

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

In this chapter, the researcher presents summaries of the research results. On the other hand, the chapter offers several recommendations for future research that address similar topics, theories, or methodological approaches. The chapter provides insights into the practical application of the findings and suggests further research to develop a deeper understanding of the issue discussed.

5.1 Conclusions

The research examines metaphorical expressions in BBC News headlines concerning the coronavirus. Furthermore, the first research question posed by the researcher aims to identify metaphorical expressions, including their types and meanings. The question seeks to classify types of metaphorical expressions based on the theory proposed by Zoltán Kövecses (2010). Then, the researcher employs conceptual mapping to illustrate the relationships between domains and determine the types of metaphors. The research question also explores the meanings underlying the use of these metaphors. Moreover, the research investigates how metaphors help communicate messages and facilitate readers' understanding of the coronavirus. On the other hand, the researcher created a second research question to reveal how metaphors serve as tools for conveying information and communication strategies with various language functions, based on the theory proposed by Geoffrey Leech (1974).

By analyzing the language functions, the research aims to determine whether metaphors influence readers' perceptions and emotions, motivate specific actions, strengthen group identity or solidarity, or enhance the aesthetic value of news headlines. Understanding these language functions can offer insights into the communication strategies that BBC News employs to report on the coronavirus pandemic. Therefore, it is evident that Research Questions 1 and 2 are closely interconnected. The types and meanings of metaphors identified in BBC News headlines provide a foundation for understanding how these metaphors convey specific messages or construct narratives about the coronavirus. After evaluating all the research questions, the researcher can summarize the key findings as follows:

1. In this research, the researcher used twenty-six news headlines from BBC that contain metaphorical expressions. The various conceptual metaphors identified in the headlines include structural, ontological, and orientational. Among the types of conceptual metaphors, ontological metaphor is the most frequent category. In comparison, orientational metaphor is the least common type.
2. This research identifies five language functions: informative, expressive, directive, phatic, and aesthetic. The expressive function appears the most among the types of language functions. Meanwhile, phatic and aesthetic functions are the types of language rarely found in the twenty-six news headlines.

5.2 Suggestions

Here are several recommendations for future researchers interested in exploring related studies:

1. The researcher recommends that scholars studying conceptual metaphors explore various types and meanings using alternative data sources, such as social media, advertisements, or webtoons. The researcher recommends this because data from diverse sources offer a broader variety. Here, the researcher focuses exclusively on the types of conceptual metaphors related to the coronavirus found in BBC News headlines.
2. The researcher advises scholars interested in conceptual metaphors to incorporate other ideas to enhance their studies. In this study, the researcher applied the theory of conceptual metaphors to analyze how metaphorical expressions are utilized in BBC News headlines. The researcher recommends integrating Kövecses' theory with other cognitive linguistic approaches, such as Fauconnier and Turner's Conceptual Blending Theory. This integration can provide deeper insights into the complexities of how conceptual metaphors function in news content. It helps understand how two domains (source and target) interact to generate new meanings.
3. The researcher hopes this study's findings will serve as a valuable reference for scholars specializing in semantic studies, particularly those focusing on conceptual metaphors. The researcher anticipates that these insights will enrich their research and be applicable in further analysis of news headlines.