironical that the statement is Excerpt (54) is showing how

harmful it is to get involved in lottery activities. There is a need to critically analyze this problem and raise awareness of metaphoric influence among the authorities and those involved in this dangerous game.



Word frequency extracted by *Nvivo Pro 12*

4.8. Answering Question One

Q 1: What metaphors are used to conceptualize gambling in Malaysian Newspapers?

It was mentioned at the beginning of the research that one of the aims is to know whether metaphoric language develops a concept that lottery winning is an easy way of earning a lot of money. A large number of metaphors have been identified causing semantic tension, from the corpus. Charteris-Black stated that “I hold the belief that a better understanding of language is the basis of creating a better society” (2004 p. xii). Therefore, the metaphoric language through which lottery is understood in Malaysia is explored. The essence of metaphor is understanding and experiencing one kind of thing in terms of another (Lakoff & Johnson, 2003 p. 5). Hence, it is concluded after a thorough research of the Malaysian newspapers that lottery is being portrayed as a very profitable game by using metaphorical references of the daily activities of the lay man i.e. “pocketed” “Bagged” “Scooped” “took home” “handing out” “showered” “angpow” “walked away” “pull in” “days long quest”. Metaphorical references from journey activities i.e. “landed himself/herself” and sports i.e. “winning shot” “hit” “strike” “winning shot” “big sweep”, by using metaphors lottery is portrayed as a sport, a journey, a pleasant change or pleasant weather. The constant repetition of such metaphorical

references is further explored via Nvivo Pro 12 software which revealed that the metaphors are used frequently in newspapers.

4.9. Answering Question Two

Q: 2 How does the systemized metaphorical reference assist in conceptualizing and conveying ideas about lottery playing, in media text?

Metaphorical language is pervasive in our daily life discourse, but metaphorical concepts follow a system. The metaphorical lexical units are put together very systematically while talking about the aspect of the concept. For example, when we talk about an argument in terms of war (Lakoff & Johnson, 2003 p. 6), we use the vocabulary from the context of war (e.g. new line of attack, defend, indefensible, win, etc.). Metaphorical expressions in our language are tied to metaphorical concepts in a systematic way, we can use metaphorical linguistic expressions to study the nature of metaphorical concepts and to gain an understanding of the metaphorical nature of our activities. The metaphorical concept time is money is commonly used in the English language. In western culture, time is a valuable commodity. Telephone bills are paid according to the time consumed, salaries are given on hourly, weekly and monthly basis. Thus, from this viewpoint we can spend, waste, use, give, lend, borrow time.

Similarly, as in the example above we understand time as money. In Malaysian newspaper a rich variety of metaphorical concepts are tried to as lottery winning is easy, lottery is a game/sport, lottery playing is a journey. Lay men are familiar with all these activities. When lottery activities are portrayed in such a manner, lottery playing becomes appealing to everybody. Hart (2018) metaphor is identified as a key index of ideology and an important device in the legitimation of social action. Hence, the financial revenue shows that these metaphors have influenced the judgment of the people in Malaysia.

In the conceptual mapping of lottery playing is journey the players involved in lottery playing are portrayed as a traveler. A player starts his journey towards the destination. And the destination, of course, is the huge amount of money present somewhere in his imagination. Gatti and Catalano (2015) used metaphoric concept learning to teach is a journey to show how a learning process is done. An experience of a student who learns how to teach. Magaña & Matlock (2018) in their research showed how people from Spain used the metaphorical concept ‘cancer is a journey’ in Spanish, to warn those who are not affected from the disease and to give hope to other patients that like all other journeys this journey is going to end one day.

The aspect which is common in almost all the examples is that the lottery is not portrayed as what it really is. Which is on some occasions a source of bankruptcy (Yoong et al., 2013) it is a chronic disease (Ferentzy & Turner, 2012) it is a cause of severe family crises (Tan et al., 2009) and a kind of addiction (Choong et al., 2014). Harmful not only for an individual but for all those who are associated with him in one way or the other. The picture which is drawn in the minds of the people is fake, misleading and far away from reality.

4.10. Code of Professional Ethics and Malaysian Media

The only organization in Malaysia ‘The National Union of Journalists Malaysia’ (NUJ) established in 1962, with the sole purpose to keep the prestige and honor of the sacred profession of journalism, this organization is the only representative of 1,400 journalists working in Malaysia. Additionally, this organization is the only authority to negotiate and determine the proper rates of remuneration and other terms and conditions of employment for journalists in the various publishing houses which produce Bahasa Melayu, English and Chinese newspapers and periodicals.

In the very first code of professional conduct developed by NUJ it is stated “Respect for truth and for the right of the public to truth is the first duty of the journalists”, while, if the analysis of this research is looked at, it is very clear that the Malaysian media is showing little effort regarding the consequences of lottery, if one gets addicted. Great stress is given on ‘truth’ but the way lottery winning is portrayed in newspapers gives the impression as winning is very easy, which is not the case. If the consequences or gambling addiction are studied and then the way newspaper use metaphorical references about lottery winning and associate it with sports, it appears as if such reference are used to get the readers attention so he can be involved in lottery activities, it is revealed in the analysis of text extracted from the newspapers that only the bright side of lottery playing is highlighted by the journalists in Malaysia.

The second code of professional conduct argues that, “he (journalist) will defend the twin principles: freedom in the honest collection and publications of news”, when the odds of lottery winning are near to nil (which is statistically proven) and the news articles compare the winning of lottery with victory with any sports, and traditional activities i.e. angpow. This is not something which can be considered as an honest collection and publication of the news. Furthermore, it also argues that it is the responsibility of the journalist to “fair comment and criticism”. When one out of fifty-four examples draw thw attention of the dark side of lottery playing, where lottery is associated with a disease, which doesn’t seem fair.

In the third code, it is stated that “The journalist reports only in accordance with the facts of which he knows the origin. He will not suppress essential information or falsifying documents”. Hardly ever in the metaphorical mappings are used to up bring the information about lottery winning articles, any such facts are stated clearly, a flowery language is used to get the attention of readers focused on lottery playing. On the other

hand (Yoong et al., 2013) stated facts, statistics and the consequences of lottery and gambling activities.

Furthermore, “Any published information which is found to be harmfully inaccurate he will do his utmost to rectify” but the analysis revealed that, comparatively very little effort is done for bringing awareness regarding lottery winning by journalists to rectify such information. Additionally, “He (journalist) recognizes in professional matters, the jurisdiction of his colleagues only; he excludes every kind of interference by governments or others”. After looking at the placement of lottery activities in *Lotteries Act 1952* under the gaming section in Malaysian law it appears as if the lottery and gambling companies have the upper hand instead of the government authorities.

University of Malaysia

CHAPTER 5. DISCUSSION

5.1. Introduction

In this research, the contribution of metaphorical phrases in developing a variety of concepts regarding lottery playing in Malaysia is revealed. The language in these articles is used to convince people that it can be so simple to play this game and win a lot of money. This research attempts to bring awareness among people about the language used in newspapers, by extracting definitions of lottery from dictionaries and in the law, the odds of lottery winnings, how lottery playing is framed as an easy game, a sport, a time pass activity, and a journey.

The core purpose of this research is to investigate the contribution of language in general and the metaphorical references in news reporting of lottery winners in Malaysia. Additionally, this research gives empirical evidence to those who gamble on a daily basis that winning is not as easy as it is shown in the news articles. This can lead to harmful repercussions and create and maintain addiction among gamblers.

An interesting thing while analyzing the data is that only 1 out of 54 examples gives the true picture of gambling to the readers. In Excerpt 54, lottery is shown as a disease which is so chronic that once you start suffering from it, it becomes very difficult to get rid of it. Since people cannot cure it, they just endure it and may continue to lose money and harm relationships.

5.2. Metaphor: Cognitive vs Non-Cognitive

Along with other types of figurative language, metaphors were once thought as a language skill and found in literary works only. The major role of metaphors was to present the

views of the writers in a creative way. Metaphors were used to measure the creativity in the writer's text and give value to the literary works. Before the development of cognitive linguistics, the meaning of metaphorical words and phrases were not given much attention (Deignan, 2005). Deignan argued that metaphors had a minor 'decorative' role in the language. The influence of the meaning of metaphors in the text was completely ignored. The writers would put metaphors to make their work more unique. Furthermore, metaphors in literary works are also used to convey a writer's individual style when discussing all kinds of daily activities. Charbati (2008) stated that "traditional account of metaphor was concerned with semantic side, that is, the meaning of the metaphor, its nature, and its challenges to the semantic theory". He further argued that metaphor was only viewed as a literary mechanism which was only useful to beautify the language. The connection between the use of metaphor and human thought and action was not investigated till then (Charbati, 2008). Aristotle regarded metaphor as a cause of "giving an entity, a name which belongs to something else" (Lamarque, 1997 p. 152). Burke (1969) viewed metaphor as a device through which, one can see something, which is, something else. Furthermore, it can be a source of experiencing or understanding one thing in terms of another (Searle & Searle, 1969). Hawkes (1972) demonstrated the traditional approach towards metaphor and explained that a text with metaphors is only considered a traditional language according to the traditional view of metaphor.

Richards (1936) took the understanding of metaphor to the level of rigor. He argued that metaphors have two components 'vehicle' and 'Tenor'. The vehicle is known as 'source' and tenor is known as 'target'. Additionally, Richards argued that a metaphor is not only a matter of words, but it is a "transaction between the contexts" based on and provided by both vehicle and tenor.

Max Black (1962) supported Richards arguments that metaphor is not just a single word and argued that metaphor is predication and its expression is a sentence; the job of

metaphor is not to rename entities but to make statements. This claim brought metaphor beyond substitution theories and comparison theories. It brought metaphor to cognitive significant discourse. Interaction theory came to an existence where the conceptual role of metaphor was highlighted. Goodman (1968) undiscovered the systematicity of metaphor which resulted in Black and Goodman expanding the scope of metaphor from “literary theory” and “rhetoric to philosophy of language” to scientific investigation and examination of language.

That is, until Lakoff and Johnson (1980) proposed a different, evolutionary role of metaphors. They provided the conceptual metaphor theory and showed that metaphors cannot be separated from the language because a fundamental role is played by metaphors, which is making us understand the world around us. They highlighted that the mapping across the conceptual domains is metaphoric. While arguing about what is language gives birth to a metaphor they stated that “whenever a pattern of inferences from one conceptual domain is used in another, it evokes the metaphor”. Complex issues, theories, and policies can be understood easily through metaphoric language (Armon, 2017).

CHAPTER 6. CONCLUSION

6.1. Summary

In this research it was intended to show how lottery gaming has been reported in the Malaysian newspapers. The topic selected for this research is of very much importance because it highlights the power of metaphors. Articles selected from four well-known newspapers in Malaysia have shown how metaphors are used to persuade readers to buy lotteries.

6.2. Recommendations for Future Research

The metaphorical analysis in this research is limited to the metaphors prevailing in only four newspapers (of Malaysia), but on a larger scale, metaphorical analysis can reveal a number of hidden ideologies. As it is a famous saying “eyes are the windows to the soul” similarly words and utterances which are articulated by people in power are the gateway to their ideologies, intentions, and thoughts. As Charteris-Black (2004) argues, a better understanding of language can be a source to create a better society. Furthermore, the use of metaphors can be looked in a variety of different text. Forceville’s (2006) claimed that metaphors that “occur non-verbally and multimodally as well as verbally” (p. 381). Hence, there are possibilities for exploring metaphors differently.

Future research can explore other areas of gambling too, and across jurisdictions to see if similar metaphors exist there. Future research can also employ a variety of other frameworks to explore other persuasive methods to promote lottery and gambling.

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