



**UNIVERSITI PUTRA MALAYSIA**

**CONCEPTUAL METAPHORS IN STOCK MARKET REPORTS IN THE  
MALAYSIAN BUSINESS TIMES**

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**CONCEPTUAL METAPHORS IN STOCK MARKET REPORTS IN THE  
MALAYSIAN BUSINESS TIMES**

**By**

**TENGGU FARAH PETRI BINTI TENGGU MAHMOOD**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirements for the Degree of Master of Arts**

**December 2010**



## **DEDICATION**

*To my beloved grandpa, Tokku.  
my loving husband Khairul Azhar Shahril,  
and family.*



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Arts

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**December 2010**

**Chair: Afida Mohamad Ali, PhD**

**Faculty: Modern Languages and Communication**

The purpose of this study is to identify the metaphorical linguistic expressions of conceptual metaphors in the Malaysian *Business Times* using Charteris-Black and Ennis' (2001) proposed list of conceptual metaphors. This study is a non-experimental descriptive study, which uses the corpus linguistic approach for data collection and the corpus for analysis of 50 share market news reports that were randomly identified. An expert within the business context was appointed to provide expertise in the interpretation of specific types of data derived from the corpus.

The findings demonstrate that the conceptual metaphors: MARKET MOVEMENTS ARE PHYSICAL MOVEMENT and THE ECONOMY IS AN ORGANISM are the most dominant conceptual metaphors found in the corpus collected. In addition, the findings show that the metaphorical linguistic expressions generally concretise the abstract concept of the



economy and market movements. Findings from this study suggest that conceptual metaphors could enhance language learners' creativity in language learning by having a better grasp of the course subjects in terms of underlying concepts of metaphors used, hence developing an understanding of how conceptual metaphors work (Sharifah Hafizah 2004). This study has also developed a step-by-step procedure in identifying metaphorical linguistic expressions. With this newly-developed method, it is hoped to facilitate future studies in identifying metaphorical linguistic expressions.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sastera

**METAFORA KONSEPSI DALAM LAPORAN PASARAN SAHAM DALAM SURAT KHABAR BUSINESS TIMES MALAYSIA**

Oleh

**TENGGU FARAH PETRI BINTI TENGGU MAHMOOD**

**December 2010**

**Pengerusi: Afida Mohamad Ali, PhD**

**Fakulti: Bahasa Moden dan Komunikasi**

Kajian ini dijalankan bertujuan untuk mengenalpasti ungkapan linguistik metaforikal di dalam surat khabar Business Times di Malaysia. Kajian ini dijalankan berdasarkan senarai cadangan metafora konsepsi oleh Charteris-Black dan Ennis (2001). Kajian ini adalah kajian deskriptif bukan eksperimen yang menggunakan pendekatan linguistik korpus untuk tujuan mengumpul data. Data terkumpul mengandungi 50 artikel Business Times yang dikenalpasti secara rawak. Seorang pakar dalam bidang bisnes telah dilantik bagi meinterpretaasi data spesifik yang diambil daripada koleksi artikel yang terkumpul.

Dapatan kajian menunjukkan metafora konsepsi: MARKET MOVEMENTS ARE PHYSICAL MOVEMENT dan THE ECONOMY IS AN ORGANISM adalah yang paling dominan terdapat dalam koleksi artikel yang terkumpul. Tambahan lagi, dapatan menunjukkan ungkapan linguistik metafora biasanya mengkonkritkan lagi konsep ekonomi dan pergerakan



pasaran yang abstrak dan kebanyakannya adalah kata kerja dan kata nama. Dapatan kajian ini menunjukkan metafora konsepsi bukan sahaja dapat meningkatkan kreativiti pelajar dalam pembelajaran bahasa tetapi juga menawarkan pemahaman yang lebih baik mengenai asas metafora konsepsi maka, mengembangkan pemahaman tentang bagaimana metafora konsepsi boleh digunakan (Sharifah Hafizah 2004). Penyelidikan ini juga telah mengembangkan prosedur langkah-demi-langkah untuk mengenalpasti ungkapan linguistik metaforikal. Dengan kaedah yang baru dibangunkan ini, diharapkan ia dapat memudahkan kajian pada masa akan datang dalam mengenalpasti ungkapan linguistik metaforikal.



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I certify that a Thesis Examination Committee has met on 13 December 2010 to conduct the final examination of Tengku Farah Petri Binti Tengku Mahmood on her thesis entitled “Conceptual Metaphors in Stock Market Reports in the Malaysian Business Times” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the degree of Master of Arts.

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## **DECLARATION**

I hereby declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently submitted for any other degree at Universiti Putra Malaysia or at any other institution.

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**TENGGU FARAH PETRI BINTI TENGGU MAHMOOD**

Date: 13 December 2011



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