CONCEPTUAL METAPHORS OF WORLD CUP 2022 QATAR NEWS TEXTS ON ARABIYA NEWS WEBSITE

METAFORA KONSEPTUAL TEKS BERITA PIALA DUNIA 2022 QATAR DI SITUS ARABIYA NEWS

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Abstract

Many new languages have emerged according to the times. At the same time, linguists then gave rise to various linguistic studies related to perceived difficulties. This study discusses words or sentences that are used metaphorically. The aims of this study were to (1) identify structural metaphors in the 2022 Qatar world cup news on the Arabiya News website, (2) identify orientalist metaphors in the 2022 Qatar world cup news on the Arabiya News website, and (3) identify ontological metaphors in the cup news world 2022 Qatar on the news website Arabiya News. The method used is descriptive qualitative. The data collection technique uses the observing and note-taking technique, while the data analysis technique uses the Miles and Huberman model, namely data reduction, data presentation, and concluding. The results of the study obtain 9 data, namely 3 data on structural metaphors, 4 data on orientalist metaphors, and 2 data on ontological metaphors. Knowledge about word diversity is important to know, because with it we can expand our vocabulary. This research is useful to increase knowledge related to some vocabularies that contains metaphors.

INTRODUCTION

In the field of linguistics, language assumes a pivotal role as it represents the very essence of communication. Language serves as the foundation upon which communication, whether direct or indirect, is built(Setyaningsih, Rahardi, & Yogyakarta, 2020). When humans engage in interactions, they inevitably become interlocutors, relying on language as the medium of expression and understanding Whether in oral discourse or written communication, a fundamental distinction exists in the way we comprehend and convey messages. Oral communication often tends to be more readily comprehensible than written communication (Arisnawati, 2020; Mailani, Nuraeni, Syakila, & Lazuardi, 2022). Therefore, it necessitates a profound grasp of meaning to ensure holistic understanding. An ancient Greek philosopher of great renown, Aristotle, articulated a profound perspective on the function of language. He posited that language serves as a tool for the pursuit and revelation of truth. In this context, "truth" pertains to the essence or meaning embedded within communication(Darmuki & Hasanudin, 2019).

Aristotle's insight underscores the significance of meaning in the realm of language and communication. Language is not merely a vehicle for conveying information; it is the vessel through which meaning is distilled, shared, and understood. This meaning, or truth, lies at the core of effective communication, facilitating the exchange of ideas, emotions, and knowledge among individuals(Jambak & Zawawi, 2022).In essence, linguistics delves into the intricacies of language, exploring how it shapes our interactions and enables us to uncover the profound truths or meanings that underlie our expressions. It is through this exploration that linguists and language enthusiasts gain insights into the rich tapestry of human communication,

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shedding light on the remarkable interplay between language, meaning, and the pursuit of truth(Hasaniyah, Hasanah, Jambak, & Munawwarah, 2023).

According to Soekanto in (Harahap, 2020, p. 46) forms of social communication is not only carried out directly, such as shaking hands, talking, hugging or so on, but social communication also includes responses and signs. Because the conditions for social interaction are contact and social interaction. Interaction between humans is also done indirectly. A lot of information is obtained from various media; not just word of mouth, But from various media that spread. Especially in this digital era, humans will find it easier to obtain information and to convey their thoughts. John Naisbitt said "We're moving on the ability to communicate anything to anyone, anywhere, anything from voice, data, text, or images at high-speed light" (we're moving toward being able to communicate anything to anyone, anywhere, in any form (be it) sound, data, writing or images (images) using (using the speed of sound) (Estuningtyas, 2021; Solikhah, Janah, & Sidik, 2020).

One of the most easily accessible forms of mass media is the news. In the past, before the advent of advanced technology, news was primarily disseminated through traditional print media, such as newspapers and magazines, which were typically distributed every morning. However, in today's digital age, the landscape of news consumption has undergone a profound transformation. Unlike the past, where news updates were confined to daily print editions, the modern era allows us to stay informed about events unfolding around the world in real time. The proliferation of digital technology and the internet has ushered in an era where news is available 24/7, and what is happening every hour can be easily accessed through various mass media platforms.Television news channels provide continuous coverage, offering breaking news as it unfolds. Online news websites and mobile applications ensure that information is at our fingertips whenever we desire. Social media platforms, too, play a significant role, with users sharing news stories and updates instantaneously, often reaching a global audience within moments. This instant and widespread access to news has not only transformed the way we stay informed but has also democratized the dissemination of information. It empowers individuals to be more aware of current events and to engage in discussions and debates on a global scale.

When the world cup championship event was being held in the country of Qatar in 2022, journalists from all over the world were trying to cover decent and interesting news so that readers could enjoy it. One of the news sites that cover and publish the world cup issue was Arabiya News. The Arabiya News platform is an international news platform that used several languages, including Arabic, English, Persian, and Urdu. The Arabiya News platform was based in Saudi Arabia and in several regions of the country, namely in the cities of Riyadh and Dammam. Arabiya News narrated world cup news in simple language that was easy for readers to understand.

Language and meaning share an inseparable relationship. Within the context of news texts, it's noteworthy that they often carry layers of meaning, sometimes possessing double meanings or opportunities for expanded interpretation. This intricates interplay between language and meaning falls within the domain of linguistic known as "semantic." Semantic, as a branch of linguistic, is dedicated to exploring and deciphering the intricate web of meaning inherent in language. It is concerned with how words, phrases, and sentences convey meaning and how that meaning can be analyzed, dissected, and comprehended. Semantic delves into the subtle nuances, connotations, and implications that language carries, making it an indispensable field for understanding the complexities of human communication(Wahyuni, 2019).

In the realm of news texts, semantic plays a crucial role in unpacking the layers of meaning, especially in instances where words or phrases may carry both explicit and implicit messages. It enables us to grasp not only what is explicitly stated but also the underlying

implications and associations that contribute to a deeper understanding of the news (Hermandra, 2022).Moreover, the study of semantic extends beyond the mere analysis of individual words; it encompasses the examination of how words and phrases interact within sentences and how context influences meaning. This holistic approach to semantic equips linguists and language analysis with the tools to navigate the multifaceted nature of language and meaning in news texts

One of the semantic studies is the metaphor which means a tool of imagery (imagination) and comes from human cognition that emerges from many aspects of human life in the form of concrete concepts to explain abstract concepts. Judging from the aspect of language, the language used in the news has developed according to the times. This causes the emergence of language phenomena in the news. One form of the phenomenon is the style of language in conveying information or opinions. The language style that is often found in the mass media is metaphorical language style. Phenomena like these are interesting to study using cognitive semantic theory so that we can see the true meaning based on structural, orientalist, and ontological metaphors(Oktavia & Priatna, 2019).

Research on semantic is not something that has just been discovered, there have been many previous studies that have also studied the same thing. Nevertheless, semantic studies using various kinds of objects can provide reference contributions in the form of presentations about linguistics. Previous studies on semantic tends to discuss the aspects of conceptual metaphors in which these metaphors are also divided into three parts, namely structural, orientalist, and ontological.

Research conducted by Afriansyah and Zakiyah examines metaphors in contemporary Indonesian vocabulary (Afriansyah & Zakiyah, 2022), then Musryidin and friends examine the Acehnese language found on the Instagram accounts @serambinews and @haba_acehbarat(Mursyidin et al., 2022). Hermandra researches the word "eye" in Riau Malay (Hermandra, 2021), while Risagarniwa and Sunarni examine words related to the covid-19 pandemic (S, Risagarniwa, & Sunarni, 2021). Saragih and Mulyadi examine animal proverbs in the Toba language (Saragih & Mulyadi, 2020), Ardiansyah and friends examine the novel GarisTime by FiersaBersari(Ardiansyah, Purnanto, & Wibowo, 2020), Safitri et al examine the word "fruit" in Malay language mempura(Safitri, Hermandra, & Sinaga, 2020), and Ghassani and Saifuddin examine Japanese Idioms that contain body parts and have emotional meanings (Ghassani & Saifudin, 2020).

Based on the search for previous studies that have been described above, similarities and differences can be obtained. The similarities lie in the analytical knife, namely cognitive semantic theory. All of the research above and the research being studied both identify the use of metaphors in different objects. Some of them examine Indonesian vocabulary (Afriansyah & Zakiyah, 2022), Acehnese (Mursyidin et al., 2022), Riau Malay (Hermandra, 2021), Mempura Malay (Safitri et al., 2020), and Japanese (Ghassani & Saifudin, 2020).

The focus of this study seeks to (1) identify structural metaphors in the 2022 Qatar world cup news on the Arabiya News news site, (2) identify orientalist metaphors in the 2022 Qatar world cup news on the Arabiya News news site, and (3) identify ontological metaphors in the cup news world 2022 Qatar on the news website Arabiya News

METHOD

This type of research is a qualitative descriptive study using a cognitive semantic approach. Process and meaning are highlighted in this type of descriptive research. Descriptions, explanations and validation are also needed in this type of research (Ramdhan, 2021). Straightforward and simple language in the 2022 world cup news will be analyzed using conceptual metaphors. and ontological. The research data source is in the form of news

related to the 2022 Qatar World Cup through the Arabiya News website. Some relevant literature is also a source of data as research reinforcement.

The data collection technique was carried out by observing and noting techniques. The researcher listens to six of the Qatar 2022 world cup news, then records or identifies news that is included in structural metaphors, orientalist metaphors, and ontological metaphors. After the data is collected, the next stage is data analysis. The data analysis technique used is the Miles and Huberman analysis technique known as the water model or flow model. The stage used is data reduction, namely the process of selecting relevant data according to research objectives. Data presentation (Display), then the data that has been selected is displayed to facilitate the process of concluding. Drawing conclusions (Verificate), and finally the stage of verification or answering the problem formulation (Sarosa, 2021, p. 3-4).

FINDING AND DISCUSSION

The study of meaning, or semantics, is a fundamental and highly influential paradigm in linguistics and language analysis. Sentence interpretation is intricately tied to the meaning of individual words and how they combine to convey ideas. Within the field of semantics, one area of study that delves into the meaning of sentences is conceptual metaphor theory, which stems from the cognitive processes of human thinking. Conceptual metaphor theory posits that metaphors are not just rhetorical devices but are fundamental to our cognitive processes and how we conceptualize abstract ideas. According to Aristotle, as referenced in the work of Prayogi and Oktavianti (2022, p. 46), metaphors are a form of comparative language that imbues words and phrases with figurative or symbolic meanings. In essence, metaphors serve as cognitive tools that allow us to understand and express abstract concepts by drawing parallels with more concrete or familiar ideas. For example, when we say, "Time is money," we are using a metaphor that equates the abstract concept of time with the more tangible concept of money, highlighting the value and importance of time in a way that is easily comprehensible (Prayogi & Oktavianti, 2022, p. 46).

This conceptualization of metaphors as integral to human cognition underscores their significance in language and communication. They enable us to convey complex ideas, emotions, and experiences by linking them to tangible and relatable concepts. As such, the study of metaphors in semantic provides valuable insights into how language shapes our understanding of the world and how we communicate those understandings to others

This chapter will focus on some of the results of the data obtained using the observe and note technique. The results of the analysis and interpretation will also be presented in this section. Based on theoretical studies, the results of this study will link cognitive semantic theory according to Lakoff and Johnson with news about the 2022 Qatar world cup championship from the Arabiya News website. Here's the presentation.

A. Structural Metaphor

Within the expansive field of semantic, one intriguing avenue of exploration is the realm of conceptual metaphor theory. This theory delves into the very heart of sentence meaning and how it is shaped by human cognition.Conceptual metaphor theory extends beyond mere linguistic ornamentation; it illuminates the fundamental ways in which our cognitive processes operate. It suggests that metaphors are not mere linguistic embellishments but are deeply rooted in our mental frameworks. They allow us to grasp abstract concepts by drawing parallels with more tangible, everyday experiences and ideas(Nuryadin & Nur, 2021, p. 96).

Consider, for instance, the metaphor "Time is money." This common phrase equates the abstract concept of time with the more concrete and universally understood idea of money. Through this metaphor, we convey not only the finite nature of time but

also its inherent value and the importance of using it wisely. Such metaphors serve as cognitive bridges, enabling us to articulate complex notions efficiently.

The study of metaphors in semantic offers profound insights into the cognitive underpinnings of human language and thought. It reveals how language facilitates our understanding of abstract concepts and how we communicate these understandings effectively to others. In essence, metaphors are not merely linguistic adornments; they are the keystones of human cognition and communication, enriching our language with depth and nuance

Here are a few sentences from Qatar's 2022 world cup championship news on the Arabiya News website.

ورصدتالكاميرات العالمية "ميسي" وسط زملائه في المنتخب الأرجنتيني والعباءة على كتفيه

International cameras **panned** "Messi" among his Argentina national teammates, with a cape on his shoulders (20/12/2023)

مئات الملايين من المشاهدات **حصدها** مقطع بكاء اللاعب كريستيانو رونالدو، بسبب خروجه من مونديال

كأس العالم (قطر 2022)

Hundreds of millions of views were **harvested** from a short video crying Cristiano Ronaldo when he was knocked out of the World Cup (Qatar 2022) (16/12/22)

In data (1), the word "رصدت" is encountered, which typically means "to pan" or "to observe." Normally, this word is used with humans as the subject. However, in this particular dataset, a significant departure from this convention is observed. The word "رصدت," originating from the source domain, is juxtaposed with the target domain, namely "الكاميراتالعالمية" which translates to "international cameras." Conceptually, this juxtaposition implies the presence of journalists from all corners of the world. These two terms are employed metaphorically, as if "international cameras" were diligently observing Lionel Messi.

The imagery portrayed in this dataset centers around the existence of an object. Building upon the aforementioned explanation, the true essence of the phrase " ورصدت الكاميرات العالمية" or "international cameras monitor" can be understood as describing journalists from across the globe vying to capture the pivotal moment when Lionel Messi received the 2022 Qatar World Cup championship award.

In Data (2), we encounter the word "حصد," which typically translates to "harvest." Normally, this term is associated with crops such as rice, sugar cane, corn, and others. However, in this specific context within Data (2), the word "harvest," originating from the source domain, is ingeniously borrowed and metaphorically juxtaposed with the target domain, which is the word "broadcast."

In the news sentence provided, it was elucidated that the video featuring the soccer player, namely Ronaldo, shedding tears due to his elimination from the World Cup, transformed into a broadcast that reached hundreds of millions of viewers. Conceptually, the word "حصد"or "harvest" takes on the meaning of "reaching." The imagery schema presented in this dataset revolves around the existence of an object intertwined with a process.In essence, this conveys the idea that Ronaldo's emotional moment, captured on video, was not confined to a limited audience but rather reached a vast and widespread viewership, akin to a bountiful harvest in the realm of broadcasting.

B. Orientalist Metaphor

Orientalist metaphors are subset of conceptual metaphors that are intricately tied to human spatial capacities, particularly spatial orientation. These metaphors draw upon the fundamental ways in which humans perceive and relate to space, encompassing concepts like up-down, in-out, and more. One key aspect of Orientalist metaphors is their association with the Orient, a term historically used to refer to the regions of Asia and the Middle East. These metaphors often rely on spatial orientations that may reflect cultural biases or stereotypical views held by Western societies about these regions.

These Orientalist metaphors have been widely criticized for their role in perpetuating stereotypes and biases, as they often oversimplify complex cultures and regions. Recognizing and deconstructing these metaphors are crucial for fostering a more nuanced and respectful understanding of different cultures and regions, free from the limitations imposed by spatial and orientational clichés(Nur & Fauzah, 2020, p. 79).

Here are some words or sentences from the news about the 2022 Qatar world cup championship on the Arabiya News website that are relevant to the orientalist metaphor

أعلن الاتحاد الدولي لكرة القدم "فيفا" عن قوائم المرشحين لجوائز **الأفضل في**فئات اللاعبين وحراس المرمى والمدربين والجماهير

FIFA has announced the list of nominees for the **best** award in the categories of player, goalkeeper, coach and fan (12/1/23)

وأضاف: ولكن هذا لم يكن له قيمة لولا حقيقة احتفالي به مع عائلتي الرائعة، أفضل عائلة يمكنني الحصول عليها، وبعض الأصدقاء الذين دعموني دائما ولم يتركوني في كل مرة **أفشل** فيها

He (Messi) added: However, it wouldn't be worth it if it weren't for me celebrating with a wonderful family, the best family I have, and some friends who always support me and don't leave me every time I **fail** (1/1/23)

يزيدعددها بمعدل متوسط يبلغ 240 ألف مهاجر سنوياً

Their number (Moroccan Society) is **increasing** with an average of 240 thousand immigrants every year (24/12/22)

منح الاتحاد الدولي لكرة القدم "فيفا" منتخب المغرب **أعلى**تقييم في نهائيات كأس العالم 2022

FIFA awarded the **highest** point to the Moroccan team at the 2022 World Cup finals (24/12/22)

In Data (3), we encounter two significant words: "الأفضل" which translates to "the best" and "في" which means "deep" or, in this context, "in." The word "الأفضل" has synonyms, such as "أَخْيَر," "أَمْثَل," "أَحْسَن," and others. These synonyms share the same core meaning but may vary in context. In the context of Data (3), "الأفضل" within the World Cup news text exemplifies the best context within categories such as players, goalkeepers, coaches, and fans.

The word "الأفضل في" serves as the source domain in this context, while the target domain is the word "فئات," which means "categories." The word "فئات" employs an imagery scheme that relates to space and is associated with "up."Now, let's delve into the word "في," which means "deep" or, more commonly, "in." According to KBBI, the word 'in' serves as a preposition to mark a place that contains content. Typically, the word "in" is used to describe a tangible, concrete place, as in the sentence

"I'm in the house." However, in this particular case, the word "في"is borrowed metaphorically and is paired with the word "فئات," which carries an abstract meaning.

Based on the explanation provided, the word "في" adopts a container image schema related to "in-out." In this metaphorical usage, it signifies a depth or a profound quality within the categories described, highlighting that the best qualities or attributes are deeply embedded within these categories or groups, such as players, goalkeepers, coaches, and fans in the context of the World Cup news.

In Data (4), the word "أفشل" is present, which translates to "failed," "not achieved," "not successful," and other similar meanings. In the news article, it was explained that Lionel Messi expressed gratitude to his family and friends who consistently supported him whenever he faced failures or setbacks in his career. The term "fail" is closely associated with the concept of going "down," and, metaphorically, it invokes the imagery of descending or experiencing setbacks.

Metaphorically, the word "أفشل" is borrowed and utilized to describe someone's failures or unsuccessful endeavors. It serves as the source domain in this context, while the target domain is the realm of football championships that Lionel Messi has participated in throughout his career.

In this context, the use of the word "أفشل" reflects that Messi, despite encountering several failures and challenges in his professional football journey, always acknowledges the unwavering support he receives from his family and friends. This metaphorical usage underscores the idea that in one's life and career, there are moments when one may feel like they are "down" or "failing," but with the support of loved ones, they can bounce back and continue their pursuit of success.

By employing the term "أفشل"in this narrative, the news article conveys the message that Messi's achievements in various football championships are the result of hard work, perseverance, and the support network he has, even when facing setbacks or failures along the way. It serves as a reminder that in the world of football or in everyday life, every failure can be a stepping stone towards success if one continues to strive and has the right support system in place.

In Data (5), we encounter the word "يزيد,"which carries meanings such as "increasing," "adding," "growing," and "enlarging." For instance, one might say, "Today, my income increased." This word is synonymous with various concepts related to growth and increment. Metaphorically, the word "يزيد" is employed in diverse contexts, and it carries an abstract meaning. In this case, "يزيد" serves as the source domain, while the target domain is the word "عدد," which translates to "amount."

The imagery schema associated with "يزيد" is related to space and direction, particularly the concept of "up." This metaphorical usage suggests an increase or growth in quantity, which aligns with the target domain "عدد" or "amount." It illustrates the idea that something is on the rise or expanding, leading to a greater quantity or amount. For example, if someone were discussing population growth, they might say, "The population is يزيد" to signify that the population is increasing or growing. This usage highlights how language can employ metaphorical concepts to convey abstract ideas, such as growth and increase, by associating them with spatial imagery.

In Data (6), we encounter the word "أعلى," which carries the meaning of "the highest." It can also refer to something being far from the bottom position, as in the example, "my score is the highest score in the class." This word is used metaphorically because it makes abstract concepts, such as rank or points, more concrete and tangible.In Data (6), it is explained that FIFA awarded the highest points to the Moroccan national team during the Qatar 2022 World Cup finals. Prior to this, the Moroccan national team had never achieved a fourth-place finish in a World Cup championship. The metaphorical use of the word "أعلى" is tied to a specific concept within this context.

In this scenario, "أعلى" serves as the target domain, while the source domain is the word "تقييم," which means "rank" or "point." The imagery schema associated with the word "أعلى" is related to space and direction, particularly the concept of going "up." This metaphorical usage signifies that the Moroccan national team received the highest ranking or points, symbolizing their unprecedented achievement in the World Cup.

For instance, if a person's score is the "أعلى" in their class, it indicates that they have achieved the highest score, surpassing all others. Similarly, in the context of the Moroccan national team, being awarded the "أعلى" points by FIFA signifies their remarkable success and ascent in the rankings. This usage illustrates how language can use spatial metaphors to make abstract concepts more vivid and understandable.

C. Ontological Metaphor

This type of metaphor, known as a ontological metaphor, plays a fascinating role in language and cognition. It involves the equating of activities, emotions, and thoughts with entities and substances. In essence, ontological metaphors transform abstract concepts such as thoughts, emotions, and experiences into something with a tangible, physical nature.For example, consider the metaphor "Love is a journey." In this metaphor, the abstract concept of love is equated with a concrete, physical entity—a journey. This metaphor allows us to understand and talk about love in terms of a journey, complete with its ups and downs, destinations, and challenges. It lends a sense of concreteness and relatability to the otherwise abstract concept of love(Palmer, 1996, p. 101).

Similarly, when we say "Time is money," we are employing an ontological metaphor that treats time as if it were a physical commodity, just like money. This metaphor allows us to convey the idea that time, like money, is a valuable and finite resource that we can spend or waste. The following is a presentation of the data.

وتواجد السعودي عبد الله السالمي الذي **قضى**55 يوما يمشي في الصحراء من مسقط رأسه بمدينة جدة
إلى العاصمة القطرية الدوحة

A Saudi national, Abdullah Al-Salmi, **spent** 55 days traveling in the desert from his hometown of Jeddah to the Qatari capital, Doha (12/1/2023)

لكي تتحول إلى عامل دفع كبير **لتعزيز**الهوية المغربية

Change is a major motivating factor to **strengthen** Moroccan identity (24/12/22)

بعد رحلة استمرت نحو 20 عاماً في الملاعب حقق خلالها تقريبا جميع الألقاب الممكن تحقيقها
و**حطم**العديد من الأرقام القياسية التي بات يصعب كسرها لسنوات

After twenty years Messi has been in the world of football, he has **broken** many records in the sport (19/12/2023)

In Data (7), the word "قضى" is introduced, which encompasses a range of meanings such as "spend," "finish," "achieve," "perfect," and "complete." This word is typically associated with concrete actions or tasks. However, in this specific instance, it is juxtaposed with an abstract concept, namely the phrase "55 يوما"(55 days).Metaphorically, the word "قضى"is borrowed to create the impression that Abdullah Al-Salmi spent 55 days in a concrete and tangible manner, although the actual context is abstract. This is an example of metaphorical usage that allows the word to convey a sense of concreteness to an otherwise abstract idea.

Based on the explanation provided, the imagery schema in the data suggest the existence of an object related to the concept of spending or passing time. It highlights the idea that, figuratively, Abdullah Al-Salmi devoted or "spent" 55 days as if they were a tangible and measurable entity. This metaphorical use enhances the clarity of the abstract concept by linking it with a more concrete and understandable image, allowing the audience to grasp the idea of time passage more effectively.

In Data (8), the word "تعزيز" is introduced, and its primary meaning is "to strengthen." Typically, this word is used in the context of concrete or physical attributes, as in the phrase "the iron is too strong." However, in the news context mentioned above, the word is employed metaphorically in association with an abstract concept, namely "الهوية" (identity). This metaphorical use of "تعزيز" is a departure from its usual concrete application. In this case, "تعزيز" serves as the source domain, while the target domain is the word "الهوية" or "identity." The imagery schema in this data suggests a force related to restraint.

Metaphorically, this usage signifies the act of strengthening or fortifying one's identity, even though identity itself is an abstract concept. It implies the application of force or effort to reinforce and protect one's identity. This metaphor allows the word "تعزيز" to bridge the gap between the tangible and intangible, making it more accessible and understandable in the context of identity protection and reinforcement. In summary, Data (8) demonstrates how language can creatively use metaphor to connect concrete and abstract concepts, allowing us to express complex ideas in a more relatable and comprehensible manner.

In Data (9), the word "حطم" is introduced, and its primary meaning is "to solve." Typically, this word is used in the context of concrete actions or events, as in the sentence "Dina broke the glass." However, in the specific news context presented, the word is utilized metaphorically in conjunction with an abstract concept, namely " الأرقام القياسية" or "records."

This metaphorical usage of "حطم"represents a departure from its typical concrete application. In this instance, "حطم" serves as the source domain, while the target domain is the term "الأرقام القياسية"or "records." The imagery schema within this data implies a force or strength being exerted to control or restrain something.

Metaphorically, this usage implies the act of breaking or surpassing records, even though records themselves are abstract concepts. It conveys the idea of exerting force or effort to shatter existing records and establish new benchmarks. This metaphorical approach enables the word "حطم" to bridge the gap between the concrete and the

abstract, making it more accessible and understandable when referring to the achievement of record-breaking feats.In summary, Data (9) exemplifies how language creatively employs metaphor to connect concrete and abstract concepts, allowing us to articulate complex ideas in a more relatable and comprehensible manner.

Analyzing cognitive semantic studies on the news language of the Qatar 2022 World Cup Championship on the Arabiya news site reveals the significant role of metaphors in enhancing the richness and appeal of the news language. These metaphors not only add depth to the language but also make the news more engaging for readers. As a result, readers are not only interested in reading but also in gaining a comprehensive understanding of the vocabulary employed in various contexts within the news articles. The extensive use of vocabulary in constructing sentences within news articles highlights the importance of delving into the study of metaphors. Metaphors serve as powerful tools for journalists and writers to convey complex ideas and concepts effectively. They allow for the connection of abstract notions with more tangible or relatable images, making it easier for readers to grasp the intended message.

Metaphors also plays a pivotal role in shaping the tone and emotional impact of news articles. They can evoke specific feelings and reactions from readers, adding a layer of nuance to the reporting. For instance, metaphors related to sports or competition in the context of the World Cup can infuse excitement and passion into the news coverage, fostering a deeper connection between the readers and the event being reported.In summary, the study of metaphors in news language, especially in the context of a significant event like the Qatar 2022 World Cup, underscores their importance in making news articles more captivating, informative, and emotionally resonant. Metaphors serve as linguistic tools that enrich the language of journalism and facilitate a deeper understanding of complex topics among readers.

CONCLUSION

Each word or sentence has a specific meaning according to the context in which it is used. Semantic studies have a position as a tool or knife that explores meaning in detail according to the context. Based on the results of the study, the researcher obtains 9 data from the object of study in the form of news about the 2022 Qatar world cup championship on the Arabiya News website. The data relates to 3 types of metaphors, namely 2 data of structural metaphors, 4 data of orientalist metaphors, and 3 data of ontological metaphors.

By expanding the scope of research beyond the World Cup and delving into the multifaceted world of news language on the Arabiya News website, scholars can unearth a wealth of linguistic treasures. Such studies not only contribute to our understanding of language in journalism but also offer a deeper appreciation of the intricate interplay between language, culture, and news reporting in the Arab-speaking world.

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