

METAPHOR USE IN THE NEWS REPORTS ON THE  
CHINA-PAKISTAN ECONOMIC CORRIDOR

WU KE

FACULTY OF LANGUAGES AND LINGUISTICS  
UNIVERSITI MALAYA  
KUALA LUMPUR

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**METAPHOR USE IN THE NEWS REPORTS ON THE  
CHINA-PAKISTAN ECONOMIC CORRIDOR**

**WU KE**

**DISSERTATION SUBMITTED IN PARTIAL  
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**FACULTY OF LANGUAGES AND LINGUISTICS  
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**Name of Candidate:** Wu Ke

**Registration/Matric No:** 17007045

**Name of Degree:** Master of Arts (Linguistics)

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# METAPHOR USE IN THE NEWS REPORTS ON THE CHINA-PAKISTAN ECONOMIC CORRIDOR

## ABSTRACT

Since its first announcement in 2013, the China-Pakistan Economic Corridor (CPEC) has received worldwide attention. Although concerns have been raised about CPEC, including about debt sustainability and security, the cooperation between China and Pakistan moves forward, with the positive framing of CPEC from the media in both countries. An important part of implementing this multilateral plan is execution of foreign policy and promoting cooperation among other countries. Besides, media has an essential role in influencing public opinion and is commonly used by political leaders to convey information domestically and internationally. Therefore, to better understand media representation of CPEC in China and Pakistan, this study investigates metaphor use in articles about CPEC published in a major English newspaper from each of the two countries (Pakistan: *Daily Dawn*, China: *Xinhua*). A total of 38 articles published between 19 October 2018 and 19 November 2018 were selected to coincide with the first visit to China made by Pakistan's premier, Imran Khan. Charteris-Black's (2004, 2018) Critical Metaphor Analysis was used to identify, interpret, and explain the use of metaphors, comparing the data from the Chinese and Pakistani newspapers. The analysis reveals that certain metaphor types, such as personification, journey, building and container, are commonly used to construct 1) a positive evaluation of China-Pakistan relations and CPEC, and 2) the ideological vision of the "Chinese Dream" by emphasizing common prosperity as a mutual goal. The findings show that the types of metaphors used in both newspapers are similar, possibly because certain metaphor types are universal in nature and common in political discourse.

**Keywords:** *China-Pakistan Economic Corridor, media and power, Critical Metaphor Analysis, the Belt and Road Initiative*

# **PENGGUNAAN METAFORA DALAM LAPORAN BERITA DI KORIDOR EKONOMI CHINA-PAKISTAN**

## **ABSTRAK**

Sejak pengumuman pertamanya pada 2013, Koridor Ekonomi China-Pakistan (CPEC) telah mendapat perhatian seluruh dunia. Walaupun kebimbangan telah dibangkitkan berkenaan CPEC, yang turut melibatkan kemampanan dan keselamatan hutang, kerjasama antara China dan Pakistan terus bergerak maju, dengan kerangkaan positif CPEC, melalui media di kedua-dua negara. Bahagian penting dalam melaksanakan pelan pelbagai hala ini adalah pelaksanaan dasar luar dan menggalakkan kerjasama dalam kalangan negara lain. Di samping itu, media mempunyai peranan penting dalam mempengaruhi pendapat umum dan biasanya digunakan oleh pemimpin politik untuk menyampaikan maklumat di dalam dan di luar negara. Justeru, untuk lebih memahami pemaparan CPEC dalam media di China dan Pakistan, kajian ini menyelidik penggunaan metafora dalam artikel tentang CPEC yang diterbitkan dalam akhbar utama Inggeris dari dua negara (Pakistan: Daily Dawn, China: Xinhua). Sejumlah 38 artikel yang diterbitkan antara 19 Oktober 2018 dan 19 November 2018 telah dipilih, yang berbetulan dengan lawatan pertama ke China yang dibuat oleh perdana menteri Pakistan, Imran Khan. Analisis Metafora Kritikal Charteris-Black (2004, 2018) telah digunakan untuk mengenal pasti, mentafsir dan menjelaskan penggunaan metafora, untuk membanding data daripada akhbar Cina dan Pakistan. Analisis mendedahkan bahawa jenis metafora tertentu, seperti personifikasi, perjalanan, bangunan dan kontena, biasanya digunakan untuk membina 1) penilaian positif hubungan China-Pakistan dan CPEC, dan 2) visi ideologi "Impian Cina" dengan menekankan kemakmuran sepunya sebagai matlamat bersama. Dapatan kajian menunjukkan jenis metafora yang digunakan dalam kedua-dua akhbar adalah serupa, bermungkinan kerana jenis metafora tertentu bersifat sejagat secara semula jadi.

**Kata kunci:** *Koridor Ekonomi China-Pakistan, media dan kuasa, Analisis Metafora Kritis, Inisiatif Jalur dan Jalan (BRI)*

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## LIST OF SYMBOLS AND ABBREVIATIONS

- CMT : Conceptual Metaphor Theory
- CMA : Critical Metaphor Analysis
- CPEC : China-Pakistan Economic Corridor
- BRI : The Belt and Road Initiative

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## CHAPTER 1: INTRODUCTION

This study investigates metaphor use in (re)presenting China-Pakistan Economic Corridor (CPEC) in a major English newspaper from each of the two countries, China and Pakistan. This introduction chapter presents an overview of the study. Section 1.1 presents the background information about the research context, followed by problem statement (Section 1.2), then research purpose and objectives are presented in Section 1.3. Section 1.4 presents the research questions which guide this study. The significance and limitations are presented in Section 1.5 and Section 1.6, respectively, after which is the outline of the dissertation (Section 1.7).

### 1.1 Contextual Information

The Belt and Road Initiative (BRI), which was initiated by the Chinese government in 2013, is expected to achieve a vast and united market with unimpeded trade through connecting three continents (Asia, Africa and Europe), thereby, resulting in common economic prosperity for the countries in the region through investment and infrastructure development (People's Republic of China, 2015). Due to its considerable potential in economic development, 137 countries and 30 international organizations had joined the BRI by the end of October 2019 (Huaxia, 2019, Nov. 15). With an estimated value of over \$4 trillion, the BRI and its massive projects will affect around half of the world's population (Lechner et al., 2018). The BRI has been described as the most ambitious Chinese foreign policy in the history of modern world (Huang, 2016).

The China-Pakistan Economic Corridor (CPEC) is a pioneering pilot project and a central part of the BRI. It, about 3,000 km in length, aims to connect Kashgar, in north-western China, to Gwadar Port, in southwest Pakistan through highways, railways and cable channels. The value of this massive project increased from an initial \$46 billion to \$62 billion in 2017; it is China's largest investment in foreign countries and also the

largest foreign investment deal Pakistan has signed since its independence in 1947. The CPEC has been seen as a game changer for Pakistan because of its huge potential for Pakistan's economic development. Broadly speaking, both China and Pakistan will benefit from CPEC. Previous studies have shown that CPEC will benefit China in several ways, including enabling China to diversify its energy supply (Ali, 2015) and bring development to inland China (Ali, 2020). For Pakistan, CPEC will provide a sufficient energy supply, improved infrastructure and other social benefits such as poverty alleviation (Abid & Ashfaq, 2015).

China and Pakistan historically have a constant relationship although they have very different political systems, and cultures. Pakistan was one of the first countries to acknowledge the newly established People's Republic of China (PRC) in 1950, shortly after the latter's establishment. Both countries then established official diplomatic ties in 1951 and have continuously supported each other in international affairs since. For example, Pakistan helped China to establish official ties with America in 1971 and supported China's lawful seat in United Nations. Besides this, China has also supported Pakistan in terms of Kashmir issues with India and stood with Pakistan in Indo-Pakistani war of 1971. At the same time, both countries have maintained frequent high-level visits and signed various agreements in the political, economic and cultural fields. The then Chinese Premier, Li Keqiang's, Pakistan visit in 2013 set the basis of CPEC and later, while Chinese President Xi Jinping visited Pakistan in 2015, a variety of agreements on CPEC were signed between both countries. Both countries stated their commitment towards establishing an "all-weather strategic cooperative partnership" (Ministry of Foreign Affairs of the PRC). In addition, Pakistani people were commonly called by Chinese as "iron brother", while Pakistani people used to describe the China-Pakistan relationship as "higher than the mountains, deeper than the sea, sweeter than honey, and harder than steel" (Daily & Luo, 2019). Amin (2018) shows that China-Pakistan relations



set an example in international relations that diplomatic policy can go beyond ideology, economic interest and culture. Based on the points discussed above, it can be said that China and Pakistan have maintained a supportive and time-tested relationship in the complicated and changing international environment.

## **1.2 Problem Statement**

International economic cooperation is necessary for a country's development and prosperity, since countries have become more interdependent (Feldstein, 2007). However, many countries face considerable challenges in international cooperation. International relations can often end in conflict instead of cooperation, because of mutual uncertainty of other countries' intentions and mistrust (Ruzicka & Keating, 2015). Larson (1997) shows that countries that trust each other adequately can cooperate, otherwise the relationship may end in conflict. For example, due to mistrust, the US and Soviet Union missed the opportunity to cooperate for mutual benefit during the Cold War, which ended with the collapse of the Soviet Union and the near bankruptcy of the US (Larson, 1997). One of the most important reasons that European countries can cooperate with each other after World War II is also trust (Leffler, 1992). Beside this, the lack of a higher level authority to enforce laws or orders to countries in solving the international dispute also contributes to the conflicts.

Suspicion and doubts about BRI have been raised in global discourse since its inception in 2013, especially in the western media. Some news reports have even described CPEC as a diplomatic trap and a threat to Pakistan's sovereignty (Banyan, 2019, Feb 2; Wroe, 2018). However, China continuously goes forward with the BRI by (re)presenting it in a positive way (Gao, 2018).

CPEC, as the flagship project of BRI, has faced many challenges since its inception in 2013. Firstly, Pakistan is one of eight BRI countries which is highly vulnerable to debt

distress. Debt sustainability problems could cause huge damage for a country, such as sovereign default, economic crisis, poverty and civil unrest (Hurley et al., 2019). Secondly, the security of the whole corridor is not guaranteed. Some political parties in Pakistan have shown a dissenting voice because of imbalanced regional development. Moreover, Balochistan, as the largest province in Pakistan, continuously face separatism issues since Pakistan's independence on 1947. Attacks by separatists in Balochistan also cause security concerns for CPEC (Abid & Ashfaq, 2015; Afzal & Naseem, 2018). However, the cooperation between China and Pakistan moves forward with the positive framing of CPEC by the media in both countries. Furthermore, Kanwal et al. (2019) argue that the local community and entrepreneurs also show a positive attitude toward CPEC development and a positive intention to invest in CPEC projects. How China and Pakistan maintain a trustful relationship is therefore a key concern in the success of CPEC as a long-term cooperative project.

Various studies have been conducted to understand the multi-trillion BRI project, from the perspectives of different fields, such as politics, economics, and international relations (Iqbal et al., 2020; Jones & Zeng, 2019; Rimmer, 2018) as well as media studies (Basirian Jahromi & Rezagholi-zadeh, 2006; Gao, 2018; Huang & Wang, 2019; Naveh, 2002; Robinson, 2017). Attention to how the media reports BRI reflects the importance of media in communicating political information, for example, as a vehicle for political leaders to convey information to local and international audiences (Basirian Jahromi & Rezagholi-zadeh, 2006; Naveh, 2002; Robinson, 2017). Several studies on media reporting about CPEC and the BRI in China and Pakistan have identified certain patterns in media coverage of these projects, including Chinese media's expectedly positive coverage (Gao, 2018; Huang & Wang, 2019). Due to the strict censorship in China, media in China aligns with government policies and activities (Huang & Wang, 2019). Also, Gao (2018) showed that Chinese government uses state-run media *Xinhua*'s multimedia wire service

in English and other languages to promote BRI on the international stage. Previous studies also showed that most official information regarding the BRI is released by Chinese state-run English-medium news portal, *Xinhua* (PwC, 2016). Government influence has also been discussed in the context of Pakistani media. Although the media in Pakistan follows a comparatively liberal policy, the government has influence over the media through different measures, such as the government advertisement allocation, the press advice system and censorship (Mezzera & Sial, 2010). Khalil et al. (2021) investigated the media influence on shaping the local community's perspective and opinions of CPEC. The result suggests that the positive construction of CPEC in the local paper in the rural area affect the development of local community's positive perception of CPEC. In addition, CPEC is also positively reported by the leading English press, *Daily Dawn* in Pakistan (Afzaal et al., 2019; Yousafa et al., 2018b).

Since every trade deal has its advantages and disadvantages, the generally positive perspective on CPEC in Chinese and Pakistan media does not necessarily reflect the realities of the project. In addition, generally positive reporting about the project could shift attention away from the potential challenges. Besides this, as most ordinary people receive their daily updates of world news from the media, the positive media reporting of CPEC in China and Pakistan could influence people's opinions of the project and cause misjudgement of the project. Moreover, studies on language use in media reporting about CPEC have found that 1) Media in Pakistan reports CPEC positively (Afzaal et al., 2019; Haider & Waqar, 2019; Qianqian & Yijun, 2020); and 2) positive print media report of CPEC in Pakistan has significant influence on investors to pay more for the stocks and increases the stock market return (Marwat et al., 2021).

Studies on media reports of CPEC have looked at various linguistic and discursive elements (Afzaal et al., 2019; Haider & Waqar, 2019; Qianqian & Yijun, 2020; Xiao et

al., 2019). For example, Qianqian and Yijun (2020) and Haider and Waqar (2019) examined the Pakistani English media attitude while reporting CPEC by using semantic network analysis and content analysis respectively; Afzaal et al. (2019) and Xiao et al. (2019) examined media attitude and ideological construction of BRI and CPEC by using critical discourse analysis methods and corpus tools. However, little is known about metaphors used in media (re)presentation of CPEC. It is important to investigate how metaphors are used in (re)presenting CPEC to promote international cooperation between China and Pakistan and influence public opinions. The reasons are as follows. Firstly, metaphor is very powerful in accounting for how things are viewed (Lakoff & Johnson, 1980); secondly, metaphor is very influential in shaping the public opinions (Boeynaems et al., 2017; Charteris-Black, 2004; Musolff, 2014); Metaphors can shape the way world affairs and foreign policy are understood by not only practitioners, but also ordinary people (Marks, 2018). For example, Ferrari (2007) shows that metaphors, as one of the important persuasive strategies, were used to promote war in George Bush's speeches after 9/11 and contributed to Bush's political success. Besides this, a wide range of metaphorical language was found in reporting BRI in English news (Chen, 2018; Xin & Matheson, 2018). However, few studies focus on the metaphorical framing of BRI, especially CPEC in news reporting. Therefore, examining the metaphorical framing of CPEC in news articles from state-aligned media outlets can provide insights into how the leading English media in China and Pakistan are representing this important multinational project to an international audience as well as endeavouring to promote international cooperation between the two governments involved in CPEC.

### **1.3 Research Purpose and Objectives**

The overall purpose of this study is to investigate language practices related to metaphor use in media discourse about CPEC. The purpose is guided by two research objectives:

**Objective 1:** To explore how a multinational programme of political and economic significance is represented through metaphor in news media; and

**Objective 2:** To explore the functions of metaphor used to represent a multinational programme of political and economic significance.

These objectives investigate metaphors used in (re)presenting CPEC in China and Pakistan, focusing not only on the persuasion of metaphors in constructing reality, but also on the functions behind the metaphor choices within a specific context. A leading English newspaper from each of the countries, China and Pakistan, was chosen for analysis. A qualitative, rather than a quantitative approach, was applied to examine the discursive construction of CPEC by using metaphor and functions of the metaphors used.

#### 1.4 Research Questions

This study examines the use of metaphors in Chinese and Pakistani English newspapers when reporting on CPEC during the Pakistan Premier's first visit to China after he took power. This time frame also corresponds with the late stage of CPEC Phase I and the early beginning of Phase II of CPEC. As CPEC was planned to be completed in three phases, the first phase was about energy and infrastructure. Critical metaphor analysis by Charteris-Black (2014, 2018) was used as an analytical framework for this study. This study attempts to answer the following questions:

1. What can be deduced about the metaphors used in CPEC-related reports in *Xinhua* and *Daily Dawn*, in terms of types of metaphors:
  - a) found in each newspaper; and
  - b) compared across the two newspapers

The first research question focuses on identifying metaphors used in each newspaper and categorizing them according to source domains for comparison. Metaphor types are the further categorisation of metaphorical expressions according to their source domain.

Therefore, metaphor types here refer to the source domain that the metaphorical expressions belong to. The categorisation and comparison in answering the first research question also paved the way for further examining the functions of metaphors in both newspapers to answer the second research question:

2. What functions do the metaphors serve in CPEC reporting in both the newspapers under study?

The second research question examines the discursive and rhetorical practice of metaphor use in (re)presenting CPEC. This involves first, examining the connections between the metaphors and the represented target, including what attributes of the metaphors are mapped to the represented target and how metaphors are used in (re)presenting a particular reality; and second, investigating the functions of particular metaphors, i.e., why certain metaphors were chosen within the specific context.

### **1.5 Significance of the Study**

CPEC, as the flagship project of the BRI, plays a vital role in promoting the BRI on the international stage. As mentioned in section 1.1 and 1.2, BRI, which is one of the most important Chinese international policies, will cover around half of the world population with an estimated value of 4 trillion US dollars. However, people's understanding about this mega-project is limited and most information is obtained from the media. Therefore, it is very important to know how this project is being portrayed in media, especially media from the two countries directly involved: namely, China and Pakistan.

This study investigates the metaphors used in reporting CPEC in the major English newspapers in China and Pakistan. Firstly, it offers a discursive perspective not only on how CPEC was (re)presented in these newspapers, but also on the functions that metaphors serve in representing CPEC in this way. Secondly, this study could bring

attention to how language, especially metaphoric language, is used in political or social communication and its potential to reflect the political ideology and rhetoric.

### **1.6 Limitations of the Study**

This study aims to investigate the functions metaphors serve in CPEC reporting by the leading English newspapers in China and Pakistan. The small size of 38 news articles enables a detailed analysis of metaphors in CPEC reporting, providing some insight into how metaphors are used in English newspapers in China and Pakistan. However, the findings cannot be generalized outside of the context of this study.

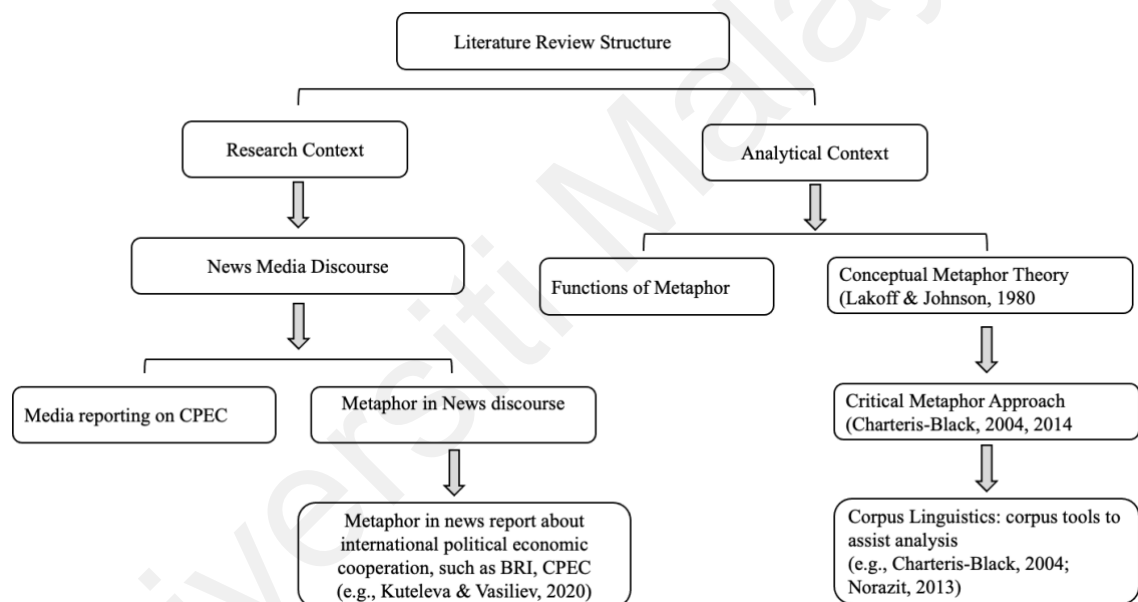
### **1.7 Outline of the Dissertation**

This dissertation consists of five chapters. This first chapter, the introduction, has provided contextual information and the problem statement of the study, followed by the research purpose and objectives and ending with the significance and limitations of the study.

The second chapter provides a review of the relevant literature and the framework, which includes the theoretical framework and analytical framework. Chapter 3 presents the methodology used in this study, including the analytical framework, data collection and data analysis. Chapter 4 begins with an overview of the findings, followed by the categorization and comparison of metaphor types to answer research question 1 and ending with the functions of metaphors to answer research question 2. The final chapter, chapter 5 begins with a summary of the key findings, before the significance and limitations of this study are discussed. Finally, the implications of this study for future research are presented.

## CHAPTER 2: LITERATURE REVIEW

This chapter reviews the literature related to the present study, including media reporting on CPEC and metaphors used in news discourse, as well as the functions of metaphor and the main approaches to studying metaphor use. Figure 2.1 shows the three areas which are relevant to this study, namely news media discourse, which is the research context, and functions of metaphor as well as conceptual metaphor theory, which are relevant to the analytical perspective of the study. This chapter will present a general discussion of the literature in each area.



**Figure 2.1: Summary of literature review structure**

### 2.1 News Media Discourse

This section includes two parts. The first part reviews previous studies in media discourse on CPEC. The second part reviews metaphor studies in discourse to illustrate how metaphors reveal the author's view of social activities in the world and their power in shaping public opinion on social issues, particularly news reports of political economic cooperation.



### **2.1.1 Media Reporting on CPEC (BRI)**

This section will discuss different studies in media reports on CPEC in the literature. It includes three parts: similarities and differences in the focus of each study; the methods used in these studies; and metaphorical expressions in media reports about CPEC.

#### **2.1.1.1 Different Aspects related to CPEC Reporting**

Previous studies have examined different aspects related to CPEC reporting, such as media stance of CPEC, media framing of CPEC and the ideological construction in CPEC report.

Several studies have analyzed media stance in news articles about CPEC in the leading newspapers from three countries, Pakistan, China and India (Akbar & Adnan, 2018; Haider & Waqar, 2020; Hameed, 2016; Mengal et al., 2018; Yousaf, Ahmad, & Fiaz, 2018). Each study sorted news articles into different categories based on different aspects of CPEC, such as economic, culture and environment, and provided a general picture of media attitude towards each category of CPEC, the details are presented in Table 2.1. These studies show that, in general, CPEC was positively reported in major newspapers in China and Pakistan, and negatively represented in India. Moreover, the media reporting on CPEC in each country is in line with the government's policies toward CPEC. Table 2.1 shows the similarities and distinctions among the studies mentioned above.

**Table 2.1: Studies on Media Stance on CPEC**

<b>No.</b>	<b>Article</b>	<b>Newspapers</b>	<b>Categories</b>	<b>Method</b>	<b>Results</b>
1	Hameed (2016)	Pakistani newspapers: “(1)Dawn;(2)The News International; (3)The Nation; (4)Express Tribune; and (5)Daily Times Pakistan”	(1)CPEC, (2)China-Pakistan relations	Qualitative Analysis	Positive report
2	Mengal, Hussain, Taj, M., Liang, and Taj, I. (2018)	Pakistani newspapers: “(1) Daily Dawn; (2)Daily Jang”	social, cultural, economic development	Content Analysis	Positive report
3	Haider and Waqar (2020)	Pakistani newspapers: “(1)Dawn;(2)the Tribune;(3)the News”	economic, culture and environment	Content Analysis	Positive report
4	Akbar and Adnan (2018)	Indian Newspapers: “(1)The Hindu;(2)Times of India;(3)Hindustan Times;(4)the Tribune India”	“5 categories with regard to Pak-China, Pak-India and China-India relations”	Content Analysis, statistical analysis	Negative report
5	Yousaf, Ahmed, and Fiaz (2018)	Pakistani newspaper: Daily Dawn Chinese Newspaper: China Daily	“1)Trade development and economy; 2)Energy and Power Sector; 3)Corridor to Central Asian Republic (CARs); 4)Employment opportunities;5)Peace and Security of the region; 6)Response by National stakeholders; 7)Response by International stakeholders; 8)Gateway to International Waters”	Content Analysis	Positive report

Latif and Mengal (2020) and Umer et al. (2018) examined not only the media stance, but also how the media frames CPEC. Their findings show that both Indian media and American media portrayed CPEC negatively, but Chinese and Pakistani newspapers frame CPEC in a positive way (Latif & Mengal, 2020; Umer et al., 2018). This result is in line with the studies mentioned above. Besides, Indian and American media focus more on the political perspective of CPEC instead of economic perspective. Although these three studies also mentioned the influence of media on people's perspectives, it is a very small portion, with the focus being on differences in media representation of CPEC across different countries. Besides, Umer et al. (2018) also discovered that media in China, Pakistan and India give attention to different aspects of CPEC. For example, while the Pakistani newspapers pay more attention to describing CPEC as a game changer that would help the stakeholders to build a shared future together, the Chinese media focuses on both economic game changer and trust building among the key players involved in this mega-project, and the Indian media focuses on trust building among the key players (Umer et al., 2018). Table 2.2 shows a comparison of studies on media framing of CPEC.

**Table 2.2: Comparison of Studies on CPEC Media Framing**

No.	Article	Newspapers	Method	Result	
				Stance	Frame
1	Latif and Mengal (2020)	Indian newspaper: Hindustan Times, The Hindu  American newspaper: New York Times, Washington Post	Discourse Analysis	Both negative	(1) News reports on CPEC follow the government policy toward CPEC (2) Reporting CPEC from the political perspective instead of economic perspective (3) Negatively reporting China-Pakistan relations
2	Khan, Farooq and Gul (2016)	Indian newspaper: “Telegraph India; Deccan Herald; The Tribune India ; Hindustan Times; The Hindu; The Times of India”	Discourse Analysis	Negative	(1) Reporting CPEC from the political perspective (Geo-Strategic Perspective; Security perspective; India-China, Pak-China) instead of economic perspective (2) Indian newspapers report CPEC follow government policy
3	Umer, Sharma and Hussain (2018)	Chinese newspaper Pakistani newspaper Indian newspaper	Content Analysis		Pakistan: economic game changer; China: economic game changer and trust building among key players; Indian: Trust building

Various studies have further explored the ideological construction of CPEC via media. Most of these studies focus on the positive framing of CPEC in constructing ideology in Pakistani media (Afsheenekhteyar & Umrani, 2021; Afzaal et al., 2019; Ahmed et al., 2019; Gill & Kausar, 2017). However, the ideological construction of CPEC in newspapers in other participant countries, such as China, were not paid much attention. Table 2.3 shows the previous studies on ideological construction in CPEC news reports.

**Table 2.3: Studies on Ideological Construction in CPEC News Reports**

No.	Article	Newspapers	Method	Result
1	Sharif and Naseem (2021)	Newspaper: Al-Jazeera  Political review journals: Eurasia Review and Modern Diplomacy	Fairclough model	All the discourse narratives have a reflective ideology
2	Afzaal, Hu, Ilyas Chishti and Khan (2019)	Pakistani newspaper	Corpus tools	Language patterns, collocations of repetitive patterns show (1) the positive image of China, China Pakistan relations and CPEC
3	Afsheen, Ekhteyar and Umrani (2021)	Pakistani newspaper	Transitivity Analysis	Material process, as the most dominant process, was used to represent CPEC as an active agent will bring Pakistan changes; Relational process was used frequently to represent CPEC as a good thing, which will bring benefit to China and Pakistan
4	Gill and Kausar (2017)	Pakistani newspaper	Grammatical structures, such as transitivity Analysis, nominalisation, modality.	Depict a positive image of CPEC

The previous studies on CPEC in news discourse show that the news report of CPEC is in line with government policy. The leading newspapers in China and Pakistan positively report CPEC, while newspapers in America and India report CPEC in a negative way. The positive media reports on CPEC mainly focus on the economic perspective, while the negative mainly give attention to the political perspective. Afzaal et al. (2019) examined the repetitive patterns in CPEC news reporting in Pakistan using corpus tools and investigated the ideological construction of CPEC, in terms of China-

Pakistan relations and CPEC, in the media frame. However, Afsheenekhteyar and Umrani (2021) and Gill and Kausar (2017) only focus on how Pakistani news frames CPEC from the economic perspective, without paying attention to China-Pakistan relations from the diplomatic perspective. For example, Afsheenekhteyar and Umrani (2021) use transitivity analysis to examine CPEC representation in the news, without including how the relationship between China and Pakistan is represented. The bilateral relationship between the countries is a very important part of CPEC, as CPEC is not merely an economic project, but largely involves diplomatic relationships between the main participant countries, namely China and Pakistan.

#### **2.1.1.2 Methods Used in Previous Studies on CPEC News Discourse**

Discourse analysis and content analysis were applied in previous studies to explore the media framing of CPEC. Firstly, these studies provided a more comprehensive picture of CPEC by investigating newspapers from different countries in the world, such as China, Pakistan, India, America. These studies show that CPEC is more than just an economic project; diplomatic relations between China and Pakistan are an essential component. In addition, Khan et al. (2016) and Latif and Mengal (2020) also found that CPEC was represented from the political perspective, such as geo-strategic and security perspective, compared to the economic perspective highlighted in Indian and American media. Secondly, these studies found that the news report of CPEC is in line with the corresponding government policy toward CPEC. However, these studies only investigated what media depict CPEC as without paying attention to how the framing devices media used to depict CPEC affect readers' understanding of CPEC. Afzaal et al. (2019), Afsheenekhteyar and Umrani (2021) and Gill and Kausar (2017) examined news reports of CPEC in Pakistani newspapers from the view of critical discourse analysis to investigate how media contribute to ideological construction of CPEC. For example, Afzaal et al. (2019) examined the repetitive patterns of CPEC reporting in Pakistani

newspapers using corpus tools, showing that the words “China” and “Pakistan” collocated robustly to reveal a close relationship between the two countries. Phrases such as “good friend”, “iron brother”, “all-weather friendship” were found to describe China-Pakistan relations. Besides, Afzaal et al. (2019) also found that the concordance of “CPEC” were also mainly linked to promotion of China-Pakistan relations. As a conclusion, Afzaal et al. (2019) shows that Pakistani newspapers depict a positive image of CPEC, China and relationship between China and Pakistan.

Comparatively, Afsheenekhteyar and Umrani (2021) and Gill and Kausar (2017) used transitivity analysis to examine CPEC news reports in Pakistan. Both studies show that CPEC was frequently represented as an active agent, which will make changes to Pakistan. Gill and Kausar (2017) also examined other grammatical structures, such as parallelism, modality and passivation in CPEC reporting, showing how these linguistic strategies contribute to depict a positive image of CPEC. However, most of the studies examine Pakistani news, with little attention paid to ideological construction of CPEC in Chinese news report, despite both countries being the main participants of CPEC. Besides, despite the key role of China-Pakistan relations in CPEC news reporting, this element was not included in the transitivity analysis of previous studies. This could be because the limitation of transitivity analysis, which is not suitable for big size data.

### **2.1.1.3 Metaphorical Expressions in the Media Report of CPEC**

Although previous studies on representation of CPEC in different newspapers have not focused on metaphor use specifically, their finding include instances of metaphorical language among other language features (Afsheenekhteyar & Umrani, 2021; Afzaal et al., 2019; Gill & Kausar, 2017; Umer et al., 2018). Gill and Kausar (2017) and Afsheenekhteyar and Umrani (2021) shows that CPEC was frequently depicted as a game changer to Pakistan in Pakistani newspapers. CPEC is a project that aims to connect China

and Pakistan via infrastructure development, while “game changer” is originally used in sports to show the athlete or play suddenly change the outcome of a game or contest (Online Dictionary). In a literal sense, CPEC and game changer do not belong to the same domain. The metaphorical meaning of game changer is used in the media to show that CPEC can bring great changes to Pakistan’s economy and make a big difference.

Moreover, Afsheenekhteyar and Umrani (2021) also found that although CPEC is not animate, it was frequently described in Pakistani newspapers as an active agent/doer that will bring changes to Pakistan’s economy. Afzaal et al. (2019) shows that repetitive patterns, such as iron brother, good friends, all-weather friendship, were found to describe China-Pakistan relations in Pakistani newspapers. China and Pakistan are countries, while brother and friends are words to describe human relationships. In these examples, China and Pakistan are metaphorically represented as a human. Lakoff and Johnson (1987) termed this type of metaphor, which describes physical objects as human beings or with human characteristics, as personification. Personification allows us to understand a wide range of non-human experience in terms of human characters and activities.

Although these studies contribute examples of how metaphors are used in CPEC news reporting, the analysis of the metaphoric language was limited to linguistic features, such as transitivity analysis, parallelism and modality, which is not sufficient to explain how these metaphorical expressions work and how they affect people’s interpretation of CPEC and construct ideology. This is supported by Gill and Kausar (2017), who show that successful interpretation of news representation of CPEC requires cognitive mapping from readers within proper contextual information. Therefore, when analysing metaphors, it is useful to include cognitive perspective (Lakoff & Johnson, 1980). How metaphors are used in news discourse in previous studies will be presented in the next section.



### 2.1.2 Metaphors in News Discourse

This section reviews the previous studies on metaphor in news discourse. It includes two parts: descriptive part of metaphor and persuasive part of metaphor. The first part focuses on the descriptive part of metaphor, such as the grammatical forms of metaphor used in news discourse; the second part will mainly focus on the persuasive and rhetoric role of metaphor use in news discourse.

After exploring the various grammatical forms metaphor can take in discourse, Deignan (2005) found that different source domain prefers different grammatical forms of metaphor. For example, verbal metaphors are more frequently found in the source domain “movement”, while metaphors within the source domain “cleanliness and dirt” are more likely to be adjectives. Steen et al. (2010) examined the word class frequency of metaphorical expressions used in news discourse, finding that verbs are the most frequently used form of metaphorical expressions in news discourse. Specifically, verbs accounted for 30% of all metaphors, prepositions, 27%; nouns, 23% and adjectives, 11% (Steen et al., 2010). These studies focus mainly on the descriptive part of metaphor instead of persuasive aspect.

There are also studies on metaphors in discourse that move beyond descriptive analysis to investigate the rhetoric function and ideological power of metaphors. It is widely acknowledged that metaphor use is persuasive and evaluative and therefore, potentially ideological (Lakoff & Johnson, 1980). Metaphor as a powerful tool in influencing recipients has been widely studied in previous research (e.g., Boeynaems et al., 2017; Charteris-Black, 2005; Hart, 2017; Kelly, 2001; Mio, 1997). The persuasion and evaluation of metaphor especially shows in consciously constructed text, such as political discourse, economic discourse, and advertising discourse (Deignan, 2010; Koller, 2004; Maalej, 2007).

Focusing specifically on news reports, researchers have investigated metaphors used in reporting political events (e.g., Ana, 1999; Charteris-Black, 2006), economic events (e.g., Norazit, 2013) and other events of national importance (e.g., Charteris-Black, 2006)). It was found that metaphors are frequently used in the media to account for certain worldviews. Previous studies of metaphor analysis in news reports have focused on different topics, such as immigration, racism, economic, and diplomatic relations. For example, metaphor analysis has examined how reports on immigration attempt to influence readers' perspectives (Ana, 1999; Charteris-Black, 2006). Ana (1999) shows how immigrants are represented as animals in US print media to frame public opinion on the immigration issue while Charteris-Black (2006) shows that metaphors contribute to the legitimacy of immigration policy by framing immigrants as a natural disaster, and Britain as a container, which should be protected from outside danger. Metaphors are also commonly used in political communications to explain a policy stance, and influence people's perspectives on certain policy issues (Bougher, 2012; Ottatti et al., 2014). In reports on economic events, metaphor analysis reveals ideological, cultural, and historical differences (Norazit, 2013). Table 2.4 shows the previous studies on metaphors in news discourse mentioned in the following sections.

**Table 2.4: Studies on Metaphors in News Discourse**

No.	Articles	Method	Results	Summary
1	Maalej (2007)	Critical Discourse Analysis and The Contemporary Theory of Metaphor (Lakoff, 1993)	(1)Conceptual metaphor functions critically  (2)Metaphor is persuasive because of its power in evaluation via the source domain	(1)Metaphor is persuasive;  (2)Metaphor achieves its persuasion and evaluation via the cross domain mapping, mainly the choice of source domain;
2	Semino and Masci (1996)	Cognitive Theory of Metaphor	(1)Metaphor is persuasive, especially conventional metaphors,	

		(Lakoff and Johnson, 1980)	<p>which are easily acceptable metaphor</p> <p>(2)Italy's Prime Minister in 1994 used metaphor consistently in media to create a positive image for himself and justify his activities for the election</p>	(3)Certain source domains can be considered as more evaluative and persuasive, such as conventional metaphors, source domain suggests shared values between readers and writers; domains related to everyday experiences
3	Koller (2004)	A Critical Cognitive Framework for Metaphor Research (Koller, 2004)	<p>(1)War metaphor is predominately used in business discourse to strength the male dominated culture</p> <p>(2)War metaphor is also used to attract the male readers</p> <p>(3)Corpus tools are used to assist the analysis</p>	(4)Corpus tools are commonly used in assist the analysis of metaphors in discourse studies;
4	Pasma (2011)	Three Dimensional Model of Metaphor (Steen, 2008)	<p>(1)Conventional metaphor are mostly used in conversation and news</p> <p>(2)The finding shows the similarities and differences of the grammatical forms of metaphors in news and conversation</p>	(5) Few studies conducted on the BRI from the discourse analytical perspective, metaphor was mentioned, but only as small part of the study.
5	Charteris-Black (2004)	Critical Metaphor Analysis (Charteris-Black, 2004)	<p>(1)metaphors related to daily experience, such as Journey, building and conflict, are commonly used in political discourse</p> <p>(2)Corpus tools are used to assist the analysis</p>	
6	Musolff (2006)	Cognitive Theory of Metaphor (Lakoff and Johnson, 1980)	<p>(1)Metaphors were further categorized into specific scenarios to compare the British and German reports</p> <p>(2)The metaphor scenarios carry evaluative</p>	

			biases, which related to the political preferences
7	Norazit (2013)	Discourse-analytical Approach (Charteris-Black's Critical Metaphor Analysis; Steen's Three-Dimensional "Discourse Analytical Framework")	(1)Metaphor reflects political ideology, social-cultural and historical background;  (2)Metaphor, as part of a discursive strategy, constructs a particular understanding of reality.  (3)Corpus tools are used to assist the analysis
8	Wang (2020)	Corpus-based Approach	(1)Personification is commonly used in understanding a nation;  (2)This study provided empirical evidence to show the significant cognitive impact of metaphor, especially conventional metaphor, use
9	Deignan and Potter (2004)	Cognitive Theory of Metaphor (Lakoff and Johnson, 1980)	Corpus tools are used to assist the analysis
10	Kuteleva & Vasiliev, 2020	Content and Discourse Analysis	(1)Russian news report of BRI support the official narrative of China-Russian relations;  (2)Metaphor was mentioned in the methodology section, but was not specifically mentioned in other parts
11	Chen (2018)	Discourse Analysis and Frame Analysis	metaphors were frequently used in BRI news reports to simplify the complexity of BRI and catch people's attention.

Maalej (2007) shows that the evaluation or judgement achieved by metaphors is through the positive or negative mappings between source domain and target domain. By consciously choosing the favoured source domain, the speaker can convey different evaluations of certain things to the audience. For example, Semino and Masci (1996) found that football metaphors were frequently used by Italian politician Berlusconi as a strategy to align himself with the audience, since football is the most popular sports in Italy.

Besides this, certain source domains can be considered as more evaluative and persuasive, when the source domain suggests shared value between the writers and readers. For example, after analysing a corpus of business texts, Koller (2004) found that dominant metaphors, such as source domains in war and sports, are frequently used to construct a picture of business not only as being masculine, but also in an aggressive, violent and dominating way. At the same time, it was found that 90% readers of the business text are male and most of them are in senior manager position (Koller, 2004). Assuming that male readers may be more aligned with values conveyed by war and sports metaphors, the use of such metaphors in business texts may make such media more appealing to potential readers from this audience demographic.

Pasma (2011) argues that domains related to everyday experience are always used to make political issues intelligible, to express ideological positions, and influence the favour of the public. This argument is also consistent with Charteris-Black (2004). After analysing metaphors from British Manifesto Corpus, Charteris-Black (2004) found that the frequently occurred metaphors are within a small scope of source domains, such as journey, building, religion and plants. This discovery was further asserted after analysing metaphors in the US Inaugural Corpus. After examining the US Inaugural Corpus, which includes 33,252 words and spans around 200 years, Charteris-Black (2004) discovered

that only a small range of source domains that are closely related to everyday experience was found in this corpus. After comparing metaphors identified in both corpora, Charteris-Black (2004) found a large overlap in metaphor usage in both corpora. For example, building, journey and conflict metaphors play an important role in both corpora, accounting for 66% in the US corpus and 88% in the British corpus. Besides, most source domains frequently used in both corpora commonly appear in daily experience. Therefore, Charteris-Black (2004) argues that it is intelligent and important to build a common ground with the public by introducing familiar domains, including personal experience and social activities, through metaphors choice. In addition, Charteris-Black (2004) argues that the similarities in linguistic terms among all the metaphors identified in both corpora are reification and personification. Reification refers to something abstract being expressed as something physical, while personification means depicting an inanimate object as something animate. Both reification and personification are rooted in physical experience and body awareness, which commonly appear in everyday life. Charteris-Black (2004) shows that building metaphors are prevalently used in political discourse to convey a meaning that A WORTHWHILE ACTIVITY IS BUILDING, which implies that “A COUNTRY IS A BUILDING”, “POLITICAL LEADERS AND CITIZENS ARE BUILDERS” and “DEVELOPMENT OF A COUNTRY IS BUILDING CONSTRUCTION”. Thus, a strong positive evaluation of economic process is conveyed through the use of building metaphors. Similarly, the journey metaphor also conveys a strong positive evaluation in the form of “a purposeful activity is travelling along a path towards a destination”. Even when the negative aspects of journeys, such as obstacles on the road, or burdens people have to carry, highlight the need to sacrifice or bear the difficulties, they are simultaneously conveying the idea of the journey as a worthwhile endeavour where patience is needed to achieve the long-term goal (Charteris-Black, 2004). In this way, the use of common metaphors related to everyday life in political discourse may play a role in influencing

people's judgements and perceptions and could be used for the purpose of conveying particular messages in a convincing manner.

Metaphor scenarios can be used in describing opposing views by using the same metaphor scenario and leaving a rich conceptual space for investigating the argumentation and rhetoric. Musolff (2006) studied the public debate between Britain and Germany about the European Union and explored the connection between political attitudes and metaphor scenarios. The relationship between EU states is described as a Love-marriage-family relationship in British and German reports. The difference is, in German media, France and Germany's relationship was viewed as a marriage, in which Britain was seen as a problem that disturbs their marriage and which should be solved to maintain a good marriage between France and Germany. However, the British press emphasised the possibilities of separation between Britain and the EU. In conclusion, metaphors are used in different ways on the international relations between France, Germany and Britain (Charteris-Black, 2004). Musolff (2006) shows that metaphors can be used to frame the social issues in different ways, even the same metaphor scenarios can tell a totally different story. Therefore, examining metaphors used to frame the same social issue in different ways would help us to make a better judgement and understanding of issue.

Metaphor choice reflects not only political ideology, but also cultural differences. Comparing metaphorical expressions in reporting the 2008 economic crisis in Malaysian and Singapore English newspapers, Norazit (2013) found that major newspapers in Malaysia described the economic crisis as a natural disaster, sports and a sick person, while Singaporean news articles described it as a fallout, slippery slope and battlefield. The difference of metaphor choice for reporting the same economic crisis in Malaysia and Singapore reveals the cultural difference between two countries.

Corpus tools are also commonly used to assist metaphor analysis in previous studies. For example, Koller (2004) found that clusters, such as game, sports and war metaphors were commonly found in marketing business news discourse after analysing a corpus of business newspapers and magazines. Wang (2020) found that personification is commonly used in understanding a nation after examining the news report from a self-built corpus. Charteris-Black (2004) and Deignan and Potter (2004) show that a sample can be used to identify metaphors manually, and then metaphors found in a sample can be studied in a large amount of data by using corpus tools. This method makes studying metaphors in larger size data more feasible.

There have been few studies conducted on the BRI from the discourse analytical perspective, especially in examining the metaphors used in media reports. One study of Russian media discovered that news coverage of the BRI is consistent with Russian foreign policy and China-Russia relations (Kuteleva & Vasiliev, 2020). For example, Russian media started to pay more attention to BRI only after the Russian government showed interest in the programme. Although metaphor was mentioned in the methodology section as one of the linguistic devices to examine the discursive strategy in Russian media, it was not specifically mentioned in other parts of the article. Looking at Chinese media, Chen (2018) shows that metaphors were frequently used in BRI news reports to simplify the complexity of BRI and catch people's attention. For example, BRI was framed as a "symphony" or "chorus" to depict BRI as a project and that every participant should work together to achieve a shared goal. However, after searching the keyword "metaphor" and "BRI" or "CPEC" in Google scholar, only a few articles were found reporting metaphorical analysis of the BRI, in particular CPEC, in media reports and metaphor is only a small part of the studies rather than the main focus.



## 2.2 Functions of Metaphor in Discourse

Metaphors primarily were seen as decorative and descriptive language until 1980, when Lakoff and Johnson proposed a new metaphor theory from the cognitive perspective. Since then, metaphor has been actively studied. Two main functions of metaphor in discourse are well explored in previous studies, they are cognitive semantic function and pragmatic function. The cognitive semantic function, which originates from Lakoff and Johnson (1980), considers metaphors as a reflection of the cognitive process. However, the pragmatic function views metaphor as a choice for persuasive function. The main difference between these two functions is whether it focus on 1) sentence meaning or speaker's intention within a specific context, and 2) unconscious use of metaphor or conscious choice of metaphor. These two functions are discussed below.

In the cognitive semantic approach, metaphors are viewed as a cognitive mechanism, which structures how we perceive the world and how we behave accordingly. Lakoff and Johnson (1980) discovered that metaphor is pervasively used in our daily life; it allows us to understand the abstract ideas or experience based on the concrete or physical experience. For example, metaphor was commonly used in education to simplify abstract concepts (Semino, 2008). Besides, metaphor is more than just an element of linguistics, it is also rooted in our thinking and action. The conceptual system, we use for processing thoughts and doing action, is also the same system for communication (Lakoff & Johnson, 1987).

However, some theorists argue that cognitive semantic function is not enough to account for metaphor. Metaphor needs to be understood within context instead of only semantic or literal meaning. Therefore, the pragmatic view of metaphor consider metaphor as language in use. In other words, it views metaphor as a social practice for certain purpose. For example, Searle (1979) argues that metaphor deals with speaker's

intentions, and therefore, it has pragmatic functions. This view is also supported by Levinson (1983). Levinson (1983) claims that the details of context provide a better metaphor interpretation. Besides, Sadock (1993) mentioned that there is a conflict between what is said literally and what is intended; therefore, metaphor can not be understood fully if one only considers semantic aspects.

The pragmatic perspective of metaphor provides a view on exploring a metaphor's rhetorical function. Rhetoric can be traced back to Aristotle. Rhetoric was viewed by Aristotle as an art of persuasion and can contribute to beliefs about what is true. Besides, Aristotle argues rhetoric can be learned (Rapp, Spring 2022). The classical rhetoric was commonly used to train people, such as political orators, lawyers, to communicate persuasively for a desired result, such as building a better society by improving the political and juristic environment (Rapp, Spring 2022). Metaphor was viewed as an effective way for rhetorical function. It was commonly used by the speakers to build a credible image and deliver the message in a convincing way. However, as explained by Charteris-Black (2018), Plato viewed rhetoric as a deceptive way because it only gives one perspective from the speaker instead of giving a comprehensive understanding of an argument. Both Aristotle and Plato's views of metaphor on rhetoric, including positive view and negative view, continue, but in modern society, rhetoric is viewed more negatively (Charteris-Black, 2018).

Metaphor has been commonly viewed as an effective persuasive device since Aristotle first introduced metaphor in rhetoric. Various experimental studies were conducted to show how metaphors can influence people's reasoning, decision making, and emotional response on different issues (Christmann & Göhring, 2016; Hendricks et al., 2018; Landau et al., 2014; Scherer et al., 2015). For example, Christmann and Göhring (2016) found that a systematic influence was observed when the city crime was represented with

different metaphors, which means the use of different metaphors in framing an issue could affect the receivers' view and assessment of that issue. Scherer et al. (2015) shows that metaphorical representation of flu affects people's decision in taking vaccination. Hendricks et al. (2018) shows that metaphorical frame of cancer can affect people's emotional response to it. Besides, metaphor was also commonly found in advertising to influence consumers' judgment and change their belief unless they are highly aware of metaphor's influence (McQuarrie & Phillips, 2005; Phillips & McQuarrie, 2009).

As mentioned above, metaphor as an effective persuasive tool is widely acknowledged. However, why are metaphors so persuasive in public communication?

Firstly, the interpretation of metaphors engages audiences for a meaning creation activity. When the speaker applies metaphors, the speaker engages the hearer to join a meaning creation process by inviting the hearer to perform an interpretative act. This activity will be successful if the hearer can overcome the tension between what is said and what is meant (Charteris-Black, 2004). Secondly, metaphors, especially conventional metaphors, are rooted in socially and culturally accepted knowledge. For a metaphor to be popular, people should be able to overcome the tension between metaphors and the things metaphors refer to. Therefore, most conventional metaphors are rooted in the tradition and culture. This reason could make the particular value that the speaker addresses by using metaphor more acceptable. Third, metaphors tend to draw on the unconscious emotional associations of words since we are not always aware of our emotional response to language. Besides, as mentioned above, different empirical studies have also found that metaphors influence people's emotions and reasoning effectively. Therefore, it could also affect people's judgement in certain issues. Although metaphors can be very influential in persuasion, the influence on individuals could be different due

to their varied awareness of the rhetoric impact of metaphor use. In the next section, we will talk about some different approaches to studying metaphor.

### **2.3 Approaches to Studying Metaphor**

This section starts with a general introduction to different metaphor approaches in discourse, followed by a detailed explanation of two approaches relevant to this study, which are conceptual metaphor theory and critical metaphor analysis.

#### **2.3.1 Introduction of Metaphor Approaches**

Metaphorical use of language refers to the use of non-literal or figurative language. For example, in “time *flies*”, “fly” is used metaphorically since the literal sense of “fly” is to move through the air, which “time” cannot do. Since 1980, when Lakoff and Johnson proposed the cognitive conceptualization of metaphors, metaphor has been understood as the cognitive mapping of concepts from one domain or one semantic area to another. Source domain and target domain are used to differentiate the two domains the metaphors belong to, source domain means the domain which is used to structure the concept, and target domain indicates the conceptual domain metaphorically defined concept belongs to (Deignan, 2005; Lakoff & Johnson, 1980). For example, in TIME IS MONEY, “time” and “money” belong to different conceptual domains, “money”, which is the source domain, are used metaphorically to frame the target domain “time”, the attributes of money, such as valuable, limited, are mapped to time. Metaphors are based on our physical and cultural experiences and are abundantly used in understanding different concepts and the realities of our daily life, while also affecting our actions (Lakoff & Johnson, 1980).

As mentioned above, metaphor has been viewed as a cognitive process since 1980, while language is the realization of the surface structure. Metaphor has been actively studied since 1980, when Lakoff and Johnson developed Conceptual Metaphor Theory (CMT).

Around 20 years later, Charteris-Black (2004) developed the Critical Metaphor Approach, a combination of Lakoff and Johnson's approach and Critical Discourse Analysis. According to Charteris-Black, metaphor "is a gateway through which persuasive and emotive ways of thinking about the world mould the language that we use and through which our thoughts about the world are moulded by language use" (Charteris-Black, 2004, p. 244). Metaphorical language is very necessary to deliver the thoughts in an accessible and easy to understand way to the information receiver, especially in simplifying abstract and complicated concepts or situations by describing them as concrete concepts.

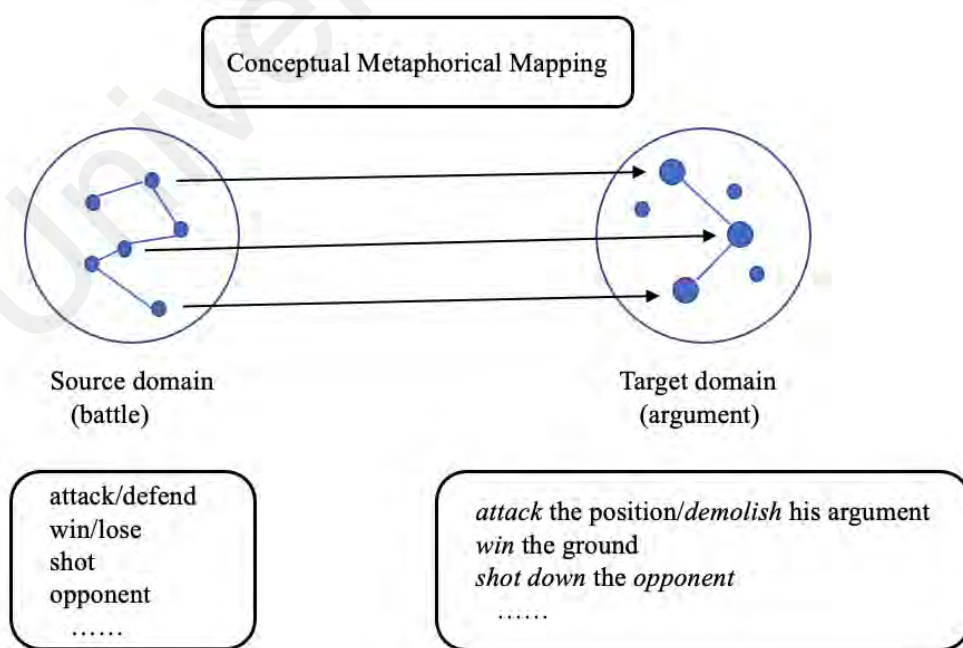
Later on, Steen (2008, 2011) developed a three dimensional "discourse-analytical framework," which includes the communicative, linguistic and cognitive aspects of metaphor. Steen (2008, 2011) argues that linguistic and cognitive dimensions are not sufficient to explain the reason a particular metaphor is chosen. Therefore, the communicative dimension is necessary to evaluate whether a metaphor was chosen deliberately or not.

Cameron and Maslen (2010) developed a discourse dynamic framework for metaphor. Metaphor was viewed as a tool for understanding people and revealing people's idea, values in a dynamic process. This framework is developed to understand the society and the psychological world by paying attention to the changes and how changes happen in the world through examining metaphor use in discourse. In addition, Cameron (2007) also found that the patterns in metaphors reflect the process of reconciliation between victims and perpetrators through talk.

### **2.3.2 Conceptual Metaphor Theory**

Conceptual metaphor is a systematic set of mappings between two different domains, it is presented as "target domain is source domain". For example, in the conceptual

metaphor ARGUMENT IS A BATTLE, we systematically map the attributes or elements of ‘battle’ into ‘argument’ by using words to describe a battle for an argument. Lakoff and Johnson (1980) argues that the cognitive mappings across domains are systematic and partial, often occurring unconsciously and effortlessly. For example, in the conceptual metaphor ARGUMENT IS A BATTLE, it highlights the competing aspect of the concept “argument”. However, in using the “Battle” metaphor to describe an argument, we may lose the cooperative aspect of an argument, which may benefit us with valuable insights, i.e., mutual understanding and good relationships. With the conceptualization of argument as a battle, people could treat each other as opponents, and do their best to eliminate each other, defend their points and win the argument. Comparatively, people may act very differently if they conceptualize “argument” differently. For example, working from the conceptualization ARGUMENT IS PAINTING TOGETHER, people may be more inclined to collaborate to create something new by understanding each other’s point of view. Figure 2.2 shows the metaphorical mapping process of ARGUMENT IS A BATTLE (Lakoff & Johnson, 1980).



**Figure 2.2: Mapping of Conceptual Metaphor: Argument is a Battle**

### 2.3.3 Critical Metaphor Analysis

Charteris-Black (2004) proposed the Critical Metaphor Approach (CMA) by adding linguistic and pragmatic criteria to Lakoff and Johnson (1980) cognitive criterion. As linguistic forms, metaphorical expressions reveal the underlying cognitive representations, and arouse audience's emotions to influence their opinions. Charteris-Black (2004) argues that the cognitive approach of metaphor is not adequate to understand metaphor, since the underlying persuasive function of metaphor can only be explained by adding the pragmatic criteria. According to Charteris-Black (2004), metaphors are defined as fulfilling linguistic, cognitive and pragmatic criteria, as follows:

- 1) Linguistic Criteria: A word or phrase will cause semantic tension in the text through reification, personification and depersonification. Reification indicates something abstract is understood in terms of something concrete. Personification involves using something that is animate to indicate something inanimate. While depersonification is the opposite of personification. Depersonification is to describe something animate as inanimate. Table 2.5 below are the examples for these three situations.

**Table 2.5: Examples of Different Semantic Tension in Metaphor**

	<b>Metaphor example</b>	<b>Semantic tension</b>
Reification	ARGUMENT IS A BATTLE	Concrete battle is used to represent abstract argument
Personification	STATE AS PERSON	Animate person is used to represent inanimate country
Depersonification	HUMAN BEING IS CONTAINER	Inanimate container is used to represent animate human being

- 2) Cognitive criteria: A word or phrase will cause conceptual shift among different domains. The conceptual shift is based on the relevant attributes of these two different domains. For example, let us *build* our *relationship* on love and trust. Build is originally and mostly used to show the process of construction work and relationship is about “the sense or state of being related” according to online etymology dictionary, these two words belong to different domains: “building” and “human relationship”. A conceptual shift is needed to understand the metaphor. In addition, this conceptual shift is based on the association between building and human relationship. It takes time and effort to build the building, and the building can last long time only if the foundation is strong and solid. In the same way, a relationship also requires time and effort to grow, at the same time, the foundation of a relationship is also very important. The difference between two domains is we can see the foundation and progress of building physically, but we can not see the foundation and growth of relationship physically. However, the associated attributes allow the shift to happen.
- 3) Pragmatic criteria: There are covert motivations underlying the use of metaphors in specific contexts. Charteris-Black (2004) argues that, as an incongruous linguistic expression, metaphor is commonly used for influencing people’s opinions and judgement for certain purpose, the purpose is always hidden and can not be expressed directly, and the intention can be reflected in the specific context. For example, Charteris-Black (2004) explored how metaphors are used to legitimize the immigration policy in Britain. This study found that immigrants were represented as a natural disaster, while the country was represented as a container to protect the inside part from the penetration of outside threats. Metaphors were used to justify



the immigration policy and also contribute to the formulation of the policy (Charteris-Black, 2006).

The definition of metaphor proposed by Charteris-Black (2004) also corresponds with the three main stages of metaphor analysis involved in Critical Metaphor Analysis (CMA). The realization of metaphor in linguistic devices allows metaphor to be identified in discourse. The interpretation of metaphors is based on the cognitive criteria of metaphor, and discovering the functions of metaphor, which correspond to the pragmatic criteria. Below is the explanation of four stages involved in CMA.

Charteris-Black (2004, 2018) CMA includes four procedures: Contextual analysis, metaphor identification, interpretation, and explanation. The first stage, contextual analysis, is to develop the research questions according to the context and select the proper data source to answer the research questions. The second stage is metaphor identification, which involves identifying the metaphorical expressions that fulfil the definition of metaphor as mentioned earlier in this section. Metaphor in CMA (Charteris-Black, 2004, 2018) refers to conventional metaphors, which means words or phrases that are commonly, but not always, used as metaphor. In other words, a conventional metaphor is words or phrases that are established in the society. Therefore, it does not require much cognitive process for people to interpret it. If a word or phrase is always used as a metaphor, it has already become literal or lexicalized, because it has lost the semantic tension. Conversely, if a word or phrase is too novel as a metaphor, the semantic tension would be too high for the audience to overcome and interpret the metaphor successfully. CMA focuses on conventional metaphors because firstly, they allow the audience to overcome the semantic tension easily and interpret the metaphor successfully. Secondly, an audience would have less awareness of the semantic tension because the interpretation takes less effort and is processed more automatically. Thirdly, conventional metaphor is

more influential and easily accepted by the public because it is established in the society and exists within the social value system.

Charteris-Black (2018) argues that metaphors always occur in phrases or collocations instead of separate words, especially in political discourse. For example, “beacon” was commonly found in Tony Blair’s speech, repeatedly occurring in the phrases “beacon of the world”, “beacon of freedom”. In Charteris-Black (2018) CMA, phrases instead of separate words are counted as one metaphor. For example, in the current study, different phrases were used to describe the China Pakistan relationship in *Xinhua* newspaper. “China and Pakistan are *good neighbors, close friends, iron brothers and trusted partners*”. “China and Pakistan, as *all-weather strategic cooperative partners*, have a high level of political mutual trust and close cooperation”. Although “close” and “friend” belong to different domains, and “iron” and “brother” also belong to different domains, we count each phrase as a single metaphor instead of two separate metaphors. By doing so, it can reduce the overcounting of metaphors.

The third stage of CMA is metaphor Interpretation. This stage includes metaphor categorization and interpretation. The purpose of categorization is to identify conceptual metaphor for further interpretation. The form of conceptual metaphor is “target domain is source domain” to connect the metaphor words and the topic they refer to. Classification of metaphors according to source domain is based on the semantic or literal meaning of the metaphorical expressions, while the target domain is based on what the metaphorical expression refers to in context. The interpretation in CMA is based on Lakoff and Johnson (1980) CMT. It aims to understand the systematic representation of target domain within source domain. Besides, it also contributes to explain the motivations within the cross-domain mapping between source domain and target domain.

The fourth stage is metaphor explanation. This stage is to investigate the general pragmatic motivations for the choices of metaphor in specific context, for example, catching people's attention, building trust, framing issues in certain ways in favor to the speaker. This stage involves identify the purposes behind metaphorical use by bringing back the broader social and political context. Charteris-Black (2016) proposed seven potential persuasive purposes of metaphor in public communication, especially in political discourse. A detailed explanation of these seven purposes will be presented in the methodology chapter.

Applying corpus software in CMA can offer valuable insights into the analysis of metaphors in news discourse, especially in a large collection of news articles. However, due to the small size of datasets, corpus tools are only used in counting and re-examining the frequency of identified metaphors in this study. Besides this, a reference corpus was used to assist metaphor identification (see section 3.3).

The aim of CMA is to help the reader understand how metaphor is used as a persuasive tool to influence the understanding of the social world. Although the persuasive role of metaphors is significant, metaphor is not always used for ideological reasons. For example, metaphor can be used for simplifying the abstract scientific knowledge in class (Cameron, 2003; Mayer, 1993). However, CMA mainly focuses on the use of metaphors in public discourse, especially in persuasive genres, such as political, economic and religious discourse. CMA is developed based on the persuasive function of metaphor, and power in metaphorical framing. Although the persuasive function of metaphor is well studied, there are also some criticisms on the impact of metaphor, for example, the impact of metaphors in reporting CPEC has not been empirically studied. The methodology of this dissertation will be discussed in the next chapter.

## 2.4 Metaphors on CPEC

This section has presented an analysis of the previous studies on media reporting on CPEC. Based on the analysis of previous studies, metaphor analysis of CPEC in news coverage in China and Pakistan is necessary for several reasons.

First, although the prevalence of CPEC has prompted various studies to ascertain the media stance and the representation of CPEC in different newspapers, there is limited information about how the leading newspapers in both China and Pakistan represent the relationship between two countries in CPEC. This is important because previous studies on news discourse of CPEC shows that the economic benefit of CPEC was positively reported in different newspapers (e.g., Afzaal et al., 2019; Umer et al., 2018; Yousaf, Ahmad, & Faiz, 2018). Most negative reports focus on the political perspective. In addition, media outlets' stance and reporting of CPEC are in line with the views and policies of their local government (e.g., Khan et al., 2016; Latif & Mengal, 2020). However, are the news reporting of CPEC in China and that in Pakistan in line with each other? How do both countries maintain a collaborative relationship and keep CPEC moving on with the challenge of doubt and negative reports from newspapers in other countries? How does media in China and Pakistan represent CPEC, especially the role of China-Pakistan relations in CPEC reporting? Answering these questions could shed some light on how China and Pakistan maintain a collaborative relationship and continue push CPEC forward from the perspective of media report, although lots of doubt and negative representation of CPEC in different news.

Second, most of the previous studies show that metaphors were commonly used in news report to represent CPEC and China Pakistan relations. However, there is limited information showing how metaphors are used in the news report to represent CPEC.

Moreover, studies have demonstrated that metaphor is very influential in persuading people to think in a certain way. Therefore, further investigations are needed to explicate how metaphors are used in media report of CPEC, as mentioned at section 1.2

Third, there is limited information about how the representation of CPEC in newspapers affect people's interpretation of CPEC from the cognitive perspective. Metaphor analysis of CPEC on newspapers could provide some insight into how metaphors conceptualize CPEC and convey the conceptualization of CPEC to the newspaper readers. In addition, metaphor analysis also could provide some general pragmatic motives for metaphor use in specific contexts, such as causing attention, framing issues in an intelligent way to increase the acceptance of certain views. In consideration of this, the current study utilizes critical metaphor analysis as the analytical framework to look at the representation of CPEC, which will be discussed in the next chapter.

## CHAPTER 3: RESEARCH METHODOLOGY

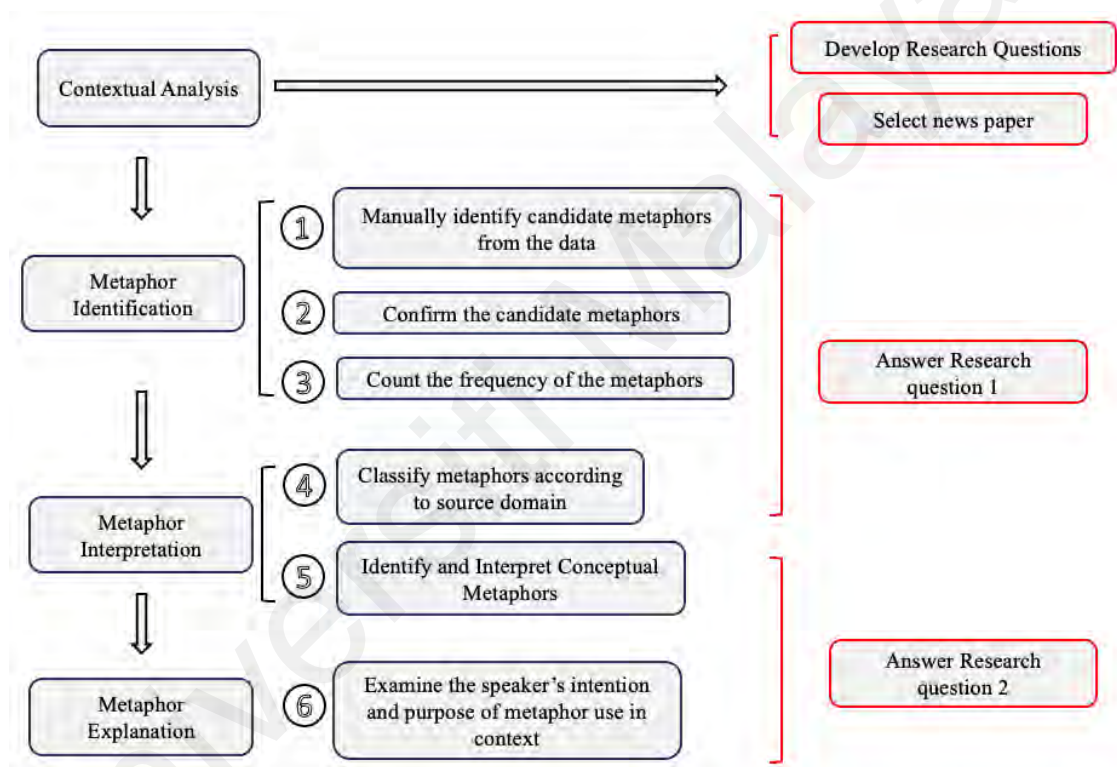
The previous chapter presented a review of the literature, including discourse on CPEC, metaphor in news reports and the related frameworks for metaphor analysis. This chapter includes three main sections related to the methodology used in this study. The first part discusses the analytical framework of the study and provides an overview of the procedures followed to answer the study's research questions. The second part elaborates on the data collection procedures and describes the different datasets. The last section explains the data analysis process based on Charteris-Black's (2004, 2018) Critical Metaphor Analysis (CMA).

### 3.1 Analytical Framework

The current study uses a discourse analytic approach to study metaphors used in CPEC news reports in a leading English newspaper in two countries, China and Pakistan. Charteris-Black's (2004, 2018) Critical Metaphor Analysis was chosen as the analytical framework for this study. In this section, the reasons for selecting this particular analytical framework and the main research procedures for answering the two research questions are explained.

For studying metaphors in discourse, different approaches and tools can be applied. These include (1) Conceptual Metaphor Theory (CMT, as mentioned in literature review chapter) by Lakoff and Johnson (1980), (2) Metaphor-led discourse analysis, which is an approach that focuses on the dynamic systems of metaphor analysis to reveal people's attitudes, values and perceptions via analysis of discourse, and (3) Critical Metaphor Analysis (CMA) by Charteris-Black (2004), which uses metaphor analysis to reveal speaker intentions. The reasons CMA was chosen as the main analytical framework for this study are that it provides a method of revealing how metaphors are used to represent certain social issues, and it can also be used to account for functions behind the specific

metaphors used in different discourse, such as in political, economic, and religious discourse. This aligns with the objectives of this study, which are to describe the metaphorical representation of CPEC in media reports and explore the functions of metaphor use behind this representation. This framework enables an analysis of metaphors in their specific context in order to understand the functions of metaphors in representing CPEC in the major English newspaper in China and Pakistan. Figure 3.1 below shows the overview of main research procedures.



**Figure 3.1: Overview of Main Research Procedures**

The two research questions referred to in Figure 3.1 which will guide the analytical process of this study are as follows:

RQ1: What can be deduced about metaphors used in CPEC-related reports in *Xinhua* and *Daily Dawn*, in terms of types of metaphors:

- a) found in each newspaper; and
- b) compared across the two newspapers

RQ2: What functions do the metaphors serve in CPEC reporting in both the newspapers under study?

The first research question focuses on identifying the types of metaphor used in both newspapers and then on making comparisons between the two. To achieve this purpose, firstly, all the metaphorical expressions from both newspapers were identified and then the frequency of use was calculated. Secondly, the metaphoric expressions were classified according to their source domain. Subsequently, metaphors within the same source domain were compared to identify the similarities and differences between their frequency of occurrence in the two newspapers. Metaphors were classified according to the source domain for the purpose of finding the types of metaphor and making the comparisons. This process is described in more detail in sections 3.3.1 and 3.3.2.

The second research question focuses on examining the functions of metaphors. All the procedures follow Charteris-Black's CMA (Charteris-Black, 2004, 2018). Firstly, the interpretation of conceptual metaphors was examined by the researcher with the assistance of dictionaries and reference corpus (see section 3.3). The classification of conceptual metaphors (described earlier) provides an analytical platform to identify a more detailed discourse functions of metaphors. This also allows the identification of writers' purposes for using these metaphors against their contextual background. For example, as we mentioned earlier in section 2.3.2, the conceptual metaphor ARGUMENT IS A BATTLE highlights the confronting aspect of an argument. However, an argument doesn't have to be confrontational, it is the writer who purposefully represent it in this way for certain purpose. Therefore, the interpretation of conceptual metaphor allows us to examine the writer's potential purpose in their context. Secondly, the conceptual metaphors were explained in terms of the specific context of usage. This phase involves the identification of rhetorical and ideological purposes which motivates the use of



metaphors in describing CPEC in the newspapers. The procedures described here are further explained in more detail in sections 3.3.2 and 3.3.3.

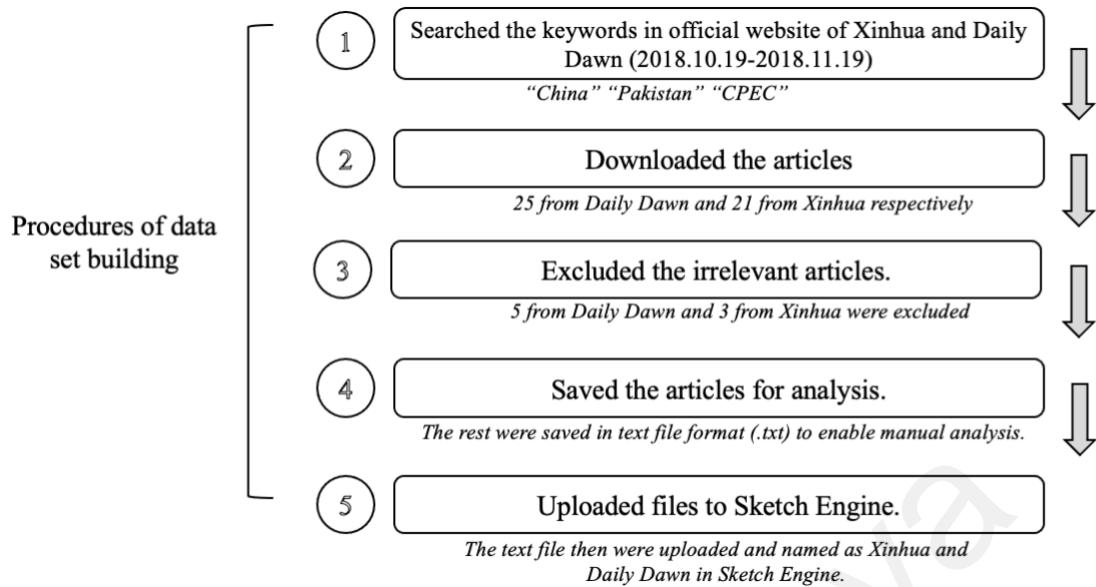
The combination of these two research questions aims to provide a comprehensive understanding of metaphors used in describing CPEC in both Pakistani and Chinese newspapers, focusing on the interpretation of metaphors as well as their functions. After the metaphors are identified, they are interpreted, and this interpretation paves the way for the explanation of the motivations behind metaphor choices. This will be described in more detail in Chapter 4.

### **3.2 Data Collection**

The data used in this study was made up of online newspaper articles published by the Chinese English newspaper, (1) *Xinhua*, and Pakistan's leading English newspaper, (2) *Daily Dawn*, between 19 October 2018 and 19 November 2018. This timeframe was selected to coincide with the Pakistan Premier's first visit to China after he took power, which was between 2 and 5 November 2018. Data collection was focused on this one-month period, beginning two weeks before and ending two weeks after the Pakistani Prime minister's visit to China. This was to shed some light on the media's representation of CPEC by examining the metaphors used in CPEC reports during this key period in diplomacy between the two countries. Besides this, media reports of international economy and politics fluctuate and change during special events (Kuteleva & Vasiliev, 2020). Upon further examining the number of news articles in both newspapers at different time periods, it became clear that the first visit of the Prime Minister of Pakistan drew comparatively more media attention in both newspapers when compared with other events, such as the 2<sup>nd</sup> BRI Forum for International Cooperation, and the Chinese Vice President's visit to Pakistan. Therefore, the media reports of the Prime Minister of Pakistan's first visit to China are more suitable for collecting data.

The two news outlets, *Xinhua* and *Daily Dawn*, were selected mainly because of their wide readership, CPEC coverage and the relationship with the government. *Xinhua* is the largest national news agency in China. It provides Chinese, English and other eight languages in its official website, almost one third of news reports on China selected by Google News are from *Xinhua* (Borders, 2005), and it is one of the most important global media platforms for the Chinese government, since various official information, such as information about CPEC, is released through *Xinhua*. It can serve as an ideal data source to document the Chinese media's representation of CPEC on the international stage. Similarly, *Daily Dawn* is the oldest and largest English daily newspaper in Pakistan, with a circulation of 109,000. In addition, the readers of *Daily Dawn* are mostly from the society's elites, i.e., policymakers and foreigners (Khan & Safder, 2010), and it gives favorable coverage to CPEC (Afzaal et al., 2019; Yousafa et al., 2018a). Although the media in Pakistan follows a comparatively liberal policy, the government has influence over the media through the government's substantial advertisement budget (Mezzera & Sial, 2010). Therefore, *Daily Dawn* and *Xinhua* are suitable media sources for understanding how China and Pakistan are advancing their policy towards CPEC in an international stage, via English, and maintaining their long-term relationship.

The following steps shown in Figure 3.2 were applied to build the data set for analysis.



**Figure 3.2: Procedures of Data Set Building**

After completing the steps shown in Figure 3.2, a total of 38 articles were collected. A summary description of the data and data sources is provided in Table 3.1.

**Table 3.1: Overview of Data from Two English Newspapers**

<b>Search Terms</b>	China, Pakistan and CPEC (China-Pakistan Economic Corridor)	China, Pakistan and CPEC (China- Pakistan Economic Corridor)
<b>Data Source</b>	The Daily Dawn	Xinhua
	Government-linked The largest-circulated daily English newspaper Gives favorable coverage to CPEC Reports CPEC positively	Government supported Most official information is released from Xinhua Largest news organization Reports CPEC positively
<b>Time Period</b>	19 Oct. 2018 to 19 Nov. 2018	
<b>Articles</b>	20	18
<b>Words</b>	15301	9947

We chose ‘China’, ‘Pakistan’ and ‘CPEC’ as keywords for searches in *Daily Dawn* and *Xinhua* to identify the related news articles. The aim of the searches was to identify articles that referring to CPEC. This is in line with the objectives of the study which

includes understanding metaphors used in the representation of CPEC in the newspapers of the two countries. However, not all articles involving projects related to CPEC were found to use the abbreviation ‘CPEC’ in their articles. This is because CPEC has many subordinating projects with their own specific names. Yet, any project involving CPEC will have either ‘China’ or ‘Pakistan’ as a keyword due to them being major participants in the project. Therefore, it was deemed suitable to use “China” as a keyword to search for articles in the Pakistani newspaper and vice versa. Certain articles were also excluded from the analysis when they reported on 1) domestic issues related to either country or 2) international issues not relevant to CPEC. For example, the article “Pakistan PM to make inaugural visit to Malaysia” was found in *Xinhua* using the keyword “Pakistan” in the search; however, it was excluded for further analysis, because it is not relevant to CPEC. The list of all news articles used for analysis from both China and Pakistan are listed in Appendix 1-2.

### **3.3 Data Analysis**

The data analysis of this study was carried out using Charteris-Black’s (2004, 2018) CMA, which includes three main stages of analysis: 1) metaphor identification, 2) metaphor interpretation and 3) metaphor explanation. Firstly, metaphor identification was used to further classify the identified metaphorical expressions in the text into different domains. The following stage, metaphor interpretation, includes two parts: 1) metaphor classification and 2) conceptual metaphor identification and interpretation. The first part is to find the link among metaphorical expressions and classify them according to source domains in order to identify the metaphor types. In the second part, the conceptual metaphors are examined in terms of their interrelations between the target domain and source domain. This involves examining which ideas/attributes associated with the source domain are transferred to the metaphoric target. Lakoff and Johnson’s (1980) Conceptual Metaphor Theory was employed by Charteris-Black (2004, 2018) in this step to classify

the metaphorical expressions into conceptual metaphors. Finally, metaphor explanation includes examining the purpose for using the specific metaphors in certain context. Examining the link between the metaphors and their underlying cognitive and pragmatic features sheds light on examining the purpose behind the usage of that specific metaphor. Each of these stages are described in the following subsections.

### **3.3.1 Metaphor Identification**

As explained in 2.3, this stage includes ensuring that the metaphors selected for analysis 1) fit the necessary criteria, which include linguistic, cognitive and pragmatic criteria, 2) are frequently, instead of always, used as metaphors, as explained in 2.3.3 (Charteris-Black, 2004). The Cambridge English Dictionary and Online Etymology Dictionary were used to assist this stage (see the examples below).

The procedures of metaphor identification included the following detailed steps. In the first step, potential metaphors were firstly marked out in the articles based on the criteria of selecting candidate metaphors specified in the analytical framework of this study (explained in section 2.3). In other words, the metaphors should constitute semantic tension, by fulfilling the linguistic, cognitive or pragmatic criteria. Figure 3.3 shows some examples of highlighted candidate metaphors in a *Xinhua* news article.

## 1.CPEC provides vitality for regional growth, diplomats say

Source: Xinhua | 2018-11-14 14:37:48 | Editor: [gagzu](#)

ISLAMABAD, Nov. 14 (Xinhua) -- Diplomats from several countries attending a seminar have highlighted the **vitality** that the China-Pakistan Economic Corridor (CPEC) had **provided** to Pakistan and the region.

Under the title "Pakistan, Central Asia and CPEC: A Vision for improved Connectivity," the seminar was organized by the country's top think tank Institute of Strategic Studies Islamabad (ISSI). The seminar termed CPEC as **an engine with great potential to boost development** in the region and beyond.

In his welcome remarks on Tuesday, Director General of the ISSI [Aizaz Ahmad Chaudhry](#) said CPEC is **a gambit of connectivity to bring prosperity** to the entire region under the Belt and Road Initiative.

Zoom

Foreign Secretary at the Ministry of Foreign Affairs of Pakistan [Tehmina Janjua](#) said, "**Connectivity is the name of the game** in this century as this is imperative for trade and commerce in today's interconnected world. Pakistan is extremely **desirous** to enhance connectivity with **the neighbors** and the region."

**Figure 3.3: Examples of the Identified Candidate Metaphors in a Xinhua News Articles.**

Subsequently, the usage and meaning of the metaphor were examined based on the context of the sentence. Then, the source and target domains were identified. For example, looking at the second paragraph in Figure 3.3, the phrase “the seminar termed CPEC as an engine with great potential...” was selected based on cognitive criteria. “Engine” was identified as potential candidate metaphor, and the source and target domains of “engine” were identified. “Engine” is commonly and originally used to describe a type of machine, but in the identified sentence, it is used to describe the CPEC project. After this, the two domains (machine and CPEC) were examined to measure semantic tension and whether domain shifting had occurred. CPEC and machine belong to different domains; therefore, we can conclude that semantic tension or domain shifting has occurred. Finally, once a word or phrase was classified as a metaphor, the candidate metaphor was looked up in the Cambridge Dictionary to find its literal and metaphorical meaning. The original meaning of the word was also checked in the Online Etymology Dictionary to find out

the source domain. The two online dictionaries that were used for verifying the metaphors are showed in Figures 3.4 and 3.5 below. These verification procedures were used to confirm that the word or phrase was in fact used metaphorically.

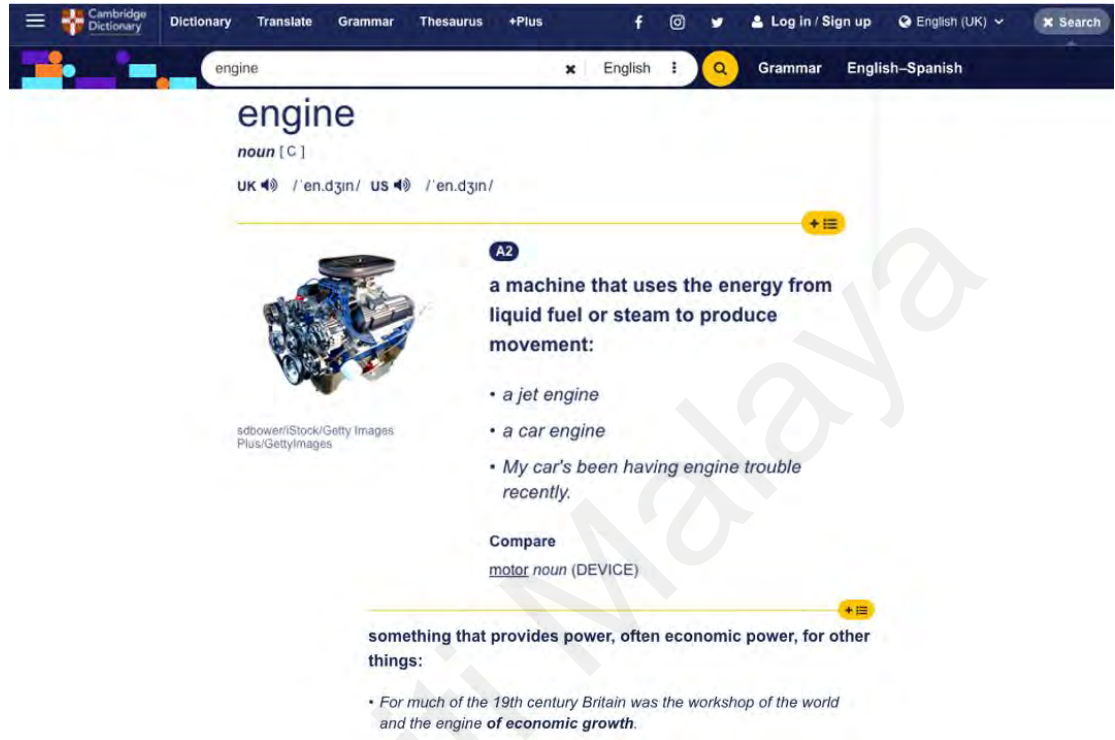


Figure 3.4: Screenshot of the Cambridge Dictionary

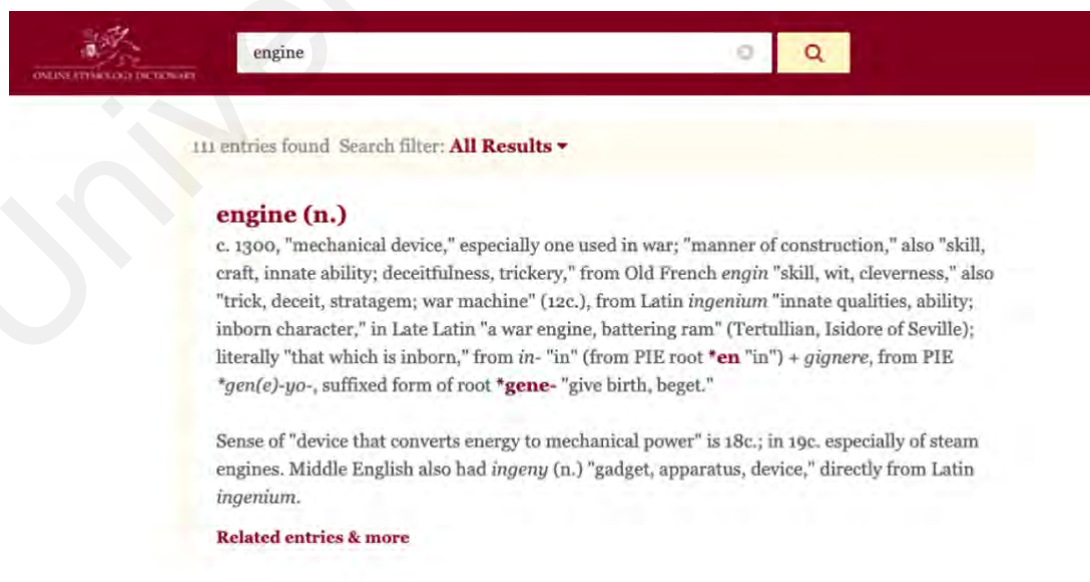
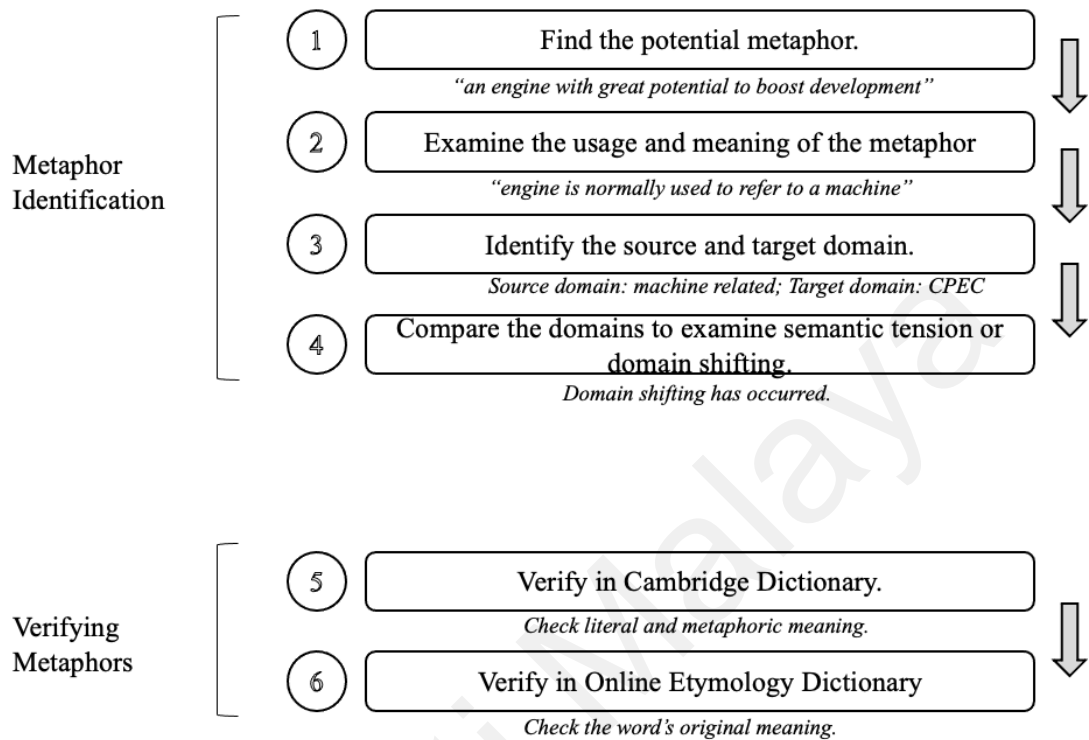


Figure 3.5: Screenshot of the Online Etymology Dictionary

Figure 3.6 below summarizes the steps taken in metaphor identification with the example from Figure 3.3 of CPEC described as an engine.

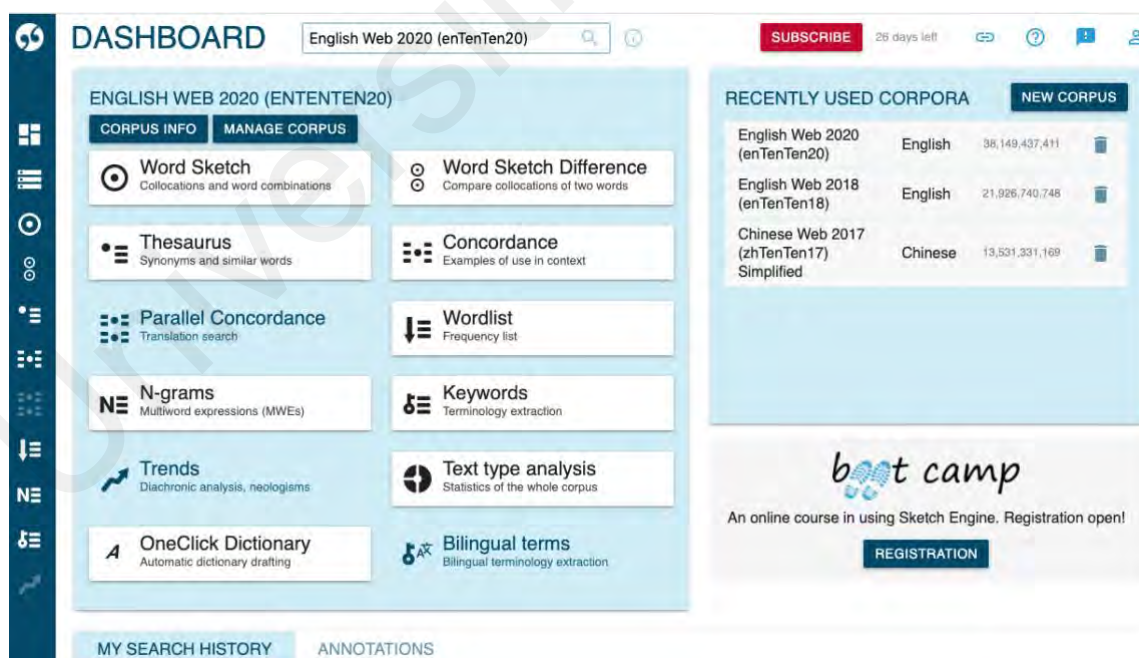


**Figure 3.6: Process of Metaphor Identification**

After the metaphors were identified accurately in the text, they were checked in terms of their frequency of metaphoric use. This is because if the words or phrases are always used metaphorically, it means there is no semantic tension anymore, and the metaphorical meaning of the words are already lexicalized (Charteris-Black, 2004). This step can also be assisted by examining the synchronic and etymological meaning in the dictionaries. For example, as was mentioned in the first step, two relevant definitions of “engine” were identified in the online Cambridge dictionary. The first was identified as the basic/literal meaning after comparing with the meaning found in the Online Etymology dictionary. The second was identified as the metaphorical meaning used in this specific context, and both literal meaning and metaphorical meaning are currently commonly used.



In addition, this step could also be extended by examining the metaphoric use in the corpus. Charteris-Black illustrates this with the frequently used metaphor “to fight a *crusade* against terror” by George Bush after the 11 September attack. The basic meaning of “Crusade” is the historical events related to the religious war, yet the metaphorical meaning is “a reforming enterprise undertaken with zeal and enthusiasm” (Longman New Universal Dictionary). Charteris-Black (2004) examined the collocations of “crusade against” in the University of Birmingham’s Bank of English. His results showed that although “crusade” is more frequently used metaphorically instead of literally, there is still semantic tension. Therefore, it should be included for further analysis. Dictionaries, such as the online Cambridge dictionary, the Online Etymology dictionary and the Longman dictionary, and the English Web 2020 corpus on Sketch Engine were used to determine whether words or phrases are generally (and not almost always) used metaphorically in this study. Figure 3.7 below shows a snapshot of the corpus.



**Figure 3.7: A Snapshot of English Web 2020 Corpus**

However, it should be noted that identifying the source domain of metaphorical expressions is not always straightforward as there can be some level of overlapping

among different source domains. The following table 3.2 presents some examples of potentially overlapping source domains encountered during data analysis, along with explanations of how the source domain categorization was established for this study.

**Table 3.2: Example of Listed Metaphorical Categorization in this Research**

<b>Metaphorical Expressions</b>	<b>Potential Source Domain</b>		<b>Categorization of Source Domain in this research</b>	<b>Justification</b>
enter	Container	Journey	Journey	In this research, “enter” mostly was used to describe the process of the construction of CPEC, to show it moves from the first stage to the second stage, that’s why Journey source domain is more suitable in this categorization.
strong	Health and illness	Building	Building	“Strong” was mainly used to describe the relationship between China and Pakistan is hard to break or destroy, that’s why “strong” was categorized as Building source domain instead of health and illness in this research.
maintain	Machine	Building	Building	“Maintain” in both data was frequently used to describe the exchange between two countries and the relationship should continue, it is more about long-lasting and keeping in good condition instead of repairing and taking care.
model	Building	Machine	Machine	“Model” in both data was mostly used to describe the relationship or the way China deals with poverty to be a standard for others to imitate, it is more towards measurement. That is why in this research it was categorized in Machine source domain.

### 3.3.2 Metaphor Interpretation

After identification of the metaphorical expressions, we need to interpret the metaphor. The metaphor interpretation stage of analysis was performed after all the metaphorical expressions were identified and tabulated in one Excel sheet. The interpretation stage includes two steps, the first of which is the analysis of metaphors by source domain and target domain. This was done to identify the types of metaphors used in CPEC-related reports in *Xinhua* and *Daily Dawn* and compare them across the two newspapers to answer research question 1. The second step is conceptual metaphor/conceptual key identification and interpretation. In this stage, Charteris-Black uses Lakoff and Johnson's (1980) Conceptual Metaphor Theory, as mentioned in literature review chapter (Section 2.3.3). This stage paves the way for further identification of the writer's purpose in the choice of metaphors within specific context in next stage. Figure 3.8 shows the procedures carried out during this stage in the current study.

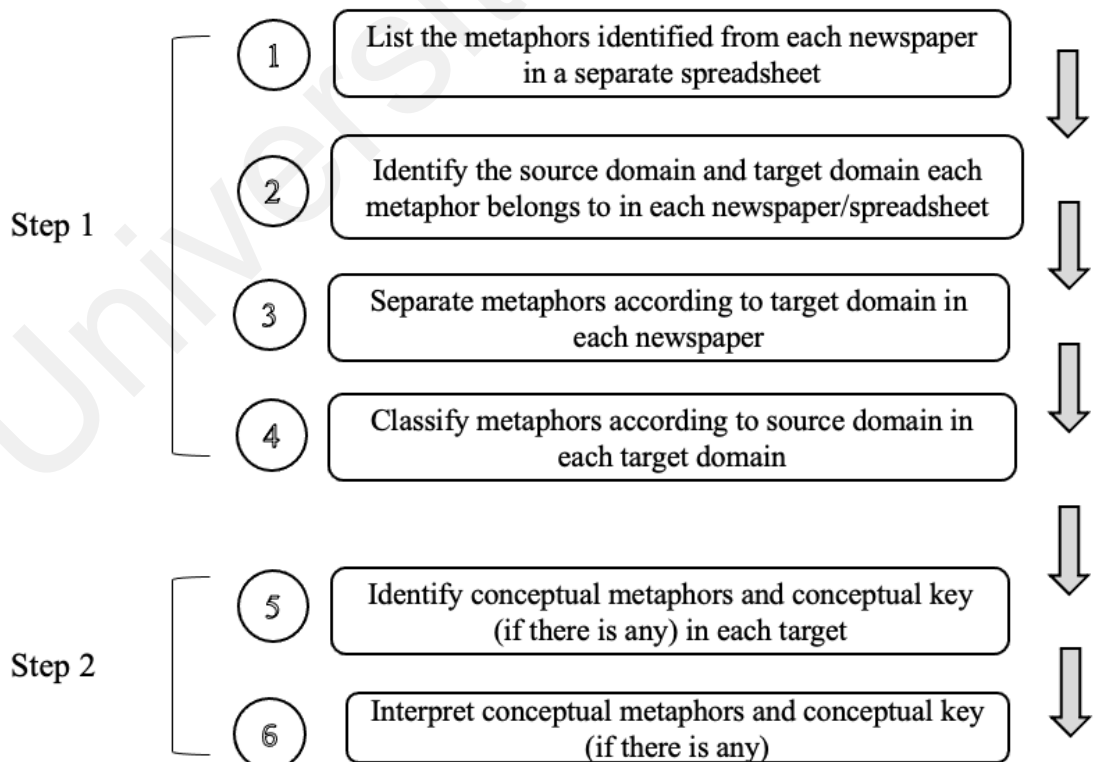


Figure 3.8: Conceptual Metaphor Identification Procedure

In carrying out the steps shown in Figure 3.8, Excel spreadsheets were used to enable effective management and analysis of data. Table 3.3 below illustrates the initial procedure in Conceptual Metaphor Identification, in which all the identified metaphorical expressions from the first analytical stage, along with the number of news articles in which the expression was noted, were listed in two separate spreadsheets, one for each data bases, i.e., *Xinhua* and *Daily Dawn*. Table 3.3 shows some examples of the listed metaphorical expressions in *Xinhua* newspaper.

**Table 3.3: Example of Listed Metaphorical Expression in *Xinhua***

	A	B
1	No. of news articles	Metaphorical Expression
2	1	vitality
3	1	an engine with great potential
4	1	to boost development
5	1	a gambit of connectivity
6	1	to bring prosperity
7	1	connectivity is the name of the game
8	1	Pakistan is extremely desirous

Then the source domain and target domain of each metaphorical expression were examined against the contextual background by using dictionaries. The categories of source domain follow Charteris-Black (2004, 2018) CMA and Lakoff and Johnson (1980) CMT.

An example of this is the analysis of the source and target domain of the metaphorical expression “an engine” in *Xinhua*. The example can be found in “The seminar termed CPEC as *an engine* with great potential to boost development in the region and beyond,” reported in *Xinhua* (14 Nov. 2018). First the meaning of “engine” was checked in online dictionaries. This is similar to the steps taken in metaphor identification at section 3.3.1. However, at the current interpretation step, the focus was on categorizing the metaphor according to source domain.

According to the definition from the dictionaries, the source domain “machine” was identified to match the metaphorical expression “engine” according to Charteris-Black (2004, 2018)’s CMA and Lakoff and Johnson (1980)’s CMT. Furthermore, the target domain was identified by examining the context. It was found that the metaphorical expression “engine” was used to describe CPEC. Therefore, the source domain and target domain of “engine” are “machine” and “CPEC” respectively. The source domain and target domain of metaphorical expressions from both newspapers were listed in two separate spreadsheets. Table 3.4 shows some examples from *Xinhua*.

**Table 3.4: Example of Listed Metaphorical Expression with Source Domain and Target Domain**

	B	C	D
1	Metaphorical Expression	Source Domain	Target Domain
2	vitality	personality	→ CPEC
3	an engine with great potential	machines and tools	→ CPEC
4	to boost development	forces	→ CPEC
5	a gambit of connectivity	games	→ CPEC
6	to bring prosperity	personality	→ CPEC
7	connectivity is the name of the game	games	→ CPEC
8	Pakistan is extremely desirous	personality	→ Pakistan

After completing the stages of identifying the source and target domains of every metaphor, the target domains were used to group the source domains. This was the method used to answer the first research question, which was to identify the types of metaphors used in describing CPEC. Therefore, the source domains, i.e., metaphor types, were listed according to each target domain. The target domains initially identified were “China/Chinese Government,” “Pakistan/Pakistan Government,” “China’s effort to help Pakistan,” “Pakistan’s domestic situation,” “China-Pakistan relations,” “CPEC,” and “Gwadar”. These seven target domains were then grouped into two main categories: 1) “China-Pakistan relations” and 2) “CPEC.” The first target domain category, “China-Pakistan relations”, includes the initial target domains of “China/Chinese Government,” “Pakistan/Pakistan Government,” “China’s effort to help Pakistan,” “Pakistan’s domestic

situation,” and “China-Pakistan relations”, while the second target domain category, “CPEC”, includes the initial target domains of “CPEC,” and “Gwadar”.

The reasons for this categorization were twofold. Firstly, with further examination of the context it became clear that the metaphors used to describe China, or Pakistan (or their governments) are more about the interaction between two countries instead of a specific fact only pertaining to one country. Secondly, for example Gwadar (a port in Pakistan), which is one of the locations CPEC projects take place in, was jointly categorized into the target domain “CPEC”. Then, certain source domains (i.e., types of metaphors) such as “personification”, “building”, “journey” were listed under their related target domain, e.g., the target domain group of “China-Pakistan relations”. Lastly, to see how the two newspapers represented CPEC differently, the metaphor types observed in each newspaper (i.e., *Xinhua* and *Daily Dawn*) were compared. This assisted in identifying how the two newspapers represented CPEC using different metaphor types.

In order to identify conceptual metaphors, only those which are in the form of “target domain is source domain” were linked to one another. For example, in the case of personification (type of metaphor), it was listed under the target domain “China-Pakistan relations”, which included “China”, “Pakistan” and “China Pakistan relations”. The link between target domain and source domain can be represented as conceptual metaphor “CHINA IS A PERSON”, and “PAKISTAN IS A PERSON”. In addition, as mentioned before, China and Pakistan are not often presented alone in the news articles. When the countries are mentioned, it is mostly in the context of an interactional relationship between the two countries, which support the conceptual metaphor “CHINA PAKISTAN ARE FRIENDS”.

After conceptual metaphors were identified, the second step involved finding the relationship between certain similar conceptual metaphors. For example, the conceptual metaphors of “CHINA IS A PERSON” and “PAKISTAN IS A PERSON” can be further categorized

as the conceptual key “NATION AS PERSON”, in addition, “NATION IS A PERSON” and “CHINA-PAKISTAN ARE FRIENDS” are joined within the single category of “CHINA-PAKISTAN RELATIONS ARE HUMAN RELATIONS” as another conceptual key. Charteris-Black (2004, 2018) specifies the conceptual key as identifying the link among different conceptual metaphors which themselves are in the form of “target domain is source domain.” Figure 3.9 shows some examples of the conceptual metaphor identified in the newspaper *Daily Dawn*.

**Conceptual Metaphor Identification**

**1. Personification: China-Pakistan relations as human relations**

Partnership\*10, friendship\*7, neighbour\*6, friend\*5, partner\*3  
Community of shared future\*7

agree\*17, expect\*6, support\*6, want\*6, offer\*4, reaffirm\*4, discuss\*4,  
provide\*4, express\*3, appreciate\*2, assure\*2, respect\*2, seek\*2, recognise\*1,  
pledge\*1, look,

understand\*6, no idea, comprehending, need to sit and absorb the idea, think, need to know

No.	News Article No.	Metaphorical words	Feedback from Supervisor
1	1	the government <u>see</u> s as an answer to chronic energy shortages	
2	1	a flagship project of the CPEC plan that has seen Beijing <u>provide</u> billions of dollars in financing to Islamabad.	
3	1	a <u>boon</u> for the <u>energy-starved</u> country	

**Figure 3.9: Examples of Conceptual Metaphor Identification**

After conceptual metaphors are identified, the second step is to interpret the conceptual metaphors. A conceptual metaphor involves various relevant attributes of a source domain being mapped onto the target domain. Interpretation involves examining what attributes are mapped to a particular domain and how these attributes are used to (re)present the target domain, to understand the role of metaphor in (re)presenting the world. This stage paves the way for a more detailed examination of the writer’s purpose

in using the specific metaphors in certain contexts. This is discussed in the next section on metaphor explanation (section 3.3.3).

For the purpose of illustration, consider the metaphorical expressions in the conceptual key “China-Pakistan relations as human relations”.

**Excerpt 1**

“Both leaders reinforced their shared commitment to taking their *all-weather and time-tested Pak-China friendship* to new heights” (Daily Dawn, 2, Nov. 2018)

A metaphorical expression is the linguistic realization of an underlying conceptual metaphor. For example, weather is the most common thing we experience in everyday life, sometimes it is sunny, sometimes windy, or even stormy weather. *All-weather* includes any type of weather and shows “*capable of resisting any damage from exposure to different climates*”; it is a creative and fresh way to describe friendship with adjective *all-weather*. This metaphor shows that a friendship can stand strongly and be successful in the face of different weather. This metaphor engages the audience to connect their daily experience of weather to the pleasant time or difficult times of a relationship and what they are facing. It also helps people see that all the different events in a relationship are just temporary, and that the relationship will continue and move forward. This sets a very strong tone of confidence in the relationship. Figure 3.10 and 3.11 shows the definition of *all-weather* from the online Collins dictionary and the online Merriam-Webster dictionary.





Figure 3.10: A Screenshot of the Online Collins Dictionary



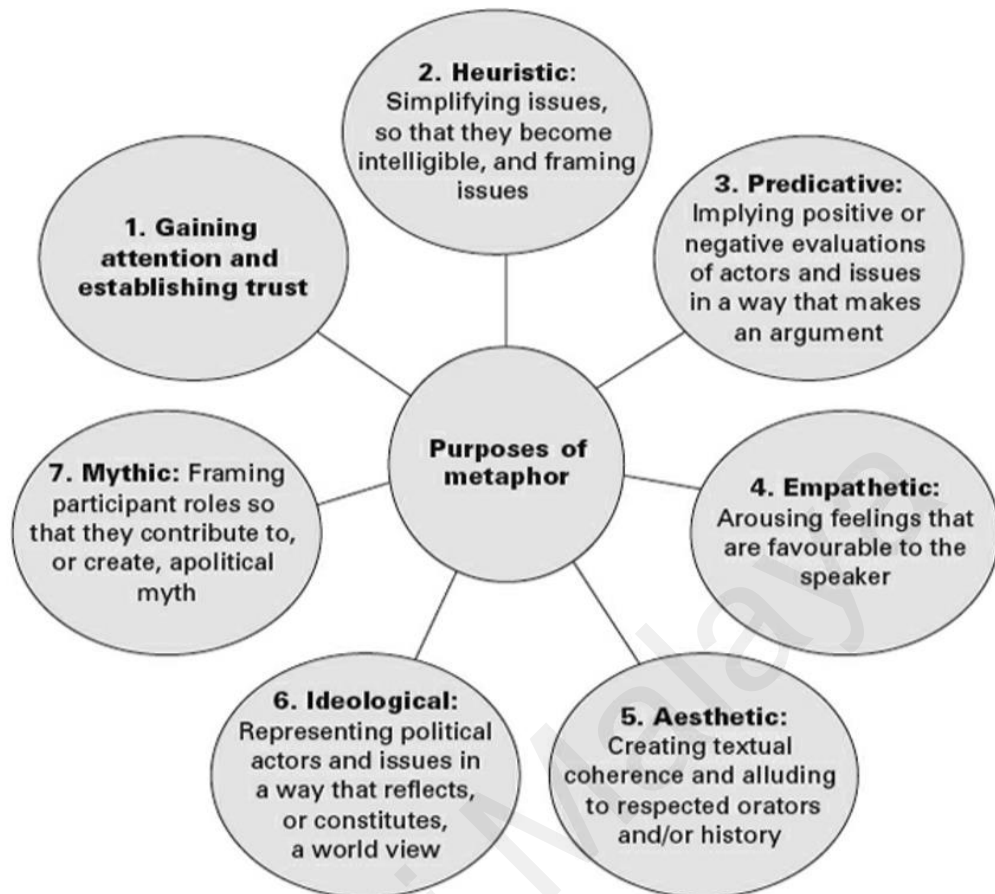
Figure 3.11: A Screenshot of the Online Merriam-Webster Dictionary

The procedures related to identification and categorization of metaphoric expressions as well as their source and target domains were carried out according to the studies guiding framework of analysis (i.e., Charteris-Black's CMA, which incorporates Johnson and Lakoff's CMT). The terminology used for referring to source domains was also guided by Charteris-Black's CMA and his previous studies in relation to this study. All the procedures described in the stages of metaphor identification and interpretation were

assessed by my supervisor in order to enhance the validity of the findings and reliability of the procedures used.

### **3.3.3 Metaphor Explanation**

After metaphorical expressions had been identified and classified according to source domain (i.e., metaphor types), and the interpretation of conceptual metaphors completed, metaphors were assessed to uncover the function of metaphor in specific contexts. The explanation stage includes revealing the pragmatic aspects behind metaphor choice. To be more specific, it aims to explain the interaction between the linguistic, the cognitive and the pragmatic dimensions of metaphors that guide and explain the metaphor choice in discourse. This stage involves the identification of the rhetorical and ideological purposes that could have motivated the use of metaphors describing CPEC. Figure 3.12 below shows the potential purposes of metaphor use in discourse as proposed by Charteris-Black (2014).



**Figure 3.12: Persuasive Purpose of Metaphor. Source: Charteris-Black (2014, p. 201)**

Metaphors are commonly used to achieve a persuasive purpose, especially in public communication about topics such as politics, economy and religion (Charteris-Black, 2004, 2018). These purposes do interact with one another, and the same metaphor can have different rhetorical and discursive functions. Below is the explanation of each purpose provided by Charteris-Black with relevant examples.

The first among the rhetoric and discursive functions is gaining the audience's attention and building bonds with the audience. To achieve further persuasive purpose, it is important to gain the audience's attention and build connection and trust with the audience first, which could be achieved by using memorable metaphors. Furthermore, memorable metaphors are very useful to rise people's emotions, such as fear, anxiety, or

pleasant, while also being more likely to catch people's attention. One metaphorical expression, which builds on a memorable experience, was *minting more revenue*, which was identified in the conceptual metaphor "CPEC AS A MACHINE". It was used to describe CPEC and the opportunity CPEC could bring to Pakistan. The metaphor was used here to catch people's attention and to build the credentials of CPEC, which can provide huge benefits to Pakistan's economic prosperity. By using the metaphorical phrase *minting more revenue*, in comparison to a more literal phrase such as "creating" or "producing" more revenue, it could easily gain people's attention by connecting with people's preference for money, since the machinery of creating money is referred to as the minting process.

The second persuasive process of metaphor use identified by Charteris-Black (2018) is heuristic purpose. This involves simplifying the abstract, complicated, or sometimes even disputed issues by highlighting parts of the issue. This is done through the usage of metaphors for certain purposes, especially when the public does not have a deep or comprehensive understanding of certain issues. Metaphor has been described as the most economical way to describe issues, especially complicated ones. Metaphors are commonly used to describe abstract issues by connecting them with familiar physical experiences in daily life (e.g., Charteris-Black, 2004; Norazit, 2013). By simplifying the issues, metaphors provide a way of highlighting parts of the issue, which are favorable to the writer or speaker to build an argument, and backgrounding some other parts (Norazit, 2013). However, CMA attempts to discover what is hidden and what is highlighted by using metaphors. For example, when the relationship between China and Pakistan is described as a friendship, especially when the commonly used adjective words for relationship, such as *all-weather* or *time-tested* are used to describe this friendship, it provides the familiar concept of "friendship" and describes the relationship between two nations, which is far more complicated and multifaceted than a typical human

“friendship”. Furthermore, it only highlights the trustful, close, reciprocal part of the relationship, but backgrounds the negative aspect, such as conflict and mistrust, of international relations, which are also part of the relationship.

The third function is the use of metaphors for predicative purposes, that is to convey positive or negative evaluation of people, countries, or issues, such as policy or conflicts. For instance, CPEC was described as a *game changer*, which will bring transformation to Pakistan’s economic development. The metaphor *game changer* was used to legitimize CPEC by (re)presenting it as something totally good that could bring huge benefits to Pakistan. Metaphor is also commonly used to present the speaker/writer or his supporters positively, and the opponent negatively, to justify certain actions or policies. As mentioned in Charteris-Black (2018), Jews were described as *parasite* by Hitler to convey very negative evaluation of Jews, which later justified the use of death camps as *a final solution* to remove the *parasite*. The predicative purpose and heuristic purpose are connected because both purposes frame the issues in a way to justify an argument and make it sound correct.

The fourth persuasive purpose behind metaphor use is for empathetic purposes. This purpose refers to arousing people’s feelings in a certain way, to create an emotional response, such as being in favor of something or feeling hatred towards it. Empathetic purpose is commonly found in personification to arouse people’s feelings through creating certain imagery. Metaphor use could arouse even stronger emotion when certain historical events are brought up, or when humor is used (Charteris-Black, 2018). For example, in the conceptual metaphor CHINA-PAKISTAN RELATIONS AS HUMAN RELATIONSHIP, the adjective words *deep-rooted* and *time-tested* were used to describe the “friendship” between China and Pakistan. The positive emotions associated with friends, partners can be transferred to China-Pakistan relations, and this may evoke an even

stronger feeling in people's hearts by lifting up the historical memory between the two countries.

The fifth purpose of metaphor use identified by Charteris-Black (2018) is for aesthetic purposes. In such cases, either textual coherence is created, or historical events or figures are alluded to. This contributes to coherence by identifying a theme early on and indicating that a speech is approaching a conclusion when the same metaphor theme is returned to later. For example, Charteris-Black (2018) illustrates this with an example from the UN Youth Assembly speech given by Pakistani Activist Malala Yousafzai, where he found that the theme of education was introduced at the beginning of the speech. Then, a "light" metaphor and a metonym "pens and books" for education were introduced to further develop the theme of education. Later, she developed the idea of knowledge as the powerful weapon to defend against the extremists and returns to the theme education at the end. At the same time, the speaker's personal image of bravery was developed by creating this particular rhetorical style (Charteris-Black, 2018).

The sixth purpose behind metaphor use is ideological. Charteris-Black defines ideology as "a coherent set of ideas and beliefs that provides an organized and systematic representation of the world" (Charteris-Black, 2011, pp. 21–22). When a metaphor is used to form or reflect a specific world view towards social and political issues, it clearly achieves an ideological goal. For example, in the conceptual metaphor CHINA-PAKISTAN RELATIONS AS A JOURNEY, the cooperation between two countries was described as a long journey that both countries are embarking on together towards common prosperity. The journey metaphor fulfils an ideological vision of the "Chinese Dream" by emphasizing common prosperity.

The seventh purpose of metaphor use is for mythic purposes. It includes engaging the listener into the meaning creation by using metaphors in telling stories and influencing

the listener unconsciously. Charteris-Black (2014) argues that it is very important to critically examine the political discourse and differentiate the reality from myth, which is the narrative explanation of the story.

These seven purposes of metaphor as described in Charteris-Black's CMA, guided the analysis in this study. Moreover, in ascertaining the purpose behind metaphor use, Charteris-Black's previous studies were referred to in order to aid analysis. Moreover, any ambiguities were discussed with my supervisor to strengthen validity of the analytical findings.

### **3.4 Ethics and Steps to Ensure the Research Quality**

This section includes two main parts. The ethical considerations are firstly described, followed by the steps taken to ensure the research quality.

#### **3.4.1 Ethical Considerations**

Internet Research Ethics (IRE) 3.0 was developed by the Association of Internet Researchers in 2019 for researchers who face ethical concerns during their research. It is built on the previous guidelines, which including IRE 1.0 (2002) and IRE 2.0 (2012). According to Ethical guidelines 3.0 articles (Association of Internet Researchers, 2019), there is no specific requirement for ethics approval application for a study of this nature. The reasons are 1) the public access of the news articles; and 2) this study does not require the journalists responsible for the content since the newspaper is regarded as a whole, instead of focusing on individual journalists. Therefore, no risk of harm will be caused to any individuals. Furthermore, every effort was made to conduct the analysis objectively and present the news articles in a fair and just way to ensure the research quality.

### **3.4.2 Steps Taken to Ensure Research Quality**

Certain steps were taken to ensure the reliability and validity. Firstly, an Excel spreadsheet was used to keep track of and tabulate the findings to ensure accuracy of the totals and frequency. In addition, the researcher endeavored to apply the same process throughout the process of metaphor analysis. Secondly, two online dictionaries, including the online etymology dictionary, were used to verify the identification of metaphorical expressions and source domains they belong to. This helped ensure validity of the metaphor identification. In addition, previous studies, especially from Charteris-Black (2004, 2018) and Lakoff and Johnson (1980), were used as reference for the terminology of source domains. These steps were proceeded by following Charteris-Black (2004, 2018) CMA in order to minimise subjectivity.

However, there are some limitations in applying Charteris-Black (2004, 2018)'s CMA in this specific research setting. For example, identifying the source domains for certain metaphorical expressions is not a clear-cut process and requires the researcher's evaluation based on the specific context of use. In such cases, several steps were taken to ensure analytical validity. Firstly, all potentially relevant source domains were listed for the metaphorical expressions concerned. Then, the context of use was further examined to confirm the appropriate source domain (see Table 3.2), with reference to previous studies to see whether other researchers had categorised similar metaphors. This process was carried out in discussion with my supervisor and final decisions were made in consensus to strengthen the reliability and validity of the findings.



## CHAPTER 4: FINDINGS

This chapter presents findings of the analysis in this study, which applies Critical Metaphor Analysis to examine metaphor use in CPEC-related reports in English newspapers from China and Pakistan. The findings are presented in two segments, to answer the two research questions. The first section (4.1) begins with a comparison of metaphor types found in Chinese and Pakistani datasets to answer research question 1: *What can be deduced about metaphors used in CPEC-related reports in Xinhua and Daily Dawn, in terms of types of metaphors: a) found in each newspaper; and b) compared across the two newspapers?* The metaphorical expressions were firstly identified in both newspapers, then categorized according to source domain to identify the types of metaphor for comparison. The following section (4.2) focuses on the interpretation and explanation of conceptual metaphors to answer research question 2: *What functions do the metaphors serve in CPEC reporting in both newspapers under study?*

### 4.1 Aspects Represented by the Metaphors in Both the Newspapers

Before the findings are discussed in relation to each research question, an overview of the metaphor types and metaphorical expressions in both newspapers will be presented in Table 4.1. As shown in Table 4.1, personification, journey and building metaphors are most commonly found in both newspapers *Xinhua* and *Daily Dawn*. Other metaphor types, such as container, religion, conflict, closeness, connection, plants, economic exchange, body parts, machine, game changer, are also found in both newspapers, but the amount is relatively small.

**Table 4.1: Metaphor Types and Metaphorical Expressions Identified in both Newspapers**

No.	Metaphor Types		Metaphorical Expressions ( <i>Xinhua</i> News)	Metaphorical Expressions ( <i>Daily Dawn</i> )
	Source domain	Sub-Source Domain		
1	<b>Personification</b>	China-Pakistan Relations	Friendship*10, Partnership*5, Friend*8, Neighbor*8, Partner*6, Brother*1	Partnership*10, Friendship*7, Neighbor*6, Friend*5, Partner*3
		Development of China-Pakistan Relations	Agree*44, Support*15, Appreciate*8, Express*7, Reaffirm*7, Reiterate*5, Recognize*5, Learn*5, Willing to*5, Discuss*3, Want*3, Serve*3, Commit*2, Offer*2, Assure*1, Desirous*1  Roles*3	Agree*17, Support*14, Offer*6, Expect*6, Want*6, Discuss*4, Reaffirm*3, Assure*3, Express*3, Reiterate*2, Appreciate*2, Seek*2  Junior*5, Senior*2 Understand*6, Clueless*1, No idea, Comprehending, Need to sit and absorb the idea, Think, Need to know, Ineptness
		Future of the Relations	Community of shared future*4	Community of shared future*7
2	<b>Journey</b>	Starting Point	A starting point	
		Process of the Journey	Forward*6, Steps*5, Stride*3, Stage*3, Move beyond*2, Enter*2, Pace*2, Go up, Speed up, Path, Vehicle, Struggling*2, Remove*2, Burden	Move*7, Forward*4, Steps*3, Go beyond*2, Enter*2, Travel, Pave the way, Stay Burden*4, Bear*3, Struggling*2, Low point*2, lost its way*2, Remove*2, On board, Surprising turn, Mired, Get out, Mired
		Destination	Long prosperous journey*1	
3	<b>Building</b>	Feature of Building	Strong*5, Withstood the test of time*2	Time-tested, Steadfast, Withstood the test of time
		Process of the Building	Strengthen*14, Build*4, Establish*4, Maintain*3, High(er) Level*3, New height*1, Construction, Consolidate	Build*9, Strengthen*8, Establish*2, New height*2, Bridge*2, Consolidate, Reinforce, the vertical increase, Break new ground, On the ground
		Parts of the Building	Cornerstone*3, Base	Framework*6, Basis*3, Structure*3, Building block
4	<b>Other Metaphors: Container, Religion, Conflict, Closeness, Connection, Plants, Economic Exchange, Body parts, Machine, Game Changer</b>			

#### 4.1.1 Types of Metaphors Identified in *Xinhua*

This section will specially focus on the aspects metaphors represented and the types of metaphors identified in *Xinhua* news articles. Table 4.2 below shows the overview of the aspects and metaphor types.

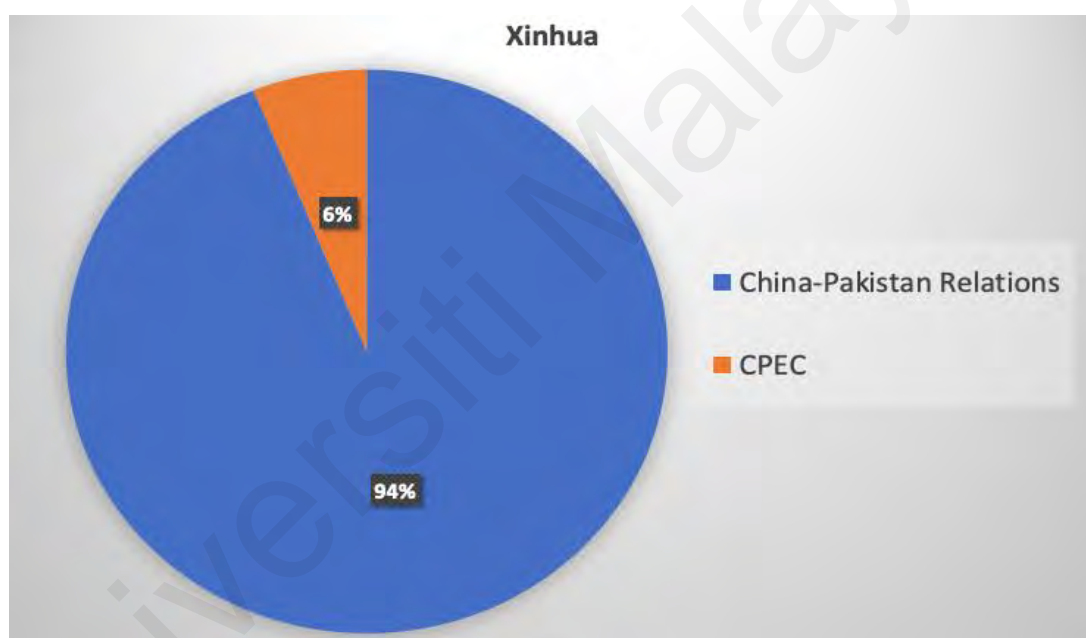
**Table 4.2: Overview of Aspects Represented by Metaphors and Metaphor Types Identified in *Xinhua***

<b>Metaphor types used to describe China Pakistan relations in <i>Xinhua</i></b>		
Types of metaphor/source domain	Frequency	Percentage
Personification	161	48.20%
Building	42	12.57%
Journey	35	10.48%
Religion	18	5.39%
Container	12	3.59%
Conflict	10	2.99%
Closeness	10	2.99%
Connection	9	2.69%
Economic exchange	5	1.50%
Body parts	5	1.50%
<b>Metaphor types used to describe CPEC in <i>Xinhua</i></b>		
Plants	11	3.29%
Machine	9	2.69%
Game changer	5	1.50%
Container	2	0.60%
Total	334	100%

As shown in Table 4.2., the analysis of metaphor uses in articles about CPEC in *Xinhua* news articles showed that two key aspects related to CPEC were represented metaphorically, namely “China-Pakistan relations” and the CPEC project itself. In other

words, these two aspects represent the main “target domain” of metaphor use in the articles. Therefore, sometimes “target domain” was used to refer to the aspects represented by metaphors. Organized according to these two key aspects (target domains), Table 4.2 presents types of metaphor, frequency and percentage of each metaphor types in *Xinhua* newspaper.

As mentioned above, two target domains were identified in *Xinhua* newspaper, which are China-Pakistan relationship and CPEC. Figure 4.1 shows the illustrates the proportion of metaphoric language used to describe each of the two target domains in *Xinhua*.



**Figure 4.1: Target Domains in *Xinhua***

Although all the articles in the dataset reported on events and topics related to CPEC, the vast majority of metaphors were used to describe the China-Pakistan relationship, and only a small portion actually described CPEC. To be specific, only 6% of metaphors identified from *Xinhua* were used to describe CPEC, and 94% for China-Pakistan relations.

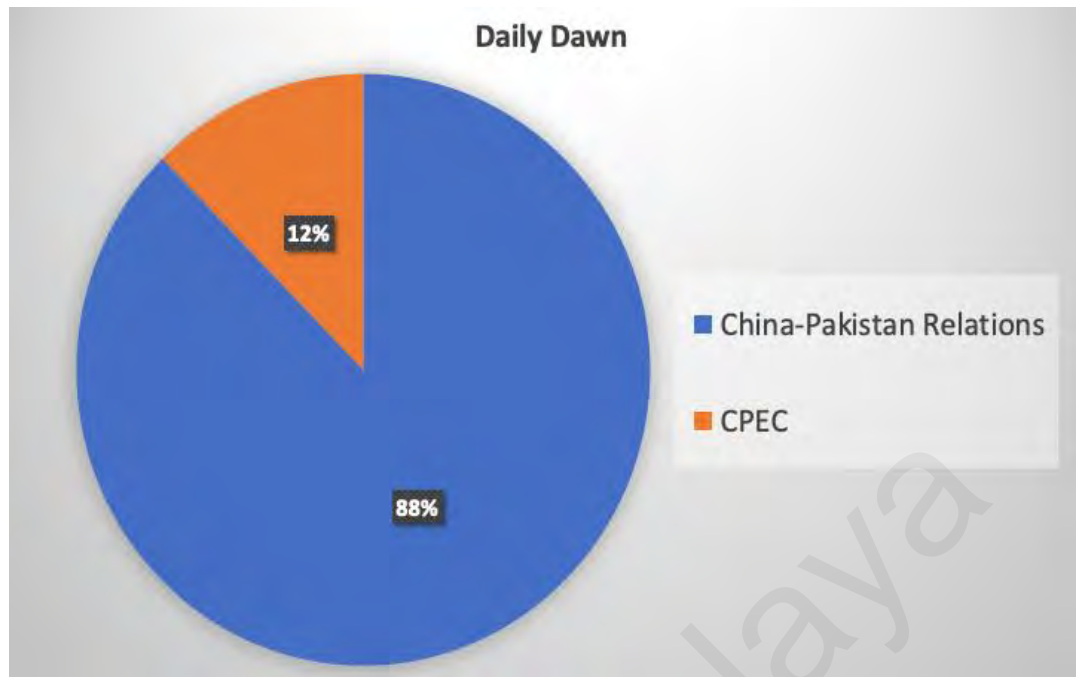
#### 4.1.2 Types of Metaphors Identified in *Daily Dawn*

The aspects metaphors represented, and the types of metaphors identified in *Daily Dawn* is similar with *Xinhua*. Table 4.3 presents an overview of metaphor identified in *Daily Dawn* to describe China Pakistan relations and CPEC.

**Table 4.3: Overview of Aspects Represented by Metaphors and Metaphor Types Identified in *Daily Dawn***

<b>Metaphor types used to describe China Pakistan relations in <i>Daily Dawn</i></b>		
Types of metaphors/Source domain	Frequency	Percentage
Personification	125	39.10%
Building	44	13.75%
Journey	41	12.81%
Religion	13	4.06%
Container	25	7.81%
Conflict	12	3.75%
Closeness	6	1.88%
Connection	12	3.75%
Economic exchange	3	0.94%
Body parts	5	1.56%
<b>Metaphor types used to describe CPEC in <i>Daily Dawn</i></b>		
Plants	14	4.38%
Machine	7	2.19%
Game changer	2	0.63%
Container	11	3.44%
In total	320	100%

As can be seen in Table 4.3, personification, building and journey are the major metaphors used to describe China-Pakistan relations. The percentage of metaphors used to describe CPEC accounts for a small portion. Figure 4.2 below illustrates the proportion of metaphoric language used to describe each of the two target domains in *Daily Dawn*.



**Figure 4.2: Target Domains in *Daily Dawn***

As shown in Figure 4.2, 88% of metaphors identified from *Daily Dawn* were used to describe China-Pakistan relations, and only 12% were used to describe CPEC. The percentage which describes CPEC in *Daily Dawn* is slightly higher than the percentage in *Xinhua*, and the opposite is true for China-Pakistan relations.

#### **4.1.3 Conceptual Metaphors Identified in Both the Newspapers**

As mentioned earlier, metaphor types are categorized according to their source domains, therefore, types of metaphor also refer to the source domains of metaphor. Target domain, which is the domain metaphorically defined, also refers to the aspects represented by types of metaphor. Therefore, the source domains (types of metaphor) of personification, journey metaphor and building metaphor are frequently used to describe the target domain, China-Pakistan relations, in both the newspapers. Therefore, the conceptual metaphors are CHINA-PAKISTAN RELATIONS AS HUMAN RELATIONS, CHINA-PAKISTAN RELATIONS AS A JOURNEY and CHINA-PAKISTAN RELATIONS AS A BUILDING. Similarly, the source domains of plants, machine, game changer and container are found

to describe the target domain CPEC. The conceptual metaphors for CPEC are: CPEC AS PLANTS, CPEC AS A MACHINE, CPEC AS A GAME CHANGER, and CPEC AS A CONTAINER.

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**Table 4.4: Conceptual Metaphor Identified to Describe China-Pakistan Relations in Both the Newspapers**

Conceptual Metaphor	Target Domain	Source domain (Types of metaphors)	Explanation of Conceptual Metaphor
CHINA-PAKISTAN RELATIONS AS HUMAN RELATIONS	China-Pakistan Relations	Personification/Human relations	<p>China and Pakistan, as countries, are inanimate, but they are frequently described as human relations, such as <i>friends, partners, and brothers</i> in both the news.</p> <p>When the source domain, human relations (<i>friendship, partnership, brotherhood</i>), is linked to the target domain, China-Pakistan relations, the attributes, such as emotions and affections, associated with human relationship (<i>friendship, partnership, brotherhood</i>) are linked to China-Pakistan relations</p>
CHINA-PAKISTAN RELATIONS AS A JOURNEY		Journey	<p>China-Pakistan relations are linked to journey metaphors through the metaphorical expressions, such as, <i>first step towards a long prosperous journey, great strides, moving into different phases</i>.</p> <p>“<i>a long prosperous journey</i>” represents the destination/goal for this journey. While “<i>great strides, moving into different phases</i>” represents the movement/progress China and Pakistan made during this journey</p>
CHINA-PAKISTAN RELATIONS AS A BUILDING		<p>Building</p> <p>(The structure with walls and roof, or the process to build a building.)</p>	<p>China-Pakistan relations are linked to building metaphors through the metaphorical expressions, such as, <i>consolidate, build, strengthen</i></p> <p>Verbs, such as “<i>consolidate, build, strengthen</i>”, are commonly used in construction work to describe the process of building a building. In the context of CPEC, they are used to show the effort is made to build a good relationship between China and Pakistan.</p>



**Table 4.5: Conceptual Metaphor Identified to Describe CPEC in Both the Newspapers**

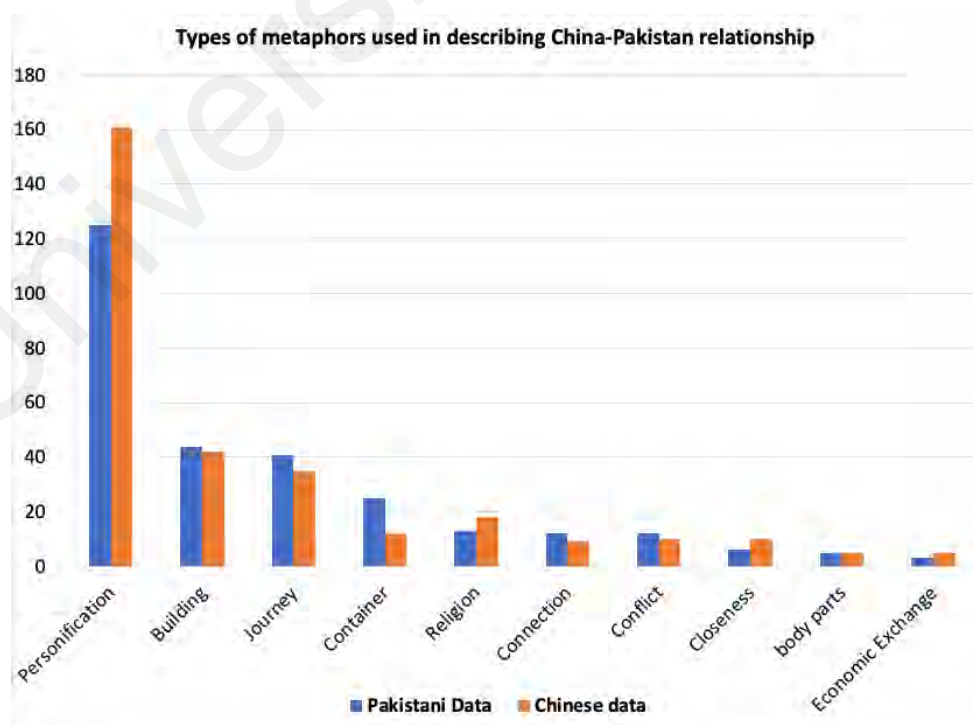
Conceptual Metaphor	Target Domain	Source domain (Types of metaphors)	Explanation of Conceptual Metaphor
CPEC AS A CONTAINER	CPEC	Container	The conceptual metaphor CPEC AS A CONTAINER to be linked to metaphorical expressions, such as <i>a small portion (in a big framework, BRI), a mere tributary (within a large network, BRI), and a signature project (of BRI)</i> . The container metaphor is used to show CPEC is a small part of BRI in this context.
CPEC AS A PLANT		Plant	The conceptual metaphor CPEC AS A PLANT to be linked to metaphorical expressions, such as <i>grow, nurture, bear fruit, reap, harvest</i> .  A plant can grow, and bear fruit, but it needs people to nurture it, so that people can reap the fruit and get harvest.  In the context of CPEC, CPEC as a plant, which will bring prosperity for China and Pakistan, but China and Pakistan need to nurture it, protect it, so that it can bring the benefit to both countries.
CPEC AS A MACHINE		Machine	The conceptual metaphor CPEC AS A MACHINE to be linked to metaphorical expressions, such as <i>engine, mint more revenue</i> .  “engine” is an important part of a machine to provide power, in the context of CPEC, it represents CPEC’s potential power to Pakistan’s economic development. “mint more revenue” in the context of CPEC to describe CPEC as a money producer that can make lots of money for Pakistan.
CPEC AS A GAME CHANGER		Game changer	The conceptual metaphor CPEC AS A GAME CHANGER to be linked to game changer.  Game changer is commonly used for some social transformation, in the context of CPEC, it is used to describe CPEC can transform Pakistan’s economic situation.

Table 4.4 and Table 4.5 above shows the main conceptual metaphors identified in both newspapers. It includes the metaphors are used to describe China-Pakistan relations and CPEC.

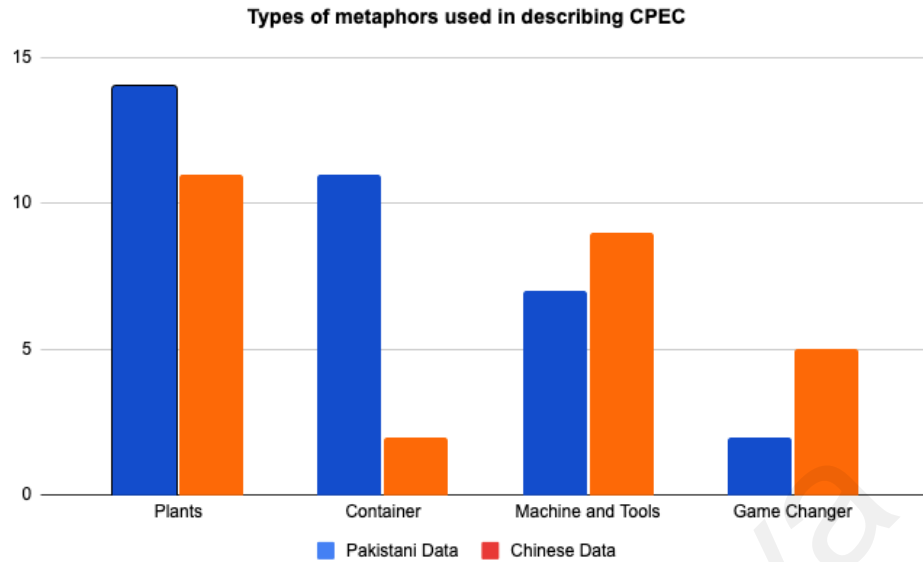
#### 4.2 Comparison of Metaphor Types used in CPEC Reporting in *Daily Dawn* and *Xinhua*

This section discusses the similarities and differences of metaphor types in *Xinhua* and *Daily Dawn*. The first section shows the types of metaphor used to describe China-Pakistan relationship and comparison between both newspapers, followed by the types of metaphors used to describe CPEC in section 4.2.2. A summary of the comparison of different metaphor types in *Xinhua* and *Daily Dawn* is then presented in section 4.2.3.

Figure 4.3 and 4.4 below shows the comparison of different metaphor types from *Xinhua* and *Daily Dawn*. These metaphor types are used to describe the China-Pakistan relationship and CPEC.



**Figure 4.3: Comparison of Metaphor Types Used in Describing China-Pakistan Relationship in Both the Newspapers**



**Figure 4.4: Comparison of Metaphor Types Used in Describing CPEC in Both the Newspapers**

As can be seen in the Figures 4.3-4, there is more variety of metaphors used to describe China-Pakistan relations than CPEC. Personification metaphors are by far the most frequent in describing China-Pakistan relations. Comparatively, personification is not used to describe CPEC. However, plant metaphors are the most common in describing CPEC in both newspapers, which also refer to a living thing, similar with personification. In the following sub-sections, the types of metaphors used to describe the China-Pakistan relationship will be discussed.

#### 4.2.1 Types of Metaphors Used to Describe the China-Pakistan Relationship

Three salient types of metaphors were used to describe the China-Pakistan relationship in both newspapers: (1) personification, (2) building metaphor, and (3) journey metaphor. The classification terms, such as personification, building, journey, are used by following Lakoff and Johnson (1980) and (Charteris-Black, 2004). Below are the examples for each type of metaphors to describe China-Pakistan relations (Table 4.6).

**Table 4.6: Types of Metaphors Used to Describe China-Pakistan Relations**

Source domain	Description	Examples	Explanation
Personification	Giving an inanimate object human like qualities.	China and Pakistan also renewed <i>their friendship</i> pledge today.	China and Pakistan, as countries, are inanimate, but <i>friendship</i> is between human beings.
Journey	A travel with starting point, destination and movement towards destination in time and space.	our country is going through <i>a low point</i> at the moment with two very big deficits.	<i>point</i> means “peak or promontory from a land or coast” (online etymology dictionary), the original meaning of this metaphor indicates to the location in space, and the verb “going through” shows the process of the movement.
Building	The structure with walls and roof, or the process to build a building.	the prime minister’s visit to China <i>break new grounds</i> for broadening the bilateral partnership”.	<i>break ground</i> means “to begin work on a building project” (Cambridge online dictionary)

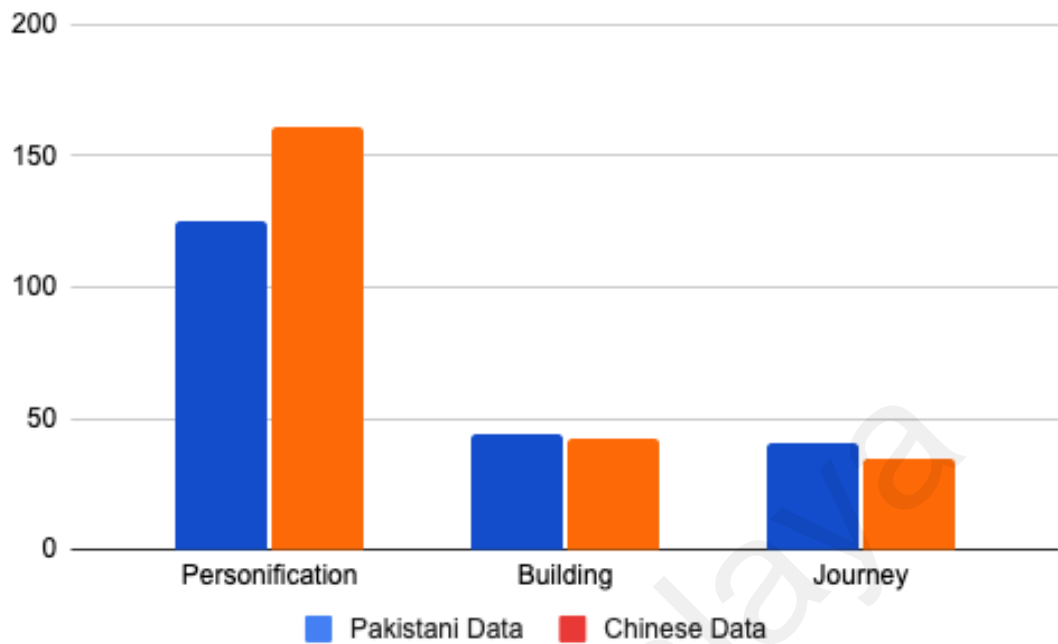
There is considerable similarity between *Daily Dawn* and *Xinhua* in the types of metaphors used to describe the China-Pakistan relationship. Personification metaphor is most frequently used to describe China-Pakistan relations in both newspapers. It accounts for almost 50% among all the metaphors identified in *Xinhua* newspaper, and 39.1% in *Daily Dawn*. Personification metaphor is used in both newspapers to describe the close relationship between the two countries as friendship, partnership, or even brotherhood. It is also used to express the appreciation for each country’s effort, agreement in cooperation and support from each other.

The second frequently used metaphor in both newspapers is the building metaphor. It accounts for 12.57% and 13.75% among all the metaphors identified in *Xinhua* and *Daily Dawn*, respectively. Building metaphor is frequently used in both newspapers to describe the relationship between China and Pakistan. Building metaphor words are commonly used to describe the stability and sustainability of buildings, such as steadfast, withstand the test of time and are found in both newspapers to describe the long-lasting and strong relationship between the two countries. Metaphor words commonly used to describe the construction process are used in both newspapers to describe the process of building a stronger relationship.

The third frequently used metaphor in both newspapers is the journey metaphor. It accounts for 10.48% and 12.81% among all the metaphors identified in *Xinhua* and *Daily Dawn*, respectively. Both newspapers used motion words in journey metaphors, such as move forward, to describe the movement towards a destination, which both countries desire. Phrases that describe CPEC as a vehicle that can speed up the process to the destination are also found in both newspapers.

However, slight differences between the newspapers in terms of frequency and metaphorical expressions were found. Figure 4.5 shows the main types of metaphors used to describe the China-Pakistan relationship in *Daily Dawn* and *Xinhua*.

### Main types of metaphors in describing China-Pakistan relations



**Figure 4.5: Comparison of Main Metaphor Types in Describing China-Pakistan Relationship**

As shown in Figure 4.5, the personification metaphor was found more frequently used among the 18 articles in Chinese newspaper compared to those in the 20 articles in the Pakistani newspaper. As for building metaphors and journey metaphors, the number of metaphorical expressions in *Daily Dawn* is slightly higher than in *Xinhua*.

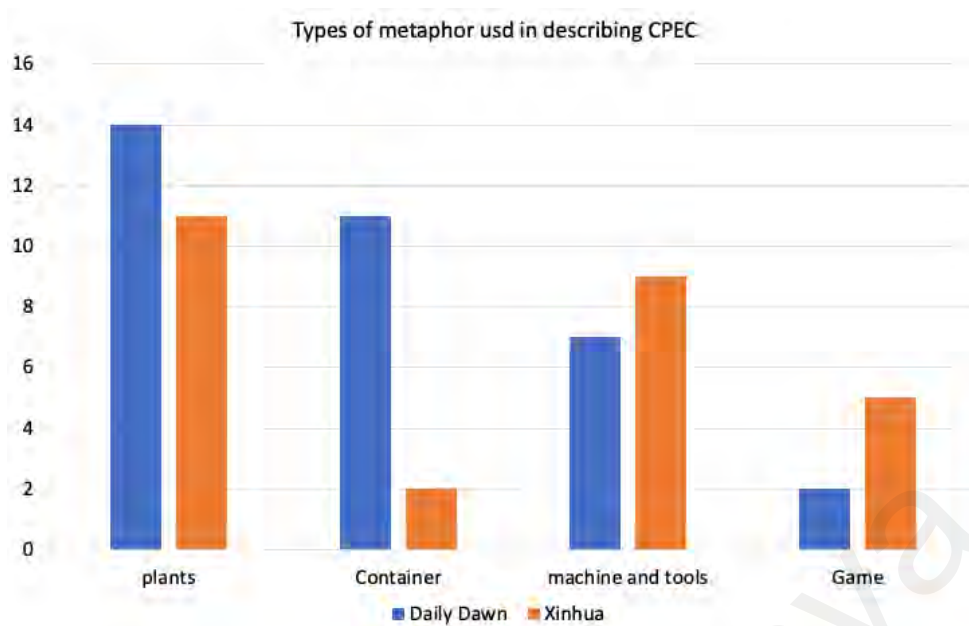
#### 4.2.2 Types of Metaphors Used to Describe CPEC

In describing CPEC, four types of metaphors were identified: plant, container, machine, and gamer. Table 4.7 shows examples of each type of metaphors in both data to describe CPEC:

**Table 4.7: Examples of each Type of Metaphors in Describing CPEC**

Source domain	Description	Examples	Explanation
Plant	Living things, such as plants, can grow	Pakistan would <i>reap</i> its benefits in the days to come.	CPEC was represented as a plant can bear fruits in both newspapers, Pakistan as a person to <i>reap</i> the fruits from CPEC
Container: CPEC as a container inside a big container BRI	Things with boundary, inside and outside.  We can impose a boundary via quantification. container as a bounded object, can contain different amount of substances, substances can also be viewed as containers (Lakoff & Johnson, 1980).	CPEC is <i>a mere cog</i> in a giant wheel	<i>a giant wheel</i> indicates BRI, CPEC is one of the projects inside BRI.
Machine	An equipment that has a specific function, and how it works and what it can do is predicable.	CPEC as <i>an engine</i> with great potential to boost development in the region and beyond	CPEC was represented as <i>an engine</i> , which provide economic power. That's why it belongs to machine metaphor
Game	An activity people can play and be entertained	CPEC as a <i>game changer</i> that will help lift the ailing economy	Game changer metaphor is commonly used in social transformation, here is means CPEC will shift Pakistan's current economic situation and bring Pakistan prosperity.

Metaphors used to describe CPEC in both newspapers is relatively small. Figure 4.6 below shows the types of metaphors used in describing CPEC in *Daily Dawn* and *Xinhua*.



**Figure 4.6: Types of Metaphors in Describing CPEC**

In total, there are 27 and 34 metaphors were found to describe CPEC in *Xinhua* and *Daily Dawn*, respectively. Among all the metaphorical expressions, plant metaphor is most frequently used to describe CPEC in both newspapers, with 14 instances in *Daily Dawn* and 11 in *Xinhua*, followed by machine metaphor, with 9 instances in *Xinhua* and 7 in *Daily Dawn*. Container metaphor is more frequently used in *Daily Dawn*, with a frequency of 11. However, only 2 instances were found in *Xinhua*. Game metaphors are more frequent in *Xinhua* than in *Daily Dawn*. The number of game metaphors in each of the two newspapers, *Xinhua* and *Daily Dawn*, is 5 and 2, respectively. Although the frequency of metaphor types is different between *Daily Dawn* and *Xinhua*, the numbers of metaphorical expressions in each metaphor type is quite low in both papers.

#### **4.2.3 Summary: Comparison of Metaphor Types in both Newspapers**

This section mainly focusses on answering research question one, which are types of metaphors used in CPEC reporting and the comparison between both newspapers. The frequency and percentage of each type of metaphors were calculated and listed according to newspapers. Then comparison was made between these two newspapers.



To sum it up, the metaphors of personification, journey and building metaphors were commonly found to describe the diplomatic relations between two countries, China and Pakistan. Containers, plant, machine, and game changer metaphors were frequently used to describe the project China and Pakistan cooperated with, CPEC.

Furthermore, although all the news articles are about CPEC reporting, metaphors, which were used to describe China Pakistan relations, account for 94% and 88% in *Xinhua* and *Daily Dawn* respectively. Only a small portion of metaphors are used to describe CPEC. Besides, Personification metaphor accounts for 48.20% among all the metaphors identified in *Xinhua* newspaper, and 39.10% in *Daily Dawn*. The percentage is much higher than any other metaphor types identified in describing China Pakistan relations. For example, the second most frequent metaphor is building, which accounts for 12.57% and 13.75 in *Xinhua* and *Daily Dawn* respectively.

Overall, the types of metaphors used in both *Daily Dawn* and *Xinhua* are similar, although China and Pakistan have very different culture and political systems. This similarity supports Charteris-Black's (2004) assertion that frequently occurring metaphors in political discourse fall within a small range of source domains. In addition, Charteris-Black (2004) also claims that personification and reification are the most frequently used linguistic terms in political discourse. Besides, building, journey and conflict metaphors occupy a large proportion among all the metaphors found in political discourse, especially in English, as explained in section 2.1.2. However, Charteris-Black (2004) also found that conflict metaphors account for an important percentage in the British Manifesto Corpus and the US Inaugural Corpus. Conflict metaphors are commonly found in political discourse to positively evaluate a speaker's own party or policies and negatively evaluate the opposite party. Conflict metaphors account for only 2.99% and 3.75% of all the metaphors used in *Xinhua* and *Daily Dawn* respectively. In

addition, the conflict metaphor found in this study is mainly used to describe the outside threat toward CPEC, which requires both countries' effort to safeguard the cooperation.

In addition, plants, machine, container and game changer metaphors were found in both newspapers to describe CPEC. The number of plants and machine metaphor used to describe CPEC is similar in both newspapers, while container metaphors were found more frequently in *Daily Dawn* and game changer metaphors were more salient in *Xinhua*.

The difference of metaphor use between the two newspapers is mainly found in terms of the frequencies mentioned above and some specific metaphorical expressions. Further explanations of metaphors used in CPEC reporting will be presented in the following section.

#### **4.3 Functions of Metaphors used in CPEC Reporting**

This section includes the interpretation and explanation of conceptual metaphors in order to answer research question 2, regarding the functions metaphors serve in CPEC reporting. The functions of metaphor used in CPEC reporting are organized according to conceptual metaphors, which means the specific function of metaphors will be identified in each conceptual metaphor. This section discusses the key conceptual metaphors used in CPEC reporting to examine the purpose for using the specific conceptual metaphors, firstly in describing China-Pakistan relations and secondly, in describing CPEC.

As described in section 3.3.3, there are seven potential purposes of metaphor use in discourse based on Charteris-Black (2004, 2018) CMA, they are 1) building trust with the audience. 2) heuristic purpose, simplifying the complicated issue by highlighting some parts and backgrounding other parts. 3) predictive purpose, influencing the audience by conveying positive or negative evaluation. 4) empathetic purpose, arousing people's feeling to create emotional response, such as favor or hate something. 5) aesthetic

purpose, achieving rhetorical purpose by creating textual coherence. 6) ideological purpose, providing a worldview to the audience. 7) mythic, engaging the audience in meaning creation and influencing them unconsciously.

Table 4.8 lists the main types of purposes of metaphors identified, according to the main conceptual metaphors found in the data. Four salient purposes of metaphor use, which are predicative, heuristic, empathetic and ideological, were identified and presented in Table 4.8 below.

**Table 4.8: Purpose of Metaphor use According to Key Conceptual Metaphor**

Conceptual Metaphor		Purposes
<i>Xinhua</i>	<i>Daily Dawn</i>	
CHINA-PAKISTAN RELATIONS AS HUMAN RELATIONSHIP		Predicative, heuristic, empathetic
CHINA-PAKISTAN RELATIONS AS BUILDING		Predicative, heuristic, ideological
CHINA-PAKISTAN RELATIONS AS JOURNEY		Predicative, heuristic, ideological
CPEC AS PLANTS		Predicative, heuristic
CPEC AS A MACHINE		Predicative, heuristic
CPEC AS A CONTAINER		Heuristic
CPEC AS A GAME CHANGER		Predicative, heuristic

As can be seen in Table 4.8, each conceptual metaphor serves more than one purpose; however, heuristic and predicative purposes were the most salient in this study. It was found that the use of each key conceptual metaphors fulfilled heuristic purposes of simplifying the complicated international relations between China and Pakistan and the CPEC project. Furthermore, metaphoric phrases highlighted the trustful, close, reciprocal aspect of China-Pakistan relations, but backgrounds the negative aspects, such as conflict and mistrust, which are also part of international relations. This is similar in metaphoric

phrases describing CPEC, where only the economic benefits and connectivity offered by CPEC are highlighted, while negative aspects such as debt are backgrounded. Predicative purposes were also identified as motivating the use of almost all the key conceptual metaphors, where metaphoric language supported an overall positive representation of China-Pakistan relations and CPEC. The purposes of metaphor use according to the key conceptual metaphors will be discussed in the following sub-sections.

#### **4.3.1 China-Pakistan Relations as Human Relations: Predicative, Empathetic and Heuristic Purpose**

Personification is commonly used in political discourse to portray a country or international relations between countries (Chilton & Lakoff, 2005; Johnson, 2016; Musolff, 2010). For example, the STATE AS PERSON metaphor is commonly used in political discourse to convey positive or negative evaluation of countries (Charteris-Black, 2011, 2014; Musolff, 2006). Within this, the conceptualization of international relations as a human relationship, such as friendship, marriage, or familial ties, evokes an intimate and positive connection between countries, such as that between friends, family or spouses. By doing so, it also creates a trustful feeling for the members' intention, which is to protect and benefit the relationships (Charteris-Black, 2011, 2014; Musolff, 2006). Last, when the more complicated international relations were represented by familiar human relationship, such as friendship, it simplifies the complicated international relations in an intelligent way for certain purpose.

Personification was very evident in both sets of data, with several sub-source domains of metaphor use as shown in, Table 4.9.

**Table 4.9: Overview of Personification Sub-source Domains**

Sub-source domain	<i>Xinhua</i>	<i>Daily Dawn</i>
<b>Friendship between China and Pakistan</b>	38(23.60%)	31(24.8%)
<b>Process of the relationship development</b>	119(73.91%)	87(69.6%)
<b>Direction of the relationship:</b> Community of shared future	4(2.48%)	7(5.6%)
<b>In total</b>	161(100%)	125(100%)

The two countries were frequently described as friends, neighbors, and partners in *Daily Dawn* and *Xinhua*: “*the strong and stable friendship is rooted in history and can weather all the storms.*” In *Xinhua*, the two countries were even described as iron brother. Some examples can be seen below:

**Excerpt 2:**

“China and Pakistan are *good neighbors, close friends, iron brothers and trusted partners*” (*Xinhua*, 4, Nov., 2018)

**Excerpt 3:**

“China and Pakistan are *good neighbours, good friends and good partners..... the traditional friendship between the two countries is deep-rooted*” (*Xinhua*, 4, Nov., 2018)

**Excerpt 4:**

“Both leaders reinforced their shared commitment to taking their *all-weather and time-tested Pak-China friendship* to new heights” (*Daily Dawn*, 2, Nov. 2018)

When abstract international relations between China and Pakistan is conceptualized as personal relationships, such as neighbors, friends, brothers and partners, the positive emotions associated with friends, partners can also be transferred to China-Pakistan relations. By using the adjective *time-tested* and *deep-rooted* to modify the relationship, it may evoke an even stronger feeling in people’s hearts by lifting up the historical memory shared by both countries (Charteris-Black, 2014). As shown in section 1.1, China

and Pakistan helped each other in many important matters in the history. It may arouse a stronger united emotion in people by mentioning this historical bond. Therefore, it fulfills the predicative and empathetic function.

Furthermore, we can see the weather metaphors within the broader use of personification metaphors, such as in the third example. Weather is the among most common things we experience in everyday life, sometimes it is sunny, sometimes windy, or even stormy weather, but during all the weathers, the friendship can face it, stand strongly and be successful, this metaphor engages the audience to connect their daily experience of weather to the pleasant time or difficult time the relationship may face, and create a feeling that all the condition is just temporary, the relationship will continue and move forward, it sets a very strong tone of confidence in the relationship. Therefore, it also fulfils heuristic purpose.

The modifier *all-weather* means “material which is suitable for use in all weather conditions” or “capable of resisting damage from exposure to any climatic conditions” in online Collins dictionary. The adjective *all-weather* was commonly used to describe materials or product, specially pitch for athletic events or horse racing (the online Collins dictionary). After examining *all-weather* in “British National Corpus” and Corpus of Global Web-Based English (GloWbE), “*all-weather*” was rarely found in personification metaphor to describe relationship except China- Pakistan relations. As mentioned in section 1.1, *all-weather strategic cooperative partnership* is China’s foreign policy towards Pakistan. Therefore, it is commonly found in both newspapers to describe China-Pakistan relations within a broader use of personification metaphor.

In addition, in the sub-source domain of personification, the future of both countries is connected together. The goal of the relationship between two countries is presented as to build a community of shared future together. Below are some examples:

**Excerpt 5:**

“the two countries will build on the China-Pakistan *All Weather Strategic Cooperative Partnership and the China-Pakistan Community of Shared Future*” (Daily Dawn, 04, Nov., 2018).

**Excerpt 6:**

“Joint Statement between the People's Republic of China and the Islamic Republic of Pakistan on Strengthening *China-Pakistan All-Weather Strategic Cooperative Partnership and Building Closer China-Pakistan Community of Shared Future in the New Era*” (Xinhua1212, 04, Nov., 2018).

In Excerpts 5 and 6, the metaphorical phrase *community of shared future* ties the future of both countries together. The relationship between two countries is presented as trustful and reciprocal. In other words, there is no space for harm and doubt between two countries because their interests are aligned. This fulfils predicative purpose by creating a positive representation of China-Pakistan relations.

As we mentioned in Table 4.9, the personification metaphors were divided into three sub-source domains, which are friendship between China and Pakistan, process of the relationship development, and the direction of the relationship. The metaphorical use in the personification sub-source domain “process of relationship development” pictures the countries as being committed in the cooperation of CPEC and are satisfied with each other’s effort and contribution, and their willingness to further strengthen the relationship through more cooperation.

**Excerpt 7:**

“Both sides(China and Pakistan) *reaffirmed their commitment* to CPEC and *agreed* that it was a win-win enterprise for the entire region” (Xinhua, 4, Nov., 2018)

**Excerpt 8:**

“They (China and Pakistan) *reaffirmed* their complete common understanding on early realization of CPEC projects. They also *reiterated* their steadfast commitment to strategic partnership and underscored taking it to new heights” (Daily Dawn, 2, Nov., 2018)

**Excerpt 9:**

“China supports Pakistan's efforts for..., both sides (China and Pakistan) *expressed satisfaction* that rapid progress has been made in all areas” (Daily Dawn, 4, Nov., 2018)

**Excerpt 10:**

“China and Pakistan, as *all-weather strategic cooperative partners*, have a high level of political mutual *trust and close cooperation* in various fields, firmly *supporting*

Personification can also be seen in the use of verbs, such as *agree*, *reaffirm*, *reiterate*, and *commit*, which are actions often performed by humans. Such words are frequently used to describe the cooperation between both countries is based on agreement and both countries commit to it. Metaphorical words, such as *express*, *appreciate*, *recognize*, are frequently used to depict a picture of satisfaction, and acknowledgment of each other's effort. In addition, metaphorical words, such as *support*, are frequently used to represent the support of each other's domestic and international policy from both countries. The complicated international cooperation between two countries is simplified by integrating into the familiar concept of human relationship, like friendship. In this relationship, each country, as a friend or partner, always support and help each other, contribute to the relationship, and work together based on agreement and respect. By doing this, it highlights the reciprocal and trustful part of the relationship and justifies that cooperation is beneficial for both countries. Therefore, personification metaphors fulfill heuristic purpose.



Most metaphors show that the cooperation is based on agreement and the relationship between two countries is reciprocal and equal. However, a small portion of metaphorical words, such as *want*, *seek*, *learn*, *willing to*, *offer*, are found to portray a picture that Pakistan wants to learn from China and China is willing to help Pakistan. As shown in example (11) and (12), China was portrayed as the country offer help and support to Pakistan, while Pakistan desires and wants help from China.

**Excerpt 11:**

Pakistan **wants** to increase its exports in order to curtail the current account deficit. “Our main export is textile and China’s *help* in adding value to our products will improve our prospects of exporting finished products in the world market,” PM Khan said (Daily Dawn, 1, Nov. 2018)

**Excerpt 12:**

“China will *offer* additional scholarships for Pakistani students” (Xinhua, 4, Nov. 2018).

Besides, in the Pakistani news articles, there is a small number of metaphorical nouns, such as senior partner, junior partner, used to describe the relationship and the responsibilities in this relationship between China and Pakistan (see Excerpts 13-15). These terms indirectly indicate some inequalities in the relationship, where China is depicted as a stronger, more experienced senior and Pakistan is portrayed as the junior role. In addition, there is a small number of verbs, such as *failing to understand*, *need to sit and absorb*, used in the context depicts a picture that the Pakistan government could not understand and do its responsibilities well. It damages the relationship when Pakistan cannot fulfil his role well. However, this is not showed in Chinese newspaper. Below are some examples from *Daily Dawn*.

**Excerpt 13:**

“China does play the role of *senior partner* who does the heavy lifting, but it clearly expects that *junior partners* will do their bit” (*Daily Dawn*, 6, Nov., 2018).

**Excerpt 14:**

“The Pakistani government is failing to *understand* and fulfil its role as *a junior partner*” (*Daily Dawn*, 6, Nov., 2018).

**Excerpt 15:**

“The government *needs to sit and absorb the idea* behind BRI and CPEC” (*Daily Dawn*, 6, Nov., 2018).

Although the use of the metaphors in context presents a negative portrayal of Pakistan government as not knowing their role, as seen in Excerpts 13-15, this is presented within the context the China-Pakistan relationship is something positive and valuable. In other words, the failing of Pakistan occurs within a relationship that could potentially bring both countries a better future. Therefore, both parties should do their responsibility well to maintain the relationship. In this sense, the metaphorical language fulfils a predicative purpose.

Overall, there are three main purposes, predicative, empathetic, and heuristic, behind metaphoric language that support the conceptual metaphor CHINA-PAKISTAN RELATIONS AS HUMAN RELATIONSHIP. Firstly, personification metaphors are used to give a positive representation of China-Pakistan relations, fulfilling a predicative purpose. Secondly, it arouses the audience’s emotional response in favor of the relationship by mapping the positive emotions associated with friends and partners into China-Pakistan relations, thereby fulfilling an empathetic purpose. At the same time, it simplifies the complicated international relations by representing it as the familiar human relationship, friendship, and highlighting the trustful, reciprocal parts of international relations, which fulfils a heuristic purpose.

### 4.3.2 China-Pakistan Relations as A Journey: Predicative, Heuristic, Ideological Purpose

Journey metaphor is pervasively used in political discourse (Charteris-Black, 2011; Kimie, 2007; Musolff, 2004). The destination of a journey is always meaningful and could give direction to the path; therefore, journey metaphors are commonly used to convey positive evaluations of the social goals. In addition, in order to reach the destination, time and effort is needed, and sometimes, it also requires the travelers to bear short-term hardships before the achievement of long-term goals (Charteris-Black, 2004). Therefore, it can be said that the use of journey metaphors fulfils a predicative purpose. Furthermore, journey metaphors could also simplify complicated social issues for readers by representing them as the familiar concept of a journey. The social goal is always positively highlighted in the journey metaphor, just like the destination of a journey generally is always pleasant and desirable. The hardship or undesirable part of the process in a journey is always backgrounded and taken as a small issue in order to achieve the goal. Therefore, journey metaphor also fulfils heuristic purposes. Lastly, the destination of journey can also be used to provide a type of worldview for ideological purpose.

In Xinhua, the cooperation between two countries was described as a long journey for the goal of economic prosperity, as shown in Excerpt 16.

**Excerpt 16:**

“Azhar Ali Chaudhry, the secretary at Pakistan's Ministry of Industries and Productions, is not only happy over this development but also considering it as the *first step toward a long prosperous journey* of development for Pakistan” (Xinhua, 2, Nov., 2018)

Although *Daily Dawn* did not mention the goal of the journey directly in the excerpt, the journey metaphor was used to show progression towards economic development, for example, in Excerpt 17 below. CPEC is “moving into next phases” and will contribute to

the overall economy improvement. This implies that economic development is the goal of the journey.

**Excerpt 17:**

“The prime minister said CPEC was a whole-encompassing idea which was “*moving into* next phases”. He said investment in industrial zones as well as in the socio-economic development was very important for improving the overall economy” (*Daily Dawn*, 1 Nov. 2018)

In the journey metaphors found in this study, the destination of a journey was represented as economic prosperity, which is the common goal between China and Pakistan. Therefore, the journey metaphor fulfils an ideological purpose by providing a worldview that China and Pakistan will walk together toward the goal of common economic prosperity, as proposed by China. This reflects the ideological vision of the “Chinese Dream” by emphasizing common prosperity as a mutual goal (Danzhi, 2019).

Although a journey normally includes the starting points, the process toward the destination and the destination, the metaphorical expressions of journey metaphor identified in both newspapers are mainly used to describe the process toward the destination. Table 4.10 shows the overview of process sub-source domains in journey metaphor.

**Table 4.10: Overview of Process Sub-source Domains in Journey Metaphor**

Process sub-source domain	<i>Xinhua</i> News	<i>Daily Dawn</i> news
Movement towards destination	11 (31.43%)	8 (19.51%)
Vehicle	17(48.51%)	13 (31.71%)
Obstacles	5 (14.29%)	20 (48.78%)
In Total	33(94.4%)	41(100%)

Through the use of metaphors conveying the process of a journey, both *Daily Dawn* and *Xinhua* show that 1) China and Pakistan are making progress to the destination; 2) as a vehicle, CPEC speeds up the process to reach the destination of prosperity; and 3) China and Pakistan support each other in dealing with obstacles on the road toward the destination. Examples and explanations are as follows.

**Excerpt 18:**

“Reviewing with satisfaction the historical development of China-Pakistan relations and *the great strides* made, both sides reiterated that the friendship between Pakistan and China has withstood the test of time, notwithstanding the changes in domestic, regional and international environments. The two sides agreed to further strengthen the China-Pakistan All-Weather Strategic Cooperative Partnership, and build closer China-Pakistan Community of Shared Future in the new era” (Xinhua, 4, Nov., 2018).

**Excerpt 19:**

“CPEC’s second and most important phase will start soon. It is expected that Prime Minister Imran Khan’s visit to China next month will *pave the way* for this” (Daily Dawn, 21, Oct., 2018).

Metaphors, such as *the great strides* and *pave the way*, were used to describe the progress made by both countries. The related meanings of *stride* in dictionaries are 1) “a long step when walking or running” (the online Cambridge dictionary), 2) you make rapid progress on what you are doing (the online Collins dictionary). *Stride* in this specific context means that the rapid development of China-Pakistan relations was made in the past. To be specific, it is that the well-established relationship between two countries helped them to overcome all the changes in various environments and moving toward a shared future together. By using *the great strides* to represent the development of China-Pakistan relations, it frames the abstract relationship development process in a more concrete structure journey in which both countries walking or running fast forward. It simplifies and positively describes the process of China-Pakistan relationship development and bring people’s confidence of this relationship. Metaphor *pave the way* was also used in the similar way to describe the effort Pakistan government made in

smoothing the cooperation between both countries. Therefore, it fulfils the predicative and heuristic purpose.

In both newspapers, CPEC was depicted metaphorically as playing an important role in this journey to strengthen the cooperative relationship between China and Pakistan. In addition, CPEC was portrayed as a vehicle to speed up the process of reaching the destination of prosperity.

**Excerpt 20:**

“Pakistani government wants industrialization to develop more and CPEC is one of the important *vehicles* Pakistan can use to achieve that goal.(*Xinhua*, 31, Oct., 2018)

**Excerpt 21:**

"If it continues with the same *pace* , you will see in two or three years that there is a higher growth rate, decrease in unemployment, and improvement in balance of payment. The future of Pakistan is bright if CPEC and the government initiates continues (*Xinhua*, 18, Oct., 2018)

**Excerpt 22:**

“The prime minister said CPEC was a whole-encompassing idea which was " *moving into next phases*". He said investment in industrial zones as well as in the socio-economic development was very important for improving the overall economy” (*Daily Dawn*, 1, Nov., 2018)

In the context of a journey, a vehicle is a tool can help you to arrive the destination more quickly and easily. When CPEC is represented as an important vehicle in achieving the goal of economic prosperity, it maps the perceptual experience associated with vehicle into the project CPEC, which can speed up the process of achieving the goal. By doing so, it simplifies the complicated international collaborative project CPEC into the familiar concept of *vehicle*. In addition, the vehicle metaphor highlights the pleasant and convenient part of CPEC, but backgrounds negative parts, such as, is this vehicle of good quality? Does it have any problems? Will it breakdown? By conveying a positive evaluation of CPEC, the conceptual metaphor of CHINA-PAKISTAN RELATIONS AS JOURNEY fulfils both the predicative and heuristic purpose.

As shown in Excerpts 23-26, Metaphorical phrases, such as *struggling (against)*, depict a picture that the journey towards prosperity is not easy. At the same time, both newspapers depict a picture that China and Pakistan, as close friends, supporting each other to overcome the difficulties along the path and move forward together toward the destination. In addition, CPEC was portrayed as a solution provided by China for Pakistan to get out of the economic problems, both China and Pakistan firmly join together to push it forward. The examples from both newspapers are as follows.

**Excerpt 23:**

"After *struggling* for years to upgrade its power infrastructure, various Pakistani leaders have touted CPEC as a "game changer" that will help lift the ailing economy (*Daily Dawn*, 15, Nov., 2018)

**Excerpt 24:**

"He detailed that anti-corruption is the top task he wants to learn from China as Pakistan is *struggling against* the problem (*Xinhua*, 1, Nov., 2018)

**Excerpt 25:**

"Countries go in cycles. They have their *high points*, they have their *low points*. Unfortunately, our country is going through *a low point* at the moment with two very big deficits" (*Daily Dawn*, 2, Nov., 2018)

As shown in Excerpt 26-28, metaphorical phrases, such as *get out of the difficult economic situation, how far down the road we have travelled*, were used to positively represent the supportive and long-lasting relationship between China and Pakistan. It also implies that this is a prosperous journey between China and Pakistan, specially to help Pakistan with a better future, furthermore, this journey is acknowledged by both countries, especially Pakistan. Therefore, there is no space for anyone outside of this relationship/journey to doubt it.

In addition, the journey metaphor also simplifies the international relationship between China and Pakistan as travelers within a journey for the same goal/destination. Therefore, it fulfils the predicative and heuristic purpose

Although Excerpts 26-28 depict a supportive and equal picture of China-Pakistan relations, metaphorical phrases, such as *struggling, struggling against, and low point* (see Excerpts 23-25) within the context show that Pakistan is the country, which is struggling and demanding assistance, while China is offering CPEC to help Pakistan come out of the current situation. These terms indirectly imply the inequalities between the relationship, where China is portrayed more like a giver and Pakistan as a receiver.

**Excerpt 26:**

“We have a very special relationship with China, the people of Pakistan have always looked upon China very positively as a friend, and recently with CPEC, it has given a great opportunity for Pakistan to bring in foreign investment to *get out of the difficult economic situation* which we are in.” (*Xinhua*, 1, Nov., 2018)

**Excerpt 27:**

“It is a mark of the massive shift that CPEC, as well as the larger body of Pakistan-China relations, is about to undertake. Compare this statement with an earlier one, for perspective on *how far down the road we have travelled* in the evolution of our relationship with our Chinese friends” (*Daily Dawn*, 8, Nov., 2018 ).

**Excerpt 28:**

“Khan said the new Pakistani government sees the relations with China as the priority and cornerstone of its diplomacy, and is willing to enhance bilateral ties with China and jointly *push forward* the construction of CPEC” (*Xinhua*, 16, Oct., 2018)

One distinct finding in the Daily Dawn is the use of other journey metaphors in describing challenges in the relationship between the two countries. The Pakistani government was represented as facing problems in understanding its role and responsibilities in this relationship via the journey metaphor *without taking China on board* (See Excerpt 29), which could harm the relationship. *Board* means “side of the ship”, *on board* means “on the ship”, later it extends to on different vehicles (online etymology dictionary), *Take something on board* literally means take something or someone get on and join the moving vehicle, such as a ship, train. Based on the context in the newspaper, *without taking China on board* in Daily Dawn means that Pakistan included Saudi Arabia into CPEC without consulting with China and excluding China



from this decision making. China and Pakistan are supposed to be on the same vehicle, CPEC, but Pakistan picks up Saudi to the vehicle without informing China. Yet, the Chinese government was represented as an ally, who helped to protect this relationship by using metaphorical expressions *preventing the project from being mired*. The literal meaning of “mire” is defined as “sink or stall in mud”, it was used metaphorically here to show Chinese government protected this project from this problem or challenge caused by Pakistan Government.

Metaphor phrases, such as *without taking China on board*, were used to simplify the problems both countries faced in the journey. This metaphorical phrase represents the complicated abstract issue in international relations by connecting it with the familiar concept we have in travelling/journey. That is why we can say it fulfils the heuristic purpose. Excerpt 29 illustrates again the use of metaphor for heuristic purpose to simplify China’s protection for the relationship.

**Excerpt 29:**

“This is evident from the recent CPEC-related statements issued by government representatives, including on the project’s revision (the apparent Saudi inclusion) — *without taking China on board*..... However, a calculated response from China not only provided a means of face-saving to the government but also *prevented* the project *from being mired* in further controversy” (*Daily Dawn*, 21, Oct., 2018)

Journey metaphor plays an important role in representing the relationship between China and Pakistan. It creates an optimistic feeling by viewing the cooperation between both countries as a long prosperous journey. It also conveys a positive evaluation of both countries’ effort to move forward this project. Although Pakistan was negatively portrayed as a country who does not understand his role in the relationship, whereas China was portrayed as a country who protected the relationship in *Daily Dawn*, it still implies China and Pakistan are obliged to protect this relationship to allow this cooperation to move forward smoothly, because the relationship is something good and valuable.

Therefore, journey metaphor also fulfils the predicative purpose. At the same time, heuristic purpose was also used in journey metaphor to simplify the international relationship as a familiar concept journey. Lastly, the ideological purpose was used in journey metaphor to pursue a world view of the “Chinese Dream” by emphasizing common prosperity as a mutual goal.

### 4.3.3 China-Pakistan Relations as A Building: Predicative, Heuristic, Ideological Purpose

Building metaphors are very common in political discourse (Charteris-Black, 2004; Kimie, 2007) and frequently used in a positive sense to represent valuable social events, such as relationships. Within this metaphor, the social goal is always positively evaluated, in the same way as a building is a valuable property. It requires time and effort to construct a building. It also requires cooperation and short-term sacrifice to complete a building.

**Table 4.11: Overview of Sub-source Domains in Building Metaphor**

<b>Building sub-source domain</b>	<i>Xinhua</i> News	<i>Daily Dawn</i> news
<b>Feature of building:</b> Sturdiness & Sustainability	7	3
<b>Process of the building</b>	31	28
<b>Parts of the building</b>	4	13
In total	42	44

China-Pakistan relations were represented using building metaphors, The sturdiness and sustainability of building is used to represent the strong and long-lasting relationship between China and Pakistan in both *Daily Dawn* and *Xinhua*. Examples of this are as follows:

**Excerpt 30:**

“The bilateral relationship has *withstood* the test of times” (*Xinhua*, 31, Nov. 2018).

**Excerpt 31:**

“They also reiterated their *steadfast* commitment to strategic partnership and underscored taking it *to new heights*” (*Daily Dawn*, 2 Nov. 2018).

*Withstand* means “to receive without being changed or damaged by something powerful” (the online Cambridge dictionary); it is commonly used to describe the sturdiness of building, which allows the building to bear harsh weathers. In the data, it was used to represent the strong relationship between China and Pakistan, which stand still after all the challenges in the past. The phrase *steadfast* is commonly used to describe the sustainability of buildings. However, in the data, it is used to metaphorically describe the unchanging commitment and determination from both countries to strength this relationship. It creates an optimistic feeling about the relationship between China and Pakistan by using the metaphors, such as *withstand and steadfast*. It portrays a picture that China-Pakistan relations is like a building, which is unshakeable and will last long time. Furthermore, the building metaphors are used in sentences which emphasize the need for collaborative effort from both sides to build the relationship to a higher level (Excerpt 31). The building metaphors, which are used to show the sturdiness and sustainability of buildings, are used in both newspapers to convey a positive evaluation about China-Pakistan relationship; therefore, it fulfils the predicative purpose.

The diplomatic relationship in both newspapers is represented using verbs that are often used literally to describe construction and building activities, such as *consolidate, strengthen, and build*. As can be seen in Excerpts 32-34 below, these building metaphors are often used in descriptions about the effort required from both sides to strengthen, consolidate and build the relationship in the same way a building requires care and attention to function well.

**Excerpt 32:**

“The two sides agreed to further *consolidate* and expand bilateral economic relations as a matter of high priority and to *strengthen* multi-faceted pragmatic cooperation in trade and investment” (Xinhua, 4 Nov. 2018).

**Excerpt 33:**

“Li said Prime Minister Khan's visit would “further *consolidate* and develop the firm, enduring ties between our two countries”. Khan responded by saying that CPEC had evolved from the concept stage to showing tangible results *on the ground* that have caught the imagination of the people of Pakistan” (Daily Dawn, 3 Nov. 2018)

**Excerpt 34:**

“China and Pakistan agreed on Monday to *build* closer ties and facilitate the *construction* of the China-Pakistan Economic Corridor (CPEC)” (Xinhua, 16, Oct. 2018).

**Excerpt 35:**

“The prime minister's visit to China would provide "further impetus to enhancing the existing strategic ties between Pakistan and China and *break new grounds* for broadening the bilateral partnership" (Daily Dawn, 27 Oct. 2018)

Building metaphors, such as *consolidate*, *build*, *strengthen* and *break new ground*, implies that a building is a very valuable property, so it is worthwhile for both countries to make effort to complete the building. That is to say, the relationship between two countries is so valuable, it can facilitate the collaborations between two countries, such as CPEC, for the prosperous future. The building metaphors were used to convey a positive evaluation of the relationship between China and Pakistan. Therefore, it fulfils predicative purpose.

In *Daily Dawn*, the BRI and CPEC concepts are also represented using building metaphors, specifically with the term *framework*. *Framework* originally means “structure for enclosing or supporting” (online etymology dictionary). It is commonly used in construction work to indicate “the rigid structure or concrete structural frame of a building” (Wiki, 2020). In this specific context, *framework* was used to portray CPEC and BRI as a framework to support and structure the two countries’ goal of building a shared future together.

The CPEC and BRI framework enable both countries to find their role and responsibility in this relationship and facilitate the construction of the building (a shared future) by understanding this framework, CPEC and BRI. *The fold* in Excerpt 37 below was defined literally as “your home or organization where you feel you belong” (the online Cambridge dictionary), the related metaphorical meaning of *the fold* is “the safety or comfort of belonging to a group that shares the same belief”. The shared belief in this context means share the same belief of BRI, which proposed by China and will bring a prosperous future for all.

**Excerpt 36:**

“Because the government did not comprehend the conceptual *framework* of BRI and CPEC, Pakistan is in a mess where even its closest ally has politely told them off”  
(Daily Dawn)

**Excerpt 37:**

“That is the basis of BRI. This means that it is *a framework* under which willing partners enter *the fold* to help create a community that shares its destiny with China's  
(Daily Dawn)

The building metaphor, via the terms *framework* and *the fold*, enables the construction of a particular worldview. As shown in Excerpts 36-37, the building metaphors convey faith in the BRI as a framework connecting both countries and upholding their shared future of prosperity. This fulfils an ideological purpose. Moreover, although some excerpts indicate problems, in the relationship when Pakistan could not understand the framework of BRI properly, the conceptual metaphor of CHINA-PAKISTAN RELATIONS AS A BUILDING generally supports a positive evaluation of BRI and CPEC, which can be said to fulfil the predicative purpose.

Overall, in both newspapers, the building metaphor was used to portray a strong and long-lasting relationship between China and Pakistan by using words normally associated with features and construction of buildings. A distinct finding in the *Daily Dawn* articles

was the use of *framework* to represent the concepts of CPEC, which guide and support both countries to build the shared future together. This positively represented China-Pakistan relations and CPEC and provided a worldview of shared future through BRI, or CPEC. Therefore, the building metaphors fulfil the predicative and ideological purpose.

#### **4.3.4 CPEC as A Container, A Plant, A Machine and A Game Changer: Predicative, Heuristic Purpose**

Although most metaphorical expressions found in both newspapers were used to represent China-Pakistan relations, analysis showed that CPEC itself was also described using various metaphors, namely container, plant, machine and game (see Table 4.3).

Eleven container-related metaphorical expressions were identified from the Pakistani Data, and only two in the Chinese Data. In the Pakistani dataset from *Daily Dawn*, CPEC is represented as a small part of BRI, which is highly regarded by the Pakistani government. Metaphors, such as *a small portion*, *a mere tributary*, and *a signature project*, were used in *Daily Dawn* to represent the relationship between BRI and CPEC (see Excerpts 38 – 40). However, the metaphor uses in *Daily Dawn* depict a picture that Pakistan government thinks too highly about CPEC, while this misunderstanding of CPEC's position should be stopped. However, in the Chinese data, there were no metaphorical expressions used to depict CPEC as a minor part of BRI.

**Excerpt 38:**

“Those in power fundamentally do not understand the conceptual framework of BRI, of which CPEC is *a small portion*” (Daily Dawn, 6, Nov., 2018)

**Excerpt 39:**

“CPEC is *a mere tributary* within that large network. BRI consists of three overland and three maritime routes” (Daily Dawn, 6, Nov., 2018)

**Excerpt 40:**

“As *a signature project* of BRI, the fast development of CPEC has played a significant role in the Belt and Road cooperation (Xinhua, 4, Nov., 2018).

The container metaphors in Pakistan newspaper imply that the relationship between China and Pakistan is so valuable that each country should protect it from being harmed. It positively represented the relationship between two countries, which fulfils the predicative purpose.

Metaphors related to plants are commonly found in reporting economics (Charteris-Black & Ennis, 2001; Domaradzki, 2016; Wang et al., 2013; White, 2003). Metaphors, including grow and harvest, are used to describe the economic process and development, and conceive the inanimate economic entities (such as the economy and CPEC) as living things which can grow and bear fruit to be harvested. as shown in Excerpts 41-42, *harvest*, which literally means “the quantity of a natural product gathered in a single season”, was metaphorically used to describe CPEC as a plant already brought economic benefit to Pakistan in the early phase. *Reap* literally means “to cut and collect a grain crop”, its metaphorical meaning is “to get something, usually something good, as a result of your actions or other people’s actions”. In this context, *reap* means Pakistan will get the good result and economic benefit from CPEC with the assistance of China. Plant metaphors are commonly used to convey a positive judgement to the healthy growth of the economy and imply that people have responsibility to keep the plant growing healthily to bear fruits as a natural result (Charteris-Black & Ennis, 2001; Domaradzki, 2016). In the current study, metaphorical phrases representing CPEC as a plant which will bear fruits were found in both datasets. CPEC was described as a plant, which is continuously growing, and when it reaches the stage of bearing fruits, Pakistan can reap those fruits (See Excerpt 42).

**Excerpt 41:**

“Both sides reviewed *the early harvest phase* of CPEC and expressed satisfaction that rapid progress has been made in all areas especially in the energy sector” (Xinhua, 4, Nov., 2018)

**Excerpt 42:**

“Beijing had assured Islamabad "of every kind of assistance", and that Pakistan would *reap* its (CPEC's) benefits in the days to come” (Daily Dawn, 9, Nov., 2018)

The use of plant metaphors facilitates people's comprehension of the complex project CPEC in a simple way and conveys a positive evaluation of CPEC and a negative evaluation of anything opposed to it. Moreover, plant metaphors convey a moral obligation to cultivate the *plant* which translates into protecting CPEC. Therefore, it fulfils the heuristic, predicative purpose.

Machine metaphors are commonly found in reporting economic issues (Charteris-Black, 2004). Machine metaphors, such as *engine* and *minting more revenue*, were used to describe the economic benefit CPEC can bring to Pakistan, as shown in Excerpts 43-46. *Engine*, which literally means “a machine that uses the energy from liquid fuel or steam to produce movement”, was metaphorically to describe CPEC as an important economic power for Pakistan's economic development. On the other hand, *mint*, with the literal meaning “to produce a coin for the government”, was used to portray CPEC as a money producer that can make lots of money for Pakistan. These metaphorical depictions positively represented the huge potential CPEC has for Pakistan's development, which can be said to fulfil the predicative purpose. In addition, machine metaphors serve to simplify the concept of CPEC, which is a collaborative project between China and Pakistan, as a familiar machine concept *engine*, by highlighting CPEC's potential economic power. Therefore, it also fulfils heuristic purpose.



In Excerpt 45, we see CPEC being described as *the lens*, the literal meaning of which is “a curved piece of glass, plastic or other transparent material, used in cameras, glasses, and scientific equipment, that makes objects seem closer, larger, smaller, etc.” (the online Cambridge dictionary). Described as *the lens* in this context, portrays CPEC as reflecting and being in line with the development of China-Pakistan relationship. In addition, CPEC was also described as *a mechanism to forge* the closer connectivity among countries (Excerpt 46). The literal meaning of *forge* is “to heat the metal and then hammer and bend it into the required shape”, the related metaphorical meaning of *forge* is “If one person or institution forges an agreement or relationship with another, they create it with a lot of hard work, hoping that it will be strong or lasting”. The use of *forge* in this context represents CPEC as creating a strong and lasting connection among different countries. Machine metaphor, such as *the lens* and *forge*, were used to highlight that CPEC provides an important role in connecting different countries together. This portrays CPEC as something good, which can bring lots of benefit for people who are involved. Therefore, it fulfils the predicative and heuristic purpose. Below are some examples.

**Excerpt 43:**

The seminar termed CPEC as *an engine* with great potential to boost development in the region and beyond (Xinhua, 14, Nov., 2018)

**Excerpt 44:**

A great chance of increasing exports and *minting more revenue* is at hand for Pakistan (Xinhua, 4, Nov., 2018).

**Excerpt 45:**

This was the background to the beginning of what we now call CPEC that has become *the lens* through which all Pakistan-China relations are now viewed (Daily Dawn, 8, Nov., 2018)

**Excerpt 46:**

"CPEC is *a mechanism* that will *forge* even closer connectivity between the Middle East and China and between central and South Asia."(Daily Dawn, 5, Nov., 2018).

As described earlier, the game changer metaphor is commonly used in social transformation, such as fundamental changes in politics, economics, climate and culture. It allows the player to invoke new ideas, and rules or projects with further transformation on a big scale. Game changer metaphor is commonly used to represent a transformation, which requires long process and lots of effort to happen, but once the transformation happens, the effect will be massive (Avelino et al., 2017). In both newspapers, CPEC was represented as *a game changer*, which will shift Pakistan's current economic situation and bring Pakistan prosperity (Excerpts 47-48).

**Excerpt 47:**

“Various Pakistani leaders have touted CPEC as *a game changer* that will help lift the ailing economy” (Daily Dawn, 15, Nov., 2018)

**Excerpt 48:**

“Women rights activists are hopeful that CPEC will not only be *a game changer* for Pakistan's economy, but will also provide opportunities to educated women as well as women laborers to utilize their talents” (Xinhua, 26, Oct., 2018)

The game changer metaphor sets the tone for CPEC in a very creative way. CPEC is represented as a very positive project which will transform the ways of regional interaction in terms of politics and economics and bring prosperity for Pakistan. Game changer metaphor was used in the media to create a very optimistic evaluation of CPEC's future. Therefore, it fulfils predicative purposes. The complicated project CPEC was simplified as a game changer by highlighting the economic potential of CPEC, it also fulfils the heuristic purpose.

#### **4.3.5 Discussion and Summary: Functions of Metaphor Use**

In conclusion, four salient purposes, which are predicative, heuristic, empathetic and ideological, were identified in relation to metaphoric language used in the news articles. Heuristic and predicative purpose were found in almost all the main conceptual metaphors. It was found that predicative and heuristic purpose always appear together to

give a positive evaluation of China-Pakistan relationship and CPEC, at the same time to simplify the relationship and CPEC in a very intelligent way by highlighting the positive part of the relationship and CPEC. Moreover, each conceptual metaphor also has one or two more additional purposes.

As mentioned in the literature review chapter, metaphors have the potential to influence people's opinion. In addition, metaphors, as one of the most persuasive linguistic strategies, are frequently used in media to influence the way world affairs and policy are understood by people, since many people get the newest information from media sources. The usage of different conceptual metaphors, such as personification, building, journey, container, plant, machine and game changer, within the broader positive media discourse could benefit China and Pakistan in several potential aspects.

Firstly, the usage of different conceptual metaphors within the positive media discourse could mediate the suspicion and doubt about CPEC and BRI in the international stage by positively reporting China-Pakistan relations and cooperation. To be specific, the usage of personification metaphor, journey metaphor and building metaphor in both newspapers can get the public or readers of these newspapers to view China-Pakistan relations more positively, in order to create a positive atmosphere to promote CPEC, and BRI. For example, when China- Pakistan relations are described as a human relationship, such as partnership, brotherhood and friendship, the positive emotions associated with friends and partners, such as trust and closeness, can also be transferred to China-Pakistan relations. These metaphorical nouns, which are commonly used to describe human relationships, could help to mediate the doubt and suspicion of China's intentions in CPEC by depicting a friendly picture between the two countries.

Secondly, the usage of different conceptual metaphors could promote the international relations between China and other countries by presenting China-Pakistan relations

positively. In another words, this could help enhance trust from other countries who have joined or are considering joining BRI by positively portraying the relationship between China and Pakistan in both newspapers. For example, as mentioned in section 4.2.2, when the China-Pakistan relationship was portrayed as a journey, both countries are depicted as supporting each other during the journey, with CPEC as the vehicle to move toward a common economic prosperity. Such portrayals could build a positive image of the project CPEC and BRI, since both newspapers are international papers and are government-linked.

Furthermore, the usage of different conceptual metaphors within a positive media discourse could promote China's foreign policy of the BRI in the international stage. As mentioned in section 1.1, CPEC is the flagship of the BRI. When CPEC is described as a game changer, which will bring transformation to Pakistan, it could also increase people's confidence towards the mega project BRI and promote it in the international stage, especially when the readership of the newspaper is from the international community.

Fourthly, the generally positive representation of CPEC and China-Pakistan relations by using conceptual metaphor can contribute to the larger goal, which is getting people's support of this mega-project. In the long term, it could also help China to solve the problem of overcapacity and create export demands through promoting BRI to attract more partners.

As for Pakistan, firstly, the overall positive reporting of CPEC and China-Pakistan relations with the usage of different conceptual metaphors, such as building, journey and plant, could increase people's confidence and support in CPEC or China-Pakistan relations. For example, when CPEC was described as a plant which provides fruit, it conveys a positive judgement to the healthy growth of the economy and assume CPEC

will bring good result. Therefore, it could influence people's judgement toward CPEC in a positive way.

Secondly, the usage of different conceptual metaphors could also benefit the economic development in a long-term by positively reporting CPEC and China-Pakistan relations. This is because the positive representation can contribute towards achieving the larger goal of CPEC through getting people's support. For example, machine metaphors, such as "mint more revenue", were used here to portray a picture that CPEC as a money producer can make lots of money for Pakistan to show the huge potential of CPEC for Pakistan's economic development.

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## CHAPTER 5: DISCUSSION AND CONCLUSION

The final chapter will present the discussions of the findings and conclusions for this study. The discussion including four sections. The first, section 5.1, traces back the findings to the research purpose and objectives of the study. The second, section 5.2, presents discussions on metaphor types and metaphor functions. This is followed by section 5.3 which presents the limitations and suggestions for future research, and section 5.4 on implications subsequently. The last section of this chapter, section 5.5, presents the conclusion of the study.

### 5.1 Overview of the Study

Various studies have been conducted to investigate the media stance, media frame or ideological construction of CPEC in media (Afsheenekhteyar & Umrani, 2021; Afzaal et al., 2019; Ahmed et al., 2019; Gill & Kausar, 2017; Latif & Mengal, 2020; Umer et al., 2018). However, the extent to which media representation of China-Pakistan relations has contributed to their bilateral cooperation has not been addressed in previous studies. In addition, although metaphorical expressions are pervasively used in media reports of BRI, the usage and functions of the metaphors used have not been explored in previous studies (Chen, 2018; Xin & Matheson, 2018).

Therefore, the overall purpose of this study was to explore language practices related to metaphor use in media discourse on CPEC, guided by two research objectives:

**Objective 1:** To explore how a multinational programme of political and economic significance is represented through metaphor in news media; and

**Objective 2:** To explore the functions of metaphor used to represent a multinational programme of political and economic significance.

Utilizing Critical Metaphor Analysis (Charteris-Black, 2004, 2018), this study sets out to answer two research questions (e.g., RQ1 and RQ2) related to the use of metaphors in reports about the China-Pakistan Economic Corridor (CPEC) in a leading English newspaper in China (*Xinhua*) and Pakistan (*Daily Dawn*). RQ1 aimed to identify the types of metaphors used to report on CPEC and draw comparisons between the two newspapers *Xinhua* and *Daily Dawn*. As shown in section 4.1 of the chapter 4, personification, journey and building metaphors were commonly found to describe the diplomatic relations between the two countries, e.g., China and Pakistan. Containers, plant, machine and game changer metaphors were frequently used to describe CPEC, the bilateral economic cooperative projects between the two countries.

## **5.2 Summary of the Findings and Discussion**

This section summarizes the main findings presented in chapter 4 and discusses of the main findings in relation to previous literature. The findings and discussions will be presented based on the research questions.

### **5.2.1 Types of Metaphors Identified in both Newspapers**

Overall, the types of metaphor identified in this study are consistent with literature (Boeynaems et al., 2017; Charteris-Black, 2005; Hart, 2017). Personification, journey, building metaphors, as common metaphors rooted in everyday experience, are commonly used in political discourse to make the political event intelligent, to express ideological positions (Boeynaems et al., 2017; Charteris-Black, 2005; Hart, 2017). This finding is also in line with Charteris-Black's (2004) findings showing the salience of personification, journey, building metaphors in political discourse in the British Manifesto Corpus and the US Inaugural Corpus. However, the analysis of this study does not echo Charteris-Black's findings related to the wide use of conflict metaphors in

political discourse to positively evaluate their own party or policies and negatively evaluate the opposite party (Charteris-Black, 2004). Although conflict metaphors are pervasively used in political discourse to positively represent “us” and negatively represent “them”, or even demonize “them” to call “us” for certain action to defend ourselves from “them”. In the present study, conflict metaphors account for only a very small portion of metaphoric language in this study. This could be a response to the widespread “China threat discourse”, including the BRI as *a debt trap*, in the world, especially in the western society (Peters et al., 2021). The voice of China as a threat to the world order spread in media, especially in western society, as China’s rapid rise and economic and political presence at the international stage (Liss, 2003; Peters et al., 2021; Rogelja & Tsimonis, 2020). Representing China-Pakistan relations and CPEC positively instead of portraying conflicts between “us” and “them” could mediate the conflict and the doubt and suspicion in the international stage. This is in line with China’s foreign policy, which is to build a benign, trustful and responsible image on the international stage, as Chinese president Xi Jinping has stated in different speeches of China’s peaceful development and common economic benefits (Poh & Li, 2017). This finding of media reporting of CPEC reflects the corresponding nation’s foreign policy is also consistent with the literature.

Moreover, the analysis shows that metaphor use in the articles were focused on describing the China-Pakistan relationship, rather than CPEC, even though all the articles were selected by searching the key term “CPEC”. The percentage of metaphors used to describe China-Pakistan relations among all the identified instances of metaphoric language is 94% and 88%, in *Xinhua* and *Daily Dawn* respectively. This analysis adds to the existing research on media report of CPEC. As mentioned in section 2.1.1, previous studies mainly focus on how CPEC was (re)presented in different newspapers instead of giving focus to the relationship between China and Pakistan (Afsheenkhteyar & Umrani,



2021; Afzaal et al., 2019; Gill & Kausar, 2017; Umer et al., 2018). Although the analysis in Afzaal et al. (2019) shows that the repetitive patterns, collocation and concordance of CPEC is mainly about promoting China Pakistan relations, Afzaal et al. (2019) did not give special focus on China Pakistan relations.

The emphasis on the bilateral relationship rather than the project itself in metaphor use, could reflect Chinese “*Guanxi*” culture, which is deeply rooted in Chinese traditional Confucian culture and also represented in every aspect of Chinese society, including business and international cooperation. Chi and Seock-Jin (2017, pp. 19-20) define “*Guanxi*” as “relationships or social connections based on mutual interest and benefits, which is achieved by exchanging favors and giving social status between partners”. Besides, this relationship starts from kinship within the family. This can also be achieved through finding some commonalities between different partners and, as a dynamic process, require both partners to cultivate and maintain it to achieve more mutual benefits (Yi & Ellis, 2000; Chi & Seock-Jin, 2017). The aforementioned cultural construct is also present in other countries with collectivist cultures (Gu et al., 2008). This relationship-based culture is very different from western cultures, where there is a clear distinction between personal relationships and business relationships (Chi & Seock-Jin, 2017). The findings of the current study, in which metaphors were widely used to discuss bilateral relations rather than CPEC itself, may also be related to China’s partnership-based international economic cooperation model in BRI, which is very different from previous rule-based model of international cooperation in the world (Wang, 2019).

As shown in Section 4.1, the types of metaphors used in both *Daily Dawn* and *Xinhua* are similar despite their cultural, historical and ideological differences. This finding is different from Norazit’s (2013) results showing that metaphors reveal cultural, historical and ideological difference. This could be due to the source domains of metaphor types,

such as personification, journey, building, are the other types of metaphors used to report on political topics in general. This is because these metaphor types are rooted in daily experience and are very commonly found in different cultures. It can be considered an intelligent strategic move to frame CPEC through establishing a common ground with the public in different countries via metaphor choice. The metaphorical representation of CPEC is rooted in familiar cultural concepts such as relationships and journeys and therefore is more likely to be persuasive to the readers, even the international readers.

The findings also show that not only the metaphor types identified in both newspapers are similar, the actual phrases within different metaphor types also show similarities in both newspapers. Interestingly, there are some specific metaphorical expressions that rarely appear in other culture but were found in both newspapers in China and Pakistan. Firstly, although the conceptual metaphors NATIONS AS HUMAN and THE RELATIONS BETWEEN DIFFERENT COUNTRIES AS HUMAN RELATIONS are shared in general political discourse, differences are noted when examining the specific metaphorical expressions used in this conceptual metaphor. For example, The adjective *all weather* is commonly found to describe China- Pakistan relationship in previous studies (Shukla, 2013; Yang & Siddiqi, 2011), but after examining the English corpora, such as Corpus of Contemporary American English (COCA), British National Corpus (BNC), *all weather* was frequently used to describe material or product instead of friendship or relations. This is consistent with the definition of *all weather* in the online dictionary of Collins and Cambridge (Cambridge, n.d.; Collins, n.d.). In addition, in Corpus of Global Web-based English (GloWbE) and News on the Web (NOW), *all weather* was found to describe relations, but only the relations between China and other countries, especially Pakistan. Based on the review of the literature, this phrase *all weather* has not been found in other cultures to modify relationship or partnership between countries. “All weather cooperative partnership” is China’s diplomatic relationship with, and specially with

Pakistan. It means China and Pakistan will keep a close and good relationship and support each other under any condition. Moreover, “*Build a community with a shared future*” is Chinese president Xi Jinping’s thought on diplomacy, especially on BRI. This metaphorical expression means that BRI is a “win-win” project, which will connect different countries for common development. This finding is consistent with previous studies that the news report of CPEC reflect the corresponding countries’ foreign policy (Khan et al., 2016; Latif & Mengal, 2020).

Secondly, *iron brother*, a metaphoric term found in the Chinese newspaper articles appears to be culture specific. *Iron*, as an adjective, was defined as “to describe the character or behaviour of someone who is very firm in their decisions and actions, or who can control their feelings well” and “to describe strong, harsh, or unfair methods of control which do not allow people much freedom” in online Collins Dictionary (Collins, n.d.). After examining *Iron* in COCA and BNC, the usage of *Iron* is consistent with the dictionary definition, *Iron* was not found to describe a relationship. However, the adjective *Iron* was commonly used in Chinese culture to describe the solid and unbreakable relationship. For example, *Tie Gemen*, which means iron friends, is commonly found in the Center for Chinese Linguistics (CCL) Online Corpus to describe the solid friendship. Although in the present study, *iron brother* was not found in *Daily Dawn*, Afzaal et al. (2019) shows *iron brother* has been used in *Daily Dawn* articles between 2015 and 2018, to show the mutual respect and solid relationship between two countries. This could be due to the current study only analyzing news articles published in a one-month period, limiting the range of metaphorical expressions captured.

Although certain metaphorical expressions, such as *all-weather strategic cooperative partnership*, *community of shared future* and *iron brothers*, are more politics-specific or culture-specific from China, these metaphorical expressions were also frequently found

in Pakistani news. This could be because both countries have been cooperating with each other for a long period and have been in a friendly relationship. Therefore, their language, especially the use of metaphorical expressions, were affected. Previous studies also show that the cooperation between China and Pakistan promotes communicative and cultural exchange between both countries (Gui & Arif, 2016; Ibrar et al., 2016; Jiqiong & Keyu, 2017; Sheng et al., 2022).

Apart from this, previous studies examined Pakistani newspapers and concluded that Pakistani newspapers represent CPEC from an economic perspective, while not giving much attention to the diplomatic relations between China and Pakistan (see section 2.1.1.1). However, the analysis in this study shows that China-Pakistan relations play an essential role in the cooperation between the two countries from the perspective of media report. In addition, China-Pakistan relations, as part of the diplomatic policy or diplomatic relations of both countries, is more suitable to be viewed from political or diplomatic perspective rather than economic one. This is because CPEC is not only an economic activity, but also involves diplomatic relations and policy. The media representation of CPEC in both countries depict China and Pakistan maintaining a good cooperation, not only emphasizing the shared values between the two countries, but as part of the long historical relationship between the two. This is also in line with President Xi Jinping's foreign policy of "peaceful development and win-win cooperation on the basis of respect each other and seek common ground and win-win outcomes by setting aside differences" (Huaxia, 2022).

### **5.2.2 Function of Metaphor use in Describing CPEC**

Building on the findings for RQ1, the second research question sought to understand the function of metaphor use in describing CPEC in media reports in China and Pakistan. The current study identified the different purposes served by the metaphors employed in

both newspapers in China and Pakistan. Heuristic, predicative, empathic and ideological purpose were found to be frequently applied in both newspapers to promote CPEC and China-Pakistan relations in the positive manner. These purposes of metaphor use are also commonly found in political discourse.

As mentioned in 4.2.1, although the metaphorical representation of the China-Pakistan relationship within a broader context of news report is generally reciprocal and supportive from both sides, a small portion of personification (4.2.1) and journey (4.2.2) metaphors reflect an asymmetrical relationship between the two countries, with China offering help to Pakistan via CPEC, while Pakistan is the main receiver of the support. Notably there is little coverage of how Pakistan is returning the favor of economic support from China. In Chinese culture, there are certain rules partners should follow while receiving a favor during the reciprocal exchange. The relationship between partners is mutually beneficial, which means the partners are obliged to return the favor they received in the future, otherwise, it could cause damage to the relationship (Chi & Seock-Jin, 2017). Moreover, the imbalanced metaphorical portrayal of Pakistan only as receiver of Chinese support without mentioning how it plans to return the favor contradicts the other representations of “shared goals” and “mutual benefit”. Based on the small dataset, it is hard to draw any further conclusions. For example, whether Pakistan really does not offer any contribution to China or whether the contribution made by Pakistani is deliberately left out of the media reports. However, the omission of what Pakistan brings to the table in the news reports may reflect those concerns raised about CPEC, regarding what the country stands to lose in the long-term through CPEC. Conversely, it could indicate that Pakistani is unable to reciprocate the benefits it is gaining from China.

### **5.2.3 Summary**

Within the broader literature on media research on CPEC, this study addresses the gap identified in previous literature. Through answering the research questions, this study has expanded the discussion on how metaphors are used to represent CPEC through news media to reflect the political ideology, cultural and historical factors behind the metaphorical choices. Analysis of the metaphors alongside China's diplomatic policies clearly show that metaphors reinforce and highlight particular aspects of CPEC, from which readers of the news reports will interpret and form opinions about the international cooperation between China and Pakistan. In addition, although the metaphor types and metaphorical expressions identified from both newspapers are similar, there are some political and cultural specific phrases that are rooted in Chinese foreign policy and culture but were frequently used in Pakistani newspaper. This shows that language, specifically metaphorical language, changes in the event of continuous cooperation between countries. This analysis also shows a clear difference between both newspapers from China and Pakistan, which is the small negative portion in describing CPEC negatively in the Pakistani newspaper.

### **5.3 Limitations and Suggestions for the Future Studies**

This study was designed to provide insight into discursive practices related to metaphor use in media discourse. Various previous studies have been conducted to examine the ideological construction of CPEC in news discourse by examining the grammatical structure or repetitive patterns in news report. However, the use of conceptual metaphors allows researchers to go deeper into the cognitive schema of the news report. By understanding the cross-domain mapping, it can shed some light on how metaphors are used to (re)present CPEC in certain way and reflect the political ideology and rhetoric from the media perspective.

However, the duration of data collection in this study is comparatively small. In the future studies, datasets collected over a longer period are recommended. In addition, although metaphor is powerful in influencing people's judgement, metaphor analysis in this study does not provide the empirical evidence to show the influence of metaphor use in CPEC report from the audience's perspective on CPEC or how much the metaphor use in CPEC reporting affects the audience's opinion of CPEC. Therefore, empirical studies or studies from different perspective are recommended to investigate the influence of news media in promoting CPEC and provide further evidence for this. Moreover, to better understand the metaphor use in media report in China and Pakistan, the newspapers in their own language could be compared to see how CPEC is (re)presented to their internal audience and trace the similarities and differences.

#### **5.4 Implications**

This study contributes to the literature on metaphor use in news media discourse, by providing information about how metaphors are used to describe CPEC in newspapers and providing a better understanding of news discourse on CPEC. The implications of this study are described in this section.

Firstly, this study shows that the explicit metaphor language, which are metaphorical nouns, are easy to identify. However, the implicit metaphor language, which are the verbs, are more ambiguous and harder to identify. Therefore, during the process of metaphor identification and categorization, it is necessary to invite more than one analyst to reduce the subjectivity.

In addition, although newspapers are always expected to be factual and direct, as we can see in this study, much of the metaphor use was subjective, ambiguous and ideological, whether they were used purposely or habitually. Therefore, it is important for

the newspaper readers to have this awareness while reading the news, especially when it comes to metaphor use in news reports.

Moreover, the imbalanced relationship between China and Pakistan portrayed in both newspapers from China and Pakistan could be indicative of potential issues in their bilateral relationship. This requires attention from the policy makers for the long-term continuation of the relationship between China and Pakistan.

## **5.5 Conclusion**

BRI is certainly the most ambitious diplomatic policy proposed by China in the history of the modern world, at the same time, raising support and suspicion toward this massive programme since it was announced. Positive media representation of CPEC helps to build people's confidence in the future success, while alleviating people's suspicion of China's intention by drawing a picture of China and Pakistan as close allies working on a common goal of future economic development for both countries. As an international cooperative project, the economic benefit CPEC could bring is unquestionable. However, it is still not clear about the effects from the political perspective. In addition, as an economic project, CPEC also faces lots of challenges, as mentioned in Section 1.2. The positive media presentation does not reflect the realities of the project but forms part of a discursive strategy that constructs a particular understanding of the reality, that could affect people's actions. The use of metaphors is one of the most important methods to articulate about difficult and complicated issues in life, especially in newspapers, where we get our daily update about the newest things. This relates to one of metaphors' functions in constructing reality, which is to create or reinforce particular mental models in readers' cognition.

Research on metaphor use in media reports often discusses how metaphors are used to shape particularly biased viewpoints. However, metaphors can also be used in a constructive way. How metaphors are used to frame an issue is not determined by the



metaphor itself, but by how the people use metaphor to construct the reality in a way that resonates with the popular view and complies with his or her own political objectives and worldviews (Charteris-Black, 2018). Metaphors can also be used to nurture trust between the two countries by representing their relationship as a friendship and partnership and being persuasive does not always imply malign intention. Although Critical Discourse Analysis focuses on both progressive and oppressive discourse in theory, it is overwhelmingly focused on deconstructing the manipulation of power and negative evaluation of social activities, especially political events, in practice (Hughes, 2018). By employing a critical discourse approach, Critical Metaphor Analysis faces the same issue. The findings of this study shows that Critical Metaphor Analysis does not necessarily have to be applied within a negative frame of social activities by elite groups such as state actors. The same power of metaphor can be used in neutral or even constructive frames to tell a particular story that promotes trust building, especially trust building between countries on the international stage.

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