

英语体育新闻中的概念隐喻研究

摘 要

隐喻是一种非常普遍的语言现象。古往今来一直备受中外学者的关注。语言学家和哲学家都对其进行了相关的详细研究。过去的研究认为隐喻仅仅是一种修辞手段。而现代学者拓展了研究范围，认为隐喻是人们认识语言发展与世界发展的一种重要手段。

体育新闻是人们了解最新体育信息的重要语类，而概念隐喻也被广泛地应用于这一语类当中。目前有关体育语言的研究主要是描述其中的语言特色，而全面系统地研究英语体育新闻报道中的概念隐喻现象比较缺乏。本文从杂志上收集了一些涉及概念隐喻的体育新闻，研究发现：在英语体育新闻中，三大类概念隐喻现象，包括结构隐喻，实体隐喻和方位隐喻都有涉及。方位隐喻主要包括上和下两种方位隐喻；实体隐喻包括人体和容器隐喻；而结构隐喻则包括战争，旅游和自然现象隐喻三种。本文的研究有助于人们更好地理解英语体育新闻，并且能体会概念隐喻在人们日常生活中的重要性。

关键词：概念隐喻 结构隐喻 实体隐喻 方位隐喻 英语体育新闻

ABTRACT

The Study of Conceptual Metaphors in English Sports News

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Metaphor is universal in language, which has aroused interest among scholars since ancient times. Linguists and philosophers have accordingly conducted detailed study of this phenomenon. Previous studies considered metaphor just a rhetorical device. However, contemporary scholars have extended the research domain and viewed metaphor as a significant way for humans to understand the development of language and the whole world.

Sports news is a significant genre for understanding current sports information where conceptual metaphors are widely used. The studies of sports news are mainly concerned with language features and systematic researches on conceptual metaphors in sports news are not adequate. The thesis, after having examined samples of sports news collected from various magazines, points out that the three main kinds of conceptual metaphors, including structural metaphors, ontological metaphors and orientational metaphors, are frequently made use of in sports news. Among them, orientational metaphors include up and down orientation, ontological metaphors contain person and container metaphors and structural metaphors involve war, journey and natural phenomenon metaphors. This thesis is intended to enable people to acquire a better understanding of English sports news and to come to realize the significance of conceptual metaphors in the daily life.

Key words: conceptual metaphor orientational metaphors ontological metaphors
structural metaphors English sports news

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Chapter One Introduction

From ancient time, humans have started to study the phenomenon of metaphor. The earliest serious study of metaphor can be traced back to Aristotle. In his opinion, metaphor is based on the principles of analogy. Moreover, he also treats metaphor as a decorative additive to language.

With the development of society and studies on metaphor, it is viewed not only as a linguistic phenomenon, but also as a cognitive phenomenon. At present it is a kind of tool of thinking or reasoning. And this kind of studies of metaphor in the cognitive dimension originates from Lakoff and Johnson in 1980. In the book *Metaphors We Live By* published by Lakoff and Johnson, they point out that metaphor is conceptual and majority of our actions in daily life are based on metaphorical conceptions.

In recent years, metaphor has become a popular topic and it attracts many linguists' interest. Meanwhile, the theory related to conceptual metaphor is applied to many fields such as economy, politics and advertisement. And the general purpose of this thesis is to study the application of conceptual metaphor in the field of English sports news. It is intended to help people have a better understanding of English sports news and perceive the excitement of the sports games at the same time.

In this thesis, firstly the definition of conceptual metaphor and basic knowledge about sports news are discussed in brief. Then detailed examples collected from media are analyzed one by one and the mapping process of each kind of conceptual metaphors is illustrated. Conclusion is given in the last chapter.

Chapter Two Conceptual Metaphors and Sports News

Theory is the foundation of studies. Before starting to elaborate on conceptual metaphors in English sports news, it is significant to acquire the knowledge of conceptual metaphor and of sports news.

2.1 Definition of conceptual metaphor

Metaphor is fundamentally conceptual, not linguistic (Lakoff, 1980). Metaphoric language is just an external manifestation of conceptual metaphor. In our conceptual system, much of them is metaphorical. According to Lakoff and Johnson, conceptual metaphor is the systematic mapping across conceptual domains. That is to say, one domain of experience called source domain is mapped onto another domain of experience, namely, target domain.

Source domain and target domain are two components of conceptual metaphor. They have some connections. But if the two domains don't become interrelated conceptual networks, they are just two independent conceptual network systems and they consist of human's conceptual experience of those objects respectively. The cognitive context relates source domain and target domain and creates similarity between them.

Let's take a conceptual metaphor IDEAS ARE FOOD as an example. In this metaphor, FOOD is the source domain, and people's experience of FOOD is mapped onto the IDEA, one kind of target domain. There's no doubt that we don't just talk about ideas in terms of food, but we create and realize the concept of IDEAS through the concept of food. So we can have a taste of it. Moreover, we can also comprehend ideas by swallowing. And just like food, ideas may have a wonderful or bad flavor. In this sense, the concept, the quality and the language are all metaphorically created.

Varieties of expressions about this metaphor are listed as follows:

What he said left a bad taste in my mouth.

The argument sells fishy.

I just can't swallow that claim. (Lakoff and Johnson, 1980:46)

2.2 Classifications of conceptual metaphors

In the light of cognitive linguistic view proposed by Lakoff and Johnson, metaphor is conceptual in nature. That is to say, “Our ordinary conceptual system by means of which we live, think and act is fundamentally metaphorical in nature” (Lakoff & Johnson, 1980:3) . They argue that: “The essence of metaphor is understanding and experiencing one kind of thing in terms of another (Lakoff & Johnson, 1980:5).” It means that most concepts are partly understood in terms of other concepts. So the metaphors that are in our conceptual system are defined as metaphors we live by.

Kovecses (2002:33) holds that conceptual metaphors consist of three kinds: orientational metaphors, ontological metaphors and structural metaphors. At the same time, Lakoff and Johnson embrace the same view that conceptual metaphors have three kinds in the book *Metaphors We Live By*.

2.2.1 Orientational metaphor

“Orientational metaphor does not structure one concept in terms of another but instead organizes a whole system of concepts with respect to one another” (Lakoff & Johnson, 1980:14) . What’s more, orientational metaphors give a concept of spatial orientations, the basic concepts by which human live. They come from the interaction between people and their physical environment. From childhood, we began to learn and to experience the world outside our bodies. We started to learn about the forces, distances, depths and balance. And we also began to learn to find the differences between the outside world and the world within ourselves. So all of those experiences have turned into one of the way humans conceptualize the physical world. Most of orientational metaphors are based on spatial orientations just like in and out, up and down, front and back, deep and shallow. When we use orientational metaphors, humans map those spatial concepts onto other concepts, which is abstract and non-spatial just like emotions, quantity and health conditions. Therefore, they can be understood and described by means of the basic orientational concepts. For example, “Happy is up, sad is down (Lakoff & Johnson, 1980)” .A great number of expressions can be found in our daily language.

Happy is up.

My spirits rose.

Sad is down.

He's really low these days (Lakoff & Johnson, 1980: 15).

2.2.2 Ontological metaphors

According to the theory of Lakoff and Johnson, ontological metaphors are to help humans understand experiences in terms of objects and substances. That is to say, our experiences with physical objects give the birth to numerous ontological metaphors about our bodies. According to Lakoff and Johnson, ontological metaphors are divided into two main kinds: substance metaphors and container metaphors.

In substance metaphors, abstract concepts are viewed as actual and visible entities. That is to say, in substance metaphors, words about visible and tangible objects are brought to describe other invisible concepts. For example, sentences “The mind is machine.” , “I’m a little rusty today.” , “ My mind just isn’t operating today.” The machine metaphor gives us a conception of the mind. In this conception, the mind is just like having an on-off state, a level of efficiency, a productive capacity, an internal mechanism, a source of energy and an operating condition (Lakoff & Johnson, 1980:28). So the mind, an abstract concept, can be understood in terms of the machine, a visible and tangible entity. Therefore, the mind can operate and the mind can be rusty.

According to Lakoff and Johnson, container metaphors are metaphors in which humans treat our bodies as containers. Our experience about the container is projected into almost everything in our daily life, whether they are tangible or intangible. The visual field, some events and activities always tend to be comprehended in terms of ontological metaphors. Therefore, we are able to stretch the concept of container to visual field and other abstract things. When we see or want to look for something in front of us, we often treat the space in our sight as a container. So we can find the examples of ontological metaphors readily through the thought of “Visual fields are containers.” For instance, “The ship is coming into the view.” , “I have him in sight.” , “ He’s out of sight now (Lakoff & Johnson, 1980:30)” .

2.2.3 Structural metaphors

In Lakoff and Johnson's opinion, structural metaphors mean that "one concept is metaphorically structured in terms of another" (Lakoff & Johnson, 1980:14). That is to say, "They allow us to understand a relatively abstract or inherently unstructured subject matter in terms of a more concrete, or at least more highly structured subject matter" (Lakoff, 1993:245). In this kind of metaphor, the source domain often has an abundant theory structure, and then the knowledge structure will be mapped onto the structure of the target domain. Here we can use a simple but typical example---Argument is war. In this metaphor, argument is the target domain and it is structured in terms of war which is the source domain, and it is more familiar to us. So we can use the following sentences as examples. "Your claims are indefensible. He attacked every weak point in my argument. If you see the strategy, he will wipe you out" (Lakoff & Johnson, 1980:4).

According to the illustration above, it is obvious that structural metaphors can help us use the highly structured concept war to structure the abstract concept argument. As a result, they can enable us to understand the concept and the structure of argument, which is the target domain.

2.3 Previous studies on sports news

Many researches often focus on the role of metaphor in language, and conceptual metaphor analysis is the key tool in the analysis of many discourses such as economy, science and politics. However, there are not enough researches of conceptual metaphor in sports news. It is well known that sports news is the best tool to report current sports affairs. And the words used in sports news should also become marvelous like sports itself so that it can attract the attention of readers.

In the past, the studies of sports news were mainly about the characteristics of sports news discourse from micro-perspective. And there were also some studies involving the features of the athletics-based report. Nowadays researches on metaphor in sports news from cognitive view have come into existence and some of them are concerned with the various expressions related to war in sports news. Analysis about both Chinese and English news data have pointed out that there are varieties of conceptual metaphors in sports news.

Chapter Three Analysis of Conceptual Metaphors in English Sports News

After the definition of conceptual metaphors and basic knowledge of sports news are dwelt with, studies and analysis of actual use of these metaphors can be started. All of the three main kinds of conceptual metaphors in English sports news will be analyzed in details in this chapter.

3.1 Data collection and analysis

The data used in this thesis are collected from those famous media such as The Times, BBC News and The Sunday Times. And these data cover all of the main kinds of sports such as basketball, soccer, badminton, tennis, baseball and volleyball. Altogether, 100 English sports news reports are collected for analysis. And the size of each reports is from 200 words to 800 words.

Upon close examination, it is found that all of three main kinds of conceptual metaphors, orientational metaphors, ontological metaphors and structural metaphors are used in English sports news. According to the data, there are two kinds of orientational metaphor in English sports news. The source domains are up and down. And there are two kinds of ontological metaphors. The source domains are person and container. When it comes to structural metaphors, there are three main kinds in English sports news. The source domains are war, journey and natural phenomenon.

3.2 Sub-classifications of Orientational Metaphors

Orientational metaphors are mainly based on spatial and directional concepts. According to Lakoff and Johnson, the most fundamental concepts of human are spaces and directions. Their source of them is human's interaction with the nature. So concrete concepts are mapped onto those abstract concepts such as emotions, quantities and health conditions. In the domain of physical space, up and down are the typical source domains of orientational metaphor. So "Good is up, bad is down"

often appears in English sports news. Among the 100 English sports news reports, many of them have this kind of orientational metaphors.

3.2.1 Up Orientation

Firstly we can use these following sentences as examples.

- 1) The home team managed to increase the tempo in the second half, though the quality was a little better. (The Sunday Times, August 30, 2008)
- 2) Pot justified the price set for Arshavin, 27, as standard for one of Europe's outstanding attacking players over the past 18 months, suggesting that Hotspurs had underestimated the financial robustness at the top of level of Russian football. (The Sunday Times, August 30, 2008)
- 3) The glamorous looks were a bonus for a photo-shoot to show off the nation's high and mighty prospects for Olympic glory. (The Times, August 4, 2008)

These examples inform us of the up orientation in English sports news obviously. Among them, increase comes from the upward movements in our daily life and they have already become our physical experiences. So they can easily be mapped onto the target domain sports. In the target domain, they usually refer to the increase in quantity. What's more, high and top are another kind of up orientation. In English sports news, this kind of expression is often used to show the excellent situation in sports events.

3.2.2 Down Orientation

Here are some sentences in English sports news as examples.

- 4) The video, which was shot during a training camp in France in May, was posted on YouTube but has since been taken down. It is believed to show Saunders, who at 18 was the youngest member of the eight-strong team in Beijing, trying to teach a French chambermaid to say rude words. (The Times, August 25, 2008)
- 5) Wilde is nailed by a huge right cross that drops him unconscious on his face. (The Times, June 23, 2008)
- 6) England, France suffers first-night nerves as the Greeks tumble. (The Times, August 27, 2008)
- 7) The fact is that players have been down and have been assessed and we are satisfied that these players have legitimate injuries. (The Sunday Times, May 18, 2008)

And from the expressions in these examples, we can also witness the down orientation in English sports news. Like the up orientation, the down orientation comes from the experiences of downward movements in our daily life. However, its function is contrary to the up orientation. In English sports news, the down orientation is often related to the decrease in terms of quantity and the negative or bad situations in sports events. Among these examples, drop and tumble used in sports domain are to show the decrease in quantity and down is used in order to express the negative mood or a bad situation.

3.3 Sub-classifications of Ontological Metaphors

Among the collected English sports news, there are four main kinds of ontological metaphor. And the source domains of them are person, container, plant and machine. According to the analysis of data, person metaphor and container metaphor occupy the majority of data. So these two source domains are chosen as the focus of the study.

3.3.1 Sports as Person

Among ontological metaphors, person metaphor is very typical form. In this kind of metaphor, each team or nation which take part in the sports games can be treated as a person. What's more, sports activities or events have the features of humans. Namely, they have all kinds of emotions and they even can sleep or die. Such features are demonstrated in the following examples.

8) Ashley Cole was raiding down the left on Scholari's instruction, and Lampard sent him through to fire across the face of the goal. (The Sunday Times, July 18, 2008)

9) Bnei Sakhnin's pride at being the first Arab team to play turn sour as the Israeli underdogs lost a bad-tempered first-round, first leg match 2-0 at Newcastle United on Thursday. (The Times, September 17, 2008)

10) But Inter saw their advantage wiped out in the 67th minute when their defense went to sleep. (The Sunday Times, July 18, 2008)

Among the examples above indicated, the target domain in the first one have the property of person. And the other ones are the qualities and functions of person which are mapped onto the sports domain. Its mapping process works as follows. The first step is mapping of the entity from person domain to sports domain. Then the second step is mapping of the relationship between person domain and sports domain.

Because of this step, some sports events and activities can sleep just like humans and the goal can have a face. And finally, the third step is mapping of the features from person domain to sports domain. Humans all have feelings and emotions. So when this characteristic of humans is mapped onto sports domain, sports events and activities may be upset, bad-tempered and scared. Admittedly these feelings and emotions can describe the various situations or phenomena in sports events and activities. As is shown in the examples above, the sentence their defense went to sleep means that their defense became useless or not dedicated enough.

3.3.2 Sports as Container

Among ontological metaphors, there exist container metaphors. In this kind of metaphors, each individual is a container and they are all independent of the outside world. They also have their own inside and outside. What's more, the container conceptualization can extend to other objects. And these objects may be tangible just like areas and houses. In fact, these objects can also be abstract such as activities and behaviors. The following sentences are examples.

11) Rafael Nadal picked up a drop volley to move 3-1 up and he rattled through the next eight games to move to the brink of victory. (The Sunday Times, May 18, 2008)

12) Paul Scholes' ill-disguised handball against Zenit puts him out of the opening game of United's defense of the Champions League and out of a midfield currently short of Michael Carrick and Owen Hargreaves with fitness problems. (The Sunday Times, July 3, 2008)

13) He is immersed in this game. (The Times, October 4, 2008)

These examples employ three main forms of container metaphors. In the first one the target domain sports have the property of a container. And the other two are the qualities and functions of a container, which are mapped onto the sports domain. In addition, there is a mapping process in container metaphors. The first step of this process is mapping of the entity from the source domain container to the target domain sports. Then the second step is mapping of the relationship between container domain and sports domain. We all know that containers can be opened and closed. When a container is open, we can put something into it. So in this step, this concept is mapped onto sports. When a sports game is opening, players have the chance to get into the game. Moreover, containers such as glasses all have a brink, so when players get close to victory, we can say that they move to the brink of victory. Similarly,

small objects can be immersed in the water which is in a glass, so when players concentrate on a match, we can say that they are immersed in this match.

3.4 Sub-classifications of the Structural Metaphors

In structural metaphors, ten types are the most commonly used. Their source domains are art, religion, food, disease, building, economy, performance, war, journey and natural phenomenon. But in English sports news, war, journey and natural phenomenon metaphors occupy the majority in the data. So the three source domains are chosen as the target of sample analysis.

3.4.1 Sports as war

Although most of us do not have real experiences of war, we have some knowledge of war. In fact, war and sports games share many similarities. Both of them are intense. Many violent words and expressions coexist in wars and sports. The following are such examples.

14) Liverpool began their most important week of the season with a defeat at Reading which suggests the Barclays Premier League title will once again be heading away from Anfield this season. (The Times, September 25, 2008)

15) Manchester City has completed the signing of Pablo Zabaleta, the Argentinian defender, from Espanyol for an undisclosed fee. (The Sunday Times, July 19, 2008)

16) The defensive players, on the other hand, seem to relish the subject. (The Times, October 7, 2008)

17) As of his triumph in Toronto, where he beat the German veteran Nicolas Kiefer 6-3, 6-2 in the final. (The Times, July 28, 2008)

These examples demonstrate that war metaphors enjoy three features: the substance, the quality and the function. When it comes to the mapping process, it is similar to other conceptual metaphors. The first step is mapping of the entity from war domain to sports domain. It is known to us that the fighting of soldiers during the war is aimed to survive and get the victory. Similarly, the players who fight in sports games are to win the game or get the championship. Then the second step is mapping of the relationship between war domain and sports domain. During the war, soldiers must beat the enemies to win the battle. Similarly, players also have to defeat and beat the rivals for the final victory. So we can understand war metaphors easily in this way.

And the final step is mapping of the features from war domain to sports domain. In the war, each battle has an offensive side and a defensive side. Similarly, in many sports events, some teams are offensive and others defensive. They have to fight against the rival and defend themselves.

3.4.2 Sports as journey

A saying goes, “Life is a journey”. And Lakoff defines the journey metaphor as a purposeful activity travelling along a path towards a destination. A journey has its starting point, route and final destination. If it is a long journey, it may have many routes. And similarly, sports games also have their starting points, processes and destinations---victory or failure. So it is reasonable to argue that participating in sports games is like starting a journey. We can use these sentences as examples.

18) The experienced USA team, whose average age was almost 34, knocked out Sweden on its way to the semifinal. (The Sunday Times, May 8, 2008)

19) Shevchenko stopped off in Milan on Thursday on his way back from Ukraine’s 1-0 victory over Poland in Kiev but his hopes of returning to the San Siro appear to have been dashed temporarily after AC Milan insisted that they would sign him only on loan. (The Sunday Times, July 25, 2008)

20) Enjoying a 4-1 lead again after breaking Panova twice, Andy Murray completed a one-sided victory with a superb lop return. (The Times, October 17, 2008)

21) The Manchester United manager is behind moves “to drive out any signs of drugs in the game”, but he believes that the Football Association’s policy, introduced last month, has created a logistical nightmare for clubs and players. (The Sunday Times, May 9, 2008)

From the examples above, it can be concluded that journey metaphor has also three main forms: the substance, the quality and the function. The three-step mapping process works similarly. The first step is mapping of the entity from journey domain to sports domain. Then the second step is mapping of the relationship between journey domain and sports domain. In a journey, we will face various situations such as leading, coming back and getting off. Similarly, we also can use these words to describe the sports games. As is shown in the examples above, when Shevchenko wants to transfer back to AC Milan which he played for before, we can say that he

would like to return to the San Siro (the home stadium of AC Milan). And the final step is mapping of the inference pattern from journey domain to sports domain.

3.4.3 Sports as Natural Phenomenon

Nature plays a significant role in humans' life and humans also treat nature as Mother Nature. We are very familiar with various natural phenomena such as weather and the natural environment. In fact, weather and the natural environment can be used in English sports news to describe the sports events. The following sentences are chosen as examples.

22) Asia has the ingredients to produce the next wave of rising young stars with China leading the charge. (The Times, September 7, 2008)

23) Four months ago, Emile Heskey delivered a devastating blow to Chelsea's title hopes with an injury-time equalizer as relegation-threatened Wigan came away from Stamford Bridge with a 1-1 draw. (The Times, July 25, 2008)

24) China's Sun shines in women's half-marathon. (The Sunday Times, August 30, 2008)

The examples above show that in natural phenomenon metaphors the mapping process is similar to that in other conceptual metaphors. The first step is mapping of the entity from natural phenomenon domain to sports domain. In nature, light has a meaning of hope. So it can be used to describe positive things in English sports news. Thus a famous and successful player is alike a star; a new-born successful player is a spark in fans' eyes. As is shown in the examples above, if a player is very famous just like LeBron James and Cristiano Ronaldo, we can call him or her a super star. The second step is mapping of the relationship between natural phenomenon domain and sports domain. As is known to us, in nature, bad weather brings loss, danger and damage. On the contrary, good weather facilitates luck, safety and success. So we can use words of weather such as shine, storm down and spark off to express various situations in sports events. So when a player performs well in a match, we can say that he or she shines in this game. The final step is mapping the features from natural phenomenon domain to sports domain. Light is contrasted with darkness. Darkness implies failure and we can use darkness to express negative news in sports.

Chapter Four Conclusion

The theme of this thesis is the study of conceptual metaphors in English sports news. After doing various studies, some findings are demonstrated. Firstly, conceptual metaphors play a significant role in our daily life and in English sports news. It is the reflection of a way of thinking connecting source domain with target domain. Each metaphor contains a mapping process. In English sports news, three main kinds of conceptual metaphors: orientational metaphors, ontological metaphors and structural metaphors, are all included. Among them, there are various source domains but main source domains are limited. In orientational metaphors, main source domains are up and down; in ontological metaphors person and container are used mostly; and in structural metaphors war, journey and natural phenomenon are the widely employed source domains. The use of these conceptual metaphors is to help people have a better understanding of the news and to enable them to experience the excitement of sports matches.

There are also some limitations and shortcomings in this study. Firstly, the examples used in this thesis are mainly selected from English sports news which happened in 2008. The thesis has conducted some analyses, but not so deep. Secondly, the examples are selected from many kinds of media. So the writing styles are different and it has incurred difficulties for readers.

With regard to some advice for further studies in the future. It is hoped that the similar conceptual metaphors in English and Chinese are to be studied so that we can explore similarities and differences in conceptual metaphors in different cultures. It may benefit the study of conceptual metaphor in the end.

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Acknowledgements

Firstly, I'd like to extend my sincere gratitude to my supervisor, Professor Ma, for his useful advice and patient guidance. I am deeply grateful to his help in the writing of this thesis.

Then I'd like to give my gratitude to my headmaster Dr. Wu Jue. Because of her marvelous teaching of English, I have cultivated interest in this beautiful language. And her strict attitude towards English makes me realize how to study English.

I am also deeply grateful to all the other teachers in the Department of English for their direct and indirect help to me during my four-year study at university.

Sincere thanks should also be given to my friends and roommate Jason Lu, Eric Gu, Helmuth Hu, Vincent Bian and Gareth Gao. They have spent their spare time and effort giving me useful suggestions on the thesis.

Finally, I am grateful to my parents for their firm support and constant encouragement.