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**METAPHOR AND HEALTHY LIFESTYLE IN MEDIA DISCOURSE:
A SOCIO-LINGUISTIC ANALYSIS**

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INTRODUCTION

In our global and contemporary world, we can proudly say that we have numerous achievements and are privileged to have access to a plethora of things, which are able to make our lives easier, our health better, our knowledge broader, etc. Media is one of such achievements and poses as an instrument, which primarily should be and is used to spread information. It is a medium that can reach massive audiences. Accordingly, the information itself is the key to leading an easier life, becoming healthier, being more educated and what not. There is a broad variety of media sources such as follows: word of mouth, statements, press releases, speeches, press conference, books, newspapers, magazines, social media, radio, television, cinema and internet. This research in particular focuses on mainstream media, namely online media sources, published in Lithuania and the United Kingdom.

Unfortunately, despite of all the available contemporary achievements and possibilities, there is an overwhelming number of yearly deaths attributed to non-communicable diseases. To be more specific, they are such diseases, which are not transmissible directly from a person to a person, such as cardiovascular events, cancers, diabetes, kidney diseases and other non-communicable chronic or acute diseases. Moreover, it has been established by the World Health Organization that the main risk factors, which trigger all the previously mentioned diseases and increase the risk of a premature death, are “tobacco use, physical inactivity, unhealthy diet and the harmful use of alcohol”. In other terms, unhealthy lifestyle is leading to health problems, or even deaths that could be prevented. As conducted by the World Health Organization, 41 million deaths annually occur due to the non-communicable diseases, which is equivalent to 71% of all global deaths. Even more, the detailed statistics show that non-communicable diseases contribute to 15 million premature deaths of people aged between 30 and 69 years. Thus, non-communicable diseases are a very weighty issue and their prevention must be a priority for everyone.

Countless articles are being published in the media about health and healthy lifestyle daily. Media usually tries to attract as many readers as possible by using emotionally appealing language and this is where metaphors play a significant role. To sum up, media discourse contributes to framing social reality with the help of language, specifically metaphor, by shaping people’s opinions both indirectly and consistently.

Research relevance. It has been acknowledged that the concept of metaphor has changed since the 70s, wherefore a metaphor is no longer seen as a simple rhetorical device, but rather as a

cognitive tool that affects how people think, behave, understand, act and create narrative as it can be observed in the work of the following scholars: Van Dijk (2008), Lakoff & Johnson (2003), Gibbs (2008), Semino & Steen (2008), Fauconnier and Turner (2008). This can be reflected in the metaphoricity of media discourse and the way metaphorical language is used to deliver messages to readers. A significant amount of previous research into metaphor use in a variety of discourses, including media discourse, has been carried out by such scholars as Lakoff (1991), Musolff (2006), Cibulskienė (2008), Semino (2008), Kövecses (2018) and Arcimavičienė (2019). Nevertheless, there is a lack of research into metaphor use concerning the topic of healthy lifestyle in the discourse of Lithuanian and British mainstream media.

Research problem. Despite the fact that life quality has been improving, people's health and the way they choose to lead their lifestyle do not exactly correlate with the technological progress and all improvements. Media plays a significant role in shaping people's opinion about various matters, including health and healthy lifestyle. Metaphorical expressions are a powerful tool, when used to manipulate people's attitude due to the underlying meaning they carry. Thus, in order to establish the contribution that media has to shaping people's attitude towards health and healthy lifestyle from a linguistic perspective, it is necessary to analyse the use of metaphors and the emotional appeal they create.

Research subject. This study focuses on metaphorical linguistic expressions related to the target domain of healthy lifestyle in the Lithuanian and British media discourse.

Research aim. The aim of this research is to scrutinise metaphorical expressions in the context of healthy lifestyle in the Lithuanian and British mainstream media discourse in order to determine prevalent attitudes.

Objectives. In order to achieve the above aim, the following research objectives were raised:

1. To define the key concepts of discourse, Critical Discourse Analysis, the Conceptual Metaphor Theory, and media discourse.
2. To identify metaphorical linguistic expressions in the collected media articles;
3. To deconstruct metaphorical linguistic expressions into conceptual metaphors in order to identify the most prevalent source domains;

4. To evaluate the contextual meaning of the metaphor use in order to determine prevalent attitudes in the context of health and healthy lifestyle.

The structure of research. The introduction is followed by the section of theoretical framework, which is further divided into four subsections that deal with the studies of Critical Discourse Analysis, the Conceptual Metaphor Theory, media discourse and the socio-linguistic approach to health and healthy lifestyle. The consecutive section presents the research data characteristics as well as the methodology applied in the examination of the data sources. The following section contains the analysis of the research findings, which are subdivided into the analysis of the British data samples, the analysis of the Lithuanian data samples, accompanied by the comparison of the two languages. The outcome of the research is further presented in the conclusions. Subsequently, the lists of references and data sources are provided, followed by the summaries in the English and Spanish languages. Finally, the Appendices containing the collected data samples are provided at the end.

The following section of this paper contains the overview of theoretical framework of Critical Discourse Analysis and other key concepts.

I. THEORETICAL FRAMEWORK OF CRITICAL DISCOURSE ANALYSIS AND OTHER KEY CONCEPTS

This section of the study provides theoretical framework for Critical Discourse Analysis, critical metaphor analysis, media discourse, socio-linguistic studies, and some background information about health and healthy lifestyle. As the concept of discourse is crucial for this study, the theoretical framework of Critical Discourse Analysis will be overviewed in more detail first and foremost.

1.1. The Studies of Critical Discourse Analysis

This theoretical part overviews the notions of discourse and discourse analysis that have gradually evolved and led to critical discourse studies with its underlying concept of discourse, which is the key notion of this study.

1.1.1. Discourse Analysis

1960s was the decade of the emergence of several groundbreaking disciplines, such as psycholinguistics, sociolinguistics, the study of discourse and several others. The study of discourse, also known as Discourse Analysis or Discourse Studies, has several theoretical objectives and is not bound by one single method of analysis. This study, which is mostly acknowledged in humanities and social sciences, has become a revolutionary cross-discipline that had a significant input in the fields of language, communication and social interactions (Van Dijk, 2008, p. xix).

To begin with a simple definition of the subject, according to *MacMillan Dictionary* (2009–2020), there are two ways to describe it. In the most basic way *discourse* can be described as “a long and serious speech or piece of writing on a particular subject” or as a linguistic term as “written or spoken language, especially when it is studied in order to understand how people use language”. Moreover, as a linguistic term, *discourse* can be understood in two more ways as provided in the *Oxford Learner’s Dictionaries* (2020). Firstly, it is defined as “the use of language in speech and writing in order to produce meaning” and, secondly, “language that is studied, usually in order to see how the different parts of a text are connected.” Discourse is both in its general and specific terms a means of constructing social reality, knowledge and meanings through language.

Furthermore, Barbara Johnstone (2008, p. 2), who specializes in discourse alongside several other disciplines, describes discourse as “actual instances of communicative action in the medium

of language.” Thus, discourse is also equated with communication, which does not necessarily have to happen only through language. According to Johnstone (2008, p. 2), communication can also happen through photography, music, architecture and what not. As a result, discourse is concerned with the relationship between language and these other modes of communication. Johnstone (2008, p. 3) suggests that the fact that the term *discourse analysis* is used instead of *language analysis* emphasises that the analysis of this sort does not concentrate “on language as an abstract system.”

In the wider definition of the concept, discourse analysis focuses on the relation between the language itself as well as the knowledge and experiences possessed by an individual. Thereby, Brinton (in Tannen, 2015, p. 223) has the opinion that “discourse analysis has typically been concerned with naturally occurring conversations and oral narratives.” Whereas, Foucault and his followers suggest that “discourses” can be referred to as “conventional ways of talking that both create and are created by conventional ways of thinking. These linked ways of talking and thinking constitute ideologies (sets of interrelated ideas) and serve to circulate power in society” (as cited in Johnstone, 2008, p. 3). Unexpressed thoughts and thoughts that are expressed in a certain manner can be thus reflected via conventionalised ideas.

More specifically, discourse analysis is a process of finding answers to the following questions. One part of the questions is related to linguistics: they try to establish the meaning, the linguistic pairings of meaning and form, the variation of language features over the course of time, as well as the perception, the comprehension and its production in practice. Another part of the questions is more interdisciplinary: these questions are related to “social roles and relations, communication and identity” (Johnstone, 2008, p. 4). The process of analysis in this case may also require divisions, both literally (into smaller parts) and figuratively (by looking at it from various perspectives). This also leads to the idea that meaning is more complex and context-driven.

Discourse analysis reveals that meaning can be constructed by arranging information in a certain way and thus it demonstrates cognitive patterns, i.e. how the speaker constructs an idea with an underlying meaning, and how the hearer then interprets the meaning of what they hear (Johnstone, 2008).

It is thus assumed that the goal of a discourse analyst is to describe the world by analysing and describing communication through language. The final goal of the analysis is also related to social criticism. According to Barbara Johnstone (2008), the outcome of discourse analysis is both description and questioning the constructed social reality in discourses, because either people’s

minds function in different ways, there are various norms and beliefs, or they just do not share the same language. This point of view explains why discourse analysis has become known as *critical*.

Subsequently, the following subsection will analyse the approach to Critical Discourse Analysis in more detail.

1.1.2. Critical Discourse Analysis

The origins of critical discourse, as noted by Blommaert (2005, p. 22), go back to “historical surveys such as Wodak (1995), [where] reference is made to the ‘critical linguists’ of the University of East Anglia, who, in the 1970s, turned to issues such as the use of language in social institutions and relations between language, power, and ideology, and who proclaimed a critical (in the sense of left-wing) and emancipatory agenda for linguistic analysis.” Wodak also declares that Critical Discourse Analysis (CDA) studies investigate cases of social interactions, which are shaped linguistically. Thus, the critical course of this study is recognised as the interaction between language patterns and society. From the CDA perspective, discourse is constituted and conditioned by the society (2005, p. 22).

Moreover, Critical Discourse Analysis aims to primarily expose social power abuse and to challenge social inequality, and it is also seen as a social movement (Van Dijk in Tannen, 2015, p. 466). Norman Fairclough (1992, p. 9) states that the term “*critical* implies showing connections and causes that are hidden.” This means that Critical Discourse Analysis operates to decode and deconstruct discursive patterns that are coded and constructed to hide specific intensions and meaning of the social world.

Furthermore, according to Norman Fairclough (1995, p. 132), who is one of the main figures in the field of CDA, the aim of Critical Discourse Analysis is:

“to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power.”

In other words, Critical Discourse Analysis deals with the exercitation of power through language. It views language as a social practice, where linguistic aspects and social aspects are combined, in order to manipulate social power through language use.

In accordance with that, Terry Locke (2004, p.11) maintains the idea that the core of Critical Discourse Analysis is language. He suggests that there was a shift in linguistics in the twentieth

century, which changed language “to a system that constitutes meaningfulness in its own terms” instead of being a medium used for expressing meaning. This is why the analysis of both consciously and unconsciously chosen words in a discourse can reveal the attitude or intentions of the speaker.

The following subsection overviews the methodology in Critical Discourse analysis.

1.1.3. Methodology in Critical Discourse Analysis

Van Dijk (in Tannen, 2015, p. 466) states that Critical Discourse Analysis is applied at different levels of investigation. In fact, according to Wodak and Meyer (2001, p. 98), neither discourse analysis nor Critical Discourse Analysis are by themselves methods implemented in research. Rather, these notions stand for the combination of all methods of the “cross-discipline[s] with many subdisciplines and areas, each with its own theories, descriptive instruments or methods of inquiry. CDA does not provide a ready-made, how-to-do approach to social analysis, but emphasizes that for each study a thorough theoretical analysis of a social issue must be made.” Thus, the methods of research in every specific case should be based on the context of the conducted investigation. The background information that the scholar should consider is the aim of the research, what the setting is, who the participants are as well as what their beliefs or interests are.

In addition, Norman Fairclough also shares the point of view that CDA should not be blindly regarded as a method, as a tool, or as a technique. He states that it is “a theoretical perspective on language and more generally semiosis (including ‘visual language’, ‘body language’, and so on) as one element or ‘moment’ of the material social process (Williams, 1977), which gives rise to ways of analysing language or semiosis within broader analyses of the social process” (in Wodak and Meyer, 2001, p. 121). In other words, CDA is a theory, which coordinates with other social theories in a *transdisciplinary* way and incorporates language as an element of social process. CDA is a perspective that gives an opportunity to see things that might be hidden under the surface. As for example, social power, racism or sexism in discourse might not always be evident as obvious abusive deeds of the members of dominant social groups but they may be hidden under mundane actions. This leads us to the concept of control, which will be discussed in the further subsection.

1.1.4. The Main Properties of Critical Discourse Analysis

Similarly to other disciplines, CDA has several characteristics, which help understand the concept and concern of the subject. According to Van Dijk (2011, pp. 4-5), in the field of Critical Discourse Analysis, there are ten major properties that have prevailed after decades of research:

1. ***Discourse is a social interaction.*** The fundamental definition of discourse is that it is a “form of social interaction among human participants.” The participants are language users, who interact through verbal communication and meaning as well as through written texts or in other words, they accomplish social acts.
2. ***Discourse as power and domination.*** The core elements of social order performed and manipulated through discourse are power and domination (domination as power abuse). It occurs when social groups or organizations have access to and authority over public discourse. This power abuse may appear in regards to race, gender, class, ethnicity, etc.
3. ***Discourse as communication.*** Written and verbal communication is seen as means of “expression and communication of beliefs among language users.” Interaction means cognition and they should both be taken into account when dealing with discourse.
4. ***Discourse as contextually situated.*** Discourse appears in specific situations or context in everyday life. The context is determined by a subjective mental model, which is expressed through setting, relations and identities of participants, goals, actions and knowledge.
5. ***Discourse as social semiosis.*** Discourse is also multimodal, it is not confined only to natural human languages in text and talk, but instead it is also performed via “semiotic systems of sounds, visuals, gestures and other embodied meaningful social activity.”
6. ***Discourse as natural language use.*** Even though previously mentioned properties of discourse have been strongly emphasised by researchers, the prevailing property of discourse is the use of natural language.
7. ***Discourse as complex, layered construct.*** Discourse is a multidimensional phenomenon, which combines “the three major dimensions of natural languages: *Form* or *Expression* (sounds, visuals, words, phrases, etc.), *Meaning* and *Action*.” They all are “further analysed in terms of more specific phonological, semiotic, syntactic, lexical, semantic, schematic, pragmatic and interactional theories.” It is important to note that none of the dimensions are analysed in vacuum, they are rather related, and thus “well-formed discourse expressions are interpreted as meaningful and performed as appropriate social acts.”
8. ***Sequences and hierarchies.*** Sequentiality is an important structural property of text and talk. Text and talk are constructed via “sequence of sounds, words, sentences, prepositions, moves

or actions.” Then there are hierarchal structures such as sentences, paragraphs, sections and chapter in written communication, and introduction and conclusion in spoken communication. Discourse structure may also be defined by foregrounding and backgrounding or emphasis and mitigation.

9. *Abstract structures versus dynamic strategies*. The target of the study may be abstract structures such as syntactic structures or schematic formats, or it may be dynamic such as conversations.

10. *Types or genres*. Typical structures or register of the discourse characterises the types or genres of the discourse. “Everyday conversations, parliamentary debates, news reports in the press, scholarly articles or advertisement” (p. 5) are the genres/types of the discourse.

In accordance with the previously suggested properties, Fairclough, together with Mulderrig and Wodak (2011, pp. 368-373) have put forward eight main principles of Critical Discourse Analysis, which are as follows:

1. CDA addresses social problems.
2. Power relations are discursive.
3. Discourse does ideological work.
4. Discourse is historical.
5. The link between text and society is mediated.
6. Discourse analysis is interpretative and explanatory.
7. Discourse is a form of social action.

Thus, Critical Discourse Analysis integrates in itself social and political issues as well as the study of discourse structures and their analysis, which is mostly being multidisciplinary. It should also be noted that the scholars combine the study and description of discourse structures with social structures and interactions. This suggests that CDA focuses on the analysis and confirmation of power abuse in society through language use. This means that the analysis is based on questions, which help establish which discourse structures are used in order to reflect social dominance. The typical notions used by scholars who deal with CDA are “power, dominance, hegemony, ideology, class, gender, race, discrimination, interests, reproduction, institutions, social structure, and social order” (Van Dijk, 2015, p. 468). The central notion of them all is that of (social) power, which can be interpreted as control.

The notion of power and its importance in CDA will be overviewed in the following subsection.

1.1.5. Discourse as Social Power or Control

As discussed previously, discourse can be used to exercise power by social groups over other social groups. Social power is held by those social groups that have more control over influential public discourse. Mass media, authorities, teachers, officers of various institutions, welfare representatives are several examples of public discourse channels (Van Dijk in Tannen, 2015, p. 470). CDA aims to determine, expose and, at some extent, to prevent the abuse of social power.

The previously mentioned power abuse may be expressed “through discourse structures such as topics, arguments, metaphor, lexical choice, and rhetorical figures, among many other structure”, since they “may influence the contents and the structures of mental models in ways preferred by the speakers” (Van Dijk in Tannen, 2015, p. 472). The main form of power dominance and control is the indirect control of people’s minds through the public discourse by structuring the discourse in a convenient way.

To summarise the importance of CDA, it can be argued that the main advantage of CDA is that it operates with multiple theories and methodologies and is not bound to only one specific set of rules. According to Chouliaraki and Fairclough (as cited in Wodak & Weiss, 2003, p. 6), CDA can be regarded as a medium of “bringing a variety of theories into dialogue, especially social theories on the one hand and linguistic theories on the other, so that its theory is a shifting synthesis of other theories, though what it itself theorises in particular is the mediation between the social and the linguistic.” Similarly, as observed by Blommaert (2005, p. 33), CDA also has other advantages. As the key advantage, he distinguishes “critical language awareness”, which means that CDA draws attention to the power hidden in the language patterns.

Conversely, CDA has its own limitations that, according to Blommaert (2005, p. 34), should also be taken into account. He notes the presence of linguistic bias, which indicates that in order to make sense of “contemporary forms of inequality in and through language, we should look inside language as well as outside it, in society, and both aspects of analysis are not separable”. Moreover, it is stated that the analysis does not represent the worldwide situation, but is rather locally oriented. Despite these weaknesses, Critical Discourse Analysis has become of the most popular interdisciplinary approaches to analysing language in social contexts.

Another theory that is central to the current study is that of Conceptual Metaphor Theory and it will be discussed in the following section below.

1.2. The Conceptual Metaphor Theory

This section of theoretical review deals with the concept and theory of conceptual metaphor, its classifications as well as it overviews the meanings of the most common target and source domains. In addition, previous research into conceptual metaphor will also be taken into consideration.

1.2.1. Conceptual Metaphor and Its Definition

Metaphors are generally viewed as rhetorical devices, as embellishment of language, as if they only belong to cases of extraordinary language use and do not apply to mundane language. In addition to that, by some, metaphors are considered to be only a property of language. Lakoff and Johnson (2003, p. 167) argue that metaphors are not just a combination of words in the flow of language, but that on the contrary they are “a matter of conceptual structure.” They also have determined that metaphors appear in everyday language use and shape our thoughts and even actions. Gibbs (2008, p. 3) supports this point of view by suggesting that metaphors contribute to the processes of cognition, interaction and culture in human lives. The occurrence of metaphor on a daily basis as well as the analysis meaning, along with the interaction of bodies and language are now the prevailing aspects of many studies, due to the interdisciplinary nature of contemporary metaphor studies.

The idea of metaphorical conventionality is also emphasised by Semino and Steen (2008, p. 253), who state that everyday language is infused with patterns of conventional metaphorical linguistic expressions. These patterns, as proposed by the scholars, “reflect systematic metaphorical mappings across domains in long-term memory – known as conceptual metaphors (e.g. LIFE IS A JOURNEY).” This theory suggests that metaphor is a pervasive and essential “linguistic and cognitive tool, which we use systematically to conceive of our more abstract, subjective experiences (e.g. the workings of our minds), in terms of concrete, physical experiences (e.g. manipulating physical objects)” (ibid., p. 235). This means that metaphorical linguistic expressions are not just a poetic way of composing written pieces of literature for others to enjoy, but on the contrary, metaphors are natural and habitual ways of structuring ones thought, sometimes without even realising it.

Despite its universalised cognitive patterns, metaphors are context dependent and context-driven. Gibbs (2008, p. 3) and Lakoff (2008, p. 36) agree that metaphor use and perception are context dependent. Both scholars explain that generally, as long as the manifested thoughts or ideas are meaningful, language is also meaningful. By comparison, conceptual metaphors carry meaning only if they are grounded. According to Lakoff (2008), the grounded nature of conceptual metaphors is explained by the embodiment hypothesis, i.e. “first, by source domain embodiment, and second by the embodiment of the source and target domains of the primary metaphors being used” (p. 36).

On the one hand, according to Fauconnier and Turner (2008) conceptual products involve many aspects and multiple mappings, which integrate “networks constructed by means of overarching general principles” (p. 53) and this is exactly what conceptual metaphors (for example, TIME IS MONEY) are. On the other hand, Gentner and Bowdle (2008) suggest that metaphors may be regarded as analogy, because according to “structure-mapping theory, analogical mapping is a process of establishing a *structural alignment* between two represented situations and then projecting inferences” (p. 123). The concept of mapping leads to the next important aspect of the Conceptual Metaphor, which is that of source and target domains.

1.2.2. Source and Target Domains

The two domains that are involved in the construction of a conceptual metaphor are called *Target domain* and *Source domain*. Understanding a conceptual metaphor is equivalent to mapping between two domains. In other words, the source domain is the one “from which we draw metaphorical expressions to understand another conceptual domain” whereas target domain is the “the conceptual domain that is understood” in terms of the source domain (Kövecses, 2010, p. 25). For example, LIFE, ARGUMENTS, and LOVE are target domains, which we try to understand in terms of such source domains as JOURNEYS, WAR, and BUILDINGS. The main characteristic of target domain is that it is the domain of abstract experiences while the main characteristic of the source domain is that it is the domain of specific, individually understood experiences. In order to illustrate these definitions, Kövecses (2010, pp. 18-22) has compiled a list of the most common source domains that are prevailing in dictionaries and the research of other scholars in this field, which are as follows:

1. The human body
2. Health and illness
3. Animals
4. Plants
5. Buildings and construction
6. Machines and tools

- | | |
|------------------------------------|----------------------------|
| 7. Games and sports | 11. Light and darkness |
| 8. Money and economic transactions | 12. Forces |
| 9. Cooking and food | 13. Movement and direction |
| 10. Heat and cold | |

The above domains are only the most common source domains, which can be supplemented by other basic entities, or properties of objects and substances. In addition to the above compilation, Kövecses (2010, pp. 23-26) has also assembled a set of the most common target domains, which are as follows:

- | | |
|--|---|
| 1. Emotion (love, anger, fear) | 8. Human relationships (friendship, love, marriage) |
| 2. Desire (psychological force such as hunger or thirst) | 9. Communication |
| 3. Morality (good, bad, sincere) | 10. Time |
| 4. Thought (related to perception) | 11. Life and death |
| 5. Society / Nation (people, family) | 12. Religion |
| 6. Politics (the exercise of power) | 13. Events and actions |
| 7. Economy | |

The above domains are the prevailing target domains that Kövecses (ibid., 2010) was able to establish relying on his sources. They mainly include states of mental and psychological nature and personal experience, as well as various events and processes related to social groups.

The following subsection provides previous research into Conceptual Metaphor, which discusses the types of conceptual metaphors.

1.2.3. Conceptual Metaphor Types

As a further step towards applying source and target domains in practice, Lakoff and Johnson (2003, pp. 9-28) provide an existing classification of conceptual metaphors, which according to them allows a better understanding and perception of metaphors in discourse. The classification of conceptual metaphors is as follows:

1. **Structural metaphors.** These are the cases where the concept of one metaphor is structured metaphorically in respect of another concept. For example, the conceptual metaphor ARGUMENT IS WAR in “I’ve never *won* an argument with him” (p.9).
2. **Oriental metaphors.** On the contrary to structural metaphors, the concept in orientational metaphors is not structured in respect of another concept, but rather it has an entire system of concepts that correlate with each other. The concepts of these metaphors

have spatial orientation as well as are biased in regards to the context and experiences. For example, HAPPY IS UP. “The fact that the concept HAPPY is oriented UP leads to English expressions like "I'm feeling *up* today" (p. 16). Several other examples are: HEALTH AND LIFE ARE UP, SICKNESS AND DEATH ARE DOWN.

3. **Ontological metaphors.** This type of metaphors enables us to view events, actions, activities, states, ideas, emotions, etc. as material things or entities. Ontological metaphors are used for the purpose of “*referring, quantifying, identifying aspects or causes, setting goals and motivating actions*” (p. 24). For example, INFLATION IS AN ENTITY in “*Inflation is lowering our standard of living*” or THE MIND IS A MACHINE in “*He broke down*” (p. 24).

Lakoff and Johnson (ibid., 2003) add **personification** as a subcategory of ontological metaphors. They say that metaphors, which refer to a physical object as a person, are good examples of ontological metaphors and allow “us to comprehend a wide variety of experiences with nonhuman entities in terms of human motivations, characteristics, and activities” (p. 28). For example, INFLATION IS A PERSON in “*Inflation has given birth to a money-minded generation*” (p. 28).

4. **Container metaphors.** Here Lakoff and Johnson suggest that every person is a container “with a bounding surface and an in-out orientation. We project our own in-out orientation onto other physical objects that are bounded by surfaces. Thus we also view them as containers with an inside and an outside” (p. 26). For example, WATER IS A CONTAINER in the phrase ‘*get into the water*’.

To summarise, it is maintained that people build all these metaphors within realm of their experiences, cultural background and their values. In the construction of metaphors, people evoke their most fundamental values within their universal embodied experience and cultural context.

Subsequently, conceptual metaphors are determined via their source and target domains, which are realised linguistically via metaphorical expressions found in discourse. Kövecses (2010, p. 34) provides several examples of such of metaphors:

- LOVE IS A JOURNEY: We’ll just have to go our separate ways.
- THEORIES ARE BUILDINGS: We have to construct a new theory.
- IDEAS ARE FOOD: I can’t digest all these facts.
- SOCIAL ORGANIZATIONS ARE PLANTS: The company is growing fast.

Similarly, the extensive list of conceptual metaphors is provided in Lakoff and Johnson (2003), as arranged below:

- TIME IS MONEY: How do you spend your time these days? (p. 11)
- ARGUMENTS ARE BUILDINGS: We need to construct strong argument for that (p. 37)
- IDEAS ARE PEOPLE: He is the father of modern biology (p. 38)
- IDEAS ARE COMMODITIES: That idea just won't sell. (p. 38)

These conceptual metaphors appear in our ordinary language and structure our daily activities and thoughts by reflecting our everyday experiences. For example, the source domain of MONEY is used in terms of everyday experiences that can be invested, wasted, spent, budgeted and what not. It suggests that things or experiences that are expressed through the concept of MONEY are limited resources and thus are valuable. That being said, we apply the characteristics of the source domain to the target domain and in that way it reflects the reality not in the way we physically see it, but how we understand it.

As for the linguistic realisation of the conceptual metaphor, it can be seen from the examples above that conceptual metaphors are realised as a phrase A IS B, and both the target (A) and the source (B) domains are represented by nouns. However, the actual source domains in everyday language are hidden beneath different parts of speech, whereby ‘the **father** of modern biology’ and ‘**to construct** strong argument’ are good examples for that. This allows us to perceive one more general notion as another more specific notion.

After having discussed the theoretical framework of the Conceptual Metaphor Theory, the following subsection will overview media discourse, followed by some background information about health and healthy lifestyle, which are the major focus of the current study.

1.3. Media Discourse

This section deals with the main aspects of the media discourse and its significance in CDA starting with the definition of the concept of media.

At the beginning of the media era, media was understood as the “broadcast and print institutions and outlets reporting, interpreting, and conveying news about the world around us” (Cotter, 2015, p. 795). The end of the twentieth century brought internet and other digital technologies and along with them came mobile media and mobile devices together with the social media platforms. According to Cotter (2015, p. 796) due to the innovations mentioned previously,

the influence of media is not at all surprising. As a result, it led to the analysis of media discourse, which will be discussed in more details in the following subsection.

1.3.1. The Analysis of Media Discourse

The analysis of media discourse was first brought up in the critical communication studies and now takes a significant part in CDA. According to Van Dijk (in Tannen, 2015, p. 477), it became obvious “how the very structures of sentences, such as the use of actives or passives, may enhance the negative representation of outgroup actors, such as black youths, and downplay the negative actions of ingroups or the authorities, such as the police”, when in the 1970s Roger Fowler provided the very first critical study of the media from a linguistic perspective. It was established that linguistic tools had an impact on the message conveyed by discourse in the media. The further research in this field investigates the social and communicative background of the media as well as analyses media discourse focusing on “lexicon, syntax, topics, metaphor, coherence, actor description, social identities, genres, modality, presupposition, rhetorical figures, interaction, news schemas, and multimodal analysis of images” (ibid., p. 477).

Cotter (2015) also notes that the study of media discourse “can be characterized broadly as (1) discourse analytic, (2) sociolinguistic, and (3) “non-linguistic” (p. 798) and that it is common to use the mixture of these aspects in one’s research. She also claims that the “term “sociolinguistic” refers to work that involves variation and style in the media or a similar close analysis of language alongside socially motivated processes of standardization and prescription” (ibid., p. 798).

Given that this study aims to analyse media representations of health and healthy lifestyle, some background information about socio-linguistic approach to discourse as well as the global state of health will be discussed below.

1.4. Socio-linguistic Approach to Health and Healthy Lifestyle

As this study deals with the social issue of health and healthy lifestyle, it is important to mention several key points about socio-linguistics. As it is argued by Van Dijk (2008, p. xxi), a new discipline in the field of linguistics and social sciences appeared in the 1960s, which holds the name of *Sociolinguistics*, with founders being Bill Labov and Susan Ervin Tripp. Initially their main focus was on the variation of grammar and pronunciation affected by class, age or gender, as well as on naturally appearing discourse (child discourse, storytelling). Later on, their focus was

expanded onto the analysis of such discourse along with its interaction and relation to social background.

The following subsection overviews some background information about the global and local state of health as well as lifestyle statistics.

1.4.1. Health and Lifestyle Statistics

This study concerns the topic of health and how it is represented in the Lithuanian and the UK mainstream media. Thus, it is important to consider some background information on the current general health trends globally and locally.

It has been established by the World Health Organization (2018c) that 41 million people pass away due to noncommunicable (chronic) disease every year, which is equivalent to 71% of all global deaths. Cardiovascular diseases take the credit for the most of the deaths due to NCDs. According to the World Health Organization, unhealthy lifestyle and the deficiency of physical activity lead to metabolic problems such as high blood pressure, high blood sugar levels, high cholesterol and obesity, which in turn lead to cardiovascular diseases and ultimately to premature death. In addition, World Health Organisation (2019) raises awareness about a disease called dementia, which affects the cognitive function of an individual. As estimated by the organization, the instances of dementia are about to triple and this risk can be reduced by adopting an appropriate lifestyle.

As it has been concluded in a factsheet *Lifestyle factors influencing premature death from noncommunicable diseases* (2018a) published by WHO, the modifiable risk factors that are related to lifestyle are as follows:

- a) **Tobacco smoking:** Europe strikes with the highest rate of tobacco smokers, where one in three 15-year-olds is a smoker.
- b) **Alcohol consumption:** Europe has the highest level of alcohol consumption in the world, although it has been decreasing.
- c) **Overweight and obesity:** more than half of European people aged 18+ years belong to the category of overweight¹ people and nearly a quarter of EU population is obese².

Moreover, to emphasise the rigorousness and to help better understand the scale of deaths affected by the previously mentioned modifiable factors, World Health Organisation provides the

¹ Overweight - body mass index (BMI) ≥ 25 kg/m²

² Obese - BMI ≥ 30 kg/m²

following statistics (2018c). They have established that the usage of tobacco is responsible for 7.2 million deaths yearly, which also includes the second hand smoke, and they expect the numbers to increase in the nearest future. Access sodium intake contributes to 4.1 million deaths every year. Alcohol consumption takes 3.3 million lives every year and, in addition to that, half of them occur due to noncommunicable diseases. Insufficient physical activity is the cause to 1.6 million yearly deaths. Thus, to avoid so many premature deaths it is important to focus on reducing the risk factors.

The following health profile on Lithuania, delivered by the European Commission (2019a), provides the key characteristics and statistics healthwise. They have established that **life expectancy at birth** in Lithuania is 75.8 years, which is the lowest in European Union (EU average 80.9 years). More than half of all deaths in Lithuania occur due to risk factors related to lifestyle. Lithuania is a country with the highest level of **alcohol consumption** among other European countries, while **diet-related risk factors** influenced one third of all deaths, which is almost two times more than the EU average (European Commission, 2019a). About 6000 deaths (15% of all deaths) occurred due to **tobacco smoking**, second-hand smoking included (European Commission, 2019a). **Obesity** exceeds the EU average, it is partially caused by poor nutritional and lifestyle choices, for example, 63% of adult people do not include fruits into their diet. This leads to such medical conditions as **cardiovascular diseases or cancer**. European Commission (2019a) has established that **cardiovascular diseases** account for the highest number of deaths in Lithuania. Having at least one **chronic disease** is common among more than half of people aged 65 and over as stated by the European Commission (2019b).

Similarly, European Commission (2019b) has delivered a health profile on the UK, which states that **life expectancy at birth** in United Kingdom currently is 81.3 years (EU average is 80.9 years). Moreover, the present health situation is impacted by previous heavy tobacco consumption. **Binge drinking** continues to be a problem and is above the average EU levels. Lifestyle related risk factors are responsible for 34% of all deaths (European Commission, 2019b). About 16% of all deaths occur due to **tobacco smoking**. **Poor diet** choices account for about 15% of all deaths, while 3% of deaths occur due to alcohol consumption, and **low physical activity** directly influenced 2% of all deaths (European Commission, 2019b). At this time, **cardiovascular diseases and cancers** account for the highest percent of deaths in the UK. In United Kingdom, people who reach 65 years can expect to live about 20 years more, however they must as well expect to live at least half of those years with a **disability** as noted by the European Commission (2019b).

After observing the above health profiles, it becomes clear that healthy lifestyle is crucial for avoiding high percentage of cardiovascular diseases and cancers in both countries. Healthy lifestyle can be ensured “by getting regular exercise, not smoking, avoiding harmful use of alcohol, controlling their weight, eating a healthy diet, and maintaining healthy blood pressure, cholesterol and blood sugar levels” (World Health Organisation, 2019). According to WHO, these simple, clear and obvious rules are an effective way to prevent noncommunicable diseases.

In addition to that, by publishing various articles on the topic of physical activity, WHO makes an emphasis on its importance. Physical activity may be characterized as “any bodily movement produced by skeletal muscles that requires energy expenditure” (World Health Organisation, 2018b). Physical activity is not the same as physical exercise, which is planned, recurrent, with structure and its target is physical fitness. Physical activity, as opposed to that, is related to everyday tasks that a person completes, whereas today’s society is prone to being very passive (World Health Organisation, 2018).

The current study aims to clarify how health and healthy lifestyle are metaphorically represented in the media sources of Lithuania and the UK. It is expected that the analysis of the prevalent metaphors will disclose the prevalent attitudes to health and healthy lifestyle.

The following section will overview the data and methodology of the current study.

II. DATA AND METHODOLOGY

The current research study was carried out in the theoretical framework of Critical Discourse Analysis and cognitive linguistics whereby media articles related to health and healthy lifestyle were analysed. This was done with the aim to deconstruct and analyse prevalent source domains in the media discourse on the topic of health and healthy lifestyle of Lithuania and the UK. The data was collected by following a set of specific criteria that will be outlined in the following subsection.

2.1. Research Data Characteristics

In order to achieve the research objectives of the study, the overall data set of 30 media articles has been collected and analysed in the time period of three months (from 2019 December 11 to 2020 February 11). Overall, the data set totals 21,050 tokens, where 10,170 tokens are from the Lithuanian media and 10,880 are from the British media. More detailed data information is provided in **Table 1** below:

Table 1. Data Sources and Their Characteristics

Data source	No. of articles	No. of tokens	Period of time
15min.lt	7	5,805	2019 – 2020
Lrytas.lt	8	4,365	2019 – 2020
Bbc.com	7	3,660	2019 – 2020
Dailymail.co.uk	8	7,220	2020 – 2020
Total	30	21,050	-

As shown in **Table 1** above, 4 media sources or 30 media articles have been chosen for the analysis of metaphor: 15 Lithuanian and 15 British media articles. The data was collected by focusing on the following criteria:

- a) **Topicality**: all of the chosen articles are within the context of health and healthy lifestyle. To be more exact, the articles were only collected from specific sections of the media sources that are related to health and healthy lifestyle;

- b) **Popularity of media sources**: only mainstream media sources were observed;
- c) **Timespan**: only the most recent articles were collected in both languages from the provided media sources.

It should also be noted that gender issue was not addressed across the media sources. In addition to that, the length of the articles varies throughout the different media sources. Yet, the major aim of the current study is to focus on the metaphorical analysis in order to investigate the created meaning by the means of metaphor use in the context of health and healthy lifestyle.

The following subsection overviews the methodology procedurally applied in this study.

2.2. Methodology

The collected data was analysed by mainly implementing qualitative methodology, known as Critical Metaphor Analysis in discourse. In addition, it has been supplemented by overall statistical tendencies (quantitative method) and comparative insights between the data samples (British and Lithuanian articles).

The qualitative methodology follows the guidelines of the MIP procedure “**A Method for Identifying Metaphorically Used Words in Discourse**” by **Pragglejaz Group** (2007). According to this procedure, a linguistic unit is regarded as metaphorical if two conditions are met:

1. The **contextual meaning** is different from the basic meaning and, despite the differences, can be understood in comparison to it.
2. The **basic meaning** of the linguistic unit is more concrete (it is easier to imagine, see, feel, hear, taste), is related to bodily action and is more contemporary.

Additionally, in order to determine the distinction between the basic and metaphoric meaning of a linguistic unit, five dictionaries were used as a point of reference:

- a) MacMillan,
- b) Oxford Dictionaries,
- c) The Dictionary of Etymology,
- d) Lietuvių dabartinės kalbos žodynas,
- e) Etimologijos žodynas.

As a result, the current research was carried out by dividing texts into lexical units and determining the metaphorical expressions within the collected data samples. It should also be noted that linguistic metaphor might contain both, a single lexical unit and a phrase, also known as linguistic cluster. Subsequently, after determining the basic and contextual (metaphorical) meanings of the lexical units, they were labelled semantically (e.g. CONTAINER, MACHINE, PERSON, WAR, etc.). The following step was to code the metaphorical meanings of the lexical units by assigning their target and source domains. The coding was accomplished in compliance with the formula 'A IS B', as declared in the **Conceptual Metaphor Theory** by Lakoff and Johnson (1980), whereby A is expressed by the target domain and B is expressed by the source domain. As a conclusion, the five most prevalent source domains related to health and healthy were established and discussed in the empirical part.

Furthermore, the quantitative method was applied and the overall statistical calculations were made, including total number of metaphorical expressions as well as metaphorical frequency per 1000 words.

Finally, the comparative method was applied in order to discuss the prevalent metaphorical trends in both English and Lithuanian languages. In addition, similarities and differences between two data sets were determined.

The following section of the current study provides the analysis of the research findings in more detail.

III. RESEARCH FINDINGS

The analysis of the collected data has resulted in overall set of 453 metaphorical expressions: 214 examples in the British media (30 media articles) and 239 examples in the Lithuanian media (30 media articles). The research findings are summarized in **Table 2** below, where **ME** stands for metaphorical expression and **MF** stands for raw metaphorical frequency, which is calculated per 1000 words.

Table 2. Research Findings

Source	British media			Lithuanian media		
	BBC	DAILY MAIL	Total	15MIN.LT	LRYTAS.LT	Total
No. of words	3,660	7,220	10,88	5,805	4,365	10,17
ME	70	144	214	125	114	239
MF	19 ME per 1000 Words	20 ME 1000 per Words	19.7	22 ME per 1000 Words	26 ME per 1000 Words	23.5

As shown in **Table 2** above, the outcome of the analysis is that both the Lithuanian and British media are similarly metaphorically loaded. In every 1000 words published by the British media there are 19.7 metaphors, which in terms of this analysis totals to 10,880 words and 214 metaphors. It is only slightly less metaphorically loaded than Lithuanian articles, where 23.5 metaphors occur per 1000 words. In this case, it adds up to 10,170 words loaded with 239 metaphorical expressions. In other words, one metaphorical expression can be found every 52 words in the BBC articles, every 50 words in the Daily Mail articles, every 46 words in the 15min.lt articles and every 38 words in Lrytas.lt articles. It leads to the conclusion that media articles are quite metaphorical.

To sum up the differences and similarities in the frequency, it was expected that this analysis will show that one of the languages is a lot more metaphorically loaded than the other and that most probably the English language will be the one with more metaphors. However, the results did not meet the expectations, as it was determined that both languages are similarly metaphorically loaded in connection with the way media in both countries talks about healthy lifestyle.

In addition to frequency trends, the data sources were analysed in terms of prevalent metaphorically created meaning patterns, specifically source domains. These metaphorical patterns are considered as the essential tool in shaping beliefs, attitudes, and creating social awareness about

healthy lifestyle. Thus, the collected metaphorical expressions were classified according to their source domains, which help to establish the created meaning and attitudes in the chosen media source.

The five most prevailing source domains within the metaphor use in the analysed media sources are summarized in **Table 3** below, where **ME** stands for Metaphorical Expressions and **SD** stands for Source Domain.

Table 3. Prevalent source domains in the collected data

	British media		Lithuanian media	
	BBC	DAILY MAIL	15MIN.LT	LRYTAS.LT
ME	70	144	125	114
SD	CONFLICT (18)	PERSON/AGENT (32)	PERSON/AGENT (33)	PERSON/AGENT (31)
	MACHINERY (14)	JOURNEY (20)	MACHINERY (21)	JOURNEY (20)
	OBJECT (13)	CONFLICT (18)	JOURNEY (18)	MACHINERY (13)
	PERSON/AGENT (6)	CONTAINER (18)	OBJECT (15)	OBJECT (12)
	JOURNEY (5)	OBJECT (15)	ORIENTATION (8)	COMPETITION (7)

As indicated in **Table 3**, a few correlations in the use of source domains can be observed. The number of metaphorical expressions is more or less similar in all media sources per specific amount of words. Hence, it should be noted that the length of the 15min.lt and Lrytas.lt articles is similar, however the compilation of the Daily Mail articles is twice as long as the compilation of the BBC articles, which can explain the difference in the number of metaphorical instances found. The major similarity across all of the four articles in both languages is that, mainly, source domains are overlapping.

Three major source domains can be observed as recurrent as well as prevailing in all four media sources. Firstly, as it can be seen in the above table, the PERSON/AGENT source domain predominates among others as the concept through which matters related to health and healthy lifestyle are expressed in articles most commonly. The second prevailing source domain, of a JOURNEY, is also observed in all four media sources, with very similar number of instances, while the third concept, through which healthy lifestyle is expressed, is that of OBJECT. This leads to the differences between the prevailing source domains.

The main difference is observed in frequency. The source domain of a PERSON/AGENT predominates across the articles published by the Daily Mail with 32 instances, as well as by the 15min.lt with 33 instances and by the Lrytas.lt with 31 instance. However, it only occurred six times in the articles published by the BBC, where the most common source domain is that of CONFLICT with 18 instances. The concept of CONFLICT with the equal number of instances also appears among the most frequent source domains in the articles published by the Daily Mail. As a side note, the concept of CONFLICT is also present in the Lithuanian media, however, it is not among the top-five most frequent domains. The concept of JOURNEY appears as the second most dominant source domain in the Daily Mail and Lrytas.lt articles resulting in twenty cases each. It is less frequent in 15min.lt articles, where it appeared 18 times, and is the last out of five prevailing source domains in the BBC with only five instances.

Moreover, in terms of differences, some of the most prevalent source domains in **Table 3** do not overlap across the four media sources. For example, the concept of CONTAINER is used 18 times to express matters regarding healthy lifestyle in the articles by the Daily Mail and although, it does appear in other media sources, it is far less frequent there. In addition, expressing healthy lifestyle in terms of the concept of ORIENTATION and COMPETITION appears to be common in the Lithuanian media, while the British media does not share that feature.

As a conclusion, it is worth noting that the Lithuanian media appears to be prone to expressing information about healthy lifestyle through personification (both 15min.lt and Lrytas.lt), while the British media takes two sides, one being personification (Daily Mail) and the other one being the concept of CONFLICT (BBC).

The following two subsections will discuss the use of metaphors and their meaning in both languages with more details.

3.1. Prevalent Source Domains in the UK Media

The data resulting in 214 metaphorical expressions for the analysis of the British media has been collected from 30 articles published by the two media sources: the BBC and the Daily Mail.

The tendency of the usage of metaphorical language has been established after collecting and analysing the examples found in seven articles published by the BBC media outlet and eight by the Daily Mail. The tendencies of the source domains can be observed in **Figure 1** below.

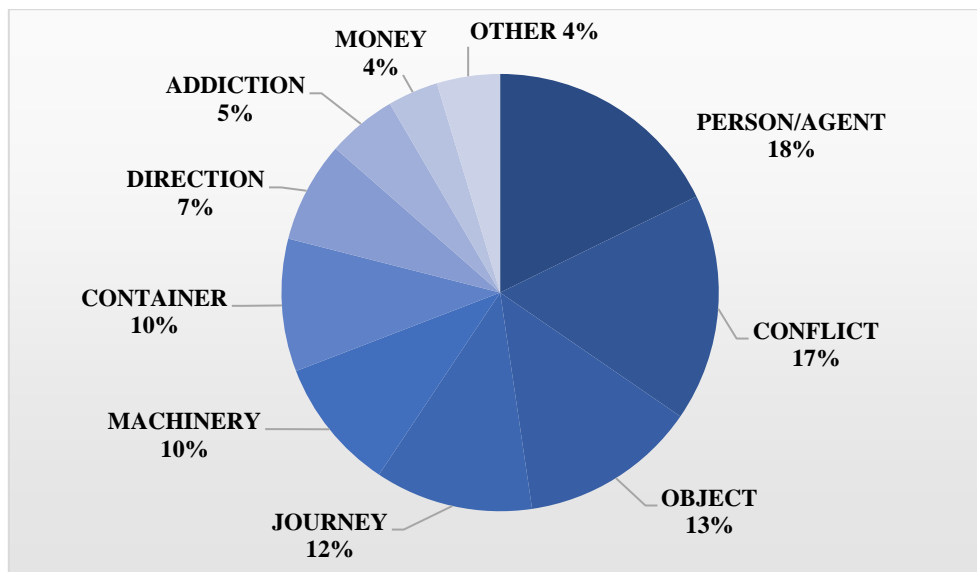


Figure 1. Source Domains in the British Media (BBC and Daily Mail)

For statistical purposes, **Figure 1** contains all of the source domains that were established in the process of investigation, with their frequency being expressed in percentage. As it is demonstrated in **Figure 1** above, the source domain of PERSON/AGENT predominates in language used by the British media outlets, reaching 18% out of all source domains that were analysed in this study. The remaining four dominant source domains ranging from 17% to 10% are those of CONFLICT, OBJECT, JOURNEY and MACHINERY.

The following five subsections are dedicated to the minute analysis of the prevailing source domains in the English language. The **five** most frequent previously mentioned source domains used by the BBC and the Daily Mail in their articles about health and healthy lifestyle are provided in conceptual metaphors by using formula A IS B, followed by examples in *italics*, where words bearing metaphorical meaning are in **bold**.

3.1.1. The Source Domain of PERSON/AGENT

As established by this study, the most frequent source domain of a PERSON/AGENT is apparent in 18% cases, which is equivalent to 38 out of 214 metaphorical expressions that were collected. Personification, according to Lakoff and Johnson (2003, p. 28), is a subcategory of ontological metaphors, which allow us to experience and understand the world through nonhuman qualities or things in terms of human nature. The following examples illustrate nonhuman entities related to health and healthy lifestyle, which are expressed through the source domain of a PERSON/AGENT.

LIFESTYLE IS A PERSON

- (1) *A **good diet, sleep routine and supplements** for training may have also **played a role** in the health of the participants improving.* (A: 8)
- (2) *Public policies for improving food and the physical environment conducive **to adopting a healthy diet and lifestyle** [...] are critical to improving life expectancy.* (A: 9)
- (3) *This was a large, observational study, so it can't conclude these **lifestyle factors were directly responsible for** extending life free of disease.* (A: 2)

DISEASES/DISORDERS ARE PEOPLE

- (4) *And all **cancers combined kill** some 165,000 British people per year.* (A: 9)
- (5) *Olive oil, pears, oranges and broccoli were among the most beneficial foods to ward off the **memory-robbing disease**.* (A: 13)
- (6) *It's a huge misconception that the only **eating disorders** are the ones that **make you emaciated**.* (A: 6)

CIGARETTES ARE AGENTS

- (7) *We are alert to the risks and the UK has taken a careful approach to maximise the opportunities that **e-cigarettes** present to **help** more smokers quit.* (A: 7)

The contextual value of the source domain of a PERSON/AGENT varies among the examples. Firstly, as it can be observed in (1), (2) and (3), lifestyle and its aspects, which are intangible things, obtain human characteristics and motivations. In this case, it is expressed via the choice of verbs phrases, such as *play a role*, *adopt* and *be responsible for*, which are directly related to the actions of people. Good diets and habits as well as sleep routines and other factors have an influence on our lives. The influence of the lifestyle one chooses to lead is so strong and significant that it is being stressed by structuring it as a person, who has the power to make our lives either better or worse. In addition, an interesting way of constructing the concept of a healthy diet and lifestyle is to see it as a child who needs to be adopted (see example (2)). It implies that, on the one hand, maintaining a healthy lifestyle may not be easy in the same way as raising a child, on the other hand, the situation with people's choices regarding their lifestyle and health is so deplorable that it is compared to a child who has been abandoned and is in need of a family. Thus, personifying lifestyle factors is a positive way to stress the significance.

Similarly, as observed in the case of electronic cigarettes in (7), a cigarette is understood in terms of an agent, who has a goal and the ability to carry it out towards a patient (the smoker). By having the power to change the state of the patient, which is structured via verb phrase *help quit smoking*, cigarettes obtain a positive trait.

On another note, (4), (5) and (6) are examples, which illustrate diseases and disorders as having human qualities and actions, but with a negative tone. The usage of verbs such as *kill* suggests that cancer is a killer (see example (4)), or *make you* implies that a disorder is an abuser (see example (6)). Adjectives also contribute to constructing reality, as observed in (5). With memory being a valuable asset, a disease becomes a robber, someone who has intentions to harm their prey.

To sum up, constructing reality from the perspective of a PERSON/AGENT source domain in the British media is common and it is used for intensification of either good or bad features of nonhuman entities. The common ways of construction include the usage of verb phrases as well as adjective phrases. Whereby, health and healthy lifestyle are personified in a positive way as opposed to diseases.

The following subsection discusses the second most prevalent source domain.

3.1.2. The Source Domain of CONFLICT

The source domain of CONFLICT is the second most common source domain in the English articles, as determined by this study. Its frequency is almost equal to the previously discussed domain, reaching 17% or 36 cases out of 214. The source domain of CONFLICT being a part of a structural metaphor, structures actions taken and the means used in the situations or entities that are portrayed through the concept of war, which is evident from the examples below.

LIFESTYLE IS WAR

- (8) *Exercise **targets would trigger my eating disorder***. (A: 1)
- (9) *Steven says he spent all day feeling tired, walking any distance was "a struggle" and climbing a flight of stairs left him **fighting for breath***. (A: 3)
- (10) *This indicated that the prebiotics enhanced the immune system's ability to **attack the cancer***. (A: 1)
- (11) *[...] in some people, even the slightest **change in normal sleeping patterns can spark an attack***. (A: 10)

- (12) *Cancer Research UK has calculated that four in 10 cancers can be prevented by people changing aspects of their lifestyle, such as [...] **protecting their skin in the sun***. (A: 2)
- (13) *I developed anorexia when I was 13 and though it wasn't **triggered by exercise**, a huge part of it was an obsession with exercise*. (A: 1)
- (14) *Even though I am 11 years into my recovery I know that if I walked into a shop and saw that **information** I would find that incredibly **triggering***. (A: 1)

The concept of war is a negative concept by its nature, thus, things, experiences, matters and people who are viewed from its perspective, have an implication of negativity. War is about setting targets, plotting tactics and strategies, with the usage of such linguistic patterns, media structures disorders as WAR (see example (8)).

In addition, war is about battling, fighting, attacking, and accordingly, the choice of words in the examples suggests that to people who lead a poor lifestyle, being able to breathe normally is a fight (see example (9)) and that cancer, with a hint of personification, is an enemy who attacks the human body (see example (10)). Moreover, such factors as sleeping patterns, exercising and information (see examples (11), (13) and (14)), can be seen as weapons, which initiate a battle, when handled inappropriately. Lastly, being in the sun is seen as being in a battlefield, it is seen as a threat to people's skin, which needs to be protected in that kind of environment.

On the endnote, as it is evident, the British media constructs negatively such matters as disorders, diseases, unfitness of people who lead poor lifestyles, information, etc. In other words, factors directly related to people's health are mainly realised via verb phrases through the source domain of CONFLICT to stress the struggle and the risks.

This subsection is followed by the analysis of the third most frequent source domain in the British media.

3.1.3. The Source Domain of OBJECT

As discovered, the source domain of OBJECT is the third most common domain used by the BBC and the Daily Mail, adding up to 13% or to 28 ME out of 214. Metaphorical expressions with the source domain of an OBJECT are ontological metaphors, which, similarly to the case of personification, enable events, actions, activities, states, ideas, emotions, etc. to be seen as material things or entities. The examples below demonstrate the usage of the source domain of an OBJECT.

PEOPLE ARE OBJECTS

(15) [...] *it is **cutting out those who may not find it easy to move***. (A: 1)

WEIGHT IS AN OBJECT

(16) ***Losing weight**, we believe, has brought out the real us*. (A: 3)

(17) ***Keep a healthy weight***. (A: 9)

DISEASES/DISORDERS ARE OBJECTS

(18) *How drinking one cup of black tea or a glass of red wine each night could **halve** your risk of **dementia***. (A: 13)

(19) *Expanding waistlines are damaging for both the health of the nation and the NHS - leading to a **string of dangerous diseases** with a heavy cost for taxpayers*. (A: 9)

(20) *I worry it makes people feel invalidated because their **eating disorder doesn't look a certain way***. (A: 6)

(21) *Those with eating disorders are more likely to **display addictive personality and obsessive-compulsive behaviours***. (A: 4)

(22) *And it's these notifications that can **break** your **concentration** when you are focused on a work task*. (A: 10)

Generally, constructing experiences and intangible entities as objects having materialistic aspects allows us to mentally identify them, grasp them, feel them, and quantify them in order to facilitate our cognitive experience towards them. In example (15), the British media is criticising people, who are unfit to move by objectifying them. This is expressed via verb phrase, which suggests that they can be simply removed as things if they do not meet the criteria of fitness.

Moreover, the objectification of the concept of weight creates an illusion of being able to actually experience the heaviness of weight (see examples (16) and (17)). What is more, the British media is reminding about the seriousness of diseases and disorders by enabling us to view them as material things. As it can be seen in (18), the risk of dementia can be divided in to two pieces, or as it is evident in (19), due to unhealthy lifestyle, people can expect numerous inevitable diseases that can be grouped and arranged in a line as material things.

Additionally, imposing distractions as tools that can break other objects in (22) refers to concentration as a brittle object. What is more, eating disorders in (20) and addictive personality in (21) are constructed in terms of the source domain of an OBJECT. The usage of such verb phases

as *look a certain way* and *display*, construct the reality of these nonmaterialistic things as something that can be seen and presented to the eyes of others. By identifying disorders as material things, people can try to understand them better and to take rational actions towards them.

The British media intensifies the harm of unhealthy lifestyle, disorders and diseases by objectifying them, mainly by the usage of verb phrases that usually collocate with materialistic entities. Knowing that these nonmaterialistic entities obtain a materialistic shape and could be touched, seen, arranged and what not, magnifies the fact that they are real, that they do exist and that they need to be acknowledged and dealt with. However, by giving shape and body to such negative matters, British media also embodies negativity.

The fourth dominant source domain established by this study is dealt with in the subsequent subsection.

3.1.4. The Source Domain of JOURNEY

It has been determined that the source domain of JOURNEY occurs in 12% of all metaphorical expressions found in the British articles that is equal to 25 cases. Entities or situations expressed through the perspective of a JOURNEY are defined in terms of passing, going by, moving towards, along or from something. Below are several examples of the occurrence of the concept of JOURNEY from the British articles.

LIFE IS A JOURNEY

(23) *Training for a marathon can **reverse** four years of **ageing**.* (A: 8)

(24) *[...] people can take simple common sense **steps to lead longer and healthier lives**.* (A: 9)

(25) *For the first time, the researchers [...] were able to quantify how booze - as well as smoking - **leads to brain ageing**.* (A: 14)

WEIGHT LOSS IS A JOURNEY

(26) *It's being published to make it look like I'm **going from a healthy weight to 60 pounds**.*
(A: 6)

RECOVERY IS A JOURNEY

(27) *When I posted those pictures I was **in a different place in my recovery**.* (A: 6)

(28) *Now that I'm **a little bit further along** I think that picture isn't helpful even attached to a good message.* (A: 6)

SCIENCE IS A JOURNEY

(29) *The researchers **embarked** on a series of **studies** that involved feeding healthy mice inulin in their chow.* (A: 15)

(30) *Our **findings are a step forward** in our understanding of how certain prebiotics affect tumour growth, but we are far from applying these to humans.* (A: 15)

The examples above are a good representation of a source domain, which creates a positive attitude towards life and matters related to lifestyle. In (23) and (24) life is understood in terms of a JOURNEY, which implies that we all are moving, having the stages of ups and downs, taking steps towards a certain goal, and that the choice to lead a healthy lifestyle will be a great and useful guide in the journey of life. At the same time, it can be seen in (25) that ageing is structured as an undesirable destination, which could be reached sooner if one chooses alcohol and smoking as their fellow travellers.

Furthermore, by constructing such processes as losing weight and recovering from a disorder in regards to the concept of a JOURNEY, British media allows it to be understood as a path, as having a beginning point, a linear progress towards a goal and, in some cases, checkpoints (see examples (26), (27) and (28)). This type of conceptualisation can be seen as an encouragement for people who are taking the path of weight loss or recovery to keep going, as only by moving forward it is possible to reach the destination.

Additionally, the analysed English articles construct the acquisition of knowledge about health and healthy lifestyle in terms of the source domain of JOURNEY. As shown in (29), by initiating a study, scientists board a ship and set sail, and as a result, by reaching a destination of a study, they bring us closer to the goal of becoming healthier (see example (30)).

In terms of linguistic structuring, the conceptual metaphor of JOURNEY is realised via verbs that express motion of any kind or verb phrases with prepositions such as *lead to*, *be in a place* or *embark on*. Moreover, noun phrases such as *a step forward* seem to be common as well. To sum up, these linguistic patterns, expressing movement in space or towards a goal, help to construct a positive and encouraging reality through the source domain of JOURNEY.

Accordingly, the fifth most prevalent source domain found in the British media is discussed in the succeeding subsection.

3.1.5. The Source Domain of MACHINE

The last out of five most common source domains is that of MACHINE, which appears in 10% of the cases in the British media. Metaphors pertaining sense though the source domain of MACHINE are considered as structural metaphors. This type of metaphor specifies objects and living organisms through actions or characteristics possessed by machines. Examples found in the articles that illustrate this type of metaphors are provided below.

HUMAN BODY IS A MACHINE

- (31) *She had a lot going on at home but couldn't find a way **to shut off from it all**, so she started skipping meals. (A: 4)*
- (32) *I got my best marathon time and could see the evidence that not overtraining and **fuelling myself right** had on my body. (A: 4)*
- (33) *When you say how much exercise is needed to **burn off a muffin** it is really clear. (A: 1)*
- (34) *Being able to detect it early would help children to be **steered away** from the habits that would **lead** to full-blown type 2 diabetes. (A: 12)*

FOOD / CALORIES IS FUEL

- (35) *A more positive way to look would be to think how **food can fuel** a workout. (A: 1)*
- (36) *The study revealed it takes about four hours to **walk off the calories** in a pizza. (A: 1)*

CAFFEINE IS A VEHICLE

- (37) *Caffeine gets the circulation going and **transports** oxygen and other nutrients to your little grey cells. (A: 10)*

HUMAN BODY IS A DEVICE

- (38) *There is no situation where it would be better for your health to continue **smoking rather than switching completely to vaping**. (A: 7)*

The conceptual metaphor HUMAN BODY IS A MACHINE can be quite controversial. To begin with a positive note, caffeine is seen as being a necessity by being shown as a vehicle, which is used to distribute such things as oxygen in the human body (see example (37)).

Moreover, the human body is viewed as a machine, which can have on and off states as in (31), which can be controlled by somebody else as seen in (34), and viewed as a device, which can have different operational modes as in (38). As a result, the human body then requires to be fuelled

in order to be able to operate as seen in (32), this suggests that all bodily actions are associated with mechanical processes, imposing food as fuel (see examples (33), (35) and (36)).

This chain of mechanical functioning showcases a human body in mechanical terms and highlights the fact that human body is created to serve us, that it is durable, and can be fixed and altered if it breaks down. Although, this could be seen as a positive way to think about a human body, this perception can be misleading, as it does not allow people to relate to it or feel sympathy towards the daily struggles of their body, it creates a cold emotionless mechanical shell, which has to be fuelled. Thus, if thinking about the concept of MACHINE from this point of view, it is far from being positive.

To sum up, a vast usage of verb phrases emphasises the constant functioning and operation of a machine. As the analysis of the examples showed, the concept of MACHINE can have a different value attached depending on the point of view of the speaker.

The upcoming section contains the analysis of the five most recurring source domains found in the Lithuanian media, which is subsequently followed by a section dedicated to the comparison of the results of the previous and the following analysis of prevalent source domains in both languages.

3.2. Prevalent Source Domains in the Lithuanian Media

The data resulting in 239 metaphorical expressions for the analysis of the Lithuanian media has been collected from 30 articles published by two media sources: 15min.lt and Lrytas.lt.

The trend in metaphor use has been determined after collecting and analysing the examples found in seven articles published by the 15min.lt media outlet and eight by Lrytas.lt. The statistical trends of source domains across the collected Lithuanian media articles are displayed in **Figure 2** below.

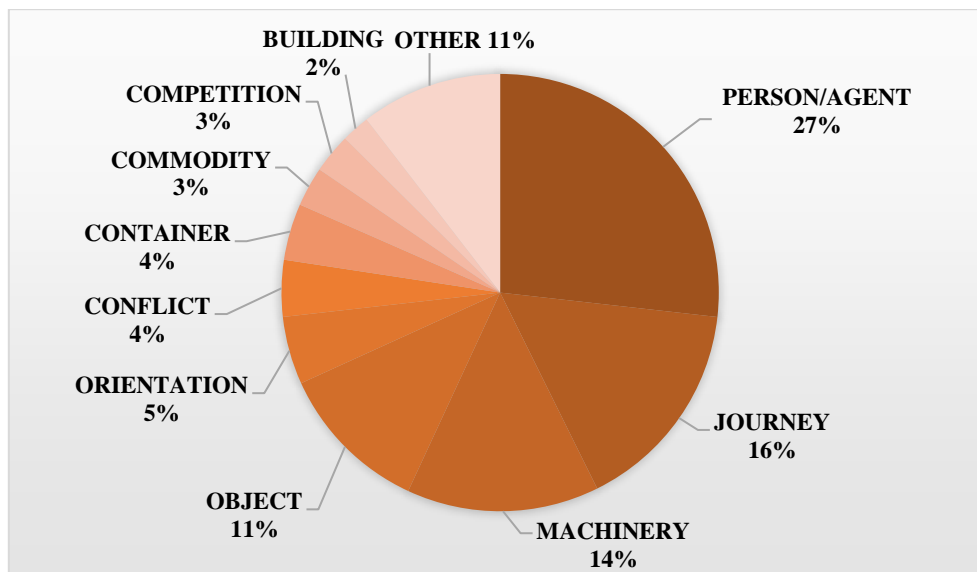


Figure 2. Source Domains the Lithuanian Media (15min.lt and Lrytas.lt)

As it is evident, **Figure 2** contains all of the source domains that were established in the process of investigation, with their frequency being expressed in percentage. Similarly to the British media, **Figure 2** above demonstrates that the predominant source domain in the Lithuanian media is that of PERSON/AGENT, only with a higher percentage of frequency reaching 27% out of 239 source domains. The following four most common source domains ranging from 16% to 5% are those of OBJECT, MACHINERY, JOURNEY and ORIENTATION.

The following five subsections are dedicated to the minute analysis of the **five** predominant source domains in the Lithuanian articles about health and healthy lifestyle. The source domains are provided by using the formula of conceptual metaphor A IS B, and then illustrated with examples in *italics*, where words bearing metaphorical meaning are in **bold**.

3.2.1. The Source Domain of PERSON/AGENT

As determined by this study, the most prevalent source domain of PERSON/AGENT is evident in 27% cases, which is equivalent to 64 out of 239 metaphorical expressions. Lakoff and Johnson (2003, p. 28), classify personification as a subcategory of ontological metaphors, which allow us to experience and understand the world through nonhuman qualities or things in terms of human nature or qualities. The examples that illustrate nonhuman entities constructed through the source domain of a PERSON/AGENT obtained from the two Lithuanian media sources can be observed below.

ILLNESS IS A PERSON

- (39) *Daugiausiai **mirčių nusinešanti liga**: dėl daugelio jos rizikos veiksnių kalti mes patys.*
(B: 7)
- (40) *Šios širdies ir kraujagyslių **ligos** ypač **klastingos**: gresia staigi mirtis.* (B: 12)
- (41) *Kauno klinikų generalinis direktorius Renaldas Jurkevičius sako, jog būtent kardiovaskulinės **mirtys yra didžiausias žmonijos žudikas**.* (B: 12)

HUMAN BODY IS AN AGENT

- (42) *Deja, vienas kūnas paprastai to negali **sutvarkyti**, ne visada vien mityba ar vien sportas gali mums pagelbėti, nes daug priklauso ir nuo hormonų, nuo poilsio režimo.* (B: 10)

BAD HABITS ARE PEOPLE

- (43) *Būtų naivu tikėtis, kad **el. cigaretės nepririš** jūsų prie savęs.* (B: 1)
- (44) *[...] sumažinus suvartojamo alkoholio kiekį vienam gyventojui 10 proc., vyrų **mirčių nuo alkoholio sukeltų ligų** sumažėja net 20 proc.* (B: 2)

FOOD IS A PERSON

- (45) *Taigi, vyrai, turėsite **įsimylėti daržoves**.* (B: 11)

SCIENCE IS A PERSON

- (46) ***Mokslinė pažanga žengia į priekį didžiuliais žingsniais** ir pastaruoju metu atsiranda modernių, šiuolaikinių **fizioterapijos, kineziterapijos, ergoterapijos priemonių, kompiuterizuotų įrenginių.*** (B: 12)

Similarly to the previous case of personification in the English language, here it is evident that diseases also obtain human qualities. When seen in human terms, they become more noticeable, as if we are able to actually witness them come and take people's lives (see example (39)) or by describing a disease as having a personality they suggest that a disease is able to trick people into a trap (see example (40)). Moreover, in example (41), they are embodying illness as a person by creating an image of a killer and causing people to imagine detrimental consequences of diseases. These three cases are examples of how personification, with the help of verb phrases, adjective phrases and noun phrases bearing a negative connotation, can be used to stress the negative aspects of illnesses that are caused by an unhealthy lifestyle.

In addition, in the Lithuanian media there is a shadow of negativity over bad habits, which is expressed by using verb phrases. Firstly, e-cigarettes are represented as people that can take the smokers hostage, and secondly, alcohol becomes an agent, which is able to influence one's wellbeing (see examples (43) and (44)). Thus, by obtaining human motivations and actions, alcohol and cigarettes are seen as people with bad intentions, and this can be seen as one of the ways in which the media tries to discourage people from unhealthy habits.

By contrast, personification can also be used in an encouraging way, as seen in (42), where human body is viewed in terms of a person by allowing people to relate to it, to feel more sympathetic towards it and understand the struggles of our bodies. A way to encourage people to balance their diets can be observed in (45), where vegetables are portrayed as people, who are worth falling in love with. There is also some positive emphasis on science in the Lithuanian articles, which was previously observed in the British media. Herein, science is seen as a person, or more precisely as a traveller, who is walking down the path of advancement (see example (46)).

To complete the analysis of the concept of PERSON/AGENT, it is worth noting that this concept is used in both negative and positive contexts, similarly to the case of the analysed British media. The usage of verb, noun and adjective phrases, which bring forward the positive/negative qualities and actions of a person in reference to nonhuman entities, helps to intensify the message constructed through the metaphorical language.

The following subsection provides the examination of the second dominant source domain, which has been determined after analysing the Lithuanian articles.

3.2.2. The Source Domain of JOURNEY

It has been discovered that the source domain of JOURNEY, being the second predominant concept, occurs in 16% or 38 cases. The concept of JOURNEY, constructs entities or experiences in respect of travelling that is understood as passing, going by, moving towards, along or from something. Further in this subsection, there are several examples of the concept of JOURNEY appearing in the Lithuanian media.

TREATMENT IS A JOURNEY

(47) *Vaikų aukšto kraujospūdžio gydymas, kaip ir suaugusiems, paprastai **praseda** nuo gyvenimo būdo korekcijų.* (B: 6)

(48) *Paklausta, ko galima **pasiekti tinkamai parinktu gydymu**, A.Jankauskienė teigė iki šiol prisimenanti jau suaugusį pacientą, kurį pirmą kartą pamatė metukų amžiaus.* (B: 6)

(HEALTHY) LIFE IS A JOURNEY

- (49) *Treneriai turi išaiškinti, kaip adaptuojamasi prie fizinių sunkumų, prie streso, ir kad žingsnis po žingsnio kūnui reikia nuolatos kelti nedidelius iššūkius, kad jis stiprėtų.* (B: 10)
- (50) *Ir taip viskame – jeigu tu prisiverti daryti dalykus, kurių nedarei, jau yra progresas, svarbu nesustoti ir judėti pirmyn.* (B: 10)
- (51) *Kaip atsistoti ant kojų ir grįžti į pilnavertį gyvenimą po patirto insulto [...].* (B: 12)
- (52) *Tačiau tarp noro ir realybės driekiasi painus ir ilgas kelias, kupinas įvairių klystkelių.* (B: 10)

KNOWLEDGE ACQUISITION IS A JOURNEY

- (53) *Mokslinė pažanga žengia į priekį didžiuliais žingsniais ir pastaruoju metu atsiranda modernių, šiuolaikinių fizioterapijos, kineziterapijos, ergoterapijos priemonių, kompiuterizuotų įrenginių.* (B: 12)

TIME IS A MOVING OBJECT

- (54) *Blogiausia, jog mūsų akys tiek prie labai ryškaus, tiek prie tamsaus ekrano pripranta ir, laikui bėgant, mes galime nebepastebėti skirtumo.* (B: 5)

The source domain of JOURNEY mainly shares the same positive attitude towards treatment, weight loss, life and knowledge in the Lithuanian articles as it has been established in the previous section dealing with the British media. By structuring the process of treatment as JOURNEY and the recovery as DESTINATION, they promote treatment as a positive process with a positive goal awaiting those, who continue going forward (see examples (47) and (48)).

In addition, health and healthy lifestyle are viewed as JOURNEY by employing noun phrases in (49) and (50) in an encouraging way, showing that progress is made without rush and with determination by walking towards the chosen goal. In (51) a disease is equivalent to an obstacle, which makes one fall and one has to somehow get up and continue walking in order to recover. However, example (52) bears a more pessimistic implication, by suggesting, that there might be too many obstacles on the path to leading a healthy lifestyle. Such adjectives as *complicated* and *long* as well as noun phrases such as *wrong turn* create a negative and discouraging attitude towards becoming healthy and fit.

Moreover, the Lithuanian examples also include the structuring of knowledge acquisition as a JOURNEY. By walking further on the path of knowledge, scientists are able to bring us closer to the goal of becoming healthier (see example (53)). It is a positive way to give people hope that there are people contributing to their healthy lives. What is more, a case of projecting time as a MOVING OBJECT can be observed among the conceptual metaphors found in the examination of Lithuanian media (see example (54)). By projecting time in such a way in relation to life and health, the media gives a wake-up call to people, by indicating that time does not stop or wait, it can literally be seen passing by and that people should take actions towards improving their lifestyle immediately.

To sum up, verb phrases can be observed as most prevalent devices in constructing reality in terms of the source domain of a JOURNEY, but they are complimented by the usage of noun and adjective phrases as well. Lithuanian media uses the concept of JOURNEY positively in most cases.

The third most frequent source domain is observed in detail below.

3.2.3. The Source Domain of MACHINE

The third most common source domain is that of MACHINE, which appears in 14% or in 34 of the total cases. Metaphors that create meaning through the source domain of MACHINE are ontological metaphors and construct objects and living organisms in terms of things that have “an on-off state, a level of efficiency, a productive capacity, an internal mechanism, a source of energy, and an operating condition” (Lakoff, 2003, p. 25). Examples found in the Lithuanian articles that illustrate this type of metaphors are provided below.

HUMAN BODY IS A MACHINE

(55) *Todėl Lietuvos širdies asociacija jau keletą metų vykdo projektą „Tuk tuk širdele – būk sveika!“, kurio metu **vaikams diegiami sveiko gyvenimo įgūdžiai**.* (B: 7)

(56) *Aišku, svarbu adekvati mityba, kūno **svorio suregulavimas**.* (B: 2)

(57) *Šaltame vandenyje **įsijungia organizmo apsaugos mechanizmas**, išsiskiria adrenalinas, tam tikri hormonai, atsikratoma toksinų.* (B: 14)

CALORIES ARE FUEL

(58) *Mažiausiai 15-likos minučių pasivaikščiojimas per dieną [...] padeda **sudeginti kalorijas**.* (B: 13)

SYMPTOMS ARE DEVICES

(59) *Apžiūros tikslas – nustatyti „aliarmo simptomus“, kurie signalizuoja apie galimai rimtesnę ligą. (B: 3)*

(60) *Optometrininkė Božena Kuftin pranešime žiniasklaidai teigia, kad akių nuovargis gali signalizuoti ir kitas akių ligas. (B: 5)*

As it can be seen from the above examples, the Lithuanian media structures human body as a machine, similarly to the British media. Lithuanian media also talks about human body in terms of a machine, but they focus more on how the body can be used in order to ensure health and healthy lifestyle. In this case, children are seen as machines that can be programmed to live a healthy life and that the body can be calibrated in terms of weight (see examples (55) and (56)). Moreover, human body is viewed as a machine having its own defence system and various devices with alarms, indicating diseases (see examples (57), (59) and (60)).

Finally, in the previous section dealing with the machinery concept in the English language, we observed the case of calories being fuel for the human body. This metaphorical concept is apparent in the Lithuanian language as well (see example (58)).

To sum up, it is evident that the above examples are guiding people to read the signs of their body, which are able to indicate if something has to be taken care of. At some extent, this creates a vision of a dialogue between a person and a machine. Thus, the concept of a machine, being constructed mainly via verb phrases, points out to the mechanical nature of productivity, and is deprived of emotionlessness as opposed to the British media.

The following subsection provides the examination of the fourth frequent source domain.

3.2.4. The Source Domain of OBJECT

This study has discovered that objectification is the fourth prevailing way of constructing reality of healthy lifestyle in the Lithuanian media, adding up to 11% or to 27 ME out of 239. Metaphorical expressions with the source domain of OBJECT are metaphors, which allow intangible things or living creatures to be constructed as material things or entities. This subsection with examples below demonstrates the usage of objectification in Lithuanian media.

PEOPLE ARE OBJECTS

(61) *Perlaužti 15-metį jau labai sunku. (B: 6)*

(62)[...] *kai sutinki kažkokią atjautą, paramą, gerą žodį, tai labai svarbu. Mes laikomės vieni ant kitų.* (B: 12)

DISEASE/HEALTH IS AN OBJECT

(63)*Deja, pastaruoju metu yra galimybė siųsti į antrą etapą tik asmenis, turinčius cukrinį diabetą arba metabolinį sindromą.* (B: 7)

(64)*Gali būti, kad artimiausiu metu daugiau negu pusė gyventojų turės šią ligą.* (B: 2)

(65)*Turtingas penkiasdešimtmetis vyras gali pagrįstai tikėtis išlaikyti sveikatą dar bent 31 metus.* (B: 4)

(HEALTHY) HABITS ARE OBJECTS

(66)*Jei nakties miegą dažnai iškeičiate į knygą ar filmą, sugrąžinti kūną į vėžes nebus lengva.* (B: 9)

(67)*Todėl svarbu formuoti bendrus sveikus įpročius, kurie sujungtų mitybą, fizinę veiklą, darbą ir poilsį į vieną sistemą.* (B: 10)

WEIGHT IS AN OBJECT

(68)*Sportuojate, bet vis nenumetate svorio?* (B: 8)

EXERCISE IS A TOOL

(69)*Taip pat vaikščiojimas yra puiki priemonė artritui prevencijai.* (B: 13)

Similarly to the British media, people become objects in the Lithuanian articles as well. Herein, the media is creating a negative attitude towards teenagers who would have to be *broken* in order to be influenced (see example (61)). A fragile state of people in struggle is expressed in (62), where people are seen as objects that are put one on top of the other, meaning that everything can go wrong if someone who is below decides to be meaner and more selfish. In addition, diseases and disorders are referred to in terms of objects (see examples (63) and (64)). Once we identify diseases as objects, we can reason about them and deal with them rationally, because once they are seen as tangible entities, they seem to be more inevitable, which implicitly encourages people to act. The same applies to health, as it can be observed in (65) and people's habits in (66) and (67).

Moreover, as previously observed in the English examples, the concept of weight is also objectified in the Lithuanian media (see example (68)). This emphasises the struggle that people have with their weight. Further to this, if one does not want to struggle with arthritis, the media

suggests exercising as a useful tool to prevent it (see example (69)). Accordingly, the benefit of exercise can be valued more if it can be identified and understood with the help of objectification.

As a result, the Lithuanian media stresses the menace of disorders and diseases as well as the importance of healthy lifestyle by objectifying them via the usage of verb phrases and noun phrases. By representing these nonmaterialistic entities as being tangible, the media magnifies the fact that they are real and need to be acknowledged.

3.2.5. The Source Domain of ORIENTATION

The last one out of five most prevalent source domains in Lithuanian articles is that of ORIENTATION. It can be observed in the articles with the frequency of 12 cases out of 239, which is equal to 15%. Being the orientational type of metaphor, it does not structure one concept in terms of another concept. The concepts of these metaphors have spatial orientation as well as are biased in regards to the context and experiences. This can be observed in several examples provided below.

MORE IS UP

(70) *Dėl šio kenksmingo įpročio gali ne tik padidėti kraujospūdis, kamuoti sausas kosulys, bet jis gali sukelti labai rimtas ligas – burnos, gerklės ar plaučių vėžį. (B: 1)*

(71) *Išsausėjusios ir skilinėjančios lūpos – dažna problema žiemą, kurią gali sukelti žvarbus vėjas, sausas patalpų oras, vitaminų stoka, žalingi įpročiai. (B: 15)*

(72) *Todėl labai svarbu atkreipti dėmesį į savo savijautą ir neignoruoti simptomų, kurie gali peraugti į rimtesnes problemas. (B: 5)*

(73) *Tai ir mokslškai pagrįsta: jeigu atsibudus ryte kyla svarstymų, keltis ar ne, svarbiausia suskaičiuoti iki trijų ir imtis veiksmų. (B: 5)*

The concepts structured in terms of the source domain of UP have a spatial orientation indicating an upward movement. It is evident that the Lithuanian verb *sukelti* implies that something goes up as a counteraction, and when it is used in regards to such nouns as diseases and problems, it constructs the vision of them rising into existence as a consequence of something else (see examples (70) and (71)). Similarly, in example (73), the verb *kyla* indicates that the amount of consideration increases. Moreover, a slightly different pattern can be observed in example (72), where the verb *peraugti* suggests that by going up or outgrowing, the symptoms may become worse. It can be concluded, that issues constructed through the conceptual metaphor of MORE IS UP are elevated in order to be seen as a priority.

Subsequently, the summary of the research findings in terms of both languages is presented in the subsection below.

3.3. The Summary of the Results

According to the statistical data, some of the source domains are recurring in both languages in terms of prevalence. The five dominant source domains from the British media, including PERSON/AGENT, CONFLICT, OBJECT, JOURNEY and MACHINERY, as well as five dominant source domains from the Lithuanian media, including PERSON/AGENT, OBJECT, MACHINERY, JOURNEY and ORIENTATION, were analysed in terms of their contextual value and attitudes created towards them. The analysis has led to the following insights.

The source domain of PERSON/AGENT, which is the leading domain in both languages, appears to be effective in pertaining both positive and negative attitudes. Personification is employed to construct positively such matters of a healthy lifestyle as sleep routine, good diets and habits in both discourses. Moreover, the metaphorical patterns used in both languages conceptualise diseases, disorders and death through the concept of a person to display them as killers and abusers in a threatening way. In terms of differences, the Lithuanian media uses this source domain to structure human body and science positively as well as to discourage bad habits such as drinking alcohol and smoking electronic cigarettes. However, the British media constructs an opposite point of view about electronic cigarettes, suggesting that they could be helpful. The common ways to construct the domain of PERSON/AGENT in the British media include the usage of verb phrases as well as adjective phrases, while, in addition to these two, the Lithuanian media also uses noun phrases. Whereby, health and healthy lifestyle are personified in a positive way as opposed to diseases.

The source domain of OBJECT is utilized in both languages to diminish people who are unfit and lead unhealthy lifestyles, also it is used in the Lithuanian discourse to emphasise the fragile nature of people who are struggling. The concept of weight is objectified in both cases allowing to see it as a heavy burden. Exercise is constructed as a tool in the Lithuanian media to encourage people to utilise it. Both languages objectify diseases and disorders, in that way they make them more noticeable. In terms of linguistic patterns, the Lithuanian articles contain noun and verb phrases, while the British articles only employs verb phrases in the process of objectification.

The source domain of JOURNEY is realised via noun phrases and verb phrases with and without prepositions, which indicate movement in a specific direction, in the English language and via verb phrases as well as noun and adjective phrases in the Lithuanian language. In both languages, they present lifestyle, weight loss, life, and knowledge in the same positive way. Moreover, they construct the process of treatment and recovery as a journey to encourage the ones taking that path. In terms of differences, the British media displays ageing as an undesirable destination, which could be reached sooner if people have bad lifestyle habits. While the Lithuanian media suggests that diseases are equivalent to obstacles and creates a negative attitude towards leading a healthy lifestyle by implying that this path is complicated and has a lot of wrong turns. In addition, the Lithuanian articles had instances of time being shown as a moving object to remind people to take care of themselves, while it is not too late.

The source domain of MACHINE is used in the English language to construct human body in the terms of a machine, which has on and off states, can be controlled by someone else, or a device, which has operational modes. This suggests that all bodily actions are mechanical processes, and imposes food as fuel. Thus, British media displays human body as a machine from a perspective, which emphasises its technical productive nature. Whereas, the Lithuanian media sees it more as a device, which is designed to understand and indicate the needs of human body, and thus, creates a vision of a dialogue between a person and a machine. As observed in both languages, the usage of verb phrases emphasises the constant functioning and operation of a machine.

The source domain of CONFLICT only appeared among the five most dominant domains in the British media. This is a concept that is used to structure a negative attitude by viewing unhealthy lifestyle and disorders as war, diseases as enemies, good lifestyle, exercising and information as weapons. In this case, verb phrases can be observed as the tool to construct concepts via the source domain of CONFLICT.

The source domain of ORIENTATION only appeared to be between the five most dominant domains in the Lithuanian language. The concept of ORIENTATION in the Lithuanian articles is realised via verb phrases, which construct reality in terms of the source domain of UP and is used to talk about diseases, symptoms, and problems. By constructing such matters in terms of the conceptual metaphor of MORE IS UP, the media displays them as matters of high priority.

To sum up, the linguistic patterns used to construct the source domains in both languages include verb phrases, noun phrases and adjective phrases, with the Lithuanian language being more versatile in this regard. Within the discourse of health and healthy lifestyle, both languages construct health, healthy lifestyle, knowledge, human body as well as the processes of weight loss, treatment and recovery from a positive perspective as opposed to diseases, disorders, bad habits, unfitness, and ageing.

Ultimately, the conclusions of the study are presented in the consequent section.

CONCLUSIONS

Critical Discourse Analysis has provided an opportunity to decode language in order to establish the created attitudes towards various matters. Being a part of the CDA, conceptual metaphor helps to shape those attitudes by the means of mapping various source domains into the concepts related to health and healthy lifestyle. Thus, the overview of the theoretical framework and the analysis of the identified metaphorical expressions and their representative source domains has allowed to draw the consequent conclusions:

- 1) The theoretical overview of the key concepts has resulted in the following assumptions:
 - a) Discourse, in its general and specific terms, is a means of constructing social reality, knowledge and meanings through language.
 - b) Critical Discourse Analysis (CDA) aims to primarily expose social power abuse and to challenge social inequality. It views language as a social practice, where linguistic aspects and social aspects are combined, in order to manipulate social power through language use. CDA operates by decoding and deconstructing discursive patterns that are coded and constructed to hide specific intensions and meaning of the social world.
 - c) Conceptual Metaphor Theory suggests that people tend to construct their perception of subjective unfamiliar ideas within the extent of familiar embodied experiences via the mapping between two conceptual domains: source domain and target domain. The linguistic metaphorical expressions are deconstructed into conceptual metaphors via the formula of A IS B, where A stands for the target domain and B refers to the source domain.
 - d) Media discourse contributes to framing social reality by employing such linguistic tools as metaphors, which have an impact on the message conveyed in the media discourse. Primarily, media posed as a medium to distribute information and now, however, it has become a dominant social group, as over the course of time, media has gained the power to influence people's attitudes both indirectly and consistently by reaching massive audiences.
- 2) The qualitative and quantitative analysis was based on 30 mass media articles, totalling to 453 metaphorical linguistic expressions:
 - a) There were 214 metaphorical expressions identified in the 15 British media articles (BBC and Daily Mail) analysed in the course of the research;

- b) There were 239 metaphorical expressions identified in the 15 Lithuanian media articles (15min.lt and Lrytas.lt) chosen for this research.
- 3) The collected metaphorical linguistic expressions were deconstructed into conceptual metaphors in order to identify the most prevalent source domains. It was determined that the five predominant source domains are those of:
 - a) PERSON/AGENT, CONFLICT, OBJECT, JOURNEY and MACHINERY in the English language;
 - b) PERSON/AGENT, OBJECT, MACHINERY, JOURNEY and ORIENTATION in the Lithuanian language.
- 4) The dominant source domains and their conceptual metaphors were evaluated in terms of the contextual meaning in order to determine prevalent attitudes in the context of health and healthy lifestyle. It was discovered that the linguistic patterns used to employ the source domains in both languages include verb phrases, noun phrases and adjective phrases, with the Lithuanian language being more versatile in this regard. It can be concluded that, within the discourse of health and healthy lifestyle, both languages construct HEALTH, HEALTHY LIFESTYLE, KNOWLEDGE, HUMAN BODY as well as the processes of WEIGHT LOSS, TREATMENT and RECOVERY from a positive perspective as opposed to DISEASES, DISORDERS, BAD HABITS, UNFITNESS, and AGEING.

The overall conclusion can be reached that media discourse in both Lithuanian and English languages is similarly rather densely metaphorically loaded. The decoding of linguistic metaphorical expressions into conceptual metaphors has allowed to determine that the way mainstream media representatives employ metaphors in their discourse helps to promote health and healthy lifestyle by creating a positive attitude towards it and to demote diseases and unhealthy lifestyle by presenting them from a negative perspective.

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SUMMARY

The subject of this research focuses on linguistic patterns of conceptual metaphor associated with the target domain of health and healthy lifestyle in the Lithuanian and British media discourse. The **research aim** is to determine the prevalent attitudes towards health and healthy lifestyle created by the mainstream media in Lithuanian and British discourse by scrutinising metaphorical expressions. In order to achieve the above aim, the following **four objectives** were raised: 1) to define the key concepts of discourse, Critical Discourse Analysis, the Conceptual Metaphor Theory, and media discourse; 2) to identify metaphorical linguistic expressions in the collected media articles; 3) to deconstruct metaphorical linguistic expressions into conceptual metaphors in order to identify the most prevalent source domains; 4) to evaluate the contextual meaning of the metaphor use in order to determine prevalent attitudes in the context of health and healthy lifestyle.

The research findings are based on 15 articles from the Lithuanian media and 15 articles from the British media, totalling to 453 metaphorical expressions. The quantitative research has determined that conceptual metaphors are used rather frequently in the discourse of both languages: 214 ME in the British media and 239 ME in the Lithuanian media. The qualitative research has demonstrated that by using conceptual metaphors within the discourse of health and healthy lifestyle, both languages construct health, healthy lifestyle, knowledge, human body as well as the processes of weight loss, treatment and recovery from a positive and encouraging perspective as opposed to diseases, disorders, bad habits, unfitness, and ageing.

SANTRAUKA

Šio darbo objektas yra konceptualiųjų metaforų kalbinių modelių, susijusių su sveikatos ir sveikos gyvensenos tiksliniu domenu Lietuvos ir Didžiosios Britanijos žiniasklaidos diskurse, tyrimas. **Tyrimo tikslas** – išsamiai išnagrinėjus metaforinius posakius, nustatyti vyraujančius požiūrius į sveikatą bei sveiką gyvenseną, kuriuos sukuria pagrindiniai žiniasklaidos kanalai Lietuvos ir Didžiosios Britanijos diskursuose. Siekiant užsibrėžto tikslo buvo išsikelti šie **keturi uždaviniai**: 1) apibrėžti pagrindines sąvokas: diskursas, kritinė diskurso analizė, konceptualiosios metaforos teorija bei žiniasklaidos diskursas; 2) identifikuoti kalbinius metaforų modelius surinktuose žiniasklaidos straipsniuose; 3) perdaryti kalbinius metaforų modelius į konceptualiąsias metaforas tam, kad būtų galima nustatyti labiausiai vyraujančius pamatinius domenų; 4) įvertinti metaforų vartojimo kontekstinę reikšmę, norint išsiaiškinti kokie požiūriai vyrauja sveikatos ir sveikos gyvensenos diskurse.

Empirinis tyrimas atliktas analizuojant 15 straipsnių, surinktų iš Lietuvos žiniasklaidos, bei 15 straipsnių iš Didžiosios Britanijos žiniasklaidos šaltinių. Iš viso šiuose straipsniuose rasti 453 metaforiniai posakiai. Atliekant kiekybinę analizę paaiškėjo, kad konceptualiosios metaforos yra pakankamai dažnos abiejų kalbų diskurse: 214 metaforinių posakių britų žiniasklaidoje ir 239 lietuvių žiniasklaidoje. Kokybinė analizė parodė, kad tiek britų, tiek lietuvių sveikatos ir sveikos gyvensenos diskurse vartojamos konceptualiosios metaforos nuteikia skatinamai ir sukuria pozityvų požiūrį į sveikatą, sveiką gyvenseną, žinias, žmogaus kūną, tokius procesus kaip svorio metimas, gydymas bei sveikimas, o į ligas, sutrikimus, blogus įpročius, blogą fizinę būklę bei senėjimą kuriamas priešingas, neigiamas požiūris.

RESUMEN

El tema de esta investigación se centra en los patrones lingüísticos de metáforas conceptuales asociados con el dominio meta de la salud y el estilo de vida saludable en el discurso de medios de comunicación lituano y británico. **El propósito** de la investigación es determinar las actitudes prevalentes hacia la salud y el estilo de vida saludable creado por los medios de comunicación en el discurso lituano y británico analizando las expresiones metafóricas. Con el fin de lograr el objetivo, se plantearon los siguientes **cuatro objetivos**: 1) definir los conceptos clave del discurso, análisis crítico del discurso, teoría de la metáfora conceptual y discurso mediático; 2) identificar expresiones de metáforas lingüísticas en los artículos de los medios de comunicación recopilados; 3) deconstruir expresiones lingüísticas metafóricas en las metáforas conceptuales para identificar los dominios fuente más prevalentes; 4) evaluar el significado contextual del uso de metáforas para determinar las actitudes prevalentes en el contexto de la salud y el estilo de vida saludable.

El estudio empírico se basa en 15 artículos de los medios de comunicación lituanos y 15 artículos de los medios de comunicación británicos, con un total de 453 expresiones metafóricas. La investigación cuantitativa ha determinado que las metáforas conceptuales se usan con bastante frecuencia en el discurso de ambos idiomas: 214 expresiones metafóricas en los medios de comunicación británicos y 239 expresiones metafóricas en los lituanos. La investigación cualitativa ha demostrado que, al usar metáforas conceptuales dentro del discurso de la salud y el estilo de vida saludable, ambos lenguajes construyen la salud, el estilo de vida saludable, el conocimiento, el cuerpo humano y los procesos de pérdida de peso, tratamiento y recuperación desde una perspectiva positiva y alentadora a diferencia de enfermedades, trastornos, malos hábitos, incapacidad físico y envejecimiento.

APPENDIX 1

The collected data samples from the English media sources:

BBC:

EXAMPLE	CONCEPTUAL METAPHOR
Exercise targets would trigger my eating disorder	EXERCISE IS WAR
Exercise targets would trigger my eating disorder	EXERCISE IS A WEAPON
Exercise targets would trigger my eating disorder	EATING DISORDER IS WAR
calories on food packs could affect those recovering from eating disorders	CALORIES ARE AN OBJECT
amount of exercise needed to burn off calories	CALORIES ARE FUEL
amount of exercise needed to burn off calories	HUMAN BODY IS A MACHINE
labels on food packs could affect her mental health.	CALORIES ARE AN OBJECT
[if I saw that] information I would find that incredibly triggering	INFORMATION IS A WEAPON
this idea adds to it and adds to the pressure	IDEA IS AN OBJECT
It [idea] will trigger	IDEA IS A WEAPON
labelling exercise calories could cut about 200 calories	LABELLING IS A TOOL
labelling exercise calories could cut about 200 calories	CALORIES ARE AN OBJECT
walk off the calories	CALORIES ARE FUEL
run off a chocolate bar	FOOD IS FUEL
the problem with exercise targets for snacks	EXERCISE IS WAR
to earn food	FOOD IS A REWARD
	FOOD IS MONEY
I developed anorexia	ANOREXIA IS A PLANT

anorexia [...] triggered by exercise	ANOREXIA IS WAR
anorexia [...] triggered by exercise	EXERCISE IS A WEAPON
a lack of education about healthy lifestyles places unfair pressure	EDUCATION IS A CONTAINER
people [...] struggle with excessive exercising	EXERCISE IS WAR
burn off particular foods	HUMAN BODY IS A MACHINE
burn off particular foods	FOOD IS FUEL
consider the impact that it [change] may have	CHANGE IS FORCE
cutting out those who may not find it easy to move	PERSON IS AN OBJECT
food can fuel a workout	FOOD IS FUEL
food can fuel a workout	HUMAN BODY IS A MACHINE
food can fuel a workout	WORKOUTS ARE MACHINES
Food [...] is a very dangerous game	FOOD IS A GAMBLE
	FOOD IS A THREAT
activity campaigns lead to eating disorders	DISORDER (EATING) IS WAR
exercise is needed to burn off a muffin	HUMAN BODY IS A MACHINE
	FOOD IS FUEL
balanced diet	DIET IS SCALES
free of cancer, cardiovascular disease	DISEASE IS CAPTIVITY
disease-free life	DISEASE IS CAPTIVITY
protecting their skin in the sun	SUN IS A THREAT
lifestyle factors were directly responsible for	LIFESTYLE FACTOR IS A PERSON
Losing weight	WEIGHT IS AN OBJECT

walking any distance was "a struggle "	WALKING IS WAR
fighting for breath	BREATHING IS WAR
struggle with food	EATING IS WAR
anorexia [...] addiction	ANOREXIA IS A DRUG
exercise addiction	EXERCISE IS A DRUG
She [...] couldn't find a way to shut off from it	HUMAN BODY IS A MACHINE
She had a lot going on	HUMAN BODY IS A CONTAINER
are more likely to display addictive personality	PERSONALITY IS AN OBJECT
spend hours and hours in my bedroom just working out	TIME IS MONEY
back to her obsessive exercising and was so scared to face up to it	DISORDER IS AN OBJECT
train properly and not get into an obsessed state	STATE IS A CONTAINER
see the evidence that not overtraining and fuelling myself right had on my body	HUMAN BODY IS A MACHINE
NI proposals move to limit chips	LEGISLATION IS A JOURNEY
amount of red meat products [...] will fall	QUANTITY IS AN OBJECT
Instagram accounts are using images	ACCOUNT IS A PERSON
journey of recovery	RECOVERY IS A JOURNEY
weight loss	WEIGHT IS AN OBJECT
tailored weight loss or diet plan	DIET PLAN IS A DESIGN
Instagram has not responded	INSTAGRAM IS A PERSON
I'm going from a healthy weight to 60 pounds	WEIGHT LOSS IS A JOURNEY
was in a different place in my recovery	RECOVERY IS A JOURNEY
I'm a little bit further along [about recovery]	RECOVERY IS A JOURNEY

their eating disorder doesn't look a certain way	DISORDER (EATING) IS AN ENTITY
eating disorders are the ones that make you emaciated	DISORDER (EATING) IS A PERSON
distorted beliefs about their body size	BELIEF IS AN OBJECT
The side effect of this is that every time the image is uploaded to Instagram	SOCIAL MEDIA IS A DRUG
cut down levels of smoking	LESS IS DOWN
area at the hospital becoming " vape-friendly "	AREA IS A PERSON
[vaping] ' Help smokers quit'	VAPING IS A PERSON
continue smoking rather than switching completely to vaping	HUMAN BODY IS A DEVICE

DAILY MAIL:

reverse four years of ageing	LIFE IS A JOURNEY
training for a marathon can reverse	TRAINING IS A VEHICLE
runners had their health tracked	HEALTH IS A MOVING OBJECT
aorta – had an 'aortic age ' of around four years younger	AORTA IS A PERSON
one of the easiest ways to take up exercise	EXERCISE IS AN OBJECT
Circulatory health (...) can be ' reversed '	HEALTH IS A JOURNEY
at both time points in three different places	TIME IS A LOCATION
reverse the consequences of ageing	LIFE IS A JOURNEY
consequences of ageing	AGEING IS A DESTINATION
The risk of aortic stiffening and high blood pressure rises with obesity	MORE IS UP
running may be a way (...) to (...) boosting circulatory health	MORE IS UP
	HEALTHY IS UP
A good diet, sleep routine (...) may have also played a role	DIET IS A PERSON

a goal-oriented exercise training recommendation (...) may be a good motivator	RECOMMENDATION IS A PERSON
cutting back on alcohol	LESS IS BACK
can expect to live disease-free	STATE IS A CONTAINER
who smoke, drink or don't exercise may lose up to 10 years	TIME IS A MOVING OBJECT
Healthy habits (...) may give you a decade	HABIT IS A PERSON
give you a decade of extra healthy life	TIME IS AN OBJECT
all cancers combined kill some 165,000 British people per year	CANCER IS A PERSON
	CANCER IS A KILLER
[It added] approximately 7.6 years in men and 10 years in women	HUMAN BODY IS A CONTAINER
adopting a healthy diet	DIET IS A PERSON
adopting a healthy [...] lifestyle	LIFESTYLE IS A PERSON
life expectancy free of major chronic diseases.	STATE IS A CONTAINER
life free from disease	STATE IS A CONTAINER
Expanding waistlines are damaging for both the health of the nation and the NHS	WAISTLINE IS A PERSON (OVERWEIGHT)
leading to a string of dangerous diseases with a heavy cost	DISEASE IS AN OBJECT
leading to a string of dangerous diseases	DISEASE IS DESTINATION
The NHS Long Term Plan is playing its part	PLAN IS A PERSON
ambitious actions – including piloting low calorie diets	DIET IS A TOOL
diets [...] can put type 2 diabetes into remission	DIET IS A PERSON
take simple common sense steps to lead longer and healthier lives	LIFE IS A JOURNEY
to beat cancer	CANCER IS AN ENEMY
to beat cancer	CANCER IS AN ENEMY
experts warned junk food, ready meals and red meat should be eaten only in moderation	LOW QUALITY IS JUNK

Individuals need to follow as many of these recommendations as possible	LIFE IS A JOURNEY
Keep a healthy weight	WEIGHT IS AN OBJECT
Cut down on fast foods	LESS IS DOWN
Avoid dietary supplements	SUPPLEMENT IS AN OBSTACLE
follow the above recommendations	LIFE (HEALTHY) IS A JOURNEY
your willpower might be starting to flag	WILLPOWER IS A PERSON
it's tough making big life changes	LIFE (HEALTHY) IS A STRUGGLE
[It took] a lifetime for your bad habits to stick	HABIT IS AN OBJECT
ideas to improve your brain health, ward off dementia	DEMENTIA IS AN OBSTACLE
beat headaches	HEADACHE IS AN ENEMY
free yourself from a phone addiction	ADDICTION IS A CONTAINER
Boost brain health	HEALTHY IS UP
Nuts, especially walnuts, are packed with	NUT IS A CONTAINER
fatty acids and omega-3s, which protect cells	FOOD FAT IS A SHIELD
She runs a specialist cancer and dementia nutrition clinic	CLINIC IS A MACHINE
Nuts can easily go rancid (...) due to their high fat content	NUT IS A CONTAINER
undiagnosed hearing problems play a big role	DISORDER IS A PERSON
Partial deafness is the biggest threat to brain health	DEAFNESS IS AN ENEMY
Caffeine gets the circulation going and transports oxygen	CAFFEINE IS A VEHICLE
Antioxidants in coffee beans also help protect blood vessels	ANTIOXIDANT IS A PERSON
protein in the milk holds the coffee in my stomach	PROTEIN IS A PERSON
Try to reframe your thinking	THOUGHT IS AN OBJECT
[TEA] It's full of flavour, so there's no reason to make it sweet	TEA IS A CONTAINER

Cutting down on sugar	LESS IS DOWN
effective at combating headaches	HEADACHE IS AN ENEMY
migraine sufferers [find that] fasting (...) can trigger a full-blown attack	MIGRANE IS WAR
Fasting , or missing meals, can trigger a full-blown attack	FASTNG IS AN ENEMY
people who suffer from regular migraines	MIGRANE IS WAR
wake up in pain	PAIN IS A CONTAINER
change in normal sleeping patterns can spark an attack .	CHANGE IS WAR
Beat online addiction	ADDICTION IS AN ENEMY
Social media and smartphones have revolutionised	TECHNOLOGY IS A PERSON
research suggests	RESEARCH IS A PERSON
spending more than three hours a day	TIME IS MONEY
break your social media and smartphone habit	HABIT IS AN OBJECT
Social media addicts (...) trying to wean themselves off these sites	SOCIAL MEDIA IS A DRUG
[to wean themselves off the sites] So do it in bite-sized chunks	SOCIAL MEDIA IS FOOD
social media dependency	SOCIAL MEDIA IS A DRUG
increase the length of time you go without checking social media,	TIME IS A MOVING OBJECT
spend a few hours without experiencing the need to be online.	TIME IS MONEY
break the dependence on	DEPENDENCE IS AN OBJECT
the dependence on the phone's alarm	PHONE ALARM IS A DRUG
leave your phone in another room at night to reduce the temptation to check it	PHONE IS A DRUG
can't afford to waste valuable battery time	TIME (BATTERY) IS MONEY
spend hours checking for social media updates	TIME IS MONEY
A growing number	MORE IS UP

time spent checking social media	TIME IS MONEY
can break your concentration	CONCENTRAITION IS AN OBJECT
relationship with email	E-MAIL IS A PERSON
social media addiction	SOCIAL MEDIA IS A DRUG
slash the number of blogs that you follow	LESS IS DOWN
game apps that can be very time-consuming	TIME IS A COMMODITY
try a digital detox	SOCIAL MEDIA IS A DRUG
spending too much time	TIME IS MONEY
quit using Instagram	INSTAGRAM IS A DRUG
which breaks down sugar	LESS IS DOWN
Women with the condition often struggle	LIFE (UNHEALTHY) IS WAR
struggle to fall pregnant	STATE IS A CONTAINER
bacteria in girls' stools was related to	BACTERIA IS A PERSON
unhealthy bacteria related to	BACTERIA IS A PERSON
gut microbiome may play a role in	MICROBIOME IS A PERSON
changes can be found in teenagers	HUMAN BODY IS A CONTAINER
a healthy diet which includes	DIET IS A CONTAINER
foods containing probiotics	FOOD IS A CONTAINER
develop the disease	DISEASE IS A PLANT
help children to be steered away from the habits	HUMAN BODY IS A VEHICLE
earliest event leading to pre-diabetes	STATE IS A LOCATION
opens up the possibility	STATE IS A CONTAINER
could halve your risk of dementia	RISK IS AN OBJECT
broccoli can also ward off the disease	DISEASE IS AN OBSTACLE

kale could slash the risk	RISK IS AN OBJECT
	LESS IS DOWN
nutrients which may support brain health	NUTRIENT IS AN AGENT
beneficial foods to ward off the [disease]	DISEASE IS AN OBSTACLE
memory-robbing disease	DISSEASE IS AN AGENT
no need for people to overhaul their diet	DIET IS A MACHINE
slashed the risk of dementia	RISK IS AN OBJECT
	LESS IS DOWN
Diets packed with isorhamnetin	DIET IS A CONTAINER
48 per cent less likely to be struck down by Alzheimer's	ALZHEIMER'S IS AN AGENT
organ shrinks quicker in those who drink	HUMAN BODY IS A CONTAINER
added 0.02 years onto a person's brain age	AGE IS AN OBJECT
alcohol harms the brain	ALCOHOL IS AN AGENT
alcohol consumption, will alter how the brain works	BRAIN IS A PERSON
smoking - leads to brain ageing	AGEING IS A DESTINATION
genetic factors may impact brain age	GENETIC FACTOR IS FORCE
smoking and drinking damages the brain	BRAIN IS A STRUCTURE
cancer growth	CANCER IS A LIVING ORGANISM
boost killer immune cells	MORE IS UP
help boost the variety of gut bacteria	MORE IS UP
analysing how they fought cancer	DISEASE IS AN ENEMY
more immune cells to attack cancer	DISEASE IS AN ENEMY
	IMMUNE CELL IS A PERSON
Cancer growth can be slowed	CANCER IS A LIVING ORGANISM

one of the aggressive forms of the disease	DISEASE IS A LIVING ORGANISM
prebiotics populated the gut	PREBIOTIC IS AN INHABITANT
more immune cells attacking cancer	DISEASE IS AN ENEMY
	IMMUNE CELL IS A PERSON
disease progression was curbed	LESS IS DOWN
researchers embarked on a series of studies	RESEARCH IS A JOURNEY
This was driven by inulin	INULIN IS A FUEL
immunity was kickstarted	IMMUNITY IS AN ENGINE
immune system's ability to attack the cancer	CANCER IS WAR
	IMMUNE SYSTEM IS AN ARMY
Prebiotics represent a powerful tool	PREBIOTIC IS OBJECT
scientific advances (...) are getting us closer	ADVANCEMENT IS A JOURNEY
getting us closer to the idea	IDEA IS A DESTINATION
findings are a step forward	ADVANCEMENT IS A JOURNEY

APPENDIX 2

The collected data samples from the Lithuanian media sources:

15MIN:

garini (...) save žudai	VAPING IS A KILLING TOOL
rūkai – vis tiek save žudai	SMOKING IS A KILLING TOOL
virstančiais didžiuliais baltų dūmų kamuoliais	SMOKE IS AN OBJECT
Jos plinta daugiausia tarp jaunimo kaip madinga naujovė	CIGARETTE IS A DISEASE
poveikis yra apipintas daugybe mitų	MYTH IS A BUILDING
cigaretės nekelia pavojaus	CIGARETTE IS AN AGENT
[cigaretės] atrodo nekaltai	CIGARETTE IS A PERSON
Dėl šio kenksmingo įpročio [garinimo] gali	VAPING IS AN ADDICTION
gali ne tik padidėti kraujospūdis	MORE IS UP
jis gali sukelti labai rimtas ligas	MORE IS UP
cigaretės širdžiai ir kraujagyslėms gali pakenkti	CIGARETTE IS AN AGENT
galima vartoti el. cigaretes	CIGARETTE IS A COMMODITY
rūkyti (vartoti) ir turėti elektronines cigaretes ar pildomasias talpyklas draudžiama	CIGARETTE IS A COMMODITY
cigaretės nesukelia priklausomybės	CIGARETTE IS AN AGENT
naivu tikėtis, kad el. cigaretės nepririš jūsų prie savęs	CIGARETTE IS A PERSON
etiketės gali jus suklaidinti	LABELLING IS A PERSON
gamintojai dažnai perša mintį,	IDEA IS AN OBJECT
kad jos [cigaretės] padeda tiems	CIGARETTE IS A PERSON
nori mesti rūkyti	SMOKING IS AN OBJECT
Garinimas – tavo laisvas pasirinkimas	VAPING IS FREEDOM

gamintojai išleidžia milijonus, įvairiais būdais populiarindami savo gaminius ir manipuliuodami visuomenės nuomone	MANUFACTURER IS A SCHEMER
	SELLING IS SCHEMING
fiksuoja rimtus sveikatos sutrikimus, sukeltus el. cigarečių	MORE IS UP
Šviečiamosios akcijos apkeliaus 55 Lietuvos mokyklas,	PROMOTION IS A PERSON
bus pateikta daug mokliškai pagrįstos informacijos	INFORMATION IS A BUILDING
išsklaidyti klaidinantys mitai	MYTH IS SMOKE
vertinti šių prietaisų keliamas grėsmes	VAPING IS DANGER
atsisakyti šio žalingo įpročio	VAPING IS AN ADDICTION
alkoholinių gėrimų vartojimas buvo įteisintas įvairių švenčių	ALCOHOL IS LAW
Senovės Egipte jau buvo vartojamas alus	BEER IS A COMMODITY
saikingas alkoholio vartojimas	ALCOHOL IS A COMMODITY
alkoholis ir jo tarpiniai metabolitai yra universalūs nuodai	ALCOHOL IS POISON
[alkoholis gali] pažeisti daugelį kitų organizmo sistemų	ALCOHOL IS AN AGENT
pagrindinis alkoholio taikiny vis dėlto yra kepenys	ALCOHOL IS AN AGENT
fermentinės sistemos (...) turi tik pagalbinį vaidmenį,	ENZYME SYSTEM IS A PERSON
piktnaudžiaujantys alkoholiu tikrai sugeba nustebinti aplinkinius „savo pajėgumais “.	HUMAN BODY IS A MACHINE
pradėjus ryškėti kepenų funkcijos nepakankamumui	HUMAN BODY IS A MACHINE
tolerancijos slenkstis alkoholiui krenta	HUMAN BODY IS A BUILDING
žmogus yra jau genetiškai užprogramuotas	HUMAN BODY IS A MACHINE
apsisaugoti nuo žalingo alkoholio poveikio	ALCOHOL IS AN ENEMY
gamta nesurado nieko geresnio	NATURE IS A PERSON

alkoholis praplėstų kraujagysles, pagerintų raumenų kraujotaką, būtų (...) energijos šaltinis	HUMAN BODY IS A MACHINE
alkoholis (...) energijos šaltinis	ALCOHOL IS FUEL
endogeninis alkoholis dalyvauja ir endorfinų (...) gamyboje	ALCOHOL IS A PERSON
individai, kurių organizme buvo gaminami	HUMAN BODY IS A MACHINE
mūsų fermentinės sistemos jau nepajėgios neutralizuoti	HUMAN BODY IS A MACHINE
nepajėgios neutralizuoti į mūsų organizmą supilamo etanolio	HUMAN BODY IS A CONTAINER
Dažniausiai šios ligos eiga būna be simptomų	DISEASE IS A PROCESS
kūno svorio suregulavimas	HUMAN BODY IS A MACHINE
daugiau negu pusė gyventojų turės šią ligą	DISEASE IS AN OBJECT
net 10 proc. mirčių susijusios su alkoholio sukeltomis ligomis	ALCOHOL IS AN AGENT
Įtikinantys Oksfodo mokslininkų tyrimai nevienareikšmiškai parodė ,	RESEARCH IS A PERSON
vyrų mirčių nuo alkoholio sukeltų ligų sumažėja	ALCOHOL IS AN AGENT
nemalonus jausmas, kuris dalį žmonių vargina nuolatos	FEELING IS AN AGENT
pilvo pūtimas vargina	STATE IS AN AGENT
virškinamajame trakte vyksta perteklinė dujų produkcija	HUMAN BODY IS A FACTORY
laktozės ar fruktozės netoleravimą	HUMAN BODY IS A MACHINE
pūtimą taip pat gali sukelti nėštumas ir nutukimas	MORE IS UP
pirmasis žingsnis pilvo pūtimo gydyme	TREATMENT IS A JOURNEY
koreguoti dietą į turinčią mažai trumpųjų grandžių angliavandenių	DIET IS A PERSON
galima vartoti vaistinius preparatus	MEDICATION IS COMMODITY

vaistinius preparatus, turinčius veikliosios medžiagos	MEDICATION IS A PERSON
pilvo pūtimas retai signalizuoja apie sunkią, gyvybei pavojingą ligą	HUMAN BODY IS A MACHINE
nustatyti „ aliarmo simptomus“, kurie signalizuoja apie galimai rimtesnę ligą	DISEASE IS AN AGENT
„ aliarmo simptomus “, kurie signalizuoja	SYMPTOM IS A MACHINE
tiriami susirenkant pirminius duomenis apie	INFORMATION IS AN OBJECT
Jei kyla neaiškumų,	UNCERTAIN IS UP
atskleidė raktą į ilgesnį sveiką gyvenimą	LIFE IS A BUILDING
atskleidė raktą (...) – tai pinigai	MONEY IS A KEY TO HEALTH
gali pagrįstai tikėtis išlaikyti sveikatą dar bent 31 metus	HEALTH IS AN OBJECT
moterys įprastai išlaiko sveikatą dar 33 metus	HEALTH IS AN OBJECT
šis tyrimas neatkreipė dėmesio į gyvenimo trukmę	RESEARCH IS A PERSON
Žaibišku greičiu besivystančios skaitmeninės technologijos	ADVANCEMENT IS A PERSON
Didžiąją savo laiko dalį praleidžiame biuruose	TIME IS A MOVING OBJECT
akių nuovargis gali signalizuoti ir kitas akių ligas	FATIGUE IS A DEVICE
akių nuovargis gali signalizuoti (...) būtina žinoti, kaip to išvengti.	HUMAN BODY IS A MACHINE
simptomai gali signalizuoti , jog jūsų akys pavargo	SYMPTOM IS A DEVICE
neignoruoti simptomų, kurie gali peraugti į rimtesnes problemas	MORE IS UP
Akių nuovargis kankina daugumą šiuolaikinių žmonių	FATIGUE IS A PERSON
kovoti su nuolatiniu akių nuovargiu	FATIGUE IS AN ENEMY
didžiąją savo laiko dalį praleidžiame prie kompiuterių	TIME IS A MOVING OBJECT

kontroliuoti laiką praleidžiamą dirbant su kompiuteriu	TIME IS A MOVING OBJECT
kiek laiko praleidžiate prie kompiuterio	TIME IS A MOVING OBJECT
laikui bėgant , mes galime nebepastebėti skirtumo	TIME IS A MOVING OBJECT
kone visą parą praleidžiame šildomose patalpose	TIME IS A MOVING OBJECT
Daugiau laiko praleisti gryname ore	TIME IS A MOVING OBJECT
kai žiema labai negąsdina	WINTER IS A PERSON
seną gerą taisyklę, kuri veikia visada	LAW IS A DEVICE
Laikas gryname ore duos tokių rezultatų	TIME IS A PERSON
labiau vengiame gryno oro	LIFE IS A JOURNEY
akių nuovargis gali slėpti ir kitas akių ligas	DISEASE IS A CONTAINER
kuriuos gali signalizuoti dažnas akių nuovargis	HUMAN BODY IS A MACHINE
simptomas gali signalizuoti apie astigmatizmą	HUMAN BODY IS A MACHINE
svarbaus faktoriaus, kuris padės išvengti akių nuovargio	LIFE (HEALTHY) IS A JOURNEY
lėtina senėjimą	LIFE IS A JOURNEY
metu nepamirškite vartoti Omega-3 rūgščių, kurios stabdo akių sausėjimą	LIFE IS A JOURNEY
Aukšto kraujospūdžio grėsmė , jo keliamos rizikos	BLOOD PRESSURE (HIGH) IS WAR
vaikai patenka į šią rizikos grupę	GROUP IS A CONTAINER
liga sukelia tokių pačių komplikacijų	MORE IS UP
informacijos gali suteikti 24 val. kraujospūdžio matavimo aparatai	DEVICE IS A PERSON
svarbus organas kraujospūdžio reguliavimui – inkstai	HUMAN BODY IS A MACHINE
turi nepakankamai subrendusius inkstus	KIDNEY IS A PERSON
sunku vaistais normalizuoti kraujospūdį	HUMAN BODY IS A MACHINE

vaikų organizmai (...) turi daug resursų atsistatyti.	HUMAN BODY IS A MACHINE
gydymas , kaip ir suaugusiems, paprastai prasideda nuo	TREATMENT IS A JOURNEY
stengiamasi pradėti gydymą nuo vieno va	TREATMENT IS A JOURNEY
kokius įpročius vaikams suformuosime nuo mažumės	HABIT IS AN OBJECT
Perlaužti 15-metį jau labai sunku	PERSON IS AN OBJECT
yra tikimybė, kad bus pasiektas rezultatas	RESULT IS A DESTINATION
kad žmonės piktybiškai nesilaiko rekomendacijų	RECOMMENDATION IS AN OBJECT
ko galima pasiekti tinkamai parinktu gydymu	RESULT IS A DESTINATION
paaugliai kartais vartoja narkotines medžiagas	DRUG IS A COMMODITY
sukelia visiškai neaiškios medžiagos	MORE IS UP
sveikata yra labai griežtai sekama	HEALTH IS A PERSON
daugiausiai mirčių nusinešanti liga	DISEASE IS A PERSON
daugiausiai mirčių nusinešanti	DEATH IS AN OBJECT
ir kaip pradėti širdies ir kraujagyslių ligų prevencija	PREVENTION IS A JOURNEY
tik asmenis, turinčius cukrinį diabetą	DIABETES IS AN OBJECT
žmogus būna supažindintas su šiais rizikos veiksniais	RISK FACTOR IS A PERSON
kokį rizikos veiksnių rinkinį turi konkretus žmogus	RISK FACTOR IS AN OBJECT
vaikams diegiami sveiko gyvenimo įgūdžiai	HUMAN BODY IS A MACHINE
jie supažindinami su širdies ligų rizikos veiksniais	RISK FACTOR IS A PERSON
rizikos veiksniai per susiformavusius įpročius jau smarkiai įsišakniję	RISK FACTOR IS A PLANT
aterosklerozės procesas dar nėra toli pažengęs	PROCESS IS A PERSON
Kai jie pasieks tikslinį programos amžių	LIFE IS A JOURNEY

LRYTAS:

vis nenumetate svorio	WEIGHT IS AN OBJECT
siekia gražesnių kūno formų	LIFE IS A JOURNEY
dažnai nepasiekia teigiamų rezultatų	RESULT IS AN OBJECT
Nė vienas iš šių scenarijų nėra geras kūno formavimui	LIFESTYLE (HEALTHY) IS THEATRE
Nė vienas iš šių scenarijų nėra geras kūno formavimui	HUMAN BODY IS AN OBJECT
paskatinti organizmą vartoti raumenų masę	HUMAN BODY IS A CONSUMER
versti ją į gliukozę ir naudoti, kaip energijos šaltinį	HUMAN BODY IS A MACHINE
raumenų masės kilogramas sudegina devynis kartus (!) daugiau kalorijų	HUMAN BODY IS A MACHINE
sudegina devynis kartus (!) daugiau kalorijų	CALORIES ARE FUEL
efektas pasiekiamas jėgos treniruočių metu	LIFE (HEALTHY) IS A JOURNEY
trukmė ir širdies ritmas priklausys ir nuo turimo tikslo	LIFE (HEALTHY) IS A JOURNEY
Siekiantiems mažinti riebalinį sluoksnį	LIFE (HEALTHY) IS A JOURNEY
miego trūkumas sukelia begalę problemų	SLEEP IS AN AGENT
miego trūkumas sužadina apetitą	SLEEP IS AN AGENT
Jei nakties miegą dažnai iškeičiate į knygą	SLEEP IS AN OBJECT
sugrąžinti kūną į vėžes nebus lengva	HUMAN BODY IS A VEHICLE
kompensuosite miego trūkumą	SLEEP IS AN OBJECT
tarp noro ir realybės driekiasi painus ir ilgas kelias, kupinas įvairių klystkelių	LIFE (HEALTHY) IS A JOURNEY
svarbu nuo svarstymų pereiti prie veiksmų	LIFE (HEALTHY) IS A JOURNEY
Tai ir moksliskai pagrįsta	INFORMATION IS A BUILDING
kyla svarstymų , keltis ar ne	MORE IS UP
pradeda veikti kitas smegenų pusrutulius – ne „autopiloto“, o veiksmų režimo“	HUMAN BODY IS A MACHINE

užtikrintai siekti nusimatytų tikslų	LIFE (HEALTHY) IS A JOURNEY
geriau užsibrėžti mažiau, bet vien realistiškus dalykus	LIFE (HEALTHY) IS A JOURNEY
ir praėjus ilgesniam laikui	TIME IS A MOVING OBJECT
išlikti aktyvioje veikloje	ACTIVITY IS A CONTAINER
pasiekti trokštamų tikslų	LIFE (HEALTHY) IS A JOURNEY
„ užsikabinti “ už sporto	EXERCISE IS A HOOK
kad palaikytume aukštesnį produktyvumą, atsparumą	LIFE (HEALTHY) IS A COMPETITION
adaptuojamasi prie fizinių sunkumų, prie streso, ir kad žingsnis po žingsnio	LIFE (HEALTHY) IS A JOURNEY
kelti nedidelius iššūkius	LIFE (HEALTHY) IS A COMPETITION
ar tikslas išsikeltas nuo sausio pirmosios	LIFE (HEALTHY) IS A COMPETITION
suprasti procesą, kad jis yra lėtas, žingsnis po žingsnio	LIFE (HEALTHY) IS A JOURNEY
yra progresas, svarbu nesustoti ir judėti pirmyn	LIFE (HEALTHY) IS A JOURNEY
lengviau dirbti [grupinėje treniruotėje] kartu su bendraminčių komanda	LIFE (HEALTHY) IS A JOB
Dirbant grupėje vyrauja visai kitokia energetika	LIFE (HEALTHY) IS A JOB
savaiminė energijos šaltinio bomba	ENERGY IS A WEAPON
pasirinkęs grupę pamato , kad šalia yra kolega	SEEING IS UNDERSTANDING
visi aplinkui bus pažengę , nors	LIFE (HEALTHY) IS A JOURNEY
norintiems pradėti sportuoti rekomenduoja (...) žingsnius	LIFE (HEALTHY) IS A JOURNEY
pasakyti jam savo užsibrėžtus tikslus	LIFE (HEALTHY) IS A COMPETITION
ar sportuojantysis neperlenkia lazdos	LIFE (HEALTHY) IS A JOURNEY
kai sutvarkyta organizmo medžiagų apykaita.	HUMAN BODY IS A LOCATION
vienas kūnas paprastai to negali sutvarkyti	HUMAN BODY IS AN AGENT
daug priklauso ir nuo hormonų, nuo poilsio režimo	HUMAN BODY IS A STATE

svarbu formuoti bendrus sveikus įpročius	HABIT IS AN OBJECT
ši bėda dažnai užklumpa būtent vyrus.	TROUBLE IS A PERSON
Taigi, vyrai, turėsite įsimylėti daržoves	VEGETABLE IS A PERSON
kovoti su aukštu kraujo spaudimu	BLOOD PRESSURE (HIGH) IS AN ENEMY
Vienas mano mylimiausių prieskonių yra česnakas	VEGETABLE IS A PERSON
pakaitinus česnaką jis mums bus naudingas, kaip prebiotikų šaltinis	FOOD IS A CONTAINER
bet jo aktyvusis alicinas jau bus nužudytas	ALLICIN IS A PERSON
ginklas yra ir čiobrelis	THYME IS A WEAPON
kovos su aukštu kraujo spaudimu ginklas	BLOOD PRESSURE (HIGH) IS AN ENEMY
kamuoja aukštas kraujo spaudimas	BLOOD PRESSURE IS A PERSON
davė ir svarbų gyvenimo būdo patarimą	ADVICE IS AN OBJECT
išsikelti sau tikslą	GOAL IS AN OBJECT
įveikti maratoną	LIFE (HEALTHY) IS A COMPETITION
ligos ypač klastingos	DISEASE IS A PERSON
išsaugoti gyvybę (...) bei ką daryti, jog užkirsti tam kelią	LIFE IS A JOURNEY
kardiovaskulinės mirtys yra didžiausias žmonijos žudikas	DEATH IS A PERSON
gebėti atpažinti , kada įvyksta staigi mirtis	DEATH IS A PERSON
Atpažinus staigią mirtį	DEATH IS A PERSON
simptomų, įspėjančių apie grėšiančią nelaimę	SYMPTOM IS A PERSON
Mokslinė pažanga žengia į priekį didžiuliais žingsniais	ADVANCEMENT IS A JOURNEY
	ADVANCEMENT IS A PERSON
kai sutinki kažkokią atjautą, paramą, gerą žodį	ATTITUDE (POSITIVE) IS A PERSON
Mes laikomės vieni ant kitų	PERSON IS AN OBJECT
Kaip atsistoti ant kojų ir grįžti į pilnavertį gyvenimą	LIFE IS A JOURNEY

grįžti į pilnavertį gyvenimą	LIFE IS A CONTAINER
sumažina diabeto ir osteoporozės riziką	LIFE IS A COMPETITION
padedą sudegini kalorijas	HUMAN BODY IS A MACHINE
	CALORIES ARE FUEL
vaikšciojimas yra puiki priemonė artrito prevencijai	WALKING IS AN OBJECT
Tyrimai parodė, kad	RESEARCH IS A PERSON
Gerina kasos darbą	LIVER IS A PERSON
hormonas, padedantis reguliuoti cukraus kiekį	HORMONE IS A PERSON
tyrimas, atliktas nuo 2009 iki 2013 m., parodė, kad	RESEARCH IS A PERSON
vaikšciojimas padėjo žmonėms	WALKING IS A PERSON
Tyrimai parodė	RESEARCH IS A PERSON
vaikšciojimas gali padėti sumažinti	WALKING IS A PERSON
Mankšta – tai vienas iš šios būklės valdymo būdų	EXERCISE IS MANAGEMENT
Pasivaikšciojimas gryname ore yra puiki terapija	WALKING IS A TREATMENT
sudegina kalorijas ir sumažina riebalų perteklių	CALORIES ARE FUEL
Per 30 minučių pasivaikšciojimą galite sudeginti 90–200 kalorijų	HUMAN BODY IS A MACHINE
	CALORIES ARE FUEL
vaikšciojimas gali būti veiksminga priemonė	WALKING IS AN OBJECT
priemonė, padedanti numesti svorio.	MEANS IS A PERSON
numesti svorio	WEIGHT IS AN OBJECT
grūdina organizmą ir padeda priešintis ligoms.	DISEASE IS AN ENEMY
pagydyti daugelį ligų ar užkirsti joms kelią	LIFE (HEALTHY) IS A COMPETITION
įveikti depresiją	DEPRESSION IS AN ENEMY
atsiranda energijos antplūdis	ENERGY IS A SURGE
prasidėjo jo draugystė su šalčiu	COLD IS A PERSON

Savo žinias vyras gilina	KNOWLEDGE IS A WELL
įsijungia organizmo apsaugos mechanizmas	HUMAN BODY IS A MACHINE
Kūno kova su šalčiu veikia teigiamai	COLD IS AN ENEMY
šaltis padeda stiprinti imuninę sistemą	COLD IS A PERSON
kitiems patariantis susidraugauti su šalčiu	COLD IS A PERSON
kad nerti į šaltį galima tik gerai apšilus	COLD IS WATER
visos ląstelės pradeda dirbti sinchroniškai	CELL IS A PERSON
lūpų kampučiai gali signalizuoti	LIPS ARE A DEVICE
problema žiemą, kurią gali sukelti	MORE IS UP
nesubalansuotą mitybą	DIET IS SCALES
sukelia malonų šaldantį jausmą,	MORE IS UP
kvapai paprastai nėra natūralūs ir gali sukelti	MORE IS UP
bičių vaško ar keramidų. Jie pasirūpins lūpų oda	BEE WAX IS A PERSON
praturtinkite savo mitybą A ir E vitaminais	VITAMIN IS A COMMODITY
šerpetojimas ir skilinėjimas kamuoja dažnai	CRACKING IS A PERSON
žalojančio ląstelės ir greitinančio jų senėjimą	LIFE IS A JOURNEY
gali pradėti varginti dar viena nemaloni lūpų būklė	HEALTH CONDITION IS A PERSON
trūkinėjimas gali signalizuoti apie	HUMAN BODY IS A MACHINE
būtina savo mitybą papildyti šio vitamino turinčiais produktais	HUMAN BODY IS A CONTAINER
jo atsargas reikia papildyti	HUMAN BODY IS A CONTAINER