

Discourse Aspect of Metaphor in Indonesian Newspaper

Ajang Budiman¹, Djoko Saryono², Anang Santoso², Maryaeni²

¹University of Muhammadiyah Malang (UMM), Faculty of Teacher Training and Education, Indonesian Department, Jalan Raya Tlogomas 246, Malang, Indonesia

²State University of Malang (UM), Faculty of Letters, Indonesian Department, Jalan Semarang 5, Malang, Indonesia

Abstract: *The traditional study of metaphor as one of literary and rhetoric figures has been changed by modern emphasis on pervasiveness of metaphor use in everyday language, a change of research orientation which is made possible by the rise of Cognitive Linguistics which sees metaphor as part of major conceptual system that underlies everyday linguistic expressions. The next development of this trend has been to expand the object of study to include every domains of natural language use in everyday life. This article is an endeavour to apply Cognitive Linguistics theory of metaphor to real language use in daily newspaper, especially the influential Indonesian newspaper, Kompas, by focusing on discourse-contextual aspect of metaphor use. The analysis in this article shows that discourse context is an important aspect of metaphor because it plays a role in constraining the use of metaphor. Although metaphor is primarily a phenomenon of cognition/conceptualization and only secondarily realized in linguistic expressions, it is also right that the context of use is part of that conceptualization. That is, conceptualization is not something floating in the air, but rooted in bodily experience, and that is why contextual aspect of metaphor use is important. In this article contextual aspect is limited to setting, participants, and message form (text type).*

Keywords: conceptual metaphor, linguistic metaphor, discourse context, news report

1. Introduction

For a very long time since antiquity to modern time metaphor has been regarded as a figure of speech, that is some kind of ornament in literary work or persuasive speech. But in modern time, this opinion has gradually changed to the effect that metaphor is an indispensable part of everyday language, because it is rooted in our conceptual system, with literary and rhetoric use being a special and improved utilization of that everyday language. This change is especially marked by the publication of Lakoff and Johnson's monumental work, *Metaphors We Live By* (1980, first publication) [1].

According to Lakoff and Johnson, metaphor is a major part of human conceptual system. As such, metaphor facilitates the understanding of one concept through the concept of another domain. Or as they put it succinctly, "*The essence of metaphor is understanding and experiencing one kind of thing in terms of another*" [2]. The example they gave is the understanding of the concept ARGUMENT in terms of the concept WAR, hence the metaphor ARGUMENT IS WAR. It is based on this metaphor which is conceptual in nature that we have linguistic expressions in everyday language such as:

Your claims are *indefensible*.
He *attacked every weak point* in my argument.
His criticisms were *right on target*.
I *demolished* his argument.
I've never *won* an argument with him.
You disagree? Okay, *shoot!*
If you use that *strategy*, he'll *wipe you out*.
He *shot down* all of my arguments. [3]

Defense, attack, target, demolishing, winning, shooting, and strategy--all are parts/aspects of the concept of WAR which are used to talk about ARGUMENT.

Lakoff and Johnson's work has been considered as a groundbreaking work which has created a fertile field of research on metaphor within the field of Cognitive Linguistics. But it also has been criticized for the examples they used in their work as being not taken from real language use and so out of context [4]. So one of the new developments in metaphor research is to make real language use as the object of study. One of this real use is news report in newspaper.

The newspaper article is an important register of language-in-use in modern society so that it deserves to be made the object of linguistic study. The language of newspaper must be regarded as a natural language, that is it is part of everyday life of a modern society [5] [6]. When the newspaper article/writing as a source of information is rivaled by electronic media like radio, television, and now the internet, there has been a fear that newspaper be replaced by those more modern media. However, the course of time showed that newspaper is hard to be abandoned completely, although it is the fact that in its print form it starts diminish gradually but still survives by transforming itself into digital form. Along with television and the internet, newspaper becomes an important source of information that influence human knowledge and attitude. Therefore, the use of language in newspaper is a strategic object of study as an indispensable part of the study of the use of language in all its manifestations.

The importance of news report and the other mass media is reflected in the expression that mass media takes part in "defining reality". As has been pointed out by Berger and Luckman [7], reality, especially social reality, is not something given, but rather something socially constructed. Society as a reality is objective reality as it is manifested in various social institutions, but also subjective as it is rooted in the consciousness of its members. This objective-

subjective aspects of society, according to Berger and Luckman, will be accommodated when society is interpreted as a dialectic process consisting of externalization, objectivation, and internalization. These three moments are not temporal sequence but all happen simultaneously. In the creation/construction of social reality, it is admitted that language plays important roles. The importance of language is best captured by the term “linguistic turn” in contemporary social and human sciences. According to Bakker [8], this is because (1) language is a special medium to build and communicate cultural meanings and (2) language is a means and medium to build knowledge about our own selves and about social world. Such power of language is contributed among other things by language.

The present study adheres theoretically to Cognitive Linguistics, especially cognitive metaphor theory, which sees language as a conceptual/cognitive means, that is by regarding metaphor as a way to talk about one thing in terms of another thing. According to cognitive linguistics, language is a conceptual means that is rooted in human experience in the world [9]. This understanding is in accord with the formulation from Geeraerts dan Cuyckens [10] who define cognitive linguistics as a study of language in its cognitive function, that is the function that refers to the important role of mediating information structure in our encounter with the world. The assumption is that our interaction with the world is mediated by information structure in the mind. The main idea of Lakoff and Johnson in *Metaphors We Live By* (2003) is that behind a metaphorical linguistic expression, there is a conceptual structure that underlies it, which is called conceptual metaphor. Therefore, the method used is “archeological”, that is digging into conceptual metaphor hidden beneath linguistic manifestations of it.

This study tries to investigate the use of metaphor in newspaper articles as a source that gives the instances of real language use, especially in the form of news report text. The metaphor use in English newspaper articles has been studied by Tina Krennmayr [11]. But while she focused on the metaphor in newspaper articles by comparing it to academic prose, literature, and conversation, the present study tries to look at newspaper articles more specifically by comparing news report to another sub register of newspaper, namely newspaper editorial. In Indonesian, Nirmala [12] studied the use of metaphor in readers’ letters to the editor. Budiman [13] previously studied the newspaper article by analyzing it in terms of discourse structure and ended with the conclusion that there is no significant difference between the use of metaphor in news reports and editorial articles. As to revise the previous study by Budiman, this study is focused on the metaphor use not so much in terms of discourse structure but in terms of discourse context.

2. Methodology

To focus on discourse-contextual aspect of metaphor, this study tries to analyze three discourse-contextual factors influencing metaphor use, namely setting, participants, and message form. To do that, this study relies on linguistic data, that is lexical and grammatical units containing metaphor (as this concept is understood from the standpoint of Cognitive Linguistics, that is containing the transfer of meaning from

one domain of meaning to another). The data source used in this study is news text published in Indonesian newspaper *Kompas* during the month of April 2013. Data collection is conducted by highlighting lexical units containing metaphor by following the guides given by Schmitt [14] [2005:384] and Pragglejaz group [15]. Both guides have similarities in that both rely on the differences between literal and contextual meaning for the identification of metaphorical words/expressions. The next stage of analysis is discourse analytical in nature, that is the analysis of setting, participants, and message form. For analyzing message form, this study makes use of simple statistics by counting the percentage of metaphor words in news report text and editorial text.

3. Findings and Discussion

Based on the analysis conducted, it is found that discourse-contextual factors exert influence on metaphor use in news report text. Three of the most important discourse-contextual factors are (1) setting, (2) participants, and (3) message form (or text type).

A. Discourse Setting

Setting is one of contextual factors that plays an important role in news report and, to some extent, also in the use of metaphors in it. This includes the place and time when the news under study was written and published, that is the place and time setting of Indonesia under the administration of President Susilo Bambang Yudhoyono at the second period.

First of all the influence of setting is manifested in the mention of the names playing public roles at that time as well as the events taking place therein. The social and political situation during this time was reflected in the selection of topics raised in the news. As seen in news headlines during April 2013, topics appearing in April 2013 include the tension between local government of Aceh and central government, the invasion of the Cebongan Prison in Yogyakarta, the bank robbery, the increase of fuel price, the implementation of The National Examination in eleven provinces, the corruption of a tax official, ethical code violation by Corruption Eradication Commission (Komisi Pemberantasan Korupsi [KPK]) chairman, the controversy of rubber article in KUHP (the book of law and crime), shipwreck accidents, flood disaster, and problems in transportation infrastructure project in Special Province of the Indonesian Capital Jakarta.

What is more important is that socio-political background somewhat correlates with the attitude or position taken by a press institution. In this case, the fact that 2013 is of the last period of President Susilo Bambang Yudhoyono's administration seems to correlate to the harsh criticism of the government in the case of Cebongan invasion. Actually *Kompas* newspaper has a neutral policy towards the government, not opposant nor partisan, the position which causes *Kompas* to tend to be gentle and elegant in conveying its criticism of government policies. However, realizing perhaps that President Susilo Bambang Yudhoyono was at the end of its term and would not be eligible to run again, as well as due to some disappointment to his government, *Kompas* was now straightforward in conveying his criticism

of the government. This is shown in the following excerpts (1).

- (1) a. *Mantan Ketua Umum Pengurus Pusat Muhammadiyah Ahmad Syafii Maarif, Senin (1/4), mengatakan, semua kekerasan itu mencerminkan kepercayaan masyarakat kepada negara kian menipis. Hal itu terjadi akibat lemahnya keteladanan oleh pemimpin nasional. Sebagian elite politik, dari tingkat pusat sampai kepala daerah, justru bermasalah, terlibat kasus kriminal atau tersangkut korupsi.* (2013-04-02/B/2)
(Former Chairman of Muhammadiyah Central Executive Ahmad Syafii Maarif, Monday (1/4), said all the violence shows that public trust in the country is getting thinning. This happens due to the weakness of exemplary model by the national leader. Some of the political elite, from the central level to the local, are in trouble, involved in criminal cases or being stuck in corruption.)
- b. *Dalam situasi tersebut, pemimpin nasional semestinya bertindak nyata untuk mengatasi keadaan dengan menegakkan otoritas yang bersumber dari kepastian hukum. Namun, Presiden Susilo Bambang Yudhoyono justru dikhawatirkan tidak bisa lagi dalam posisi dapat mengubah keadaan. Ketidaktegasan Presiden justru sering menjadi sumber masalah melemahnya wibawa otoritas.* (2013-04-02/B/9)
(In such situations, the national leader should act concretely to overcome circumstances by upholding the authority which are based on legal certainty. However, it is feared that President Susilo Bambang Yudhoyono is no longer in a position to change the situation. The indecisiveness of the President is often the source of the problem of weakening power of the authority.)
- c. *Premanisme marak karena fungsi keamanan negara tidak jalan. Orang akhirnya mengandalkan jasa pengamanan swasta," kata pengajar psikologi sosial Universitas Indonesia Bagus Takwin. Hal itu disebabkan oleh kepemimpinan yang lemah dalam menggerakkan fungsi aparat keamanan dan ketertiban. Hukum penuh ketidakpastian karena kerap diperalat kelompok berkuasa dan pemodal.* (2013-04-06/B/16)
("Thugs are rife because the state's security functions are not working. People end up relying on private security services," said social psychologist of University of Indonesia, Bagus Takwin. It is caused by the weak leadership in mobilizing the function of security and order apparatus. The law is full of uncertainty because it is often used by powerful groups and investors.)

The excerpts (1a) to (1c) above are explicitly hard statements. In the first excerpt, there is a strict criticism that legal chaos/turmoil occurs because of the weakness of exemplary leadership of the national leader. In the second excerpt it is stated that the legal turmoil stems from the president's indecisiveness so that the president can no longer be expected to cope with the situation. In the third excerpt it is stated boldly that lawlessness is due to the weak national leadership. Although these three statements are quotations (direct and indirect), it is clear that the editorial decision to

include such opinions is done deliberately to show an editorial attitude in the face of reality.

B. Discourse Participants

Participants is another important factor of contextual aspect of metaphor use. In general, participants in the context of newspaper news report are news writers and news readers who are anonymous and therefore do not know each other. Viewed in terms of communication channels which is in the form of daily written language, news discourse does not allow direct communication between news writers and news readers. As a result, news writers must write as clearly as to be understood by a wide variety of readers with different backgrounds. Indirectly there is actually a channel for the readers to communicate with the writers and for the writers to recognize their readers, namely through reader comments, especially in the form of readers' letter to the newspaper editor.

News writers usually do not put their names in the news they write, except the initials listed at the end of the news which are not known to the reader in general. This is related to the position of news writers in the institution where they are in. News writers must submit to the editorial policy and the writings they make must be selected and edited by senior journalists. Thus, the news writer is none other than a representation of the institution of the newspaper in which he is working. Based on the characteristics of *Kompas* newspaper, it can be concluded that the *Kompas* news writers are representation of the editors of *Kompas* who seek a journalism that is neutral and enlightening.

In terms of the reader, the readers of *Kompas* newspaper are well-educated audience of readers who have background knowledge of at least equivalent to High School Level graduates. The characteristics of educated readers and the characteristics of *Kompas* which poses itself as an enlightening newspaper (*Kompas*=Compass = indicator of direction) seem to be related to the metaphorical characteristics used in *Kompas* which are well-educated as well. This is shown in the following quotations.

- (2) a. *"Demokrasi tanpa nomokrasi akan berujung di dua jalan buntu, yaitu merebaknya anarki dan kembalinya tirani. Seluruh leleran keringat perjuangan demokrasi selama ini akan sia-sia. Tanpa wibawa otoritas hukum, warga kembali ke dalam perang semua lawan semua, yang bisa berujung pada the survival of the fittest (hukum rimba)," papar Yudi.* (2013-04-02/B/8)
("Democracy without nomocracy will end in two blind alleys, namely the spread of anarchy and the return of tyranny. The whole sweat of the struggle for democracy all this time will be in vain. Without the authority of the law, citizens return to the war of all against all, which can lead to the survival of the fittest (law of the jungle)," said Yudi.)
- b. *Menurut sosiolog dari Universitas Gadjah Mada, Arie Sudjito, kekerasan meledak karena tidak berjalannya instalasi demokrasi yang sebenarnya sudah terpasang. "Hukumnya ada, peraturannya ada. Aparatnya ada TNI, Polri, hakim, dan jaksa. Pemerintahan dan parlemen pun ada. Namun, semuanya korsleting.*

Instalasi demokrasi sudah terpasang, tetapi tak berjalan h," ujar Arie. (2013-04-02/B/11)
(According to sociologist from the University of Gadjah Mada, Arie Sudjito, the violence exploded due to the ineffectiveness of the actual installation of democracy. "The law is there, the rules are there. The officers are there: armed forces, police, judges and prosecutors. Government and parliament exist. However, everything is shorted. Installation of democracy is installed, but not running," said Ari.)

The phrase "blind alley" in (2a) which refers to anarchy and tyranny is clearly a conceptualization that requires an understanding of the world's political systems which can be excessive governmental power (tyranny), the absence of governmental power (anarchy), and the middle ground in between the two (democracy). The same goes for the phrase "installation of democracy" in (2b) which also requires background knowledge about democratic systems that distinguish between legislative, executive, and judicial powers, as well as general knowledge about electricity.

Other types of participants in the news discourse are resource persons quoted in the news text either directly or indirectly. There is a distinction between the metaphor of the official and of the observer. The examples in (2a) and (2b) are examples of observers who seem free to choose the metaphor. In contrast, officials are generally more careful about using metaphors, and using soft metaphors, such as corruption crimes smoothed into "distortions" that "streak the face" of the department where the perpetrators take shelter with the shame as shown in example (3). This is in stark contrast to the observers who call corrupt actors as "robbers" and the departments where corruption is a "dilapidated" institution as seen in example (4) below.

- (3) a. *Juru Bicara Wakil Presiden Yopie Hidayat menyatakan, setelah penerbitan inpres itu, Kementerian Keuangan berupaya melakukan perbaikan dan meletakkan sistem baru untuk melakukan pencegahan dan penindakan terhadap penyimpangan pajak. (2013-04-12/B/9)*
(Vice President Spokesman Yopie Hidayat said after the issuance of the Inpres, the Ministry of Finance sought to improve and put in place a new system for preventing and prosecuting tax violation.)
- b. *Menurut Eko, kejadian itu, selain mencoreng wajah Kementerian Keuangan yang sudah melaksanakan reformasi birokrasi, juga memperburuk citra birokrasi pemerintah yang tengah gencar-gencarnya melaksanakan reformasi birokrasi. Sebab itu, Eko mengimbau penyidik KPK agar melakukan penyidikan secara proporsional kepada pegawai Ditjen Pajak itu. (2013-04-12/B/4)*
(According to Eko, not only the incident tarnished the face of the Ministry of Finance which has implemented bureaucratic reforms but also worsened the image of government bureaucracy that was incessant to carry out bureaucratic reform. Therefore, Eko appealed to KPK (Corruption Eradication Commission)'s investigators to conduct proportional investigation to the DGT's employee.)

- (4) a. *Menurut Feri, penangkapan Pargono mengindikasikan upaya KPK untuk membenahi instansi Pajak masih gagal menimbulkan efek jera. Hal tersebut juga menunjukkan bahwa institusi Kementerian Keuangan tidak sungguh-sungguh memperbaiki institusi Pajak yang sudah bobrok. (2013-04-11/B/8)*
(According to Feri, Pargono's arrest indicates KPK's efforts to fix the Tax authorities still fail to cause a deterrent effect. It also shows that the Ministry of Finance does not really improve the already dilapidated Tax institution.)
- b. *"Untuk itu, ke depan, perlu dipikirkan bagaimana melakukan upaya pencegahan dengan bekerja sama dengan Kementerian Keuangan sebagai wadah institusi pajak. Kasus penangkapan ini semakin menguatkan bahwa institusi pajak dipenuhi para penyamun pajak rakyat," ujar Feri. (2013-04-11/B/9)*
(*"For that, in the future, it is necessary to consider how to make prevention efforts by working with the Ministry of Finance as a container of tax institutions. The case of this arrest further reinforces that tax institutions are filled with the 'robbers' of public tax," said Feri.*)

Example (3) presents the metaphors used by government officials, in this case the spokesman for the Vice President (3a) and the deputy minister for the Utilization of State Apparatus and Bureaucracy Reform (3b). They call the symptoms of corruption in the tax directorate as a deviation. The word "deviation" suggests that corruption is an exception to a good institution; The institute is good, the wrong is the person, as impressed from the use of the word "tarnish/streak the face". This official version of the conceptualization of corruption is contradictory to the independent observer version, in this case a lecturer at the Faculty of Law at Andalas University Padang (4a) and (4b), who referred to tax institutions as "dilapidated" and "infested by robbers".

The participant's influence on the metaphor use also appears in the comment of a lawyer who act as defender of a defendant in the case of law in the following example (5).

- (5) a. *Ahli hukum Yusril Ihza Mahendra, yang mendatangi rumah Susno, mengatakan, Susno sudah meminta perlindungan kepada kepolisian yang menjadi hak setiap warga negara. Dia menyerahkan pengamanan Susno kepada kepolisian. "Dia harus dilindungi dari kesewenang-wenangan yang merampas kemerdekaan orang," ujar Yusril, Ketua DPP Partai Bulan Bintang (PBB), partai tempat Susno berkiprah. (2013-04-25/B/4)*
(Legal expert Yusril Ihza Mahendra, who came to Susno's house, said Susno had sought refuge with the police who became the right of every citizen. He handed Susno's security to the police. "He must be protected from the arbitrariness that deprives people of their liberty," said Yusril, Chairman of the Bulan Bintang Party (PBB) Party, the party in which Susno is working.)
- b. *Jakarta, Kompas - Pemerintah meminta putusan hukum terhadap Komisaris Jenderal (Purn) Susno Doadji dihormati. Menteri Koordinator Politik, Hukum, dan Keamanan Djoko Suyanto pun menegaskan, eksekusi*

terhadap terpidana Susno Duadji harus bisa dilakukan. (2013-04-26/B/1)

(Jakarta, Kompas - The government requested that a legal decision against the Commissioner General (Ret.) Susno Duadji be respected. Coordinating Minister for Political, Legal and Security Affairs Djoko Suyanto also asserted, the execution of the convicted Susno Duadji should be done.

Speaker differences cause the vocabulary differences and metaphors to be used. The defender of a convicted person calls a decision he deems to be harming his client as an "arbitrariness" that "deprives liberty" (5a), while an enforcer in law enforcement calls the decision as something "respectable" (5b).

C. Message Form (Text Type)

The third important contextual factor in the use of metaphor is the message form, or the type of discourse that is used. In this study the object investigated is the form of a message in the form of news text. The message form is important because it is the embodiment of a communication function. In this research, news text is a form of message whose main communicative function is to inform facts. Characteristics of a message form will be clear when compared with other message form. In this study the text of the news is compared with the editorial text.

Judging from the structure of the text, there is no difference in the use of metaphor between news text and editorial text. Metaphors may or may not appear in the first paragraph of news text and editorial text. Similarly, in subsequent paragraphs that serve to develop ideas, there is no discrepancy between news and editorial texts. Finally, there is no difference in metaphor use between news text and editorial text in the closing paragraph.

Differences in the use of metaphors in news texts and editorial texts are found in the level of opinion/conceptualization used. It is found that the number of metaphors in editorial texts is generally higher than that in news text (with the average 4.3 and 8.5 respectively), as there are more opinions/conceptualizations in editorial text than that in the news text. Nevertheless, there are also news texts whose metaphorical numbers are relatively high (10.7), but this is because there are cited many news sources who are conceptualizing the topics discussed. Likewise, there are editorial texts in which the number of metaphors is relatively low (4.5), but this is because the level of opinion/conceptualisation in it is relatively low. This is shown in the table below.

Table: Comparison of metaphorical words in news and editorial

		Total word number	Number of metaphorical words	Percentage
News and editorial	Total	29,453	1,667	6
News	Total	19,516	841	4.309
	The least	607	10	1.219
	The most	872	77	10.709
	Everage	750.615	32.346	4.309
Editorial	Total	9,937	845	8.503

	The least	358	17	4.473
	The most	407	47	12.368
	Everage	382.192	32.5	8.503

The good example of a high use of metaphor in news report is the news about the attack against the prison Cebongan in Yogyakarta (April 2, 2013), the comment of which was presented at excerpts (1) and (2) above. The main event being reported is actually a criminal event: a group of armed people broke through the guard of prison security and shot the prisoner there. This criminal event then received a broad comment as the event took place after a series of violence in many parts of the country at the end of second tenure of President Susilo Bambang Yudhoyono's administration. It is simply inevitable that many observers commented on the event from the point of view of politics.

One observer regards the violence occurred because the public trust to the government is getting thinner due to the weakness of the national leadership. Some political elites from the central level to the regional level are involved in criminal cases and are stuck in corruption.

Other observer argues that this is because democracy in Indonesia is growing without democracy. Democracy without democracy (rule of law) he said would lead to two dead ends namely the spread of anarchy and the return of tyranny. Without legal authority, citizens return to the wars of all against all, that can end in the survival of the fittest (law of the jungle)

Other observer mentions the violence as an explosion. And it happened because of the failure of the installation of democracy that is already installed. "The law is there, the rules are there. The officers are armed forces, Police, judges and prosecutors. Government and parliament exist. However, everything is shorted. The installation of democracy is already installed, but is not running, said Arie.

4. Conclusion

Thus, in terms of the discourse-contextual aspect, three contextual factors affect the use of metaphor, i.e setting, participants, and message form. The socio-political setting of the news text analyzed is the second period of the administration of President Susilo Bambang Yudhoyono. The influence of the setting appears in a wide variety of news topics and in criticism that is relatively open to government. The second contextual factor is the participants that include news writers and readers. In the news discourse the author disappeared, merged with the institution where he worked. In accordance with its institutional policy, journalists tend to be neutral with standard Indonesian language. In terms of readers, they are anonymous readers, but the average comes from middle to upper class families with a minimum of high school education. The third contextual factor is message form, in this research in the form of news report text. The effect of the message form/text type on metaphorical usage is indicated by the difference in metaphoric usage between the news text and the editorial text. There is a tendency that news texts use fewer metaphors than editorial texts with a ratio of almost one to two. This

distinction is not determined by the structure of the text, but by the level of opinion the author uses in his writings.

5. Pedagogical Implications

There are pedagogical implications of this research's emphasis on metaphor as a part of the human conceptual system on one hand and as a part of discourse context on the other hand. Firstly, metaphor as a part of human conceptual system is foundational because it is a way of thinking to understand something abstract or less known by means of something else more concrete or more known. In educational practice this way of thinking has long been part of teaching-learning activities. The conceptual theory of metaphor just confirms the importance of this pedagogical practise.

Secondly, metaphor as a way of thinking is not wholly universal because it is also influenced by discourse contextual factors such as setting, participants, and message form (text type). In educational practice this contextual aspect of metaphor is as important as its universal aspect because it reminds us about the importance of contextual-ecological aspect/nature of thinking and understanding/learning. Thinking and understanding are not only governed by universal principles of reason, but also are subject to contextual principles of living and working experience. Education must be a part of life, so it must begin where the students live so as to make them aware of their socio-ecological situation they belong to. It is from this concrete situation that they are expected to gradually broaden their life-world to embrace all humanity.

References

- [1] George Lakoff and Mark Johnson, *Metaphors We Live By*, The University of Chicago Press, London, 2003.
- [2] *ibid*; page 4.
- [3] *ibid*; page 5.
- [4] Tina Krennmayr, *Metaphor in newspapers*, 2011. [Online]. Available: <http://www.lotpublications.nl/publish/articles/004271/bookpart.pdf>. [Accessed: March 24, 2013]; page 12.
- [5] *Ibid*; page 13.
- [6] Douglas Biber and Susan Conrad, *Register, Genre, and Style*, Cambridge University Press, Cambridge, 2009.
- [7] Berger dan Luckman, *Social Construction of Reality: A Treatise in the Sociology of Knowledge*, Penguin Books, Harmondsworth, Middlessex, 1971. Pages 1, 149.
- [8] Chris Barker, *Cultural Studies: Teori dan Praktik* (Indonesian translation), Kreasi Wacana, Bantul, 2011; page 71.
- [9] Rene Dirven, *Cognitive Linguistics*, in Kirsten Malmkjær, ed. *The Routledge Linguistics Encyclopedia*, third edition, Routledge, Abingdon and New York, 2010.; pages 61—68.
- [10] Dirk Geeraerts and Hubert Cuyckens, *Introducing Cognitive Linguistics*, in Dirk Geeraerts and Hubert Cuyckens, eds., *Oxford Handbook of Cognitive Linguistics*, Oxford University Press, Oxford, 2007; pages 3—21.
- [11] Tina Krennmayr, *ibid*.
- [12] Deli Nirmala, *Metafora dalam Wacana Surat Pembaca di Surat Kabar Harian Berbahasa Indonesia (Tinjauan*

Linguistik Kognitif). [Metaphor in Readers' Letter to the Editors Text in Indonesian Newspaper (A Cognitive Linguistic Investigation)] unpublished doctoral dissertation, S3 Linguistics, Cultural Studies, Gadjahmada University, 2012.

- [13] Ajang Budiman, "Metafora dalam Dua Subregister Tulisan Koran" (Metaphor in Two Subregisters of Newspaper Writing), in *Prosiding Kolita 15* (Proceedings of 15th Atma Jaya Annual Linguistic Conference), 2017; pp. 144-148.
- [14] Rudolf Schmitt, *Systematic Metaphor Analysis as a Method of Qualitative Research*, in *The Qualitative Report*, Vol. 10, No. 2, June 2005; pages 358—394.
- [15] Zoltán Kövecses, *Metaphor: A Practical Introduction*, second edition, Oxford University Press, Oxford, 2010.

Author Profile

Ajang Budiman received the B.A. degree in Education from Indonesia University of Education (Universitas Pendidikan Indonesia [UPI]), Bandung, Indonesia, in 1988; M.A. degree in Philosophy from Gadjah Mada University (Universitas Gadjah Mada [UGM]), Yogyakarta, Indonesia, in 1998; and Doctor of Philosophy degree in Education from State University of Malang (Universitas Negeri Malang [UM]), Malang, Indonesia, in 2017. Since 1990 he was appointed as a faculty staff (lecturer) at Indonesian Departement, Faculty of Teacher Training and Education, University of Muhammadiyah Malang (UMM), Malang, Indonesia.