



A Cognitive Analysis of Conceptual Metaphors in Chinese and English Volleyball Sports News Reports

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Abstract

With the development of human civilization and people's material and cultural life, sports events play an increasingly important role in human's life. Metaphors can facilitate people's understanding of sports news and attract people's attention. The present study conducts a comparative study of Chinese and English Rio Olympic sports, aiming to answer the following questions: (1) What are the typical conceptual metaphors in Chinese and English Rio Olympic news reports on the Woman's Volleyball Final Game? (2) What are the similarities and differences of conceptual metaphors' frequencies of occurrence between Chinese and English Rio Olympic news reports on the Woman's Volleyball final game? Based on the analysis, the cognitive mechanism of typical conceptual metaphor is elaborated as well as the similarities and differences of conceptual metaphor in Chinese and English volleyball news reports.

Key words: Conceptual metaphor; Comparative analysis; Rio Olympic Volleyball Final Game

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1. INTRODUCTION

Metaphor is prevalent. Since the publication of *Metaphors we live by*, scholars realized metaphor is not

just a linguistically rhetorical device but a cognitive device structuring thoughts and actions (Lakoff & Johnson, 1980); human beings think about the world metaphorically. Therefore, understanding metaphors is indispensable to explore human's cognitive mechanism. As metaphor can reflect human's thinking mechanism, cultural differences would be unconsciously demonstrated through the linguistic representation of metaphor, i.e. metaphorical expression (Geeraerts & Grondelaers, 1995; Maalej, 2001). It is significant to explore metaphors in different discourses for the understanding of people's thinking mechanism and cultural differences.

With the development of human civilization and people's material and cultural life, sports events play an increasingly important role in human's life. There is no denying that people who are interested in sports and pay close attention to the big events of sports games will resort to the sports news to get information. Metaphors abundant in sports news reports facilitate the people's understanding of sports games and make the news reports more vivid (Wang, 2004). Some studies about metaphors have been conducted on the sports news reports or sports news headlines in various fields, i.e. ice hockey, tennis and ball events such as soccer, basketball, but few studies examine the metaphors in sports news of volleyball. As one of the most popular sports activities in both China and English countries, volleyball news reports deserve our attention, and the investigation on metaphors in the news can help probe into the cognitive process of the human's understanding of the sports, volleyball games. Besides, the focus on metaphor in sports news has eclipsed the exploration of different thinking patterns arising from cultural differences in the field of volleyball games.

Therefore, the paper will carry out a comparative study on metaphors in Chinese and English volleyball sports news, taking the news reports on Woman's Volleyball Final Game in Rio Olympics as examples. The paper is devoted to revealing the underlying cognitive mechanism

through the exploration of conceptual metaphors in volleyball sports news reports as well as demonstrating the similarities and differences in thinking patterns. The paper attempts to answer the following questions.

(1) What are the typical conceptual metaphors in Chinese and English Rio Olympic news reports on the Woman's Volleyball Final Game?

(2) What are the similarities and differences in the frequencies of conceptual metaphors between Chinese and English news reports?

(3) How do conceptual metaphors in sports news reflect human's cognitive mechanism?

2. METAPHORS IN SPORTS NEWS REPORTS

Sports play a very important role in people's daily life, reflecting the civilization of human beings. With various large, middle, and small-sized sports events held in the world each year, metaphors in sports news reports also have received some attention. SPORTS IS WAR is the most typical and frequently used metaphors in sports news reports and many studies focus on the analysis of this classic metaphor, revealing the explicit and implicit justification of WAR metaphor used in sports news (S. Wang, 2004; Yuan, 2017). For metaphor analysis of sports news of the specific sports, some studies analyze the conceptual metaphor in news reports of tennis (Huang, 2017), ice hockey (Zhou & Yang, 2012) and other ball events such as basketball (Lin, 2012) and football (M. Wang, 2019). It is shown that WAR metaphors appear most frequently and other types of metaphors also exist such as JOURNEY metaphor, PERFORMANCE metaphor. The comparison of metaphor in sports news reports in Chinese and English interests many scholars to explore the cultural difference reflected in news reports of various events (Chen, 2019; Cheng, 2015; Lin, 2012; M. Wang, 2019). Besides, the comparative studies also involve the metaphors occurring in sports news titles in the Rio Olympic games (Xie, 2018), and the general sports news reports (Cheng, 2015). However, there is little research about metaphors in Volleyball news reports, not to mention the comparative research on volleyball news report research. With the China women's national volleyball team winning the Championship in the Rio Olympic games, this final game becomes a hot topic in Chinese and international communities. There are many Chinese and English volleyball news reports about this final game. Therefore, this paper intends to take news reports on this volleyball final game as the database and to conduct a comparative study about Chinese and English sports news on volleyball games, so as to investigate the similarity and difference of metaphor usage.

3. THEORETICAL FRAMEWORK

Lakoff and Johnson (1980, p. 5) define metaphor as "understanding and experiencing one kind of thing in terms of another." Unlike what we traditionally view metaphor as a familiar linguistic phenomenon and rhetorical devices used to modify the language, they also propose that "metaphor is pervasive in everyday life, not just in language but in thought and action" and "Human thought processes are largely metaphorical" (Lakoff & Johnson, 1980, p. 6). In other words, Metaphors need to be understood in a cognitive way. They mentioned that metaphor is only derivatively a matter of language and metaphorical expression is the surface realization of such cross-domain mapping linguistically (Lakoff, 1993, p. 203). Therefore, metaphor is not just a series of words, but a way of thinking, experiencing, and interacting with the world; however, we can understand conceptual metaphor through its linguistic representation --- metaphorical expression.

The working mechanism of conceptual metaphor is elaborated in Lakoff's book titled *The Contemporary Theory of Metaphor* and *Metaphors we lived by*. He points out that "metaphor is a cross-mapping from the source domain to the target domain in the conceptual system" (Lakoff, 1993, p. 43). Each such domain is a constructed whole within our experience that is conceptualized as an experiential gestalt (Lakoff & Johnson, 1980, p. 117). However, concepts in source domain are more concrete, easily-accessed and familiar to people, while concepts in target domain are more abstract and harder to understand. The source domain is employed to help conceptualize the target domain. Metaphor can be described as X IS Y in the conceptual system, in which X represents the target domain, and Y represents the source domain. This mapping illustrates the directionality of interaction and it is systematic as there exists a fixed set of correspondence between the target domain and source domain. Metaphor appears as the shared feature, properties in the source domain and the target domain.

Lakoff and Johnson (1980) classified metaphors into three types from the perspective of people's cognitive mechanism. They are structural metaphors, ontological metaphor and orientational metaphor.

In terms of structural metaphor, one concept is conceptualized by means of another structured one. Lakoff (1993, p. 245) explains that "they allow us to understand a relatively abstract or inherently unstructured subject matter in terms of a more concrete, or at least more highly structured subject matter". Lakoff provides us with an illustrative example of structure metaphor, that is, ARGUMENT IS WAR. There exist a wide variety of linguistic expressions for this metaphor such as "your claims are *indefensible*." "He *attacked every weak point* in my argument." "His criticisms were right on *target*." (Lakoff & Johnson, 1980, p. 4). We can see that for the

concept “argument”, it is metaphorical, as we use another concept “war” to structure our everyday activity related to the concept “argument”. We can actually win or lose an argument; the one we are arguing with is the “opponent”. We attack people’s positions and defend our own.

For the orientational metaphor, it is pointed out that different from structural metaphor which structures one concept in terms of another, orientational metaphor organizes a whole system of concepts with respect to another (Lakoff & Johnson, 1980, p. 14). Orientational metaphor is dependent on people’s physical experience of spatial orientation such as up-down, front-back, central-peripheral. For example, CONSCIOUS IS UP; UNCONSCIOUS IS DOWN. The metaphorical expression of this conceptual metaphor can be “get up”, “he rises early in the morning”, “he sank into coma”(Lakoff & Johnson, 1980, p. 15). This conceptual metaphor is based on the physical experience that humans and most other mammals sleep lying down and stand up when they are awake.

Ontological metaphor also exists on the basis of human’s experience. Human’s experience of physical objects provides people with a way of conceptualizing events, activities, emotions, etc. as entities, and substances (Lakoff & Johnson, 1980, p. 25). That’s to say, people understand an abstract concept in terms of a concrete entity, such as the conceptual metaphor INFLATION IS AN ENTITY. Since inflation is conceptualized in terms of a concrete entity, it can be seen, identified, and even quantified as the following variants of metaphorical expressions: “Inflation is lowering our standard of living”, “we need to combat inflation” “if there is much more inflation, we will never survive” (Lakoff & Johnson, 1980, p. 26). Ontological metaphor can be further categorized into entity metaphor, container metaphor, and personification.

4. RESEARCH DESIGN

Next, we will focus on the research design. The way of identifying metaphor in discourse, research methods, data collection will be discussed in detail.

4.1 Identifying Metaphor in Discourse

Metaphor is much more than A is B statement. Metaphor is regarded as a cognitive phenomenon that can be represented as linguistic metaphor. We need to first reach linguistic metaphors and then analyze what conceptual metaphors bring about them. Metaphor identification procedure (MIP) is designed by the Pragglejaz Group (2007) to distinguish metaphorical expressions from non-metaphorical ones. Specifically, they are following four steps in this study:

- Read the whole text or discourse to understand the overall meaning.
- Determine the vocabulary units in the text or discourse.

- Identify the contextual meaning of vocabulary units; refer to the dictionary to get the basic meaning of vocabulary units; then compare the basic meaning and the contextual meaning and determine whether they are different.

- If they are different, mark the vocabulary unit as metaphorical.

4.2 Research Method

This paper carries out a comparative study of conceptual metaphors in Chinese and English Rio Olympic news reports on Woman’s Volleyball final game. Generally speaking, three approaches are employed in this study to realize research goals.

The first method applied in the study is the quantitative approach. The present study involves a considerable quantity of Rio Olympic news reports about the Woman’s Volleyball final game selected from the mainstream sports news reports media. After identifying all the conceptual metaphors and metaphorical expressions in the data, conceptual metaphors will be categorized according to the principle proposed by Lakoff and Johnson (1980). The number of metaphorical expressions belonging to each conceptual metaphor will be counted and the number of each category will be analyzed to compare the distribution of conceptual metaphor.

The second method applied in the study is the qualitative approach. All the conceptual metaphors that appear in the news reports including WAR, JOURNEY, PERFORMANCE, NATURE, CONTAINER, BODY, MYTH, BUSINESS, ANIMAL, UP-DOWN, SCHOOL, FAMILY, PLANT are analyzed in detail to reveal the reasons and thoughts behind the language expressions and the effect of using conceptual metaphors in the news reports will be elaborated.

The third method applied in the study is the comparative analysis. Similarities and differences of Chinese and English conceptual metaphors in Rio Olympic sports news on the Woman’s Volleyball final game will be revealed in terms of their distribution. Besides, ICMs will be used to explore the deep reasons for the similarities and differences.

4.3 Data Collection

The Woman’s Volleyball final game attracts many media’s attention in China and at abroad, as for its high level of competition and Chinese women volleyball team as one of the participants competing for the championship. Large amounts of news for this game have been produced from Chinese media and foreign media. Ten news reports from different sources are selected as the database for the study, among which 5 news reports are from Chinese mainstream media, including CCTV, SINA, TENCENT, SOHU and XINHUA net; 5 from English mainstream media, including SBNATION, FIVB, ESPN, REUTERS and QUARTZ. They are of high authority and influence, and the audience of them is large. Altogether 10566 words

are collected and analyzed. The representativeness and reliability of the small-sized corpora can be guaranteed.

5. DATA ANALYSIS AND DISCUSSION

5.1 Brief Description and Analysis of the Data

Based on the established corpora, the frequency of metaphorical expressions belonging to different conceptual metaphors in English and Chinese databases is calculated, as we show in Table 1.

As we can see in the table, the top 3 of structural metaphors are WAR, JOURNEY, NATURE metaphors, which account for 62.9%, 12.37%, 3.49% in Chinese database and 47.1%, 11.97% and 13.13%, 0.77% in English database respectively. Besides, the high proportion of WAR metaphor is striking, which implies the concept system of war is largely projected to understand the concept of volleyball games. As for the orientational metaphor, UP/DOWN metaphor accounts for 6.99% and 13.13% in Chinese and English database respectively. For the ontological metaphor, CONTAINER metaphor accounts for 7.26% and 12.36% in Chinese and English database respectively. These two metaphors all have a relatively high proportion, totally ranking the third and the fourth. Due to the limited time and space, the paper will concentrate on these top three structural metaphors, WAR, JOURNEY, NATURE metaphors along with the orientational metaphor, UP/DOWN metaphor and ontological metaphor, CONTAINER metaphor.

Table 1
Numbers and percentages of conceptual metaphors in Chinese and English Rio Olympic women volleyball final news report

Conceptual metaphor	Chinese		English		Frequency of total metaphorical expressions
War	234	62.90%	122	47.10%	356
Journey	46	12.37%	31	11.97%	77
up-down	26	6.99%	34	13.13%	60
Container	27	7.26%	32	12.36%	59
Nature	13	3.49%	2	0.77%	15
Personification	6	1.61%	8	3.09%	14
Performance	2	0.54%	12	4.63%	14
Business	4	1.08%	6	2.32%	10
Family	2	0.54%	7	2.70%	9
Dynasty/monarch	5	1.34%	1	0.39%	6
Material	1	0.27%	2	0.77%	5
Dream	3	0.81%	/	/	3
Myth	2	0.54%	/	/	2
Animal	1	0.27%	/	/	1
School	/	/	1	0.39%	1
plant	/	/	1	0.39%	1

5.2 Typical Conceptual Metaphors in Sports News report Volleyball Final Game in Rio Olympics

5.2.1 Structural Metaphors

5.2.1.1 War Metaphor

War permeates the world. Throughout history, many wars happen due to religious reasons, territory disputes, resource disputes, political conflicts and so on. Many people in the world have experienced the cruel war, which brings great disaster to their life. Even for people who live in a peaceful era, they have a certain understanding of war through the description of it appearing in the literal works, films, historical documentary or story-telling. Due to the similarity between the war and sports games, war is always used as the source domain to understand the target domain of sports. There are a large number of war metaphors in Chinese and English Rio Olympic news reports on the Woman's Volleyball final game.

Chinese and English news reports are all enriched with a lot of metaphorical expressions of war to describe the final game because of the shared characteristics between war and sports games.

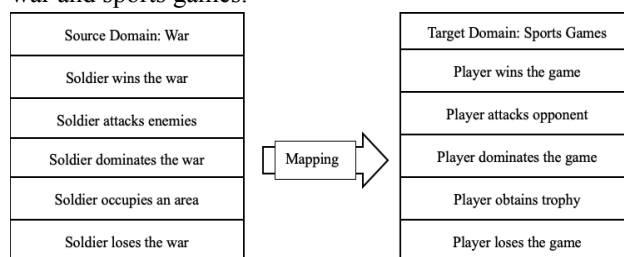


Figure 1
Cross mapping of WAR metaphor

There are many similarities between the domains of war and sports, so that the source domain of war can be projected into the target domain of sports: First, there are two sides that are contradictory and opposite in war and sports, and they both aim at defeating each other. The second is that both are filled with intense emotions; the third is that there are uncertainty and contingency in war and sports; the fourth is the struggle or collision between living forces; the fifth is that both have strong concepts of time and space. As for these similarities between sports and war, people's cognition links the two things together.

The War metaphor namely A SPORTS GAME IS A WAR has several sub-metaphors.

Sub-metaphor 1: A SPORTS GAME IS A FIGHT

There are many characteristics shared by a sports game and a fight. A SPORTS GAME IS A FIGHT can be illustrated as follows:

Example 1: 2016里约奥运会女排决赛，中国女排在先失一局的情况下连扳三局，以3-1逆转战胜A塞尔维亚女排。

(Example 1: In the 2016 Rio Olympics women's volleyball final, Chinese women's volleyball team win three games in a row after losing one game first and defeated the Serbian women's volleyball team 3-1.)

Example 2: 这时候新一代世界第一主攻手朱婷再次开始了她的表演C, 两次后排进攻打穿了塞尔维亚的防线。

(Example 2: At this time, the new generation of the world's first main attacker Zhu Ting started her performance again, and two back-offenses penetrated the Serbian defense line.)

Example 3: China took a 23-22 lead in the fourth set when Ting Zhu's kill sent Maja Ognjenovic to the floor with a hardball to the face, and the match was over shortly thereafter.

In example 1, “逆转” means “reverse the situation”, which is commonly used to describe the War situation. It refers to the army on the disadvantaged side at some stage taking control of the war at another stage and even winning the war at last. In the final volleyball games, there is also a similar situation. It is projected to understand the games, describing China that is on the disadvantaged side at first take control of the game and win it at last.

In example 2, “进攻” means “attack”. It originally is used to describe the attack in the war. The soldiers attack the enemies furiously, trying to use various weapons to beat down the enemies. In the context of a volleyball game, there is a similarity that the player “Zhu Ting” passes the volleyball to the other side furiously, aiming to win the point. therefore, people use “attack” this concept in the volleyball game context.

In example 3, “kill” is used in the context of “war”. The soldiers are so powerful and fierce as to cause the enemies to the state of “dead”. In the volleyball game, “kill” means the spike the ball to the floor fiercely and let the other side totally lose the point. The “kill” ball is so furious and powerful that players of the other side can do nothing but lose the point.

Sub-metaphor 2: SPORTS ABILITIES ARE WEAPONS

Example 5: 惠若琪的一次快攻A止住了塞尔维亚的攻势, 而朱婷的后排重炮直接终结了对手, 中国队25-17拿下第二局。

(Example 5: Hui Ruoqi's fast attack stopped Serbia's offensive, and Zhu Ting's back row heavy artillery directly ended the opponent. The Chinese team won the second game 25-17.)

Example 6: She (Zhu Ting) capped her participation with 25 points as the main Chinese weapon in the triumph.

In example 5, the “重炮” means “cannon, a large, heavy piece of artillery”, which is formerly used in warfare. The army uses the cannon as a powerful weapon, to attack the enemies. In the news report about volleyball games, the metaphorical expression of cannon refers to the ball which is fiercely and powerfully passed out by the player. In this context, the volleyball is of great momentum and can cause a knockdown force to the other side as cannon. It is just like the powerful weapon of players.

In example 6, weapon refers to an object such as a gun, a knife, or a missile, which is used to kill or hurt people in a fight or a war. In this context, as Zhu Ting is a very competitive player who can kill the game and let the other side lose points, she is as contributive as the weapons which kill or hurt the enemies in a war.

Sub-metaphor 3: THE RESULT OF A MATCH IS THE RESULT OF A WAR

Example 7: 中国队对阵塞尔维亚队, 最终中国队以3-1战胜塞尔维亚队赢得最后的胜利。

(Example 7: The Chinese team played against Serbia. In the end, the Chinese team defeated Serbia 3-1 to win the final victory.)

Example 8: Tijana Boskovic and Milena Rasic were the top scorers for Serbia with 23 and 16 points, respectively, and Tijana Malesevic and Brankica Mihajlovic finished with 11 apiece in the loss.

In example 7 and example 8, “胜利” which means victory with “loss” is used to describe the result of the war. There are also two possibilities for the result of a final game. One is to win the championship, while the other is to lose the final and take the silver back home. The former result is corresponding to the victory of the war, while the latter result is the loss of the war.

Sub-metaphor 4: MEMBERS OF SPORTS TEAM ARE MEMBERS OF A MILITARY TEAM

Example 9: 2015年世界杯亚军塞尔维亚主帅泰尔齐奇, 派遣主攻A9号米哈伊洛维奇(天津外援)和6号马莱舍维奇、副攻A16号拉希奇和15号斯特万诺维奇、接应19号博斯科维奇、二传10号奥格涅诺维奇、自由人17号波波维奇出战A。

(Example 9: Serbia coach Terzic, runner-up at the 2015 World Cup, dispatches main attack 9 Mikhailovich (Tianjin foreign aid) and No. 6 Malesevich, auxiliary attack 16 Rahic and 15 Stevano Vicki, 19 Boskovic, 10 Ognjenovic, 17 Popovich in free agency)

Example 10: The fourth set was a close battle until Zhu scored twice around an opponent error for a 16-13 lead.

In example 9, “主帅” means the leader in the army, who would decide the war strategies and dispatch his soldiers to combat in the war. In the context of volleyball games, the leader in the team also would decide whether to dispatch this player to play the game, which is also a part of his or her game strategies.

In example 10 “opponent” in the war means the enemies the army need to combat and make them lose the war. In the context of a volleyball game, “the opponent” is the other team the team needs to compete with for the championship. The players in one team try their best to hit the ball and make the other team lose the points.

5.2.1.2 Journey metaphor

Journey refers to the act of traveling or moving from one place to another. Everyone has experienced journeys and people have different kinds of journeys such as from home to school, from home to workplace almost every day. The concept of journey is deeply rooted in people's mind and people tend to use the concept of journey to better understand the sports game. As the data show, JOURNEY metaphor exists abundantly in Chinese and English Rio Olympic news reports on the Woman's Volleyball final game.

From figure 2, we can find that people's cognition tends to understand the sports game through the domain of journey no matter for English or Chinese. The metaphor is A SPORTS GAME IS A JOURNEY.

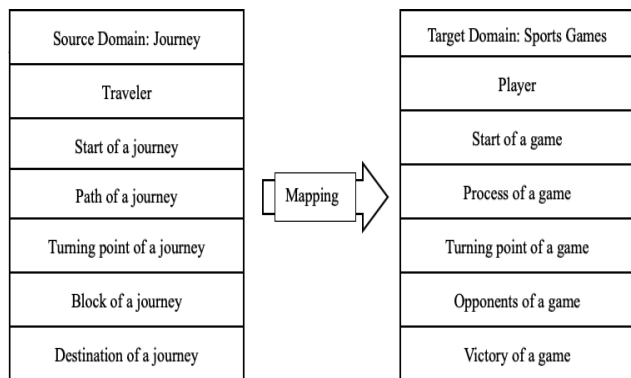


Figure 2
Cross mapping of JOURNEY metaphor

As we can see, there are many shared characteristics between the source domain, namely, journey and the target domain, namely, sports. A lot of epistemic correspondences can be found. Firstly, the traveler in the journey is as the player in the sports games, who are both the actor in the two actions. Secondly, sports games and journeys both span a period of time. Therefore, there is the start of the journey and the start of the game. Thirdly, they are both processes. When there exist some historic events or time to change the direction of the journey or the situation of the game, they are turning point of a journey or turning point of a game. Likewise, all the processes have a destination. The destination of a journey is the result of the game.

Example 11: 就像朱婷霸气无比的后排进攻A和直线超车一样, 无论你服不服, 你都防A不住, 无论你服不服, 你都拦不住中国女排重新走向王座、戴上王冠的脚步。

(Example 11: Just like Zhu Ting's aggressive back row attacking and the straight-line superpower, no matter whether you are convinced or not, you will not be able to prevent, no matter whether you are satisfied or not, you will not be able to stop the Chinese women's volleyball team from returning to the throne and putting on Footsteps of the crown.)

Example 12: Serbia actually got off to the better start in the final match. They jumped out to a 12-7 lead in the

first set and never fully let go of it, eventually cruising to a 25-19 win and a 1-0 advantage.

In example 11, 脚步 means "steps". In a journey, people need to take steps to finish the journey and get to the destinations. In the woman's volleyball final game, the destination of the game is the championship. Therefore, they need to take steps to reach their championship. In this sentence, no one can become their obstacles when they take steps to get their championship.

In example 12, "cruise" means traveling in a ship or boat visiting different places, especially as a holiday. It is a kind of voyage or journey at sea. In this context of volleyball games, the team of Serbia underwent the process of volleyball games and reached the position of 25-19, which is like someone cruising to some position in the sea.

5.2.1.3 Nature Metaphor

We live in nature and notice different kinds of natural phenomena and beings in our daily life, such as weather, fire, thunder. Nature phenomena and beings are used to depict certain aspects of sports games. Some metaphorical expressions of nature can be found in both Chinese and English Rio Olympic news reports on Woman's Volleyball final game.

From the table, we can see, many images of natural phenomena or beings are used to understand certain aspects of sports games. In Chinese, images include mountain, tide, fire, thunder, wind and cloud, flower. In English, the images of fire and star appear. The top of mountains stands for the high competitive level; flowers stand for the contributions to the sports game; drought stands for no contribution to the sports games. Star stands for the competitive and excellent people in the playfield; fire stands for the spirit of players.

Here are examples collected from the data:

Example 13: 关键时刻, 徐云丽短平快打中, 为中国队打破得分荒, 但对方依旧气势凶猛, 一度追B到21-22只差1分。

(Example 13: At a critical moment, Xu Yunli hit a short draw and broke the scoring shortage for the Chinese team, but the opponent was still fierce and once chased to 21-22, only 1 point.)

Example 14: The Chinese exhibited that same fire and fight a year ago while winning the World Cup in Japan, then got to Rio de Janeiro earlier this month and worked through some initial rough, inconsistent Olympic moments.

In example 13, "得分荒" in Chinese means "the team has no winning points for a long time just as there is no harvest in the year of drought". Drought is a kind of natural disaster; when it happens, there is a long period of time when there is little or no rain. Under such natural disaster, there comes a drastic reduction of harvest. In the final game, there is a long period for the Chinese team of not gaining the points, just as the drought season's lack of harvesting the rice or vegetables.

In example 14, the image of fire often involves the flames, light, heat and often smoke that are produced when something burns. The shape of fire is burning upwards, which is corresponding to the upward spirit of Chinese players in this context; the color of fire is red and the temperature of fire is extremely high, which demonstrate the hot spirit of Chinese player during the games of World Cup in Japan.

5.2.2 Ontological Metaphor

5.2.2.1 Container metaphor

Container metaphor, which shows a relatively high percentage in Chinese and English Rio Olympic news reports on Woman's volleyball final games is another type of conceptual metaphor that gets abstract competition state across to sports news readers. Figure 3 shows the metaphorical expressions of container metaphor.

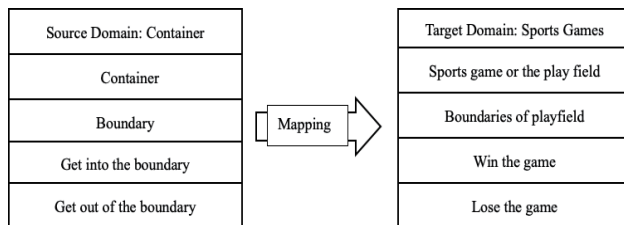


Figure 3
Cross mapping of CONTAINER metaphor

Among the Chinese metaphorical expression such as “出界” which means “out of the boundary”, “出战” means “go out to fight in the game”, “进;挺进,进入,冲进” means “go into” and among English metaphorical expressions, such as “into”, “in”, “out of”, we can find that some are dynamic while others are static. They are a vivid illustration of CONTAINER metaphor, i.e. A SPORTS GAME IS A CONTAINER. The volleyball game is seen as the containers with interiors, exteriors and boundaries and the volleyball players and the volleyball are seen as the objects moving in and out of the container.

Here are examples collected from the data:

Example 15: 在之前四分之一决赛中，中国女排在先失一局的情况下，与两届奥运会冠军巴西队苦战5局，以3-2险胜东道主，挺进半决赛。

(In the previous quarter-finals, the Chinese women's volleyball team defeated the two-time Olympic champion Brazil 5 games, defeated the host 3-2, and advanced to the semi-finals.)

Example 16: Then at 23-all Rasic served out of bounds and China won 25-23 with the spike by Hui after the serve of Zhang returned to the Chinese side of the net.

In example 15, “挺进” in Chinese means “get into”. In this CONTAINER metaphor, the semi-final game is the container. The team that wins the quarter-final “gets into” the semi-final game, while the team that loses the quarter-final “gets out of” the game.

In example 16, the playfield is the container. When the served ball is in the boundary of the playfield, the

served ball is valid; however, when the served ball is out of the boundary of the playfield, the served ball is invalid. The usage of CONTAINER metaphor facilitates people's understanding of the volleyball game.

5.2.3 Orientational Metaphor

5.2.3.1 UP/DOWN Metaphor

UP/DOWN metaphor is a classic type of orientational metaphor in Chinese and English sports news reports, which is based on people's perception of “up” and “down” to get something abstract across.

In UP/DOWN metaphor, the Chinese metaphorical expressions such as “起势”, which means “the lifting of spirits” and “低谷” which means “the lowering of the spirits” and English metaphorical expressions such as “top”, “down”, “high” show people's fundamental perception of space. When used in the sports news reports, they can visualize the abstract states of the sports games and results. We can summarize the linguistic representation of metaphor as GOOD PERFORMANCE IS UP; BAD PERFORMANCE IS DOWN. The following examples illustrate these linguistic expressions.

Example 17: 但对方毕竟是刚刚崛起的世界超级强队，不至于轻易放弃比赛，她们再次奋起反击A，把比分追B到了15-22。

(However, after all, the other team is just a rising world super team, so they won't give up the game easily. They once again fought back A and chased B to 15-22.)

Example 18: After a slow start, China recovered composure playing excellent defence to back the brilliant performance of Zhu who was the daily highest scorer in five of the eight days of the competition, including the last four in a row.

In example 17, “崛起” in Chinese means “rise”. The rise of the super team in the world implies the team has achieved a good performance recently. In example 18, the fact that the title of “highest scorer” can be awarded to Zhu Ting is due to her good performance. It all reflects people's perception of space that when the players or the teams perform well, get progress, their states are described as UP; otherwise, it is regarded as DOWN.

5.3 Similarities of “Sports” Conceptualization

5.3.1 Similarities of “Sports” Conceptualization

From the analysis above, we can find a lot of similarities in Chinese and English data due to people's shared cognitive mechanism.

Firstly, there are 12 common types of conceptual metaphors: WAR, JOURNEY, UP/DOWN, CONTAINER, NATURE, PERSONIFICATION, PERFORMANCE, BUSINESS, FAMILY, DYNASTY, and MATERIAL metaphors. In addition, even the sub-metaphors of metaphors are shared, such as four sub-metaphors of WAR metaphors. What's more, in the JOURNEY, UP/DOWN, CONTAINER metaphor, they share the same schema. For the JOURNEY metaphor, in English and Chinese

database, it is found that they are all rooted in SOURCE-PATH-GOAL Schema. A sports game is like a journey, including the starting point, the process and the terminal point. For the CONTAINER metaphor, it follows the CONTAINER schema, which is demonstrated by the fact that “ ‘in’ represents players win” and “ ‘out’ represents players lose”. For the UP/DOWN metaphor, it is based on the UP/DOWN schema. People’s cognitive mechanism and perception is that GOOD PERFORMANCE IS UP and BAD PERFORMANCE IS DOWN.

Secondly, WAR metaphor all takes the highest proportions of all metaphors in Chinese and English Rio Olympic news reports of Woman’s final Volleyball game, which according to the statistics, accounts for 62.9% in Chinese metaphorical expressions and 42.7% in English metaphorical expressions respectively.

Thirdly, English and Chinese databases share similar metaphorical expressions. For example, it is easy to find similar metaphorical expression such as “胜利” and “victory”, “对手” and “opponent” in WAR metaphor, “进入” and “in” in Container Metaphor.

5.3.2 Motivations for Similarities of “Sports” Conceptualization

Conceptual metaphors in Chinese and English Rio Olympic news reports on woman’s final volleyball game present the metaphorical nature, that is, understanding the volleyball game in terms of human being’s familiar domain. There is a physical basis on the existence of similarity of metaphors in Chinese and English databases, which has shaped the common cognitive mechanism for Chinese and English people.

The existence of similarity of metaphors is due to the common bodily experience of English and Chinese people. Specifically speaking, universal physical experiences bring about similar physical responses or cognition towards one abstract concept. For example, as for CONTAINER metaphor, people in daily life need to get in and get out various containers; for instance, coming back home and getting indoor is “in” and leaving home is “out”. Home is a container. As for the WAR metaphor, people in different countries have experienced the war or heard about the war from different sources and therefore know the features of war. People conceptualize the final volleyball game as the war because based on their physical experience, they believe this game is as fierce as the war.

5.4 Differences in “sports” Conceptualization

Despite the existence of striking similarities analyzed in the previous section, there still are some differences in the Chinese and English Rio Olympic news reports on the woman’s volleyball final game.

The most obvious difference is different metaphorical expressions of the same conceptual metaphor in English and Chinese databases, which represents different linguistic realizations of conceptual metaphor. For

example, as for the WAR Metaphor, in Chinese database, “将” which means “the general” and “帅” which means “the commander” are used to describe the members of the sports team, while in English database, there are not such kind of expressions; they use expressions like “heroine”. Besides, in Chinese news reports, the metaphorical expression of war is contained in the traditional four-word expression, such as “背水一站”, “运筹帷幄”, which have its own stories behind the four-word expression. For the JOURNEY metaphor, English news reports tend to use the metaphorical expression related to the marine, such as “cruise”, “sail”; while Chinese news reports tend to use the metaphorical expression such as “steps”, which tend to imply the journey on the land.

On the one hand, distinctive histories give rise to different cultures owned by Chinese and America. For instance, as for the different occurrences of “将” and “帅”, reasons can be explained as follows. Due to the long history in China, ancient China has witnessed the change of dynasties and the switch of power, which come along with various historic or small-sized wars. In ancient wars, “将” and “帅” are always on the battlefield to make war strategies and lead the war. However, the history of Western along with that of war is relatively short compared with the history of China. Therefore, the expression of “将”, “帅” are not so frequently used in westerners’ thinking patterns. The historical and cultural reasons can be applied to the appearance of metaphorical expressions in four-word expressions. Four-word expressions come from ancient classics or writings, historical stories and oral stories of people. China’s time-honored history and glorious culture give birth to them. Therefore, the metaphorical expressions such as “背水一战”, “运筹帷幄”, which are originated from famous ancient WAR, are used in the Chinese volleyball news reports.

On the other hand, distinguished geological environments contribute to different cultural patterns, in turn, different thinking patterns. The Western environment is largely surrounded by the sea and marine culture is dominant. The major way of transporting the goods for commercial purposes is by sea; While China owns a vast territory and the major mode of production is small-scale farming by individual owners in history. They transport their good by animals such as mule or just by walking. Therefore, when using the journey metaphor to describe the volleyball final game, English news reports use metaphorical expressions such as “cruise”, “sail”; while Chinese news reports use metaphorical expressions such as “steps”.

CONCLUSION

This paper takes Chinese and English news reports on final volleyball games in Rio Olympics as examples and

focuses on conceptual metaphors in them. The major findings can be summarized as follows:

First, the large quantity and universal existence of conceptual metaphor in Chinese and English volleyball sports news reports verify the universality of metaphor in Chinese and English databases. Second, the existence of conceptual metaphors can be analyzed from people's cognitive mechanism. There is a cognitive basis for people using the metaphor to understand the volleyball sports news. Third, similarities exist between Chinese and English volleyball sports news. 12 common types of conceptual metaphors: First, WAR, JOURNEY, UP/DOWN, CONTAINER, NATURE, PERSONIFICATION, PERFORMANCE, BUSINESS, FAMILY, DYNASTY, and MATERIAL metaphors are shared in Chinese and English databases. What's more, in the JOURNEY, UP/DOWN, CONTAINER metaphor, they share the same schema. Secondly, WAR metaphor takes the highest proportions of all metaphors in Chinese and English Rio Olympic news reports of Woman's final Volleyball game. Thirdly, English and Chinese databases share similar metaphorical expressions, such as “胜利” and “victory”, “对手” and “opponent”. It can be attributed to shared embodied experience and common cognitive mechanism. Fourth, differences in conceptual metaphors are also found between two languages. The most obvious difference is the different metaphorical expressions of the same conceptual metaphor in English and Chinese databases. It can be attributed to historical and geological reasons.

In conclusion, the findings complement the study on conceptual metaphors of sports news reports on volleyball, deepening the understanding of the cognitive process of the human's understanding of the sports, volleyball games, as well as different thinking patterns arising from cultural differences in the field of volleyball games. In the future, we will further probe into conceptual metaphors in the genre, sports news concerning different sports activity, so as to shed light on human's cognitive mechanism of understanding different sports.

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