

An Analysis of Metaphorical Frame of News Reports in Mainstream Media--Take the Coverage of People's Daily in 2019 as an Example

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ABSTRACT. This paper takes 35 “one country, two policies” reports in People's Daily from June to August 2019 as the research object, and analyzes them with conceptual metaphor and frame theory. It is found that there are seven metaphorical categories in the report, mainly war, kinship and bridge. The People's Daily's evaluation of “one country, two policies” includes negative and positive evaluation, which reflects the media's attitude towards the policies of indifference to the masses; positive evaluation reflects the media's attitude towards political officials and the masses to uphold the “one country, two policies” policies, jointly safeguard national security, and give full affirmation to the ideology of fighting against the power of discord.

KEYWORDS: Conceptual metaphor, Negative evaluation, Positive evaluation

1. Introduction

Since the end of the 20th century, “one country, two policies” has been the main policy to solve the problems of Hong Kong, Macao and Taiwan, but the vast majority of people do not fully understand it. Therefore, “one country, two policies” becomes a topic and enters the public vision, which depends on the promotion of the media.

Newspaper media is an important tool for shaping the image of the country. As an authoritative central newspaper, People's Daily reports events and comments deeply trusted by readers at home and abroad. Metaphor is regarded as an important means of conceptualization of political events and construction of world outlook (Charteris Black, 2004:47). Generally speaking, most of the research on People's Daily focuses on the analysis of the subject content. From the perspective of metaphor frame analysis, it is rare to study the deep relationship between discourse and ideology. In addition, the event has timeliness. In the past, the study of “one country, two policies” was basically from the political point of view.

2. Theoretical Basis

2.1 Conceptual Metaphor

Lakoff & Johnson (1980) first proposed the theory of “conceptual metaphor” in *Metaphors We Live By*. Metaphor, based on the cross domain mapping of context and conceptual policies, is a way of thinking and cognitive means (Lakoff & Johnson, 1980: 4). Metaphor is everywhere. It is a kind of language. It uses a vivid way to convey a concept more easily understood and accepted. For example, “one country, two policies” is a bridge connecting the two sides of the Taiwan Strait (People's Daily, 2019). “One country, two policies” is a kind of institutional policies. The bridge is an essential tool for people from one end of the river or sea to the other in daily life. Comparing “one country, two policies” to a bridge makes the audience realize the importance of this policies more intuitively.

2.2 Frame Theory

At the beginning of the 21st century, Lakoff founded the theory of frame on the basis of the concept of frame proposed by the linguists Goffman and Fillmore. Framework theory is a kind of metaphorical thinking, which is the existing form of thinking frame in the brain when people view and understand things. The frame can be divided into surface frame and deep frame. The surface frame refers to the psychological frame activated only by words, while the deep frame refers to the morality, values and world outlook activated by the surface frame

(Wang Shaohua, 2008: 4-6). Because of their own experience, each person's brain frame pattern is different. At the same time, because the brain frame is deeply rooted, they are hard to affect and change. "When metaphorical thinking is consistent with the frame in people's brain, people will accept it, otherwise it will not be accepted" (Liang Jingyu, Wang Shaohua, 2015:56-61).

3. Research Methods

The author selected 35 articles on "one country, two policies" in People's Daily from June to August 2019, totaling 42177 words. First of all, using conceptual metaphor mapping mechanism, MIP is used to identify metaphorical keywords in specific context and classify metaphors, thus the metaphorical surface frame of "one country, two policies" is formed. Finally, using the framework theory, this paper analyzes the deep meaning behind the high-frequency metaphors, and analyzes the reasons why these metaphors are used in the reports.

4. Category of Conceptual Metaphor in the Report

Reviewing the implementation process of "one country, two policies" in Hong Kong, Macao and Taiwan, comprehensively and accurately understanding and implementing the "one country, two policies" policy is conducive to safeguarding national sovereignty, security and development interests, maintaining long-term prosperity and stability of all countries and regions, and continuing to promote the "one country, two policies" practice along the right track. In the report of "one country, two policies" in the newspaper, the metaphorical surface frame is war, kinship, bridge, dream, chess piece, treasure and life frame. Among them, the most metaphorical expressions are war, kinship and bridge frame. Next, we will analyze these aspects.

1) The streets of Hong Kong are like battlefields, full of flames, bricks flying in disorder, and the blade of the mob stabbing into the back of the police. (People's Daily, August 27, 2019)

2) The motherland is a strong backing for Macao's development. The country not only cares about Macao's development, but also fully supports Macao's development. (People's Daily, June 20, 2019)

Taking the war frame as an example, the battlefield, gun-smoke, fire, decisive battle, victory, team, front organization, chariot, shield and back-up are a series of physical objects or scenes that appear in the battle. These words activate the "war" frame. The "one country, two policies" is proposed to maintain national peace and unity. For the evil forces who want to independence, the implementation of this policies. It seems to be a battle that deepens the fear in the hearts of the masses. It happens that the policies itself becomes a strong supporter of the masses. The war framework vividly describes the difficulty of the implementation of the policies and its powerful role.

3) After returning to the motherland, Macao has become a member of the motherland family. (People's Daily, June 20, 2019)

4) Compatriots on both sides of the Straits are Chinese. The natural feelings and national identity of blood, water and mutual help are unchangeable to anyone and any force. (People's Daily, August 13, 2019)

5) Seven places occupied by foreign powers are compared to seven children who are forced to stay away from their mothers. (People's Daily, August 12, 2019)

Family, blood is thicker than water, brothers, mother, family, flesh and blood are connected and so on activate the family frame. In people's hearts, these words are extremely close and warm relationship with themselves. The motherland is a big family, and the people are members of the family. The mainland is integrated with Hong Kong, Macao and Taiwan. Compatriots on both sides of the Taiwan Strait are close because of the implementation of the "one country, two policies" policies. They live in harmony and help each other as brothers.

6) "One country, two policies"... Vigorously promote connectivity and mutually beneficial cooperation among the mainland, Hong Kong and Macao, and become the concentric bridge, reciprocal bridge and Yuanmeng bridge connecting Guangdong, Hong Kong and Macao. (People's Daily, July 14, 2019)

In the bridge frame, Tongxin bridge, mutual benefit bridge and Yuanmeng bridge undoubtedly activate the frame, "one country, two policies" is the bridge connecting compatriots on both sides of the Straits. It can be said that "bridge" has made great contribution to the realization of China's reunification.

From these vivid metaphorical expressions, we can see that "one country, two policies" is a bridge connecting compatriots on both sides of the Straits, promoting friendship and mutual assistance, protecting

people from the threat of violence, leading people to happiness and galloping across the river. Therefore, it is necessary to advocate and praise “one country, two policies”.

5. Analysis of Metaphorical Frame in the Report

Metaphorical expressions activate the deep frame, and also activate a series of moral, values and world outlook. If the ideas in public consciousness or political mainstream are consistent with them, they will be willing to accept, and vice versa. In metaphorical expression, we can already know that the policies of “one country, two policies” play different roles for people with different positions. The description of its words activates two opposite concepts. According to their respective properties, this paper summarizes them into an active frame and a passive frame. When human beings are in the state of positive emotions or positive emotions, they will reduce their perception of negative or negative things. When considering problems, they will consider less about the risk of things. When they are in the state of negative emotions or negative emotions, people's perception of negative things will increase (Wang Shaohua, Liang Jingyu, 2017: 24).

5.1 Frame Analysis of Enthusiasm

In the People’s Daily's report on “one country, two policies”, there are many metaphorical frame s. The family frame, life frame and dream frame belong to praise evaluation. Metaphor includes the source domain and the target domain. Next, we will take the kinship frame as the center, the life frame and the dream frame as the branches, and establish the complex frame of kinship, as shown in Figure 1.

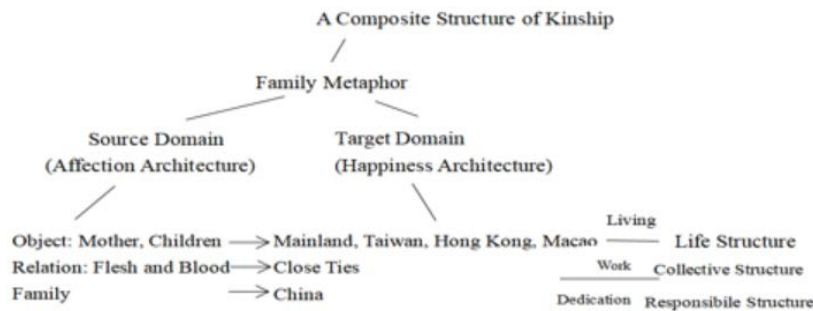


Fig.1 A composite Structure ok Kinship

Mothers and children form a large family, which means that China is a loving mother. Taiwan, Hong Kong and Macao are a group of children. Blood is thicker than water on both sides of the Taiwan Strait. Mothers love their own flesh and bones very much. In the eyes of the mainland, Hong Kong, Macao and Taiwan are inseparable meat. Both sides of the Taiwan Strait belong to a whole. Breathing the same air, we should have shared weal and woe with each other and a certain sense of responsibility, which also constitutes the life frame. As a mother and son whose blood is thicker than water, we work together to create a harmonious and unified happy life and once again activate the responsibility frame. The complex frame of kinship has constantly activated a variety of positive outlook on life and the world, making compatriots more convinced of “one country, two policies”, thus creating a great “Chinese dream”.

5.2 Frame Analysis of Negativity

Here, we can take the war frame as the main part to expand outward. The war itself gives the impression that it is cruel, violent, life-threatening, and the people are bored. Therefore, the People’s Daily put “one country, two policies” into the metaphor of “war”, which will bring a kind of alert consciousness to the audience. According to this idea, it has established the concept as shown in Figure 2.

The evil forces who encourage the independence of the country are the stubborn enemies. Patriots and the motherland join hands to fight against the enemy. “One country, two policies” is like a combat weapon. The reunification of the motherland is an arduous and long journey of Anti Japanese War, which requires us to consciously establish the awareness of safeguarding national unity and fight against evil forces with the help of combat weapons. In order to live a happy and peaceful life, the masses have to stand up, stick to their

responsibilities, firmly believe in “one country, two policies” and set up people's deep-rooted thoughts in order to grow a strong China.

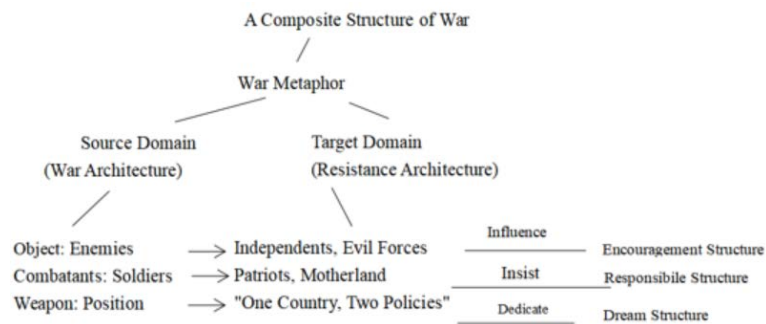


Fig.2 A composite Structure of War

6. Conclusion

Based on the analysis of 35 reports on “one country, two policies” in the People’s Daily in recent months, this paper understands that the “one country, two policies” policies is a bridge connecting compatriots on both sides of the Straits, a bridge for friendly exchanges, a warm spring breeze for people, and a strong agent for promoting the stability, prosperity and peaceful development of the country. On the one hand, this paper starts with the active framework activated by metaphorical categories such as kinship, bridge and dream. Facing the provocation of evil forces, compatriots on both sides of the Straits should join hands to fight against them. “One country, two policies” is a powerful policy to promote the integrity of the country, and we should take this weapon. On the other hand, starting from the passive frame activated by metaphorical categories such as war and chess pieces, since the reform and opening up, “one country, two policies” has gradually recovered Taiwan, Hong Kong and Macao. If we abandon it, we will be unable to fight against it. In the battlefield of war, we will become chess pieces of other countries. Adhering to “one country, two policies”, that is, people's belief in the reunification of the motherland, will provide unparalleled strength for the realization of the “Chinese dream”.

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