

VILNIUS UNIVERSITY
FACULTY OF PHILOLOGY
INSTITUTE OF FOREIGN LANGUAGES

Eglė Gūžienė

Study programme “English and Spanish languages”

**METAPHORS THAT REFLECT THE GLORIA STORM IN
ENGLISH AND SPANISH PRESS**

BACHELOR THESIS

Academic Supervisor – Prof. dr. Julija Korostenskienė

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CONTENTS

INTRODUCTION.....	4
I. Conceptual Metaphor Theory in Light of Discourse Studies	7
1.1. The history of metaphors in linguistics	7
1.1.1. Perception of metaphors	7
1.1.2. Definition of metaphor	8
1.1.3. Cognitive attitudes to metaphor study	10
1.2. Discourse	13
1.2.1. Newspapers as a type of discourse.....	14
1.2.2. Discourse analysis in the mass media.....	15
1.3. Critical Discourse Analysis	16
1.4. Critical Metaphor Analysis	16
1.5. The perception of worldview in different cultures	17
II. METHODOLOGY.....	19
2.1. Media sources	19
2.2. Methods that were applied.....	21
2.3. Identification of metaphors (MIP).....	21
III. EMPIRICAL RESEARCH DATA ANALYSIS.....	23
3.1. The analysis of the metaphors that were found in British newspapers.....	24
3.1.1. The most popular source domains in “The Independent”	24
3.1.2. The most popular source domains in “The Sun”	27
3.2. The analysis of the metaphors that were found in Spanish newspapers	30
3.2.1. The most popular source domains in the newspaper “El País”	31
3.2.2. The most popular source domains in “El Mundo”	35
3.3. The comparison between metaphors found in English- speaking and Spanish speaking newspapers	40
CONCLUSIONS	42
REFERENCES	44
SOURCES.....	46
DICTIONARIES.....	47
SUMMARY	48
SUMMARY IN LITHUANIAN	50

INTRODUCTION

Metaphors were researched before the 20th century but scholars thought that a metaphor was simply an element of language. It was believed that a word with a literal meaning might have a second meaning corresponding to the first meaning. While metaphors were seen as part of a language, they "were regarded as unnecessary for claiming basic truths" (Johnson, 2017, p. 24)

George Lakoff and Mark Johnson were the first who introduced the name of *conceptual metaphor* to the audience in the middle of the 20th century. They pointed out that typically humans understand metaphor as a characteristic of language that exists alone and a matter of words but not as a thought or action. In the second half of the 20th century, Lakoff and Johnson (1980) proved that metaphors can be found in everyday language. They showed that people think in conceptual metaphors regularly. Earlier, the perception that metaphors are an inseparable part of a language because they are found in various discourse for example mass media discourse, was unknown.

Nowadays, mass media and politics are closely linked or, in other words, intertwined. It is even stated that those who control the media also control politics (Charteris-Black, 2011, p. 25). Moreover, it is believed that a big part of contemporary society is affected by media discourse. Caple and Bednarek (2013) claimed that journalists average and evaluate the correctness and suitability of the news using a set of news values. News values are the instruction or criteria that demonstrate how much attention a new story can obtain in a media source. Today, news values criteria state, - that the most popular values are *negativity*, *unexpectedness*, and *proximity*. (Bednarek, Caple 2012). *Negativity* refers to a negative evaluative language, as an allusion of negative emotions or negative thoughts, for example, *dangerous*, *worried*, *condemn*. *Unexpectedness* is the thing that something unexpected is evaluated and compared in showing unusual things. This term is used to surprise, for example, *astonishing*, *strange*. *Proximity* is the thing when something, for example, place or location is culturally or geographically near (*an Australian*, *Australia*, *the nation's capital*). For some people, media is the source to understand the world and it is obvious that media discourse is a powerful weapon because journalists can use

media as a public forum, which is essentially a place where different views and opinions are discussed (Talbot, 2007). Journalists are using social networks to spread their news: they are creating unexpected headlines to attract more people and to have an impact on society.

Storm Gloria was one of the most shocking natural phenomena in Europe and exactly in Spain that demanded so many victims and provoked immense damage to nature. The environmentalists claim that the main reason for this storm is the fact that our climate is changing. This storm has destroyed the Southern region of Spain and forced some residents to leave their houses. Storm Gloria made enormous damage not only to nature but also to the people and the business. Because of the damage that was done to the economy and people's lives, it is interesting to compare how the mass media present Storm Gloria in different cultures and how journalists can manipulate peoples' thoughts using metaphors.

The subject of the BA Thesis is the use of metaphors describing Storm Gloria in English- speaking and Spanish- speaking press

The aim of this Bachelor thesis is to analyze metaphors that reveal Storm Gloria in major English-speaking and Spanish speaking online newspapers.

The objectives are as follows:

1. To analyze the scientific literature on conceptual metaphor and discourse.
2. To identify and collect metaphorical expressions from British and Spanish newspaper articles devoted to Storm Gloria.
3. To convert metaphorical expressions to conceptual metaphors using target and source domain.
4. To compare underlying conceptual metaphors used in English- speaking and Spanish- speaking press.
5. To find out differences in representing Storm Gloria in the two cultures.

The Bachelor Thesis consists of the following parts: Conceptual Metaphor Theory in Light of Discourse Studies, Research Methodology, Empirical Research Data Analysis, and Conclusions. In Part I, Conceptual Metaphor Theory In Light Of Discourse Studies, research by famous cognitive linguists will be discussed. In Part II, Methodology, the procedure for data collection and analysis in the Empirical part will be presented. In Part III, Empirical Research Data Analysis, metaphorical expressions and underlying conceptual metaphors in Spanish newspapers and British newspapers will be discussed and compared. The Conclusions summarise the

findings of the Thesis. The Bachelor Thesis is concluded by a Reference List, Sources and summaries.

I. Conceptual Metaphor Theory in Light of Discourse Studies

1.1. The history of metaphors in linguistics

The sections below discuss how metaphors were perceived through the time: definition and classification of conceptual metaphors will be given.

1.1.1. Perception of metaphors

Until the 1960s, metaphors were not at the top of the research topics. Johnson (2017) claimed, that during the second half of the 20th century an early collection of essays concerning metaphors from numerous perspectives was offered, in the field of linguistics. In addition, he admitted that essays on metaphor in scientific and literary texts were included too.

In several years, the metaphor had become the main thing in the study of mind, thought, and everyday' language. George Lakoff and Mark Johnson (1980) admitted that the person's thinking process is metaphorical, and because of that metaphors are found in everyday language, thought and activity. For instance, we can speak of an argument, as it would be war "*You disagree? Okay, shoot!*" (Lakoff and Johnson, 1980 p. 9). In the thesis, only conceptual metaphors will be analyzed because of their connection to the human conceptual system.

Professor Rosch was one of the first linguists that started to analyze cognitive studies of language. Rosch has conducted research based on semantic categorization and linguistics. Linguist claimed that every object has its psychological import and shape and are mentally represented in humans' thoughts. It is known that Rosch did not investigate metaphor; she introduced to the audience the main principles of how the categorization can help to organize metaphors (1978, p.19).

Additionally, Charteris - Black (2011) claimed that metaphors can be used for specific ideological purposes because metaphors can provoke people's emotions and stimulate their minds. Linguistics professor thinks that metaphors are used in the media to tell the appropriate story and attract more readers.

Furthermore, Van Dijk (2006) believes that metaphors are used in language to manipulate. Van Dijk (2006, p.363) claimed, that people manipulate through persuasion, providing information, education, instruction and other social practices that are aimed at

influencing the knowledge, beliefs and indirectly the actions of the other people. The author claimed that journalists use metaphors to present some specific information in a positive or negative way.

1.1.2. Definition of metaphor

Metaphors were perceived and interpreted by different linguists. Semino (2008) states that the concept of 'metaphor' describes the manner of how humans talk and think about alternative concepts. For instance, the metaphor *the war against drugs* is created because it can help to decrease the number of drug addicts and for this reason, war is connected to drugs (Semino, 2008).

Lakoff and Johnson pointed out that typically people perceive metaphors as a part of the language that can act alone but not as an action occurrence or thought. Everything that we see in language and perceive as a metaphor is just a surface realization of a *conceptual metaphor* that is called a metaphorical *expression* (Lakoff, 1993). People use conceptual metaphors in their communication: they perceive the world and function through the metaphors. Lakoff (1980), states that the conceptual domain can be any psychological organization of the experience that has humans.

Lakoff and Johnson thought that people understand everything metaphorically and because of this reason, the conceptual system is metaphorical. The linguists gave an example of the *concept argument* and the *conceptual metaphor argument is war*. They claimed that this metaphor is widely used in everyday language and can be expressed variously. For instance, we understand the argument as war: "*Your claims are indefensible.*" (p.9). In this case, the metaphor is not only a word or a phrase, as the authors state, it is our concept of an argument because the language of an argument is literal. We state that arguments are war because we conceive them in that approach and people act in that approach in which things are conceived. This is the reason why metaphors as linguistic expressions are possible (Lakoff and Johnson, 1980).

Cognitive scientist Zoltán Kövecses (2010) states that metaphor is "understanding one conceptual domain in terms of another conceptual domain" (p.4). He explains that we

understand the target domains through the domains. In the Thesis, metaphor is interpreted according to Kövecses (2010).

Kövecses pinpoints that there are two domains that have specific terms: the conceptual domain that is presented as the source domain is the domain from which metaphorical linguistic expressions are drawn; the conceptual domain, is the target domain. (p.4) Therefore, a conceptual metaphor is converting from a source domain to a target domain essentially to explain how physical actions or concrete source domain act with mental comprehending of things. For instance, people comprehend life in terms of journeys (Kövecses, 2010). This linguist not only discusses the definition of metaphor but also argues about conventionality. He claims, “Conceptual or abstract metaphors may be more or less common; that is, they can be placed on a scale of conventionality.” (p.35). Kövecses (2010) explains that people know some metaphors that are well known and regularly used in community: he discusses the metaphor love is fire: love is thought in terms of fire, but the different views would be considered, as love is a work of art.

Kövecses provides the classification of metaphors into the source domain and a target domain. Source domains are more concrete than target domains and more physical. Target domains are more mental and more abstract than source domains. A few common source domains are listed along with example phrases (Kövecses, 2010) in Table 1.

Table 1. Kövecses (2010) further lists the following (pp.18- 27):

Source domain	Target domain
Health and illness: <ul style="list-style-type: none"> • <i>A sick mind;</i> • <i>To hurt someone's feelings</i> The human body: <ul style="list-style-type: none"> • <i>To shoulder a responsibility;</i> • <i>The head of the school;</i> Animals: <ul style="list-style-type: none"> • <i>A human being as a lion;</i> • <i>A human being as a snake.</i> 	Psychological, mental states: <ul style="list-style-type: none"> • <i>emotion: to unleash anger;</i> • <i>desire: to starve for something;</i> Social groups and processes: <ul style="list-style-type: none"> • <i>society/nation: a friendly nation;</i> • <i>politics: The PM plays football;</i> Personal experiences and events: <ul style="list-style-type: none"> • <i>time: time goes by fast;</i> • <i>life and death: her sister passed away.</i>

Metaphors can be also classified according to their conventionality. The term *conventional* signifies a well-established metaphor that is popular and rooted in a linguistic community. The conventional metaphors are used naturally and effortlessly by native speakers,

as the author puts it. Conventional metaphors are used every day while discussing topics such as life, love, ideas. Below examples of conventional metaphors are given:

3) Examples of conventional metaphors

3.1 love is a journey

a) *We'll just have to go our separate ways.*

3.2 ideas are food

a) *I can't digest all these facts.*

3.3 life is a journey

a) *He had a head start in life.*

(Kövecses, 2010, p. 34)

According to William P. Brown (2002), "The terms target domain and source domain not only acknowledge a certain parity of import between the metaphor and its referent but they also illustrate more precisely the dynamic that occurs when something is referenced metaphorically—a superimposing or unilateral mapping of one domain on another" (Brown. 2002 p.14). For example, metaphor **love is a journey**. **Love** is a target domain and **journey** is a source domain. When the **journey** is outlined onto **love**, then two domains correlate to each other in a way that helps people perceive love as a journey (Kertész, 2004 p.35).

1.1.3. Cognitive attitudes to metaphor study

Many linguists claim that in today's world of linguistics there is more than one way to study metaphors. Linguist Gerald Steen (2006 p. 48) presents four cognitive approaches to metaphor:

- Metaphor in language as a system
- Metaphor in thought as a system
- Metaphor in language as use
- Metaphor in thought as use

Steen (2007) explains that there are four most important cognitive-scientific models for metaphor. According to Steen (2007), they are the most outstanding because they all analyze the connection between metaphor in language and thought, they are prominent in theoretical and empirical research. The linguists explain that all four models identify metaphor as a conceptual

existence representing that metaphors are understood as the models of thoughts. Steen, as a linguist, considered thoughts of the different authors, compared and discussed all of the models. “Models have many predictions for the role of both conceptual structures and linguistic forms in psychological processing and its products, cognitive representations” (Steen. 2007, p. 49). He claims that the major structure is related to deductive relations:

- The *conceptual* start point of metaphor is based on connections between two concepts or sets of concepts;
- The *linguistic* effect of metaphor is based on the form of metaphorical language
- the *cognitive* processes of metaphor production and understanding, both for the linguistic forms as well as the conceptual structures.

This perception of metaphors helped to Steen to present four most meaningful cognitive – scientific models of metaphor that are presented below.

Table 2. Four most meaningful cognitive- scientific models of metaphor according to linguist (Steen, 2007, p. from 48 to 53)

Approaches	Two-domain approach	Many-space approach or Blending theory	Class-inclusion approach	Career of metaphor approach
The meaning of the approaches	This approach examines the metaphor as a mapping from a conceptual source domain to a conceptual target domain.	The approach distinguishes not only two conceptual domains but also four. Two spaces coincide with the source and the other two spaces capture the common ground between these two spaces.	This approach analyses three conceptual categories and their cooperation.	This approach involves features from other approaches: the two-domain, the mental space views and some details from the class-inclusion approach.

Examples	Argument is war	Surgeon is a butcher	My job is a jail	A child is a snowflake and youth is a snowflake
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Lakoff and Johnson presented the *two-domain approach* in 1980. For instance, in the conceptual metaphor *argument is war*, (p. 49) war is a source domain and target domain is an argument. People think about augmenting as fighting. When people argue, they win they lose, they attack or they are the ones being attacked. Most people think that arguing is fighting because when people argue they can win or they can lose. In addition, people can attack their opponent verbally or their opponent can attack them.

The Class-inclusion approach was first introduced by Glucksberg in 1991. This theory examines how three conceptual categories interact. For example, the metaphor *my job is a jail* (2007, p.52). This example presents the target domain *as a job* and source domain *as a jail*.

Fauconnier and Turner were the first linguists who presented *Many - space approach or Blending theory* in 1996. In this theory, linguists declare that there are not only two conceptual domains but also four of them. The first two spaces symbolize source and target domains and the last two domains represent how these two spaces convolute, more precisely, the structure that occurs from the mapping in the context of the given words. The metaphor *surgeon is a butcher* (Steen, 2007, p. 51) can be explained as a projection between the source and target domain. In this metaphor, the projection is drawn from the source domain of butchery to the target domain of surgery. In addition, two other spaces present that the noun surgeon may be understood as an inexperienced specialist- butcher because a surgeon is appreciated more than a butcher comparing in the same manner. Moreover, the idea of a lack of ability is not being conveyed from the source domain to the target domain.

Bowdle and Gentner were the first ones who introduced *The Career Of Metaphor approach* in 2005. This approach combines aspects of the classic two-domain approach, the many-space approach, and the class-inclusion approach. The career of metaphor theory sees conceptual metaphors as a valid entity. There is an example that was presented by Bowdle and Gentner (2005 p. 53). They gave an example that discusses the metaphors *a child is a snowflake and youth is a snowflake*. The first metaphor defines that children are unique but the second pinpoints that youth

is momentary. Both of these metaphors discuss the word snowflake but the interpretations of these metaphors are different because a child is special but youth is temporal (Bowdle and Gentner, 2005).

This section examined the metaphor and the study of it. Metaphors are being discovered in the discourse, so the next chapters are going to discuss a discourse- its definition, interpretation, and tools. Discourse is understood as communication in spoken or written language; therefore, newspaper articles are considered as discourse. Moreover, there are numerous types of discourse and it is important to distinguish these types to better understand discourse.

1.2. Discourse

Discourse is defined as a piece of text, also a conversation or as a social occurrence. Scientists define discourse as a piece of text, also a conversation or as a social occurrence. Cambridge dictionary defines discourse as “a speech or piece of writing about a particular, usually serious, subject” (<https://dictionary.cambridge.org/dictionary/english/discourse>). Discourse is understood as communication in spoken or written language; therefore, newspaper articles are considered as discourse. Moreover, there are numerous types of discourse and it is important to distinguish these types to better understand discourse.

Nonetheless, Professor Van Dijk perceives word discourse in a much wider way. Van Dijk (2008) indicates the word *discourse* as a multidimensional social phenomenon. He explains such approaches as: verbal and grammatical (called linguistic), significant sequences of words or sentences (object), an action (an acclamation or a danger), a conversation (for example, form of communication). In addition, he defines more approaches: a social interaction (such as a lecture), a mental description (a mental model, an opinion, knowledge), an event or activity (like a parliamentary debate), a cultural device (like a telenovela) or an economic commodity are affected by discourse (Van Dijk, 2008). The following section will discuss the types of discourse.

1.2.1. Newspapers as a type of discourse

Longacre (1974) claims that there are several types of discourse: argumentative, instructive, explanatory, narrative and procedural. These types are divided because the aims of discourse types are different. Discourse types and aims are presented in Table 3.

Table 3. Discourse types and their aims, according to Caldas (1987 p. 8).

Discourse type	Aim
Persuasive or argumentative discourse	Tries to prove a particular point to the hearer/reader and tries to show the contrast between opposing subjects.
Instructive or hortatory discourse	Are religious talks and motivational talks.
Expository or explanatory discourse	It is fundamentally scientific articles, essays or various descriptions.
Narrative discourse	Is telling of a story.
Procedural discourse	Explains how to achieve a specific goal.

(Caldas, 1987, p. 8)

According to Caldas, categories and functions of discourse is characterized by the theory of discourse and do not belong to linguistic theory. Moreover, Van Dijk approved categorization that was presented by Caldas and claimed that argumentative discourses have such categories as premises and conclusion, some even have subcategories like warrant or condition (Van Dijk, 1977 p. 18).

Van Dijk (1977) claims that for information to be recognized, it has to be organized and the amount of the information must be reduced to be recalled. He believes that the understanding of discourse depends on how people can interpret by themselves - for instance, people might detect many facts and details every day but just a few of them stay in their permanent knowledge. In this case, many people understand discourse by deleting some information, images of propositions because their minds and perception generalizes all information and comprehend only main things

(Van Dijk, 1977). Hence, discourse should be well written to attract the attention of the interpreter of the discourse.

1.2.2. Discourse analysis in the mass media

Journalists use language to affect readers and because of that discourse in the mass media is extremely important. Van Dijk (2008) claims that language can send significant signals and messages to control the audience and their behavior. Fairclough (1995) states that power relations in mass-media discourse are not always obvious because hidden relations of power are involved.

According to Fairclough (1989), the hidden relations of power can be different in spoken and written discourse. Spoken discourse and media discourse have their specific features (Fairclough, 1989, p. 49). First, there is 'one-sidedness'. In face-to-face discourse, participants are being the producers of the discourse and the interpreters." (Fairclough, 1989, p. 49). In media discourse (and in writing) there is a divide between those who produce discourse and between those who interpret it. Second, in face-to-face discourse producers adapt their language to the listeners, for particular people they interact to and they keep adapting because they get feedback from participants of the conversation. However, media discourse is not able to adapt because media discourse does not have a particular audience. Media producers address an ideal subject, be it a viewer, or listener, or reader.

Discourse analysis in the mass media is important in this Thesis because it shows that mass media can be powerful and control the thoughts and feelings of humans. For instance, in semiotic studies, the analysis of media discourse presents a cultural analysis of media. The main works in this sphere presented linguist Hartley that claimed: "semiotic codes and conventions which underlie both linguistic and visual aspects of news stories" (1982 p.42).

It is important to analyze mass media to find out how media sources can manipulate peoples' thoughts, behavior and even control them. As it was mentioned earlier, Fairclough thought that media sources control society and are a powerful tool in humans' everyday life (1995).

1.3. Critical Discourse Analysis

Linguists Fairclough and Wodak (1997) explain that CDA considers language as “social practice”(p.258) and thinks that a context as a necessary part of a language. “Describing discourse as social practice implies a dialectical relationship between a particular discursive event and the situation, institution and social structure, which frame it” (Fairclough and Wodak, 1997 p. 258). It means that every discourse is related to social things such as situations, objects of knowledge, and social identities such as relationships between people.

Van Dijk analyzes Critical Discourse Analysis (CDA). The scholar claims that CDA is a type of discourse analyses the way social power is being abused and dominance or inequality are being resisted in the text and talk in the social context (Van Dijk, 2005).

Many linguists analyzed the CDA and all of them stated that Critical Discourse Analysis is helping to unveil the underlying meaning and the purpose of the message in the text through analyzing linguistic structures and paying attention to underlying meanings and ideas words and expressions convey.

1.4. Critical Metaphor Analysis

Linguist Charteris-Black (2004) states that there is a critical analysis applied to identify, analyze, and interpret metaphors in various discourse. Corpus data is used for the analysis because, according to the linguist, it is more accurate to examine metaphors from the real-world. Charteris-Black claims that the analysis of metaphors in a corpus aids the researcher to comprehend the conceptual level of metaphors and their relation to hidden beliefs (p.244). Charteris-Black states: “An awareness of their motivation in socially influential domains of language use improves our understanding of the ideological basis for metaphor choice and Critical Metaphor Analysis helps to recognize coherence and ideology in the discourse because conceptual keys and conceptual metaphors are identified” (p.244).

The following section will present the information on how different cultures perceive metaphors.

1.5. The perception of worldview in different cultures

In addition to not always being directly identifiable in language by a common language user, metaphors may also be culture-specific. Moreover, metaphors might be classified based on their characteristics. Every culture has a different attitude and metaphors may be viewed in various ways. According to Kövecses (2010), there are *cross-cultural* (intercultural) and *within-culture* (intracultural) cultural variations (2010, p.215).

In *cross-cultural* or intercultural alteration, languages can have the same conceptual metaphor but perceive it and interpret it in different ways. Cross-cultural variation may happen because of the broad cultural context and the environment that shapes the language. For example, in the Hungarian and the English languages the conceptual metaphors *the body is a container for the emotions* and *anger is fire* can be perceived differently. This happened because all parts of conceptual metaphors were laid out confusingly. In the Hungarian language, differently than in the English language, the body and the fire inside are perceived as a pipe and in the pipe, there is a burning system. (*International Journal of English Language and Linguistics Research*, 2014 p.30)

In *within-culture* (intracultural) alteration, different cultures understand emotions in different ways. It is believed that the main reason for this different perception is that time passed. The author takes Americans from the Victorian ages as an example. They used the “pressurized container” metaphor to express anger. Victorian Americans gestated anger as an entity. Through the years, the metaphor of anger became more mechanical- it was characterized as a “pressure cooker waiting to explode.” (p. 224). Anger was thought to be irrational.

Lithuanian linguist Cibulskienė (2006) claims that the conceptual metaphors exist on their own, not depending on the person himself. She believes that conceptual metaphors used by politicians are not deliberately used or conceived by them on purpose. Besides, metaphors and metaphorical expressions function as the paradigm of human thinking and political speeches. The

main conceptual metaphors may differ from each other because of the historical and political growth period of a country (Cibulskiene, 2006).

Linguist Arcimavičienė claims that analysis of the language where the metaphors are used allows us to perceive and interpret various cultural acts and even to perceive all attitudes of the community (2008). Moreover, linguists focus on political discourse that represents the worldview in different cultures. Therefore, the scholar states that discourse language with more metaphors is not only seen as more encouraging but also transmits the message (2014).

To summarize, the understanding of metaphors differs in cultures because of the cultural context and its impact on the conceptualization process (Kövecses, 2010).

II. METHODOLOGY

Metaphor is an important tool in our language because with the help of metaphorical expression we conceptualize the reality that has an impact on people's minds and behaviour. Linguists claim that metaphor is a mapping of structure between the source domain to the target domain. This mapping is not based on these two domains: it is based on the interaction of our wisdom and experience in the source domain and a target domain. Also, the mapping between the source and target domain is our ability to structure one concept in terms of the other.

2.1. Media sources

In the present study, metaphors were collected from four digital versions of the most popular British ("*The Independent*"; "*The Sun*") and Spanish ("*El País*"; "*El Mundo*") newspapers to examine metaphors that reflect Storm Gloria in two different cultures and different newspapers. These newspapers online were selected in order to compare the attitude of Spanish journalists and communities who have run into Storm Gloria and the attitude of British people who did not encounter the natural phenomenon.

In "*El País*" and in "*El Mundo*" websites, five articles were found concerning Storm Gloria; in British newspapers online "*The Independent*" three articles were found and in the tabloid "*The Sun*" also the same number of articles from January 22 to February 15 were found. This period of time was chosen because at this time Storm Gloria hit Spain and in the middle of February the results of the damage were almost counted.

Only articles in which the keywords *Storm Gloria in Spain* were found. However, some articles in which journalists wrote only their personal opinions on Gloria storm were excluded because it is only their representation of the subject and not the depiction of the news. For instance, in Spanish newspapers ("*El País*" and "*El Mundo*") one category is called "*Opinion*" in which journalist represent their own opinions. This information was excluded and was not analysed.

For the research two the most popular newspapers of Spain “*El País*” and “*El Mundo*” where *Storm Gloria* hit the most were selected. From the United Kingdom one broadsheet “*The Independent*” and one yellow press journal “*The Sun*” were selected to compare the attitude to the storm from different points.

Table 4. The comparison of all the analyzed newspapers.

Title	Country	First founded	Circulation	Owners	Political stance
“El País”	Spain	4 May 1976	359,809	PRISA	center-left
“El Mundo”	Spain	23 October 1989	248,463	Unidad Editorial S.A.	Liberalism
“The Independent”	United Kingdom	7 October 1986	58,000	Alexander Lebedev Evgeny Lebedev	Liberalism
“The Sun”	United Kingdom	15 September 1964	1 240 959	News UK	Conservative

(www.statista.com)

According to statistical data, “El País” is the most popular newspaper in Spain with the circulation of 359,809 copies for the period January to December; “El Mundo” is the second most popular newspaper in Spain with circulation of 248,463 copies. Moreover, talking about British newspapers, “The Independent” was popular until it was sold to the Russian businessman and former KGB officer Alexander Lebedev in 2010. In 2015, the daily circulation of this newspaper was only 58,000, but in the 1990 peak, it had a circulation of just over 97,000. Since 2016, this newspaper can be found only online. The last analyzed newspaper “The Sun” is a tabloid and its daily circulation reaches 1 240 959 copies. (www.statista.com)

In addition, there were selected Spanish newspapers that are published not only in the Spanish language but also in English. Spanish newspapers were read not in the original language but in the English language. This method helped to analyze metaphors and do not leave mistakes in translating and interpreting metaphors.

2.2. Methods that were applied

In this bachelor thesis, qualitative and quantitative research methods were used. A qualitative method was used to understand concepts, thoughts and metaphors; the quantitative method was used to count, compare and test metaphors. Metaphor Identification Procedure by Pragglejaz Group (2007) was applied to identify metaphors that were collected. MIP is discussed in section 2.3. in more detail. For the analysis of the collected metaphors, Cambridge was used. Analyzed metaphors were deconstructed into target and source domains using Master Metaphor List by Lakoff et al. (1989). Finally, metaphors from Spanish and British newspapers online were compared.

2.3. Identification of metaphors (MIP)

It is necessary to recognize metaphors in discourse to understand and compare them because not every metaphor can be interpreted the same and some may have literal meanings. Metaphor Identification Procedure explains the procedure for metaphor identification in the text. It has been stated that MIP is a reliable tool that can be employed to identify metaphorically used words in discourse and provide academics with a method to analyze and contrast different metaphor analyses. Identifying and clarifying the metaphoric language in discourse was one of the biggest developments in metaphor research (Pragglejaz Group, 2007).

According to Pragglejaz Group that created the MIP, the basic or the main meanings of metaphors not always are the most common meaning of the lexical unit. Subsequently, if the lexical unit has a more basic contemporary meaning in other contexts than the context, that person is working with; establish whether the contextual meaning contradicts the basic. Lastly, if the answer to the question is positive then indicate the lexical unit as metaphorical. For example, a conceptual metaphor **swallow up** that was used in the sentence “In the Valencia region, the storm has **swallowed up** entire beaches”. The expression swallow up has a basic meaning (*to*

take control of a smaller company or country) but in this sentence were used the third meaning of this expression (*to destroy something completely, or to make it disappear*). Therefore, it can be stated that **swallow up** is a metaphor.

In the Empirical Research Data Analysis, the collected metaphors are analyzed with the help of “The Oxford Advanced Learner’s Dictionary” (2010) and the “Cambridge” dictionary online.

Similar metaphors were analyzed and all of the collected metaphors were put into the tables along with their source and target domains. The target domain of the metaphorical expressions that were found was identified using Master Metaphor List by Lakoff et al. (1989) and converted to the conceptual metaphors. As it was mentioned in the theoretical part, the conceptual metaphor consists of the source domain and the target domain. This process can be named the “mapping” since the target domain is mapped from the source domain. The formula of the conceptual metaphor is presented as A is B, in which A is a target domain and B is a source domain, for example, the metaphor “*the storm hit the country*” is deconstructed into conceptual metaphor *a natural phenomenon is a war*. In this example, *a natural phenomenon* is B (source domain) and *war* is A (target domain). The target domain *war* is drawn from the source domain *a natural phenomenon*. The metaphorical concept exposes the natural every days’ peoples’ language which is used when people talk about their experience and abstract concepts.

III. EMPIRICAL RESEARCH DATA ANALYSIS

Empirical Research Data Analysis is divided into three parts:

The first part, section 3.1, gives the analysis of metaphors and metaphoric expressions from English- speaking press, newspapers “The Independent” and the “Sun”. In the second part, section 3.2 gives the analysis of the Spanish- speaking press, analysis of the metaphors that were found in Spanish newspapers such as “El País”, “El Mundo”. In the last part of the Empirical Research Data Analysis, chapter 3.3 presents the comparison between metaphors found in English- speaking and Spanish speaking newspapers and conclusions of the Empirical Research.

Metaphor frequency was estimated and is presented in Table 4 below. This metaphor frequency was estimated using MF formula. According to the formula, the total number of metaphor words was divided by the total number of words in the article.

Table 4. Metaphor frequency in articles.

	Number of words in the articles	Number of metaphorical expressions	Number of words in metaphors	Frequency
“The Independent”	810	12	89	1%
“The Sun”	2209	19	115	5%
“El País”	2994	31	152	5%
“El Mundo”	2228	28	147	7%

“The Independent” articles are composed of 810 words and 12 metaphorical expressions which are composed of 89 words. Therefore, the metaphor frequency is 0.1 or 1%. “The Sun” articles are composed of 2209 words and 19 metaphors that are composed of 115 words. Metaphor frequency is 0,052 or 5%. Moreover, the Spanish newspaper “El País” is composed of 2994 words and 31 metaphors that are composed of 152 words. Therefore, metaphor frequency is 0,05 or 5%. “El Mundo” is composed of 2228 words and 28 metaphors that are composed of 147 words. The frequency is 0,065 or almost 7%.

Journalists used metaphors in their articles because they wanted to impress the readers. This is the most noticeable in the British tabloid “The Sun” where the titles of articles are almost shocking. In these articles, Storm Gloria is called “Stormageddon” and “monster”.

3.1. The analysis of the metaphors that were found in British newspapers

3.1.1. The most popular source domains in “The Independent”

Table 5. The examples of the deconstructed conceptual metaphors in “The Independent (Ind)”.

Source domain	Target domain	Example
A NATURAL PHENOMENON IS AN ANIMATE BEING (4 examples)	ANIMATE BEING	1, 2,3, 4;
A NATURAL PHENOMENON IS A DESTRUCTIVE POWER (3 EXAMPLES)	DESTRUCTION	5,6,7;
A NATURAL PHENOMENON IS AN OBJECT	OBJECT	8;
A NATURAL PHENOMENON IS A WARRIOR (2 examples)	WAR	9,10;
FORCE IS A SUBSTANCE CONTAINED IN AFFECTING CAUSES (2 examples)	FORCE	11,12;

The deconstructed conceptual metaphor **A NATURAL PHENOMENON IS AN ANIMATE BEING** was found 4 times. According to the dictionary, animate represents a living thing that has or can develop the ability to act or function independently. Storm Gloria is presented as a living organism characterized by a voluntary movement that spreads death through the country. Storm Gloria is presented as an animate being or a human because it is

blamed for killing people (1,2,3) In all examples Storm Gloria is compared to an alive thing that can require for people's lives. It is known that natural phenomenons are not alive creatures but this Storm Gloria is presented as an animate being because it works independently.

It seems unnatural that nature can be blamed for the death of alive persons however in these examples it is perceived naturally. The first (1) and the third (3) examples state that storm has killed 4 people. Moreover, in the second (2) example Storm Gloria is compared to the tool that, according to the dictionary, is a device used to perform or facilitate manual or mechanical work. This leads to a perception that this natural phenomenon was caused by peoples' misconduct. Moreover, Storm Gloria is presented as a physically strong natural phenomenon as a person (4). This example claims that Storm Gloria is a potent and efficacious phenomenon that required people to take attention and notice what is going wrong around them.

1. *"Weather was also **blamed for the death** of 4 people."* (Ind.)
2. *"Storm Gloria: **Death toll** rises to 13."* (Ind.)
3. *"Storm Gloria: **Four people killed.**"* (Ind.)
4. *"**A powerful storm** wreaks havoc in parts of Spain, prompting the government to call for an emergency meeting."* (Ind.)

There were two examples of the deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A DESTRUCTIVE POWER**. In all articles that were analyzed it is believed that storm is alive. All examples represented Storm Gloria as a creature that can move and be directed to the specific area. This entire source domain presents the *personification* of the natural disaster. According to the dictionary, a *personification* is a figure of speech in which inanimate objects or abstractions are endowed with human qualities or are represented as possessing human form. Storm Gloria, according to the journalists, is a power that can control people's lives (5). It is presented as a destructive power because the natural phenomenon gripped all country and kept it like in prison. Moreover, journalists present that natural phenomena can be destructive and cause damage not only for the people but also for the buildings and cities (6). In these examples, Storm Gloria is named as a moving tool that is directed to the concrete place (Spain region). This action is conceptualized as a self-caused change to a new state and this action is understood as a self-propelled motion to the new location. This storm, according to the respondents that described this natural disaster, caused huge damage to all society. By the way,

these examples show that Storm Gloria is a natural phenomenon that spreads its “fury” and ruins everything in its way.

5. “*Spain **gripped by snow.***” (Ind.)
6. “*Local residents said they had “never seen anything like this” after reflecting on **the damage wrought by Storm Gloria.***” (Ind.)
7. “***Gloria batters** Spanish eastern coast.*” (Ind)

One example of the deconstructed conceptual metaphor **A NATURAL PHENOMENON IS AN OBJECT** was found. The natural phenomenon is characterized as being an extremely negative object. The reason for such an emotional state is left unspecified. It might be said that the motive of the actions of nature is one of vengeance and punishment. Besides, Storm Gloria was claimed as the worst storm since 2003 because it was furthest from a standard and least desirable or satisfactory. Moreover, this example lets people know that Storm Gloria is presented most negatively and it requires hundreds of thousands of money to sort out everything it has destroyed. It is believed that this storm caused huge damage not only for the people but also for the economy.

8. “*It was described as **the worst storm since 2003** “and likely of this century.”* (Ind.)

The deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A WARRIOR** presented Storm Gloria as a warrior that fights with the people. Storm Gloria is presented as a phenomenon that is a warrior because it strikes repeatedly with or as if with the fists all region of Spain. Besides, Storm Gloria is presented not only as a tool or weapon but also as a chisel that is blamed for everything that happened to all cities and people (10). Besides, a natural phenomenon has collided and impacted Spain as a time of the war (9). During the war, there are at least two warring sides and these two examples showed that Spain was on the one side of fight and Storm Gloria on another. The fact that Storm Gloria is compared to war, let the readers perceive the situation and image what a natural phenomenon can cause. This topic of war is related to the people’s perception and is closest to the humans’ experience; because of that, the readers can perceive all fear and confusion that this natural phenomenon can bring.

9. “*Five people have gone missing since the **storm hit** the country.*” (Ind.)
10. “*Storm Gloria has claimed at least eight lives since **it began pummelling the region with rain.***” (Ind.)

Overall, in all articles that were found in the British newspaper “The Independent” the majority of metaphorical expressions were personifications which showed that Storm Gloria can be an independent thing that can move through all regions of Spain and spread damage. Journalists presented Storm Gloria as a natural disaster that moved fast and caused damage in the country. Besides, the natural phenomenon was compared to a warrior that fought and hit Spain. This British newspaper did not show emotions or feelings about everything that happened in Spain: journalists presented the main information and facts but did not analyze the situation in a more informative way.

3.1.2. The most popular source domains in “The Sun”

The British tabloid “The Sun” (Sn) was chosen because of its popularity in society. It is important to look through this kind of newspaper to analyze the attitude of the Storm Gloria in the “yellow press”. The analysis showed the results that there are several types of deconstructed conceptual metaphors that have multiple examples.

Table 6. The examples of deconstructed conceptual metaphors in “The Sun”.

SOURCE DOMAIN	TARGET DOMAIN	EXAMPLE
A NATURAL PHENOMENON IS AN ANIMATE BEING (6 EXAMPLES)	ANIMATE BEING	11,12,13,14,15,16;
A NATURAL PHENOMENON IS A FORCE (3 examples)	FORCE	17,18,19;
A NATURAL PHENOMENON IS A VEHICLE (5 examples)	VEHICLE	20,21, 22,23,24;
A NATURAL PHENOMENON IS A DESTRUCTIVE POWER (2 examples)	DESTRUCTION	25,26

The deconstructed conceptual metaphor **A NATURAL PHENOMENON IS AN ANIMATE BEING** was found four examples. This British tabloid presents Storm Gloria as an alive phenomenon that lives individually and affects peoples' lives. The independent existence of the Storm Gloria is conveyed by the syntactic structure of several sentences referring to the phenomena. Moreover, a natural phenomenon is compared to a human because storm acted as a human, for instance, it whipped up the coastline, or in other words, strike with several strokes of a strap. For example, in this case, Storm Gloria is compared to a rider and the coastline is compared to a horse because rider strikes and lashes the horse as Storm Gloria did to Spain (11). Moreover, Storm Gloria is presented as a forceful tool that has the power to separate buildings from people(12). In this case, storm, especially snow, was so powerful that it separated society from the authorities. In it unnatural that storm or even nature can do that. Besides, the natural phenomenon shows its vitality because it caused an enormous flood and as a swath cut off everything in the Northern Spain region (13). The journalist of the tabloid believed that nature is moving fast and might affect not only society but also buildings and even authorities. Also, Storm Gloria is presented as a weird and unnatural thing (14). The weather that brought Storm Gloria is described as "freak", or in other words highly unusual or irregular. By the way, the weather was described as aiming or wanting to kill (15). Naturally, nature is not presented as a killer but this natural phenomenon required for people's lives.

11. "Bizarre sea foam 'drifts' were **whipped up by storms** in towns along the coast." (Sn.)

12. "Snow **drifts cut off** major authorities." (Sn.)

13. "Shocking flood waters have **cut off swathes** of northern Spain." (Sn.)

14. "**The freak weather** front has claimed at least eight lives." (Sn.)

15. "**Deadly weather** kills eight in Spain." (Sn.)

16. "Gloria storm causes **a horror weather front**." (Sn.)

There were found three examples of the deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A FORCE**. According to the dictionary, force is described as the use of physical power or violence to compel or restrain. Storm Gloria forced people to experience the feeling of being confused or overwhelmed (17). Naturally, people can feel confused when they confront natural disasters because it spreads panic. Storm Gloria is described as a terror or a monster that disturbed citizens' lives. Besides, the journalist presented the storm as a tool that spreads fear through society. Moreover, the storm caused a lot of damage

and forced to close an airport that is one of the most comfortable vehicles of connection through the cities (18). In this case, it is presented that a storm can disturb everything around it. Lastly, Storm Gloria is presented as a figure that can shock and astonish society in a negative way. In this example, Gloria is presented as a feeling or quality that causes excitement. Moreover, this excitement is presented in a negative way that affects people's lives and causes danger or extreme risk. By the way, Storm Gloria affected not only human lives but also all tourism. In these examples Storm Gloria is presented as a dangerous and forceful natural disaster.

17. *"The storm **has wreaked devastation** in towns and cities across Spain."*(Sn.)

18. *"Storm **Gloria closed Alicante airport.**"*(Sn.)

19. *"Storm Gloria sparks '**extreme risk**' warning to tourists in Benidorm."* (Sn.)

There were found five examples of the deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A VEHICLE**. The majority of the newspapers describe the catastrophes of the natural phenomenon as the *VEHICLES* that can act and move on its own. According to the dictionary, a *vehicle* is carrying or transporting something. Using this perception Storm Gloria was understood as a vehicle because it transported not only the water but also weather and destroyed cities. The natural phenomenon is seen as acting to hurt people and their property. Storm Gloria has destroyed everything in its way and broke the majority of the buildings into small pieces (20). Besides, seawater was seen as a phenomenon that stalked people and aimed to hurt (21). It is compared to a vehicle because Storm Gloria was equipment that carried on precipitations and seawater that crashed Spain. The last three examples present Storm Gloria as a monster vehicle that threatens people and knocks at their doors. Waves of the Storm Gloria collided with buildings violently and bumped into the wall roughly (22). Moreover, Storm Gloria was compared to a monster or a fighter and described as a monster or giant natural disaster that crashed over buildings and destroyed properties (23,24).

20. *"Storm **Gloria is currently smashing** Spain's North East coast."* (Sn.)

21. *"The cameraman turns his back as **seawater comes crashing down** on the roof."*(Sn.)

22. *" **Waves crash into** the harbour wall."* (Sn.)

23. *"Storm Gloria **monster wave crashes over** Majorca"*

24. *"**A giant wave crashes over** houses"*

The deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A DESTRUCTIVE POWER** was found two times. In these two examples, Storm Gloria was presented through the water and sea weather. The storm was described as a powerful tool that

affected famous buildings and people's houses. It is believed that not being aware of reality is not seeing reality. These two examples showed that Storm Gloria is a powerful tool that can be associated with homo sapiens features and can have specific features that most people have. According to the Cambridge dictionary online, "Giant is an imaginary creature like a man but extremely tall, strong, and usually very cruel, appearing especially in children's stories". This perception shows that storm is like a character from children's stories and this phenomenon can affect people's lives and their property (26). Furthermore, Storm Gloria was presented as shocking because it was highly disturbing emotionally. The fear of collision with the natural phenomenon affects people's lives and even thoughts (25).

25. "*Catalonia increasing the risk of shocking floods.*" (Sn.)

26. "*Giant waves pound Port Olympic marina in Barcelona.*" (Sn.)

Overall, the British tabloid "The Sun" presented Storm Gloria in a negative way similarly as the previous British newspaper "The Independent". However, there is one huge difference between these two newspapers. "The Sun" is intended to astonish people and make surprising titles to attract the audience. The main source domains of this tabloid were *NATURAL PHENOMENON IS A VEHICLE* and *ANIMATE BEING* because journalist wanted to affect people psychologically and spread panic through the society. Those articles that make up the information addicted to the people's mentality are designed for manipulation of people. It was seen that British newspapers negatively presented Storm Gloria but did not analyze the deepest things such as people's emotions, economic crisis or even the feeling of Spanish people.

3.2. The analysis of the metaphors that were found in Spanish newspapers

Spanish newspapers for the analysis were chosen because this Storm Gloria hit Spain. In British newspapers were not enough examples that will present the attitude of the people and reflect the storm. Because of the reason that British newspapers presented Storm Gloria superficially, the deeper analysis was made of examples that were found in Spanish – speaking press. The British newspapers were discussed briefly and the research was narrowed until the analysis of the Spanish newspapers in which Storm Gloria was described more widely.

3.2.1. The most popular source domains in the newspaper “El País”

“El País” is the most popular newspaper in Spain. The daily newspaper presents the most important information for society every day. In this newspaper were found the colossal number of the examples that present Storm Gloria in Spanish speaking press.

Table 7. The examples of deconstructed conceptual metaphors in the Spanish newspaper “El País” (EPs.)

Source domain	Target domain	Example
A NATURAL PHENOMENON IS A FORCE (6 examples)	FORCE	27,28,29,30,31,32;
A NATURAL PHENOMENON IS A DESTRUCTIVE POWER (4 examples)	DESTRUCTION	33,34,35,36;
A NATURAL PHENOMENON IS AN ANIMATE (2 examples)	ANIMATE BEING	37,38;
A NATURAL PHENOMENON IS A PHYSICAL INJURY (5 examples)	PHYSICAL INJURY	39,40,41,42,43;
A NATURAL PHENOMENON IS JOURNEY (2 examples)	JOURNEY	44,45;

There were seven examples of the deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A FORCE**. Force is associated with damage and the capacity to do work or cause physical change or active power. Natural disasters can affect not only human’s life but also buildings and landscapes (27, 29,33) These examples present that Storm

Gloria was a powerful tool that destroyed hundreds of kilometers. Disasters can cause physical actions and provoke an immense weather front that also can lead to damage. The strong weather that is described as a monster affected buildings and other construction. It caused enormous damage to the industry (28,30). Damage in this article is seen as an injury or harm impairing the function or condition of a person or thing. Besides, the storm brought seawater that destroyed giant fields of soil and earth. This salted water destroyed not only the harvest of this year, but scientists from Spain believe that it will affect the next few years' agriculture. Moreover, Storm Gloria was defined as a ravager that destroyed and ruined buildings in the cities and especially on the beaches (31). The natural phenomenon was presented as a ravager because it wreaked great destruction and devastation. In these examples Storm Gloria is presented not only as a forceful tool but also as a natural disaster that ravages everything. This conceptual metaphor allows perceiving that natural disasters are not a harmless thing. Storm Gloria proved that people should pay attention to natural disasters and be aware of it because these phenomena are unpredictable and unstoppable.

27. "*Storm Gloria also affected 699 km of coastline in Catalonia.*" (EPs.)
28. "*Weather system damaged beachfront buildings along the 518 kilometers of coastline in the Valencia region.*" (EPs.)
29. "*Catalonia, the Valencia region and the Balearic Islands have been particularly affected by the unusual weather system.*" (EPs.)
30. "*Salty water will damage soil fertility.*" (EPs.)
31. "*Buildings were ravaged.*" (EPs.)
32. *Catalonia has been severely affected by the storm, which pushed waves as far as three kilometers inland* (EPs.)

The deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A DESTRUCTIVE POWER** was found 3 times. The meaning of these few examples is that Storm Gloria moved fast and was progressive and brought an enormous destructive power. This storm has destroyed everything in its way- from buildings to roads (33/35). Moreover, the natural disaster is seen as destructive because it brought enormous power and destruction. The destructive power is seen because Storm Gloria enclosed and enveloped completely all coastlines (35). This storm spread the panic between people because society could not calm it down. Besides, the majority part of the southeastern cities and islands were ruined. The connection of this natural phenomenon to progressive change is that if people accept the inevitability of

changes, there would be a high probability that they will be resolved enough to prepare for everything even will be ready to face destructive and powerful natural disasters.

33. *“Storm destroyed seaside promenades.”* (EPs.)

34. *“Coastline have been swallowed up.”* (EPs.)

35. *“Sea water flooded roads and brought down bridges.”* (EPs.)

There were found two examples of deconstructed conceptual metaphor **A NATURAL PHENOMENON IS AN ANIMATE**. These examples presented Storm Gloria as an active and independent phenomenon that can be compared to an alive creature. The first thing that shows the vitality is the name “Gloria” which was first mentioned in this newspaper. The natural phenomenon that has a name is considered to be a giant thing. The vitality of the Storm Gloria indicated verbs that were used to describe the natural phenomenon. Waves that raised during the Storm Gloria were seen as being alive and harmful to people (36). These waves hurled people and made them gone. Moreover, the weather brought dangerous conditions and also acted individually spreading the panic between society (37). These examples let people think about natural phenomena as an independent and alone creature that came to scare people.

36. *Authorities are still searching for another sailor who was swept away by a wave in Palamós.*
(Eps.)

37. *Dangerous weather conditions forced Alicante airport to halt hundreds of flights.* (Eps.)

The biggest number of examples were found in deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A PHYSICAL INJURY**. A natural disaster is a negative process of the Earth that can cause huge damage and an immense economic crisis. People’s weakness that makes it difficult to survive in the face of natural disasters is the inability to plan the future or the lack of tools to protect themselves and their property when natural disasters start. According To the dictionary, injury is the damage or harm done to or suffered by a person or thing. Storm Gloria is compared to physical injury because the majority of articles often use verbs whose *denotative* meaning shows the damage that natural disasters brought. The meaning of the *denotative* is that this word or word expressions have specific or direct meaning. In examples (38/39), Storm Gloria is presented as a destroyer that ruined all harvest of the farmers. Natural phenomena cause destruction or irreparable harm to harvest and agriculture. The storm was so powerful that it ruined everything from crops to rice. It is said that this storm was made

enormous damage to all agriculture systems and destroyed more than 200 hectares of the harvest. Moreover, the water floods that caused storm has pulled the people's property into the new place and has made people feel confused (40). In this case, Storm Gloria is described as an appropriator that "has stolen" peoples' property. Also, "El País" presented that Storm Gloria was a forceful natural disaster and provoked not only tornadoes but also pushed waves that destroyed everything in its way (41/42). In addition, this natural phenomenon is seen as an injury because people from eastern region was forced to withstand the worst and the strongest part of Storm Gloria (43).

38. "*Rice fields were ruined in Spain.*" (EPs.)
39. "*Gloria*" storm: *water ruining crops.*" (EPs.)
40. "*The storm dragged boats.*" (EPs.)
41. "*Gale-force winds also triggered small tornadoes in places like the seaside resort town of Dénia.*" (EPs.)
42. "*Catalonia has been severely affected by the storm, which pushed waves as far as three kilometers inland.*" (EPs.)
43. "*The country's eastern Mediterranean region has borne the brunt of Storm Gloria.*" (EPs.)

The examples of deconstructed conceptual metaphor **A NATURAL PHENOMENON IS JOURNEY** was found two times. In this deconstructed conceptual metaphor nature spreads panic between people because society is incapable of stopping this natural disaster. This storm started moving from one city and reached almost all southeastern region of Spain (44). A journey reflects the act of traveling from one place to another, especially when involving a considerable distance. This Storm Gloria has traveled hundreds of kilometers. Moreover, this storm provoked a great depression between people (45). Gloria storm is named as a journey because it moved almost through the all-southeast region of Spain. It has spread an enormous panic between people and caused damage that society will not be able to reconstruct quickly. Besides, society could not get through this storm and calm down the fear. During this storm, people were obliged to stay at their homes and for Spanish people who are more likely to go out, it might cause depression.

44. "*Storm began moving northwest on Sunday after losing a lot of its destructive power.*" (EPs.)
45. "*Storm known officially as an upper-level isolated depression.*" (EPs.)

Overall, the Spanish newspaper “El País” presented Storm Gloria from another point. In this newspaper, metaphors reflected the attitude and the feeling of Spanish people who encountered a natural disaster. In this newspaper, Storm Gloria was described as a tool that can cause a physical injury and affects not only people’s lives but also destroys buildings and even ruins the harvest. Considering that Spanish people are particularly emotional, it is not surprising that this natural phenomenon has changed not only their lives but also their mentality. The newspaper presented the physical damage made up by Storm Gloria. It is not surprising that in Spanish newspapers Storm Gloria was presented as a ravager that destroyed the major part of the agriculture and spread the panic not only between farmers but also forced to overthink the economy. This Spanish newspaper, differently than previously mentioned British newspapers claimed that Storm Gloria is the worst natural disaster that caught Spain and let it confused and destroyed..

3.2.2. The most popular source domains in “El Mundo”

The Spanish newspaper “El Mundo” is the second-largest printed newspaper in Spain. This newspaper is the populist Spanish speaking tabloid abroad from Spain. This newspaper was selected because of its popularity in Spain and abroad. During the research of this newspaper were found 5 articles that contained information associated with Storm Gloria.

Table 8. The examples of deconstructed conceptual metaphors in the Spanish newspaper “El Mundo”. (Emd)

SOURCE DOMAIN	TARGET DOMAIN	EXAMPLE
A NATURAL PHENOMENON IS A JOURNEY	JOURNEY	46

A NATURAL PHENOMENON IS ANIMATE BEING (4 examples)	ANIMATE BEING	47,48,49,50
A NATURAL PHENOMENON IS A DESTRUCTIVE POWER (6 examples)	DESTRUCTION	51,52,53,54,55,56
A NATURAL PHENOMENON IS A PHYSICAL INJURY (2 examples)	INJURY	57,58;
A NATURAL PHENOMENON IS A WAR (5 examples)	WAR	59,60,61,62,63.

There were found one example of deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A JOURNEY**. Journey presents that natural phenomenon is not staying at the same place: it is moving fast and changing its location. This example that was found present Storm Gloria as a tool that brings damage and floods the streets. The journey started in Valencia and traveled almost through the all southeastern region. Sea is presented as a traveler that had reached hundreds of kilometers in inland.

46. ***"River has overflowed and the sea has traveled kilometers inland."*** (Emd)

There were found six examples of deconstructed conceptual metaphor **A NATURAL PHENOMENON IS ANIMATE BEING**. Animate being describes that the storm is a tool that has humans' features. In the majority of the examples Storm Gloria was presented as a thing of the lowest quality, or the most unpleasant, difficult and severe. Moreover, the storm brought wild weather that destroyed everything in its way (47). Besides, Storm Gloria was presented as a violent and involving physical force intended to hurt, damage, or kill someone or something

(48). It was said that natural disaster demanded more than 4 lives of the people and journalists do not talk about others, for example, animals' lives. Storm in articles was presented as a powerful phenomenon that threatens the people (49). By the way, Storm Gloria was having a lot of power to control people and events. It is the reason why society was scared of it. All adjectives and adverbs that presented Gloria storm in this newspaper were powerful and strong words that showed an enormous capacity of the natural phenomenon. The sequent example (50) claimed that Storm Gloria, even though it is powerful, calmed down when it has reached its peak. This perception helped to take a breath to Spanish people and calm down.

47. *"The **wild weather**."* (Emd)

48. *"A **violent storm** demand 4 lives."* (Emd)

49. *"**Powerful Storm** Gloria bring a weather front."* (Emd)

50. *As **the storm eased**.*

The deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A DESTRUCTIVE POWER** was found six times. Destruction means something that is not easy to cope with. Storm Gloria is destruction because it has destroyed everything in its way. Also, in this case, a natural phenomenon is presented as a harmful tool that causes damage and brings a wild weather front (51). Society has faced difficulties when natural phenomena came. It was hard to move, to work, or even to live. Because of these reasons, Storm Gloria and seawater waves hit the region in a hard way (53). Moreover, the storm is described as ravager because it destroyed all promenade in the beach line (52). This natural phenomenon was named a devastator or ravager because it brought enormous panic and ravaged the people's dreams. Besides, Storm Gloria was characterized as a course of violent, riotous, or reckless phenomena. Because of that, it was described as a destructive tool. In addition, it is believed that this storm was one of the most difficult things that people confront in the 21st century.

51. *"You can just imagine **the impact of waves** as high as nine metres and **winds up to 100km per hour** hitting a region that is at sea level".* (Emd)

52. *"The storm-ravaged **promenade** of El Perello village."* (Emd)

53. *"**Storm Gloria devastated** one of the Mediterranean's largest wetlands"* (Emd)

54. *"At least eight people have been killed as Storm Gloria **has rampaged across eastern**"* (Emd)

These two examples present the process of Gloria as self-initiated and describe a natural phenomenon as a destructive and powerful thing. The process of Storm Gloria is represented as

being brought about from within, with no separate agent. It means that human has not controlled the process of a natural phenomenon it has spread by its own.

55. “*Storm brought seawater pouring into the Ebro delta.*” (Emd)

56. “*Gloria also brought snowstorms.*” (Emd)

These two examples **reveal** the situation that a storm is active and spread panic between people. In two examples that were found in the articles, a storm is described as a destructive tool that brought snow and snowfalls in Spain where the winter precipitation is not the usual thing (55/56). These precipitations caused a physical injury for the people and have changed their behavior.

There were found two examples of deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A PHYSICAL INJURY**. An injury is associated with the damage and hurts that can affect people’s lives. Storm Gloria was presented as a phenomenon that causes an intense and usually negative emotional reaction. All-weather fronts that caused Storm Gloria was unexpected and emotionally dangerous for the people. The weather was presented as a triggering because it exploded and destroyed buildings (57). Moreover, Storm was so damaging thing that people started to avoid talking about that because this topic was number one for a few months (58).

57. “*Ebro river delta and **triggering weather alerts** for three dozen provinces.*”

58. “*We have nothing to **keep the sea out**’.*”

There were found five examples of deconstructed conceptual metaphor **A NATURAL PHENOMENON IS A WAR**. It is believed that natural disasters can spread panic through the people and scare them. In addition, it is named as a war because it spread the horror through the country. Storm Gloria as a war or warrior that “had fought” with people. The violence and force that brought a natural disaster reflect the lexical and syntactical meaning of words. Storm Gloria was described as an eruption of violently uncontrolled and destructive behavior (59). The storm can be compared to war because it moved toward aggressively similarly during the fight in the war. By the way, it can be named as a natural crisis because it required not only the lives of the people but also caused damage to the economy that it will be difficult to restore. Moreover, this storm caused enormous waves from the sea that hit the all-

southeastern region of Spain. This description of the storm can be compared to a warrior that hits everything but in this example, it presents the natural disaster as a forceful tool that is impossible to control (60/61). The natural disaster was uncontrolled; waves reached a record and caused damage to buildings and the architecture. In addition, the storm can be described as a forceful tool because it broke into pieces building suddenly, noisily, and violently. Also, Storm Gloria hit the seafront region and caused uncountable damage to everything in its way (62). Finally, it is described as a war because people could not get through this storm. The natural disaster threatened the people and caused dangerous conditions that can be found only during the war (63). This storm is a natural disaster because it can not be defeated or even stopped. This storm moves unpredictably and it can not be stopped. The independent existence of the hurricane is also conveyed by the syntactic structure of several sentences referring to the phenomena.

59. *The low-lying Ebro Delta suffered most, as the **storm sent waves crashing** nearly 30 metres inland*

60. *Huge **waves hit** the eastern coast*

61. *Waves in the western Mediterranean **hit a record-breaking height** of 13.5 meters*

62. *Gale-force winds and huge **waves smashed into** seafront towns.*

63. *While Gloria represents the **sharp end of the threat** from the climate crisis*

Overall, Storm Gloria that was described in the Spanish newspaper “El Mundo” presents a natural disaster similar to the previous Spanish newspaper “El País”. These newspapers expose the same ideas and the same description of Storm Gloria. Moreover, were used almost the same metaphors that reflected natural disaster. The journalists believe that this storm is a powerful natural phenomenon that spreads fear through the people, cause enormous damage and destroys everything in its way. Moreover, this newspaper differs from other ones because it has concentrated on the main facts and people’s emotions when confronted with the natural disaster. Because of this reason, the majority of the deconstructed conceptual metaphors present Storm Gloria as a warrior because it threatened and forced people to feel emotional shock. This newspaper presented Storm Gloria as a destructive tool and a powerful natural phenomenon that is seen as a catastrophe that is impossible to cope with.

3.3. The comparison between metaphors found in English- speaking and Spanish speaking newspapers

In this section, the main differences between metaphors found in English-speaking and in Spanish-speaking newspapers are analyzed.

As the analysis showed, a higher number of articles were found in Spanish newspapers than in the English press. In Spanish-speaking newspapers “El País” and “El Mundo” were found 10 articles, in “The Independent” and in “The Sun” were found only 6 articles about Storm Gloria. Because of that, more metaphors that reflect Storm Gloria were found in Spanish - speaking newspapers. In Spanish – speaking newspapers were found 59 metaphors that reflect Storm Gloria and in English – speaking newspapers were found only 31 metaphors (table 10.) Also, there were found 27 the same metaphors that were deconstructed in the conceptual metaphors but not mentioned because it has the same meaning. These metaphors were included in the metaphors’ list but not analyzed twice. The number of metaphors found differs between the two cultures because English – speaking newspapers presented only main things about Storm Gloria and in Spanish – speaking newspapers journalists were more focused on the emotions, economy, things that were destroyed and on the cultural shock.

Table 10. The numerical data of Spanish and British media sources’ articles

Spanish newspapers	British newspapers
10 articles	6 articles
59 metaphors	31 metaphors
Metaphor frequency 2%	Metaphor frequency 1 %

In the Spanish –speaking press Storm Gloria was presented more negatively than in British newspapers. Spanish journalists concentrated on the things that Storm Gloria destroyed not only their buildings, locations, touristic places but also did an enormous psychological shock. Spanish people who tend to travel and spend their time outside were forced to stay at home. Spanish newspapers described Storm Gloria as a violent and destructive tool that spreads panic

and ravages everything. For instance, Storm Gloria was presented as a destructive power and death tool that destroyed everything not only buildings but also people's lives. *"Gloria ranks as the worst sea storm since 2003."/The death toll from a storm that has lashed Spain."*

British newspapers were concentrated more on the main fact that Storm Gloria existed and hit Spain. In British newspapers Storm Gloria was presented as an alive tool that destroys buildings and landscapes but they did not concentrate on the emotional state of Spanish people and the damage that was done.

Moreover, Spanish and British newspapers have not only differences but also some similarities that are represented in Table below (table. 11)

Table 11. The differences and similarities between Spanish and British newspapers.

DIFFERENCES	SIMILARITIES
British newspapers had less articles than Spanish newspapers.	The most popular target domain was ANIMATE BEING and DESTRUCTION.
In Spanish newspapers, more metaphors were used than in British newspapers.	In analyzed newspapers, the most popular source domain was: A NATURAL PHENOMENON IS A PHYSICAL INJURY and A NATURAL PHENOMENON IS ANIMATE BEING
Metaphor frequency in Spanish newspapers (2%) Metaphor frequency in British newspapers (1%)	

To conclude, two different countries and two different cultures represented Storm Gloria differently. Spanish newspapers analyzed storm widely: journalists presented more information about economic damage, crisis, and natural disaster also added facts about damage and destroyed places. Spanish journalists presented Storm Gloria as a ravager, as a destructive tool that spreads panic and death through the people; British newspapers concentrated on the fact that Storm Gloria hit Spain and damage that it has done.

CONCLUSIONS

In this BA thesis the usage of conceptual metaphors that reflect Storm Gloria in English- speaking and Spanish – speaking newspapers were analyzed. The following conclusions were made.

1. The scientific literature concerning the conceptual metaphor was examined. Works by such linguists as George Lakoff and Mark Johnson (1980), Kövecses (2010), Van Dijk (2006), were analyzed. The definition of metaphor was provided along with its classification and the conceptual metaphor was examined in the Empirical Survey. Moreover, the comprehension and types of discourse were provided.
2. Metaphor Identification Procedure by Pragglejaz Group (2007) was used to recognize metaphors. 59 metaphors were collected from Spanish-speaking newspapers' articles and 31 metaphors were gathered from British newspapers' articles.
3. Metaphors that were collected from Spanish-speaking and English-speaking newspapers were deconstructed into conceptual metaphors. Master Metaphor List by Lakoff et al. (1989) was applied to find out the source and target domains of the metaphors. Dictionaries were used to analyze the meanings of the collected metaphors.
4. When the collected metaphors were analyzed, the differences between Spanish-speaking and English-speaking newspapers identified are as follows:
 - 1) In British newspapers the dominant conceptual metaphor was A NATURAL PHENOMENON IS ANIMATE BEING: there were found 10 examples of this conceptual metaphor and that helped to perceive that British people had thought about natural disasters as an independent phenomenon that can act alone. The dominant conceptual metaphors that were found in Spanish newspapers were A NATURAL PHENOMENON IS A DESTRUCTIVE POWER (were found 10 examples); A NATURAL PHENOMENON IS A FORCE (were found 6 examples); A NATURAL PHENOMENON IS A PHYSICAL INJURY(were found 7 examples). Spanish newspapers had seen Storm Gloria as a destructive tool that brings damage and destroys everything on its way. The natural disaster was seen as a ravager as a forceful tool that is impossible to calm down.

- 2) In Spanish newspapers, journalists presented Storm Gloria widely: they discussed the economic crisis, the damage, the death of people and described everything that has been destroyed because of this natural disaster. Spanish journalists were more emotional about the natural disaster because this storm destroyed all seaside of the southeastern region of Spain. Spanish journalists presented Storm Gloria as a ravager, as a destructive tool; British journalists regularly presented Storm Gloria and did not analyze physical damage widely.

The analysis conducted confirms the broader idea that metaphors in a natural disaster is a vast research field and there is still much more analysis needed to find out how metaphors are used to convey manipulative messages. Every culture understands metaphors differently; thus, it is appealing to investigate how cultures interpret and use the same metaphors while describing the same natural disaster and its damage.

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SUMMARY

Linguists George Lakoff and Mark Johnson (1980) demonstrated that society thinks in conceptual metaphors and use them in everyday life. Charteris-Black (2011) states that conceptual metaphors are used in politics and media; journalists can use them to send manipulative messages because media are powerful to affect peoples' minds. Moreover, those who control media also control society and politics (Charteris – Black (2011)).

At the end of the January Storm Gloria was one of the most talked-about topics in the media. This natural phenomenon has destroyed the Southern region of Spain and forced some residents to leave their houses. Storm Gloria made enormous damage not only to nature but also to the people and the business. It is appealing to see how the mass media present the Storm Gloria in different cultures and how journalists can manipulate peoples' thoughts using metaphors.

The title of the Bachelor Thesis is metaphors that reflect Storm Gloria in English – speaking and Spanish –speaking press.

The subject of the BA Thesis is the use of metaphors describing Storm Gloria in English- speaking and Spanish- speaking press.

The aim of this Bachelor thesis is to analyze metaphors that reveal Gloria storm in major English – speaking and Spanish – speaking online newspapers.

The objectives are as follows: 1) To analyze the scientific literature on conceptual metaphor and discourse; 2) To identify and collect metaphorical expressions from British and Spanish newspapers and magazine articles devoted to Storm Glorias; 3) To convert metaphorical expressions to conceptual metaphors using target and source domain. 4) To compare underlying conceptual metaphors used in English- speaking and Spanish- speaking press; 5) To find out differences in representing Storm Gloria in the two countries.

Conclusions. There were more articles found in Spanish –speaking press than in English – speaking press. Moreover, 59 examples were found in Spanish newspapers and only 31 were found in British newspapers. In Spanish newspapers, journalists presented Storm Gloria widely: they discussed the economic crisis, the damage, the death of people and described everything that has been destroyed because of this natural disaster. Spanish journalists were more emotional about the natural disaster because this storm destroyed all seaside of the southeastern region of Spain. Spanish journalists presented Storm Gloria as a ravager, as a destructive tool; British journalists regularly presented Storm Gloria and did not analyze physical damage widely.

To conclude, it is relevant to research conceptual metaphors in natural disasters because there is still much more analysis needed. Conceptual metaphors are used to convey manipulative messages and every culture understands metaphors differently. Thus, it is appealing to investigate how cultures interpret and use the same metaphors while describing the same natural disaster and its damage.

SUMMARY IN LITHUANIAN

Dvidešimto amžiaus devintajame dešimtmetyje lingvistai G. Lakoff ir M. Johnson (1980) įrodė, kad metaforos yra vartojamos ir aptinkamos kasdieninėje žmonių kalboje. Kaip buvo teigiama jų darbuose, visuomenė mąsto konceptualiosiomis metaforomis. Šiandien, metaforų analizė yra neatskiriama kalbos analizės dalis, nes metaforos aptinkamos įvairiame diskurse, pavyzdžiui, žiniasklaidoje. Tas, kas kontroliuoja žiniasklaidą, kontroliuoja ir visuomenę, teigė lingvistas Charteris-Black (2011).

2020 metų sausio mėnesį, audra „Gloria“ buvo viena iš labiausiai aptarinėjamų temų įvairių šalių žiniasklaidoje. Užklupusi audra suniokojo visą pietinį Ispanijos karalystės regioną ir privertė nemažą dalį visuomenės palikti savo namus. Be to, „Gloria“ padarė didžiulę žalą ne tik verslui, pastatams, regioniniams parkams, bet ir žmonėms. Taigi, svarbu sužinoti, kaip audra „Gloria“ siaubusi Ispaniją, yra pristatoma skirtingų šalių žiniasklaidoje ir kaip žurnalistai gali manipuluoti žmonių mintimis.

Bakalauro darbo tema- Metaforų, apibūdinančių audrą „Gloria“ Ispanijos ir Jungtinės Karalystės spaudoje, analizė.

Tyrimo tikslas yra išanalizuoti konceptualiąsias metaforas, kurios apibūdina „Gloriją“ Ispanijos ir Jungtinės Karalystės žiniasklaidoje.

Tyrimo uždaviniai: 1. Išanalizuoti mokslinę literatūrą apie konceptualiąją metaforą ir kritinę diskurso analizę; 2. Surinkti metaforas iš populiariausių britų bei ispanų laikraščių; 3. Paversti metaforas į konceptualiąsias metaforas. 4. Palyginti metaforas, rastas britų ir ispanų spaudoje. 5. Išsiaiškinti skirtumus, kaip audrą „Gloria“ pristato ispanų žiniasklaida ir britų žiniasklaida.

Atliktas tyrimas parodė, kad britai ir ispanai audrą „Gloria“ vaizduoja skirtingai. Ispanai, vaizduodami audrą buvo emocionalesni, pristatė ne tik žalą, padarytą gamtai, pastatams bei žmonėms, bet ir tai, kad dėl gamtos katastrofos nukentėjo verslas bei žmonių gyvybės. ispanai audrą vaizdavo kaip niokotoją, siaubėją, kuri griovė ir draskė viską savo kelyje,

o britai pristaė faktą, kad ši audra buvo, siaubė Ispaniją, tačiau nesigilino nei į emocinę ispanų būklę nei į padarytą žalą.

Apibendrinant, svarbu tyrinėti konceptualiąsias metaforas žiniasklaidoje, nes išsamesnė analizė yra reikalinga norint suprasti, kaip konceptualiosios metaforos yra naudojamos siekiant manipuluoti publika. Be to, svarbu paminėti, kad kiekviena kultūra metaforas supranta ir dažniausiai interpretuoja savitai, apibūdindama tą pačią gamtos katastrofą ir jos padarytą žalą.