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台灣報紙論述中的王建民現象：

批判隱喻模式分析

The Chien-Ming Wang Phenomenon:

A Critical Metaphor Model Analysis of newspaper
discourse in Taiwan

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摘要

王建民為史上第三位前往美國職業棒球大聯盟發展的台灣球員，自 2006 年以來擔任紐約洋基隊的投手，由於他傑出的表現和來自台灣的身分，使他被視為超級巨星和國家英雄，因而在台灣形成了特殊的「王建民現象」。

本研究採用「批判隱喻模式分析」(CMM)，由概念隱喻理論和批判論述分析所結合的分析方法，探討台灣的「王建民現象」如何透過隱喻在台灣的報紙論述當中呈現。本文以王建民相關的隱喻及其引申的意涵為主，討論這些隱喻如何被使用，並且深入探討其背後所隱含的意識形態，進而分析「王建民現象」在台灣的報紙論述中如此被呈現的原因。本文的資料收集來自台灣的主要三大報，包括自由時報，聯合報，以及蘋果日報。本研究假設「王建民現象」在不同的報紙中，將會透過隱喻有不同的呈現，並且會有相似的呈現。資料分析的結果顯示，台灣的報紙論述當中和王建民相關聯的隱喻，總共可分為四個類型：(1) 相似隱喻相似意涵 (2) 不同隱喻相似意涵 (3) 相似隱喻不同意涵 (4) 不同隱喻不同意涵。

本文認為各報所持有「不同層次的意識形態」是導致所採用的隱喻其相似或不同意涵的主要原因。當報導的角度從台灣內部出發，討論國家認同和政治相關的議題時，各報傾向採用和王建民相關的隱喻，以不同的引申意涵，強化各自主張的意識形態；然而，當報紙的焦點超越台灣本身，從國際的角度出發，關注王建民在美國的狀況表現及王建民如何引起國際注意的議題時，各報相關隱喻的意涵就較傾向相似和一致。

本研究主張報紙的意識形態和屬性特色，棒球域的重要性，以及政治和棒球的「雙向關係」，均是導致「王建民現象」在台灣報紙論述中如此被呈現的主要原因。

關鍵字：王建民，台灣，棒球，批判隱喻模式分析（CMM），報紙論述



ABSTRACT

Chien-Ming Wang (Wang), being the third Major League Baseball player from Taiwan, has been the pitcher for the New York Yankees since 2006. Due to his identification with Taiwan and his outstanding performance, Wang has been viewed as the super star and national hero in Taiwan, creating the “Chien-Ming Wang phenomenon”. By using the Critical Metaphor Model (CMM), the approach incorporates Conceptual Metaphor Theory and Critical Discourse Analysis, this study examines how the “Chien-Ming Wang Phenomenon” in Taiwan is represented through metaphors in newspaper discourse. Our analysis focuses on the entailments and implications of the metaphors concerning Wang in different newspapers in Taiwan. Moreover, I explore the ideology reflected through the use of metaphors concerning Wang and analyze the factors account for the representations of the “Chien-Ming Wang Phenomenon” in different newspapers in Taiwan.

The data is collected from three major Mandarin-language newspapers with distinct political stances in Taiwan, which are the *Liberty Times* (LT), the *United Daily News* (UDN), and the *Apple Daily* (AD). This study hypothesizes that “the Chien-Ming Wang phenomenon” will be represented through metaphors not only differently but also similarly in different newspapers depending on different aspects of ideologies. The results show that there are four kinds of representations of metaphors

concerning Wang, which include (1) similar metaphors with similar implication, (2) different metaphors with similar implication, (3) similar metaphors with different implications, and (4) different metaphors with different implications. Based on the four categories, this study demonstrates that the “Chien-Ming Wang phenomenon” is represented through metaphors with both “similar” and “different” implications in newspaper discourse in Taiwan.

This study suggests that different aspects of ideologies held by the newspapers are considered one of the most important factors contributed to the similar or different implications. When the focus is on the national identity or political agendas from the perspective within Taiwan itself, metaphors concerning Wang are represented with different implications to implicitly strengthen the political ideologies held by the newspapers; while the focus is on Wang’s condition or how Wang attracts the international attention viewing from the perspective beyond Taiwan, the implications of the metaphors are much more similar in different newspapers. This study proposes that ideologies and the characteristics of the newspapers, the influential power of baseball domain, and the bi-directional relationship between political and sports in Taiwan, all account for the representations of the “Chien-Ming Wang phenomenon” in newspaper discourse in Taiwan.

Keywords: Chien-Ming Wang, Taiwan, baseball, Critical Metaphor Model (CMM), newspaper discourse

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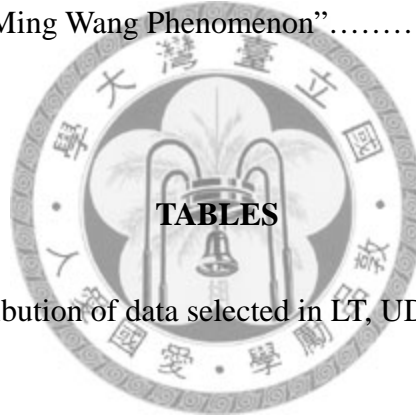
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CHAPTER 1

INTRODUCTION

1.0 Overview

The present study examines how the “Chien-Ming Wang Phenomenon” in Taiwan is represented through metaphors in newspaper discourse. This study focuses on the entailments and implications of the metaphors concerning Chien-Ming Wang (Wang) in different newspapers in Taiwan. Furthermore, this study analyzes the ideology reflected through the use of the metaphors concerning Wang and proposes the factors account for the representations of the “Chien-Ming Wang Phenomenon” in different newspapers in Taiwan.



Wang has been the pitcher for the New York Yankees and the third Taiwanese Major League Baseball (MLB) player since 2006. With his Taiwan nationality and his outstanding performances, Wang has been viewed as the national hero in Taiwan, creating the “Chien-Ming Wang phenomenon”. This correlates with the significance of baseball in Taiwan, since “baseball” has been viewed as the “national ball” of Taiwan (Yu, 2007).

The data is collected from three dominant Mandarin-language newspapers with distinct political stances in Taiwan, which are, the *Liberty Times* (LT), the *United*

Daily News (UDN), and the *Apple Daily* (AD). Despite previous studies (Wee, 2001; Nakamura, 2004; Chiang and Duan, 2007) focus on how certain issues are represented differently through linguistic devices depending on underlying ideologies, I hypothesized that “the Chien-Ming Wang phenomenon” will be represented through metaphors not only differently but also similarly in different newspapers depending on different aspects of ideologies. Besides the differences, the present study focuses on the similarities represented in different newspapers as well.

The results show that there are four kinds of representations of metaphors concerning Wang in our data, which include similar metaphors with similar implication, different metaphors with similar implication, similar metaphors with different implications, and different metaphors with different implications. In addition, I propose that different aspects of ideologies held by the newspapers are considered one of the most important factors that contribute to the similar or different implications. The data indicate that when the focus is on the national identity or political agendas from the perspective within Taiwan itself, metaphors concerning Wang are represented with different implications to implicitly strengthen the political ideologies held by the newspapers; however, while the focus is on Wang’s condition or how Wang arouses the international attention viewing from the perspective beyond Taiwan, the implications of the metaphors are much more similar in different

newspapers.

This study proposes the ideologies and characteristics of the newspapers, the influential power of baseball domain, and the bi-directional relationship between politics and sports in Taiwan, all account for the representations of the “Chien-Ming Wang phenomenon” in newspaper discourse in Taiwan.

The significance of the present study can be presented from three aspects. First, this study provides an analysis of the Chien-Ming Wang phenomenon from the perspective of cognitive linguistics. Second, the theoretical contribution of this study is constructing a useful approach, Critical Metaphor Model (CMM), for analyzing metaphors in news media, which is an integrated approach which incorporates the central tenets of Conceptual Metaphor Theory (CMT) and Critical Discourse Analysis (CDA). The approach of CMM has integrated the perspectives of socio-linguistics, semantics, and pragmatics in analyzing the meanings, implications and the ideological use of the metaphors. Third, this study highlights the bi-directional relationship of sports and politics in Taiwan. By revealing the bi-directional relationship between politics and sports through the analysis of metaphors, this study decodes the underlying ideological messages carried through the newspapers, hoping to diminish the polarization and partisan trend in Taiwan’s press.

1.1 Background Information

1.1.1 The Chien-Ming Wang Phenomenon

Chien-Ming Wang has been known as the ace pitcher for the New York Yankees since the 2006 and 2007 seasons. He is the third Major League Baseball (MLB) player from Taiwan, following Dodgers outfielder Chin-Feng Chen and also Dodgers pitcher Chin-Hui Tsao. Since being called up to the majors, Wang has been idolized in his native country where all of his games are televised nationwide, many on big screens to large audiences. In Wang's second season, he established himself as the Yankees' ace. Wang won 19 games (tied for the most in the majors along with Johan Santana), posted a 3.63 ERA and even picked up his first save on June 3 against the Baltimore Orioles¹. In MLB.com's This Year in Baseball Awards, he was chosen as the top starter in 2006 season with more than 47% of the fan votes. In 2007, Wang was named one of the Time 100 figures for 2007, who is the third Taiwanese person nominated. In 2008, Wang was again named one of the Time 100 figures, and he is the only person from Taiwan that has been named twice within two years.

Due to his Taiwan nationality and his outstanding performances in MLB, Wang has become a super star and considered as a national hero, creating a “Chien-Ming Wang phenomenon” in Taiwan. The reason that Chien-Ming Wang, has been regarded

¹ The introduction of Wang is adapted from the official website of Chien-Ming Wang <http://web.40chienmingwang.com/index.jsp> and the website http://en.wikipedia.org/wiki/Chien-Ming_Wang.

as the “national hero” is due to the significance of baseball in Taiwan. While “football” is very popular in Western countries, such as Italy (Semino and Masci, 1996), “baseball” has attracted great attention in Taiwan, Japan, and Korea, etc. In particular, baseball has always been considered as the “national ball” in Taiwan (Yu, 2007).

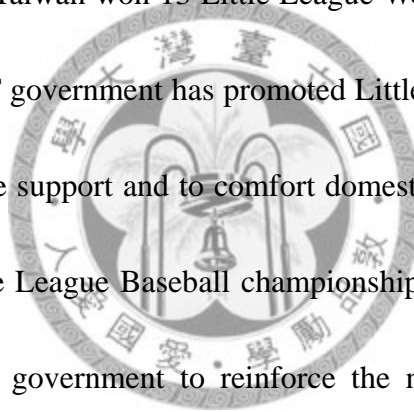
1.1.2 The baseball history in Taiwan

The national sports “baseball” has developed in Taiwan for hundreds of years, from the colonial period of Japanese occupation (1895~1945), the post-war period (1945~1960), the three-level baseball period (1960~1980) that has activated nationalism among Taiwanese, the adults-baseball period (1980~1990) that Taiwan has played in the international events, to the professional-baseball period (1990~present)². As Yu (2007) states, ‘despite the political instability that characterizes 20th century Taiwan, the value of baseball in the lives of Taiwan has been a constant since the game was introduced in 1895’. The development of baseball in Taiwan can be viewed from different stages in baseball history.

Baseball was introduced to Taiwan by Japan after China ceded control of the island to Japan in 1895. Initially played only by Japanese colonial administrators, the

² This information is adapted from Wiki baseball in Taiwan (台灣維基棒球館)
<http://twbsball.dils.tku.edu.tw/wiki/index.php/%E5%8F%B0%E7%81%A3%E6%A3%92%E7%90%83%E5%8F%B2>

sport has spread across the island with games between Taiwanese aborigines and Japanese immigrants, and it has become common since the 1920s. In 1931, the Chiayi School of Agriculture and Forestry took second place in the Pan-Japanese High School Yakyu Tournament. Following World War II and the reassertion of Chinese control over Taiwan, baseball became marginalized in popularity because of its association with Japan. But along with post-war stability during the 1950s and 1960s, interest in baseball rebounded with the spread of amateur and youth baseball teams. Between 1969 and 1982, Taiwan won 13 Little League World Series championships³. Since the 1970s, the KMT government has promoted Little League Baseball triumphs to solicit overseas Chinese support and to comfort domestic Taiwanese. During these years, Taiwan's first Little League Baseball championships at Williamsport provided the perfect arena for the government to reinforce the national identity of R.O.C. domestically and internationally with the myth of the world championship won by Taiwanese teams⁴.



In 1990, the Chinese Professional Baseball League (CPBL: 中華職棒聯盟) was formed, bringing professional baseball to the country for the first time. In 1997, however, a gambling scandal sent the CPBL into disrepute. Following the scandal, the Taiwan Major League (臺灣大聯盟) was launched, splitting the audience for

³ The information is adapted from the website of [baseball-reference.com](http://www.baseball-reference.com/bullpen/History_of_baseball_in_Taiwan)
http://www.baseball-reference.com/bullpen/History_of_baseball_in_Taiwan

⁴ The information is adapted from *Playing in isolation* (Yu, 2007).

baseball. For the 2003 season, the two leagues agreed to merge under the CPBL name.

As of 2004, the league consists of the Brother Elephants, Chinatrust Whales, La New Bears, Macoto Cobras, Sinon Bulls, and Uni-President Lions. As of 2009, there are four teams, including the Brother Elephants, Sinon Bulls, La New Bears, and Uni-President Lions, in CPBL⁵.

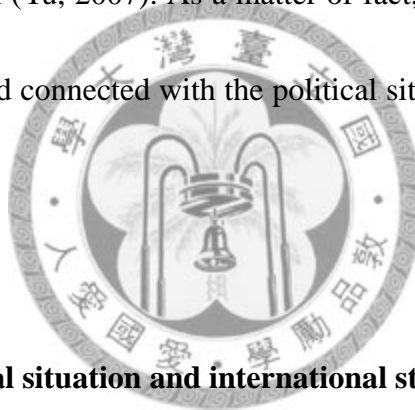
In terms of the international records of Taiwan's national baseball team, Taiwan took the Bronze medal at the Los Angeles Olympics where baseball was played as an exhibition sport in 1984. In 1992, Taiwan national baseball team won Silver medal in Olympic Games in Barcelona. During recent years, Taiwanese players including Hong-Chih Kuo and Chien-Ming Wang have played in the U.S. major and minor baseball leagues, which have attracted great attention in Taiwan.

In fact, baseball has become Taiwan's "national sports" associated with the national identity and international visibility through the history. Since the mid-1970s, as most nations chose to recognize the PRC as the sole legitimate government of China, Taiwan has become an international pariah and isolated in the international society. In 1979, Taiwan even lost U.S. recognition⁶. As the situation deteriorated, the KMT government started to adopt so called 'sporting diplomacy' to enhance its

⁵ The information is adapted from the website of [baseball-reference.com](http://www.baseball-reference.com/bullpen/History_of_baseball_in_Taiwan)
http://www.baseball-reference.com/bullpen/History_of_baseball_in_Taiwan

⁶ The information is adapted from Chen (2004) 陳隆志, 「海外台灣人推動台灣加入聯合國的回顧與展望 (1950-1991)」 新世紀智庫論壇, 第二十五期。(2004年三月三十日)

international visibility and to remind the international community that ROC (Taiwan) still existed in the world. This motivated the KMT to intervene politically and financially in baseball in order to create a myth of Taiwan as home to world champions, and consequently, baseball teams in one sense became diplomatic vanguards to the rest of the world (Yu, 2007). As a matter of fact, baseball has become one of the important events that enhance the international visibility of Taiwan. The significance of the national sports “baseball” in Taiwan can be verified through baseball history in Taiwan (Yu, 2007). As a matter of fact, baseball history in Taiwan is in fact influenced by and connected with the political situation and the international status of Taiwan.



1.1.3 The current political situation and international status of Taiwan

There are two major political groups, the pan-blue⁷ and pan-green coalition⁸, and other political parties in Taiwan. The pan-blue coalition represented by one of the

⁷ The **Pan-Blue Coalition** or **Pan-Blue Force**, is a [political alliance](#) in the [Republic of China](#) (ROC, Taiwan), consisting of the [Kuomintang](#) (KMT), the [People First Party](#) (PFP), and the [New Party](#) (CNP). The name comes from the party colors of the Kuomintang. This coalition tends to favor a [Chinese nationalist](#) identity over a Taiwanese separatist one and favors a softer policy and greater economic linkage with the [People's Republic of China](#). It is opposed to the [Pan-Green Coalition](#). (adapted from http://en.wikipedia.org/wiki/Pan-Green_Coalition)

⁸ The **Pan-Green Coalition** or **Pan-Green Camp**, is currently an informal [political alliance](#) in the [Republic of China](#) (Taiwan), consisting of the [Democratic Progressive Party](#) (DPP), [Taiwan Solidarity Union](#) (TSU), and the minor [Taiwan Independence Party](#) (TAIP). The name comes from the colors of the [Democratic Progressive Party](#), which originally adopted green in part because of its association with the [environmental movement](#). In contrast to the [Pan-Blue Coalition](#), the Pan-Green Coalition favors [Taiwan independence](#) over [Chinese reunification](#), although members in both coalitions have moderated their policies to reach voters in the center. (adapted from http://en.wikipedia.org/wiki/Pan-Green_Coalition)

dominant parties, Kuomintang (KMT), and the pan-green coalition represented by one of the dominant parties, Democratic Progressive Party (DPP). While Kuomintang (KMT) shows positive attitudes toward Taiwan's interaction with China; Democratic Progressive Party (DPP) supports Taiwan's independence and individual sovereignty, showing defensive attitudes toward China.

With regard to the international status of Taiwan, the PRC government has interfered in Taiwan's participation in the international affairs in order to claim the sovereignty over Taiwan for several years. In consequence, Taiwan has been oppressed by the PRC government and become isolated in diplomacy. As a result, Taiwan has been failed to participate in many international issues, such as the United Nation (UN)⁹. Among all the international events, the international sports events have become the only chance for Taiwan to participate internationally, on the condition of using the different names for Taiwan, such as Chinese Taipei, China Taipei, etc. Therefore, when it comes to international sports events, most people in Taiwan tend to have high expectations toward the sports teams or players that represent Taiwan in significant events, including the Olympic Games and many others. Baseball, being one of the sports events that Taiwan national teams won most prizes, is considered the “national ball” that represents and glorifies Taiwan. Throughout Taiwan's history,

⁹The information is adapted from Chen (2004) 陳隆志,「海外台灣人推動台灣加入聯合國的回顧與展望(1950-1991)」新世紀智庫論壇,第二十五期。(2004年三月三十日)

baseball, the “national ball” that represents and glorifies Taiwan, has bridged the gap between people of different ages, political stances, or cultural background.

Based on the relationship between baseball and the international status in Taiwan, this study aims to examine how the “Chien-Ming Wang Phenomenon” in Taiwan is represented through metaphors in different newspapers with distinct political stances in Taiwan. More details will be provided in the following sections.

1.1.4 The light/glory of Taiwan: Chien-Ming Wang in Major League Baseball

In recent years, the growing sense of nationalism on Taiwan also contributes to the emphasis on “the light/glory of Taiwan”. As the newspapers media during these two years show, “the light/glory of Taiwan” has been used to refer to the person, the brand, the fruit, or the technology, etc. that is from Taiwan which achieves outstanding status and wins recognition among the international society. Such use of naming is relevant to Taiwan’s hope for enhancing the international visibility. As a matter of fact, many celebrities, such as the director Ann Lee, the marathoner Kevin Lin, the tennis players Chuang Chia-Jung and Chan Yung-Jan, who have achieved great success in different fields internationally, are also called “the light/glory of Taiwan” by the media in recent years. Chien-Ming Wang, being one of the most outstanding baseball stars that currently plays in MLB, is the most representative one

that collocates most frequently with the title of the “light/glory of Taiwan” in Taiwanese media.


Due to the fact that the Major League Baseball (MLB) in the U.S.A, from the perspective of people in Taiwan, has been considered as the top professional baseball league that recruits the best baseball players all over the world, if a Taiwanese baseball player has the chance to go abroad to the United States to play in MLB, he will be viewed as the extraordinary player that represents Taiwan internationally. During 2006 and 2007, Chien-Ming Wang has become one of the ace pitchers for the New York Yankees; since then, he has been idolized in Taiwan. Many Taiwanese are crazy for Wang, who appears almost on the front pages or headlines of the newspapers nearly every day during the baseball seasons. Nearly people of different ages, background, occupations, gender, ethnic groups, or political stances in Taiwan may cheer for Wang, altogether creating the “Chien-Ming Wang Phenomenon”.

1.2 Aims of this study

This section presents the aims, the hypothesis and the research questions of this study. In this study, I have investigated the representations of the “Chien-Ming Wang Phenomenon” in newspaper discourse in Taiwan by analyzing the data collected from three dominant Mandarin-language newspapers with distinct political stances in

Taiwan, which are the *Liberty Times* (LT), the *United Daily News* (UDN), and the *Apple Daily* (AD). Despite previous studies (Wee, 2001; Nakamura, 2004; Chiang and Dunaan, 2007) show that the content of different newspapers will conceptualize the same subject matter differently depending on the underlying ideologies, I hypothesized that “the Chien-Ming Wang phenomenon” will be represented through metaphors not only differently but also similarly in different newspapers depending on different aspects of ideologies.

The research questions in the present study are as follows:

- 
- (1) How will the “Chien-Ming Wang Phenomenon” be represented through the use of metaphors in newspaper discourse in Taiwan?**
 - (2) What are the entailments and implications of the metaphors concerning Chien-Ming Wang in different newspapers in Taiwan?**
 - (3) What ideology reflected through the use of the metaphors concerning Chien-Ming Wang? What accounts for the representations of the metaphors concerning Chien-Ming Wang in different newspapers in Taiwan?**

The results show that there are four kinds of representations of metaphors concerning Wang, which include:

1. Similar metaphors with similar implications
2. Different metaphors with similar implications

3. Similar metaphors with different implications
4. Different metaphors with different implications

This study demonstrates that the “Chien-Ming Wang phenomenon” is represented through metaphors with similar and different implications in newspaper discourse in Taiwan. I propose that different aspects of ideologies held by the newspapers are considered one of the most important factors that contribute to the similar/different implications. Our results indicate that when the focus is on the national identity or political agendas of Taiwan itself, metaphors concerning Wang are represented with different implications to implicitly strengthen the political ideologies held by the newspapers; while the focus is on the relatively non-controversial issues, such as Wang’s condition, or how Wang arouses the international attention from the outside of Taiwan, the implications of the metaphors are much more similar in different newspapers.

This study proposes that the underlying ideologies and characteristics of the newspapers, the influential power of sports/baseball domain, the bi-directional relationship between politics and sports in Taiwan, all account for the representations of the “Chien-Ming Wang phenomenon” in newspaper discourse in Taiwan.

1.3 Theoretical considerations and Research methods

The theoretical framework, Critical Metaphor Model (CMM) is adopted in this study. CMM is an integrated approach which incorporates the central tenets of Conceptual Metaphor Theory (CMT) and Critical Discourse Analysis (CDA). This approach aims to investigate “critically” how metaphors are used to present a particular message or ideology by analyzing the newspaper discourse. This study focuses on the texts of newspaper articles in 2007. The main concern is to investigate how metaphors concerning Chien-Ming Wang are used to create meanings and inferences in the representations of the “Chien-Ming Wang Phenomenon”.

With regard to the approach of Critical Metaphor Model (CMM), I have proposed three stages in the analysis of metaphor. The three stages of CMM are (1) Textual-level metaphor identification; (2) Discourse-level metaphor interpretation; (3) Social-level metaphor explanation (For further information, please read section 2.2 in Chapter 2). By using the approach of CMM, I identify the dominant metaphors used by the newspapers, analyze the entailments and implications of the dominant metaphors, and further explore and expose the ideology reflected through the use of the dominant metaphors.

The data is collected from the online database of three newspapers in Taiwan, including *The Liberty Times (LT)*, *The United Daily News (UDN)* and *Apple Daily*

(AD), from January 1, 2007 to December 31 in 2007. News articles, including news reports, editorials and opinion pieces related to Chien-Ming Wang are examined and analyzed.

The selected three newspapers are distinct in their political stances and features. LT proposes the pro-independent political stance that echoes with Taiwanese identity and localization (Tsai, 2006), and LT supports Taiwan independence over unification with China, aligning it with Taiwan's Pan-Green Coalition led by the dominant party, Democratic Progressive Party (DPP), standing for the stronger position of the sovereignty of Taiwan that is against China (Chiang and Duann, 2007). As for UDN, the political stance is closer to the pan-blue coalition led by KMT (Lin 1987; Kuo, 2002), and UDN supports Taiwan's reunification with China and upholds a Chinese nationalist identity over a separatist Taiwanese one, thus UDN favors a softer policy toward Mainland China, showing positive attitudes toward the interactions and links between Taiwan and China (Chiang and Duann, 2007). Unlike LT and UDN, AD differentiates itself as politically neutral and occasionally supports or criticizes the pan-blue and pan-green stances, being not close to the political stance of pan-blue or pan-green coalition (Tsai, 2006). AD mainly pursues the goal of business profits and newspaper circulation, and it has rapidly become one of the leading newspapers in Taiwan (Chang, 2005; Tsai, 2006; Chen, 2009).

1.4 Significance

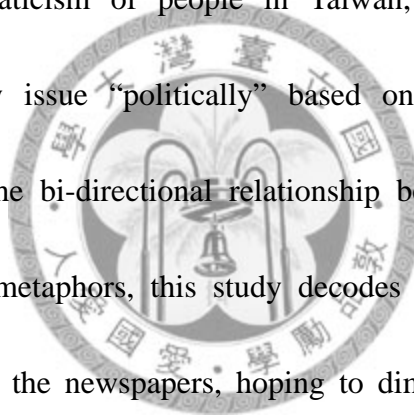
The significance of the present study can be presented from three aspects. First, this study provides an analysis of the Chien-Ming Wang phenomenon from the perspective of cognitive linguistics. Previous studies (Huang, 2007; Chen, 2007) show that the Chien-Ming Wang Phenomenon has aroused interest in the academic fields of Sociology and Mass Communication. However, the present study is the first study that investigates the Chien-Ming Wang Phenomenon linguistically and cognitively, examining the metaphors concerning Wang and exploring the underlying ideologies reflected through the use of metaphors in newspaper discourse in Taiwan.

Second, the theoretical contribution of this study is applying a useful approach, Critical Metaphor Model (CMM), for analyzing metaphors in news media. CMM is an integrated approach which incorporates the central tenets of Conceptual Metaphor Theory (CMT) and Critical Discourse Analysis (CDA). The approach of CMM has integrated the perspectives of socio-linguistics, semantics, and pragmatics in analyzing the meanings, implications and the ideological use of the metaphors.

Last but not the least, this study highlights the bi-directional relationship of sports and politics in Taiwan. Unlike previous studies (Gibbs, 1994; Howe, 1988; Lakoff, 1991; Booth, 1991; Capuzzo, 1991 and Edelson, 1991) that examine sports metaphors in political discourse or war discourse and focus on the competitive, masculine, or

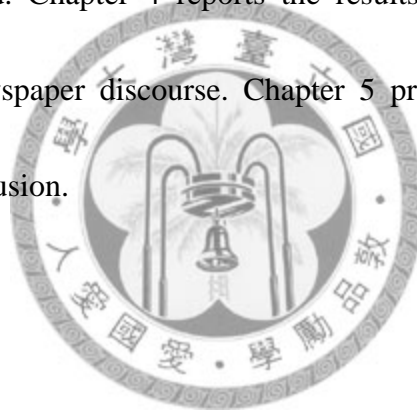
“team” aspects of the use of sports metaphors, this study demonstrates that there is the bi-directional relationship between politics and sports in newspaper discourse in Taiwan. To be more specific, sports metaphors, such as baseball metaphors, are used to conceptualize the politicians and political strategies while discussing political issues, on the other hand, politically-related criticism or contrast are also frequently shown in the discussion of sports issues.

The uniqueness of the bi-directional relationship between politics and sports reveals the political fanaticism of people in Taiwan, leading to the result of interpreting nearly every issue “politically” based on people’s political belief. Therefore, by showing the bi-directional relationship between politics and sports through the analysis of metaphors, this study decodes the underlying ideological messages carried through the newspapers, hoping to diminish the polarization and partisan trend in Taiwan’s press.



1.5 Organization of the study

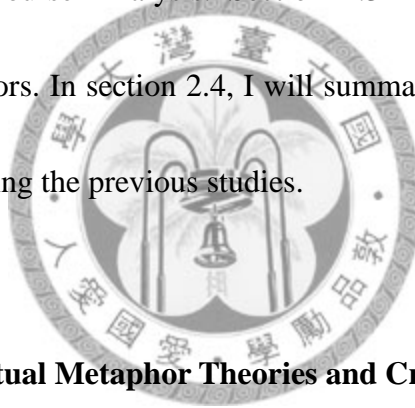
Chapter 1 presents the overview, background information, aims of this study, theoretical considerations and research methods, and the significance and organization of this study. Chapter 2 provides the overview on Conceptual Metaphor Theory and Critical Discourse Analysis and reviews previous studies on ideological use of metaphor and relevant studies concerning sports metaphors. Chapter 3 introduces the theoretical framework, the Critical Metaphor Model, and discusses research methods and how data is selected. Chapter 4 reports the results of analysis of metaphors concerning Wang in newspaper discourse. Chapter 5 provides the discussion, and Chapter 6 states the conclusion.



CHAPTER 2

LITERATURE REVIEW

In this chapter, I will review the theories and previous studies that are relevant to my study. In section 2.1, the overview on Conceptual Metaphor Theory and Critical Discourse Analysis will be presented. In section 2.2, I will discuss previous studies that investigate the ideological use of metaphors based on Conceptual Metaphor Theory and Critical Discourse Analysis. Section 2.3 focuses on relevant studies concerning sports metaphors. In section 2.4, I will summarize the main points for the present study after reviewing the previous studies.



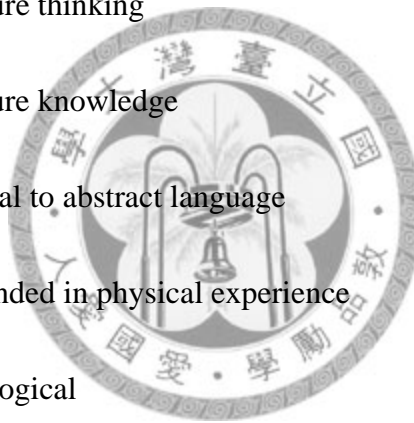
2.1 Overview on Conceptual Metaphor Theories and Critical Discourse Analysis

In this section, I will review the theories relevant to this study. Since the framework of this study incorporates the central tenets of Conceptual Metaphor Theory and Critical Discourse Analysis, I will first review some important claims in Conceptual Metaphor Theory (Lakoff and Johnson, 1980; Lakoff, 1993). Furthermore, I will summarize the theory of Critical Discourse Analysis proposed by Fairclough and van Dijk.

2.1.1 Conceptual Metaphor Theory

Conceptual Metaphor Theory (Lakoff and Johnson, 1980; Lakoff, 1993) holds that metaphor is central to thought and language. Lakoff and Johnson (1980) states that metaphor, as a linguistic device, helps us to understand and talk about the abstract or complex concept (target domain) in terms of the more concrete and familiar concept (source domain). Based on such claim, some central tenets are derived (Deignan, 2005):

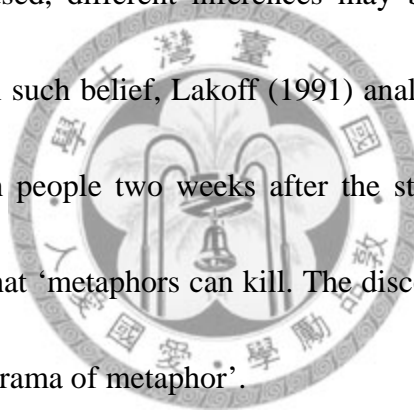
- (1) Metaphors structure thinking
- (2) Metaphors structure knowledge
- (3) Metaphor is central to abstract language
- (4) Metaphor is grounded in physical experience
- (5) Metaphor is ideological



Since the present study investigates the ideological use of metaphors, I will describe how the cognitive approach of Conceptual Metaphor Theory (CMT) provides a useful tool for linguists to analyze ideologies within language.

As Lakoff and Johnson (1980:1) claim, ‘metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.’ Conceptual Metaphor Theory holds that metaphor not only structures our thinking but

also has persuasive power to influence how people frame and conceptualize certain issues. For instance, Lakoff and Johnson (1980:156) argues that the use of a WAR metaphor, the conceptual metaphor THE SEARCH FOR ENERGY IS WAR, implicates the existence of a hostile foreign enemy, while cartoonists sometimes imply that the enemy was Arab; Lakoff and Johnson claim that such use of WAR metaphor has influenced how politicians and public think and react regarding the search for cheap energy resources in the United States in the 1970s; They state that if a different metaphor is used, different inferences may be created, thus leading to different results. Based on such belief, Lakoff (1991) analyzes the metaphors used to justify it to the American people two weeks after the start of the 1991 war in the Persian Gulf. He claims that ‘metaphors can kill. The discourse over whether to go to war in the gulf was a panorama of metaphor’.



2.1.1.1 Why is metaphor ideological?

The reason why metaphor can be potentially ideological is due to the fact that the interpretation of situations and events presented by any metaphor is only partial, and therefore flawed (Deignan, 2005). As Lakoff and Johnson (1980:157) claims, metaphors have the persuasive power ‘to define reality [...] through a coherent network of entailments that highlight some features of reality and hide others’. For

example, UNDERSTANDING IS SEIZING (Lakoff & Turner, 1989; Deignan, 2005) takes the vehicles *grasp* and *seize* to express the topic of understanding. The vehicle highlights the feeling we have when we quickly understand a new idea as a whole, and the metaphor bears a close resemblance to the idea of *grasping* and *seizing*, which can be easily recognized in daily experience. However, the vehicle also hides the process of slowly and lengthy pondering that often precedes understanding. Many metaphors are also distorted like the above example, UNDERSTANDING IS SEIZING, due to the fact that these metaphors are over-simplified. Since human experience and thought are in fact much more complex than literal expressions, metaphors will often be presented with a simplified interpretation. In other words, the simplified understanding of the metaphor is presented to highlight certain aspects, while other aspects of the topic are lost; thus many conceptual metaphors are reductions of a complex and abstract topic and being viewed as distortions (Deignan 2005: 23-24).

2.1.1.2 Metaphor shapes thoughts

As Conceptual Metaphor Theory claims metaphors structure thinking and knowledge, the frequently-used conceptual metaphors will help to shape everyday knowledge of large numbers of people. Previous studies (Su, 2000, 2002) on

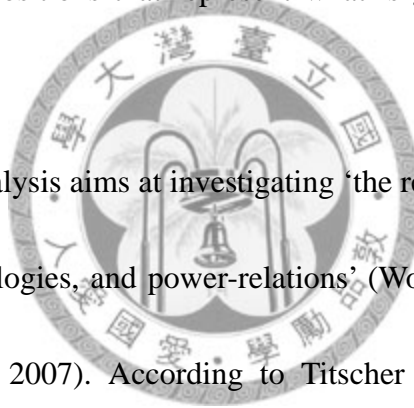
conceptual metaphors in current Mandarin Chinese demonstrate how metaphorical use of language, such as metaphors about MARRIAGE and THOUGHT AS FOOD, reflects different underlying cultural information in Chinese.

Researchers have found that metaphor, based on its feature of highlighting, hiding and simplifying, can be used to deliberately present a biased view of a situation or an event. According to Deignan (2005:24), ‘if metaphors present a partial picture, then the frequently-used metaphors of a community must contribute to a collective bias in understanding the world, because they both hide and highlight aspects of reality from members of that community’. As Hawkes (1972:89) argues that metaphors have both the normative function and reinforcing function that can not only limit our understanding but also develop it, Deignan (2005: 24) also pointed out that although many studies aim at the normative effects of metaphor propose people should accept metaphor uncritically, inferences and entailments of metaphor should be explicitly explored and challenged instead; moreover, alternative metaphors should be explored.

On the basis of Conceptual Metaphor Theory, the critical aim in researching metaphor echoes with the principles of Critical Discourse Analysis (CDA), which will be presented in the following section.

2.1.2 Critical Discourse Analysis

Critical Discourse Analysis (CDA) serves as the critical approach to reveal and reflect the ideology embedded in the language (Fairclough, 1995, 2004; van Dijk 1988, 1993, 1998, 2000, 2001; among others). With regard to the definition of “ideology”, van Dijk (1998, 2000, 2001) elaborates that, ideology, as a form of social cognition or a belief system shared by a group, can be defined as 'the basis of the social representations shared by members of a group' (van Dijk, 1998: 8), and is constituted by 'basic propositions that represent what is good or bad for the group' (van Dijk, 2000: 95).



Critical Discourse Analysis aims at investigating 'the relationship between the text, its social conditions, ideologies, and power-relations' (Wodak, 1996: 17-20; Titscher *et al.* 2000; Richardson, 2007). According to Titscher *et al.* (2000), the general principles of CDA are summarized as follows:

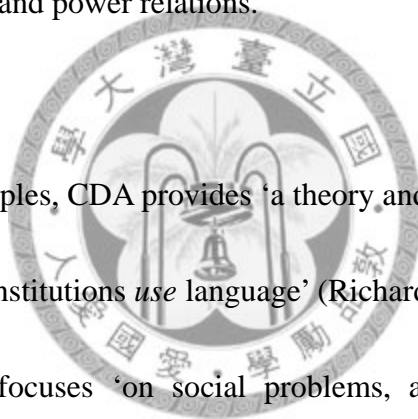
- (1) CDA is concerned with social problems. In particular, it is concerned with the linguistic character of social and cultural processes and structures.
- (2) Discourse plays an important role in power-relations. CDA concerns both power in discourse and power over discourse.
- (3) Society and culture are related to discourse. Society and culture are shaped by discourse and also constitute discourse. Every single instance of language use

reproduces or transforms society and culture, including power relations.

(4) Language use may be ideological. It is necessary to determine the ideological use of language by analyzing texts to examine their interpretation, reception and social effects.

(5) Discourses are historical and can only be understood in relation to their context.

(6) Discourse analysis is interpretative and explanatory. Critical Analysis provides a systematic methodology and a relationship between the text and its social conditions, ideologies and power relations.



Based on these principles, CDA provides 'a theory and a method of analyzing the way that individuals and institutions *use* language' (Richardson, 2007: 1). As van Dijk (2001:96) claims, CDA focuses 'on social problems, and especially the role of discourse in the production and reproduction of power abuse or domination'. Previous studies

As for the approach of CDA, Fairclough (1995a, b, 2000, 2003) defines CDA as 'the analysis of relationships between concrete language use and the wider social cultural structures' (Titscher et al., 2000:149-150). Fairclough's approach proposes that researchers should develop CDA gradually in three dimensions, from (1) textual analysis, (2) discursive practices, to (3) social practices; He attributes three

dimensions to every discursive event. In Chapter 3, I will further discuss how the approach based on these three dimensions in order to construct the analytical framework, the “Critical Metaphor Model”, for this study.

Previous studies (Kuo, 2001, 2007a; Kuo and Nakamura, 2005) show how CDA approaches are applied to analyze linguistic devices, including the rhetoric and quotations, and the ideology in Taiwanese news discourse. Unlike the previous studies, the present study focuses on metaphors and its underlying ideology in newspaper discourse based on the CDA approach.

2.2 Previous Studies on the ideological use of metaphor

In seeking to accomplish the goals proposed by Conceptual Metaphor Theory and Critical Discourse Analysis, previous studies have constructed research in analyzing the ideological use of metaphor in discourse. In this section, I will review and discuss the relevant studies.

Based on the Conceptual Metaphor Theory, one of the major themes strongly emphasized is that metaphor do not directly “reflect” reality but “filter” it, therefore, the metaphors used by a speaker or writer inevitably present a biased viewpoint or perspective (Deignan, 2005). In the discussion of communication metaphor which is central to Lakoff’s work, Reddy (1997/1993) has strengthened the recurrent theme

and touched a chord with the Critical Discourse Analysis movement, which aims to reveal the ideological basis of texts and the relations between discourse and power by using the tools of discourse analysis (Deignan, 2005). Fairclough's study (1989) shows an example of Critical Discourse Analysis on metaphor usage; He claims that when social unrest is mentioned, a "disease" metaphor is frequently used, which presents the societal status quo as the "healthy" situation, and presents the other interests as "attacks" on that health, thus implicating a negative view on the change of the status quo.

Previous studies show that most topics of such metaphor text research related to the Critical Discourse Analysis approach have focused on gender, race, and political and governmental issues.



2.2.1 Gender

Patthey-Chavez et al. (1996) shows how metaphor is used to express gender roles. The researchers identified and analyzed the linguistic metaphors in their corpus, suggesting some conceptual metaphors such as SEXUAL DESIRE IS A PHYSICAL FORCE. The results indicate that women are constructed and conceptualized as passive while men as active. Also, war and conquest metaphors that depict on sex were found to be used frequently in the texts. The study connects the findings with the

roles and expectations of men and women more generally, on the basis of Critical Discourse Analysis that traces patterns through the individual level to the societal level.

2.2.2 Race

There are also studies that concerned with the representation of different races in discourse. Van Teeffelen (1994) identified linguistic metaphors in popular novels, the bestselling fiction set in the Arab-Israeli conflict, and found that Arabs are described in terms of animal, heat and sea metaphors. These metaphors are used to construct the Arab characters as the negative and the unpredictable ones, or as a force of nature rather than as individuals, whereas the Israeli characters as the rational individuals. Since the novels analyzed in this study are widely read in the west, this study shows particular significance that most of the readers have received the information about the Middle East conflict as their main source, which may be considered as the authoritative sources on the subject in the west society.

Santa Ana (1999) focuses on other issues about race, the immigration to the US. By analyzing articles in the Los Angeles Times from August 1993 to November 1994, an important period of the proposal of and voting on anti-immigrant legislation, he found that the majority of the metaphors usage presents a negative attitude towards

immigrants. The predominant metaphor for immigrants is ANIMALS, and other metaphors present immigrants as criminals, plants, and commodities. Moreover, while the nation is conceptualized as a house, immigrants are presented as the dangers, flooding or invasion of the house.

2.2.3 Politics

Previous studies (Wee, 2001; Chiang and Duann, 2007) also found that groups with different interests, especially political interests, may share a metaphor at a general level, but exploit or represent it differently at the level of detail. By analyzing texts written in both Singapore and Malaysia, Wee (2001) found that the metaphor of marriage and divorce is used in both states to refer to the relationship between them. However, many writers in Malaysia tend to map the roles of husband and wife onto the two states, while Malaysia is presented as the metaphorical husband since it has greater relative size. On the other hand, Singaporean writers map this relationship much less frequently. Wee argues that such marriage relationship of dominance-subservience implied by a husband-wife metaphor is against Singaporean's political interests. In addition, by analyzing metaphors concerning SARS in editorials in two newspapers in Taiwan, Chiang and Duann (2007) demonstrates that 'ideology shapes the representation of any social issue', showing

that SARS metaphors are represented differently in the two newspapers due to the underlying ideologies.

Furthermore, studies of the Persian Gulf War discourse (Lakoff 1991; Voss et al. 1992; Pancake 1993; Jansen and Sabo, 1994; Rohrer 1995; Sadikcioglu 2000) suggest that metaphors were used persuasively to present a biased, politically expedient perspective, and metaphors used for the war are generally found to have ‘entailments that suggest a particular ideological stance’ (Deignan, 2005). These studies suggest that the implications of structuring or conceptualizing of one domain in terms of another can have an impact on how large numbers of people conceive of sensitive and controversial aspects of the reality that they live in.

Rohrer (1995) studied metaphors in the speeches of President George Bush Senior and found that different metaphors give different inferences about the right course of action to take. Rohrer argues that there is a complex metaphorical structure supporting the pro-war position in Bush’s speeches. Bush uses the metaphor A NATION IS A PERSON to frame the concept of a person who lives in a neighborhood with other nation-persons, while these nation-persons have a moral duty to protect the weak people and to fight against the neighborhood “bully”, which shapes Iraq and Saddam Hussein. The “bully” metaphor is used frequently to appeal to the public’s sense of justice. Such metaphorical mapping suggests that the physically powerful

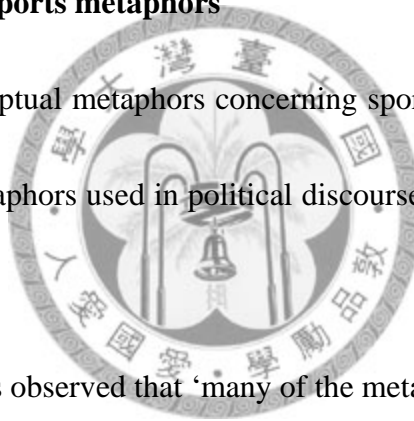
person, like the U.S., has a duty to intervene when the bully, Iraq, is threatening the weak neighbor, Kuwait. Therefore, this entails that “intervention” was the only moral course of action. By using the metaphor, Bush successfully convinced many of the public that the US was obliged to go to war, winning out against a competing set.

Voss et al. (1992) analyzed the text of Senate debates about Saddam Hussein’s invasion of Kuwait and the relevant events. They found that people who held different views about joining the war use different metaphors. Although both Republicans and Democrats use metaphors including *a machine* and *a criminal*, the Republican senators, who support US military action more strongly, use more metaphors that are inhumane, violent and unpredictable to talk about Hussein, such as *a robber*, *plunderer*, *murderer*, *cutthroat*, *blackmailer* and *thug*. In terms of the possibility of the war, Democratic senators use more metaphors to emphasize the predictability and seriousness of the war, such as “an unpredictable *tiger ride*”, “*unleashing a mad Middle East genie from its bottle*” and “a *black abyss*”, while the Republicans use metaphors of business or chess to refer to the war, which suggest a rather bloodless activity with a relatively secure outcome for the superior side. Voss et al. (1992) found that both sides not only use different metaphors for the topics related to Middle East, but also use the same metaphors but exploit them differently.

Previous studies on the ideological use of metaphors (Charteris-Black, 2004; Koller, 2005; Semino & Masci, 1996; Semino, 2002; White and Herrera, 2003; Chiang and Duann, 2007; among others) strengthen the tenet of Conceptual Metaphor Theory that metaphor is used to frame and structure our understanding of the world. Moreover, these studies demonstrate that metaphors can be exploited differently to implicate social and political ideas.

2.3 Previous Studies on sports metaphors

With regard to conceptual metaphors concerning sports, previous studies mainly focused on the sports metaphors used in political discourse and how sports metaphors are employed in politics.



Gibbs (1994:140) has observed that ‘many of the metaphors used in politics draw heavily and systematically on the languages of sports and warfare.’ N. Howe (1988) also demonstrated that politics is typically conceived of either as a sports event or as war based on the analysis of metaphors used by politicians in recent election campaigns in the United States. According to Gibbs (1994:140), ‘sports metaphors, for example, describe politics as a rule-governed contest between two opponents; these metaphors are particularly apt in the two-party political system in the United States’. For instance, during the 1984 campaign, a “football metaphor” is employed

by Ronald Reagan to emphasize on “team” aspects of political contests. Before the first televised debate with Reagan, a Democratic congressman also urged their opponent, Mondale, by using “boxing metaphor” to convey the necessary image of toughness (Gibbs, 1994:140-141). The example illustrates how American politicians use specific sports metaphors as powerful persuasive devices because they can assume that the American public shares similar metaphorical concepts of politics (Gibbs, 1994: 140-141).

Semino and Masci (1996) also examine the use of a set of recurring metaphors in the discourse of Silvio Berlusconi, the media tycoon who became Italy's Prime Minister in 1994, including the metaphors drawn from the source domains of football, war and the Bible. They proposed that Berlusconi adopts football metaphors and other metaphors to alter the way in which Italians relate to politics, to create a positive public image for himself and his new political party, and to attract particular sections of the electorate.

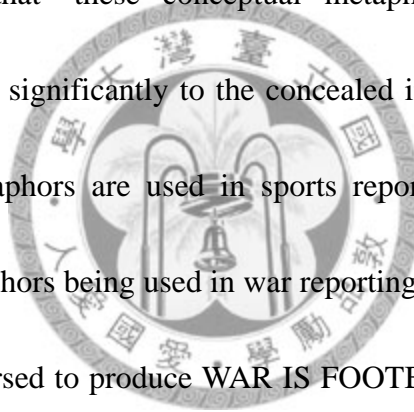
Many researchers (Lakoff, 1991; Booth, 1991; Capuzzo, 1991 and Edelson, 1991) have investigated the use of sports metaphors in war reporting and identified the interface between war and sports. Previous studies suggest the domains of war and sport are conceptually related in the reporting of the actual wars.

Jansen and Sabo (1994) discuss that previous studies show sports-war metaphors used during the period of the Gulf War were ‘crucial rhetorical resources for mobilizing the patriarchal values that construct, mediate, maintain, and when necessary, reform or repair hegemonic forms of masculinity’. Jansen and Sabo (1994) analyze how war correspondents made extensive use of metaphors based on American football and how war metaphors were used in the reporting of American football.

Edelson (1991:87) examines the war metaphors used by the US president and argues that ‘sports language and battle euphemisms not only are inaccurate, tiresome, and unoriginal, but they sanitise the atrocities of war as effectively as any government imposed censor’. Howe (1988:99) investigates the use of a sports metaphor in the *Newsweek* and claims that ‘this metaphor stands as the professional soldier’s bitter indictment or politicians who treat war as a game without human casualties or ultimate consequences.’ Howe (1988:100) also points out sports metaphors can limit their uses into inflexible, oversimplified, or inappropriate frame of reference in war discourse.

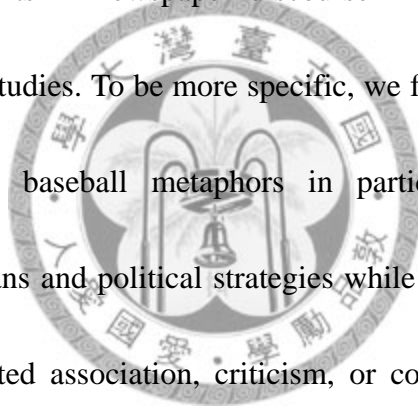
Charteris-Black (2004:113-134) examined metaphors in sports reporting and claimed that ‘the use of war metaphors in sports reports constitutes competitive language that creates and reinforces social systems that place a high value on all forms of competitive social behaviour’. By examining sports metaphors in the British

press, Charteris-Black identified a set of conceptual metaphors for sports reports: SPORTS IS WAR (at the generic level), and FOOTBALL, RUGBY, CRICKET etc. IS WAR (at the specific level); along with a higher order conceptual key, SPORT IS A STRUGGLE FOR SURVIVAL, which accounts for the interrelatedness of the domains of sport, conflict and survival. He argued that ‘at this subliminal level, the metaphors for sports reporting share similar semantic characteristics to those of other discourse types, such as politics’. With his approach of Critical Metaphor Analysis, Charteris-Black claims that ‘these conceptual metaphors and their underlying conceptual key contribute significantly to the concealed intentions of journalists’. In other words, if war metaphors are used in sports reporting, this will lead to the possibility of sports metaphors being used in war reporting, for example, FOOTBALL IS WAR can thus be reversed to produce WAR IS FOOTBALL; which parallels with and demonstrates why ‘metaphors can kill’, as Lakoff (1991:59) proposed.



2.4 Summary

To sum up, previous studies mainly examine sports metaphors in political or war discourse and focus on various features, such as the competitive, masculine, or “team” aspects, in the use of sports metaphors, while sports-related discourse is rarely investigated. In order to understand the representation of the “Chien-Ming Wang Phenomenon” in Taiwan, the present study aims to examine metaphors in newspaper discourse concerning Chien-Ming Wang and focus on the bi-directional relationship between politics and sports in newspaper discourse in Taiwan, which is unique compared with the other studies. To be more specific, we found that sports metaphors in newspaper discourse, baseball metaphors in particular, are often used to conceptualize the politicians and political strategies while discussing political issues. Moreover, politically-related association, criticism, or contrasts are also frequently shown in the discussion of sports issues or baseball events.

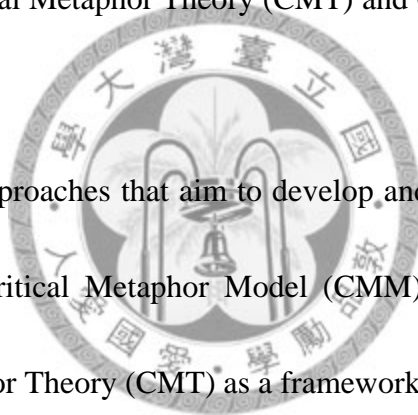


CHAPTER 3

THEORETICAL FRAMEWORK AND RESEARCH METHODS

3.1 Theoretical Framework: The Critical Metaphor Model (CMM)

In this study, the discourse approach is adopted to metaphor research. Based on its framework and its main concern, the approach is called “Critical Metaphor Model” (CMM). Critical Metaphor Model is an integrated approach which incorporates the central tenets of Conceptual Metaphor Theory (CMT) and Critical Discourse Analysis (CDA).



Unlike the corpus approaches that aim to develop and test theoretical models of thought and language, Critical Metaphor Model (CMM) aims to provide analysis using Conceptual Metaphor Theory (CMT) as a framework and a starting point. Based on the traditions of Critical Discourse Analysis (CDA), this approach aims to demonstrate “critically” how metaphors are used to present a particular message or ideology by analyzing newspaper discourse. With the close analysis of the texts in different newspapers, this study focuses on the news articles, including news reports, editorials, and opinion pieces, collected in 2007. By using the approach of CMM, I identify the dominant metaphors used by the newspapers, analyze the entailments and implications of the dominant metaphors, and further expose the ideology reflected

through the use of the dominant metaphors.

In terms of the approach of CMM, I have proposed three stages in the analysis of metaphor. The three stages are:

3.1.1 Textual-level metaphor identification

3.1.2 Discourse-level metaphor interpretation

3.1.3 Social-level metaphor explanation.

In the following, the three stages will be discussed in detail.

3.1.2 Textual-level metaphor identification

In textual-level analysis, the main concern is to analyze the way propositions are structured and the way propositions are combined and sequenced (Fairclough, 1995b). Instead of simply analyzing the form and content of metaphors, we should examine and identify the function of metaphors in relation to their direct or indirect involvement in reproducing or resisting the systems of ideology and social power.

At this stage, in order to identify the conceptual mappings of the dominant metaphors, I will first identify the “metaphorical expressions” and conceptual mappings in the news articles. The metaphor that is most crucial and relevant to the conceptualization of Chien-Ming Wang in the whole context will be identified as the “dominant metaphor”. I will use the capitals, such as X is Y, for the statement of

conceptual metaphors and mark the metaphorical expressions in shade. The conceptual mappings of dominant metaphors concerning Wang that I analyzed include WANG IS _____ (Wang as target domain), _____ IS WANG (Wang as source domain), and other metaphors relevant to Wang, such as EXPECTATION IS BURDEN, POLITICS IS BASEBALL, etc. In this level, corpora are consequential since they provide extensive context around the dominant metaphors.

3.1.2 Discourse-level metaphor interpretation

Discourse-level analysis involves various aspects of the processes of text production and text consumption. In this level, texts are analyzed as they are embedded within the social conditions of production and consumption. In other words, the process that journalists use to construct news articles for “target audience” needs to be identified. Therefore, to interpret metaphors in the texts, we will establish the relationship between metaphors, the cognitive factors, and pragmatic factors that determine them, which connects with how readers “interpret” or “understand” the metaphor (Charteris-Black, 2004: 37-8).

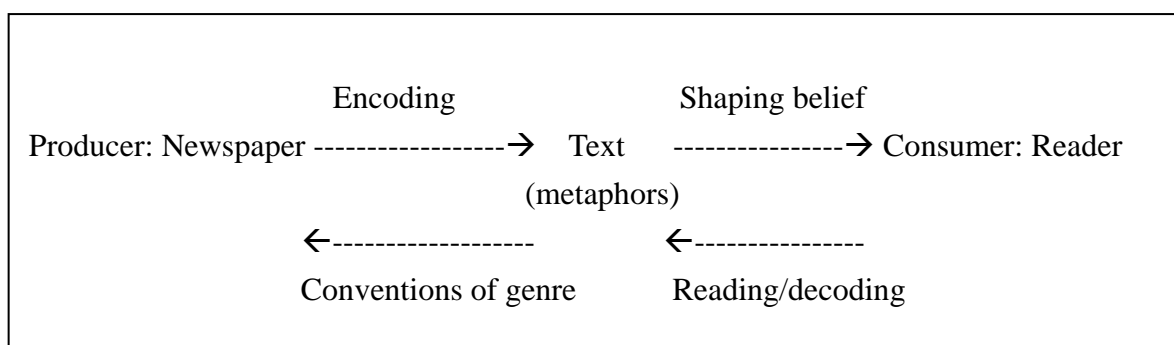


Figure 2. 1 The Discourse-level analysis (modified from Richardson, 2007:39)

As Figure 2 shows, at each point between producer and text and between text and consumer, the discourse-level analysis is a two-way street. In other words, the producer of the newspaper encode meaning into the text through the use of metaphors; due to the conventions of the genre, the text also acts on the producer, shaping the way that information is collected and presented, thus the producer shapes the text, while the text and its conventions also shape its productions. On the other hand, at the point of consumption, metaphors in the text attempt to shape the understandings of the reader, since reading is an activity in which readers ‘do not simply receive messages but decode texts’ (Condit, 1989:494). In particular, the reading/decoding process is done by readers who have perspectives, agendas and background knowledge that may differ radically from that encoded in the text.

The production of texts always has ‘at least one eye on the imagined or target consumer and the kind of texts that they prefer to read’ (Richardson, 2007: 41). This explains why it is necessary to examine texts from newspapers of different attribution

and stances in the stage of discourse-level analysis.

At this stage, I will focus on how different newspapers employ certain metaphors to represent certain issues based on their political stances or characteristics. The discourse-level analysis shows the implications of the metaphors, which reveals how the metaphors may be produced by the newspaper and interpreted or consumed by the reader.

3.1.3 Social-level metaphor explanation

In social-level analysis, we should consider the text's 'socio-cultural practice', which refers to 'the social and cultural goings-on which the communicative event is part of' (Fairclough 1995a: 57). In this level of analysis, we will provide explanation for metaphor on the basis of how metaphors are relevant to the context. At this stage, we will consider social agency involved in the production of texts and their goal of persuasion.

On the whole, the social-level analysis develops from the more immediate situational context to the wider context the event embedded within and finally to the wider frame of the society and the culture (Richardson, 2007: 42-43). The social-level analysis is shown in Figure 3.

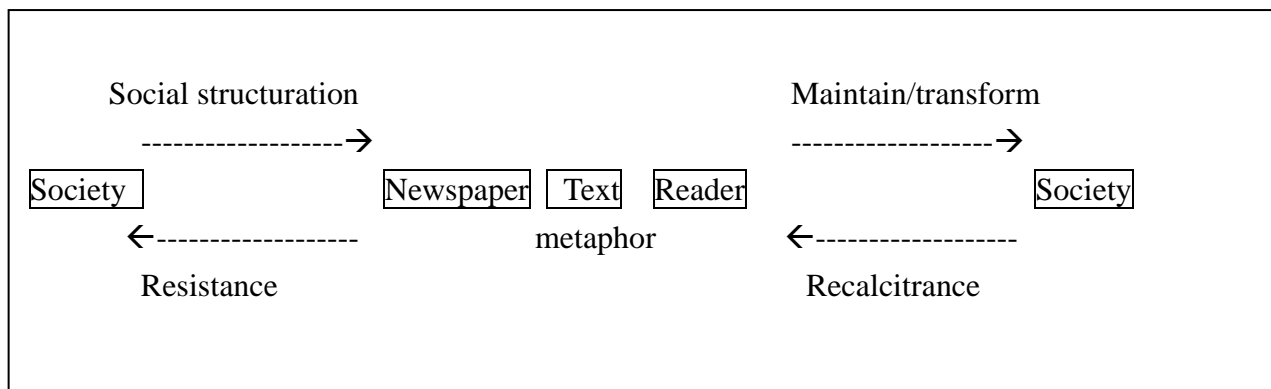


Figure 2.2 Social-level Analysis (modified from Richardson, 2007:42)

At this stage, we further explore the ideological and rhetorical motivations in the context. The cautious analysis of the corpora where metaphors occur will enable us to find evidence of the text producer's motivation and underlying ideologies. To be specific, while considering the broader context in the social-level analysis, the social context, including the current political situation in Taiwan, the political relationship between Taiwan and China, the international status of Taiwan, and the significance of baseball, is important and useful at this stage for explaining the ideologies that motivate the language uses in newspaper discourse in Taiwan (Chiang and Duann, 2007).

3.2 Data

3.2.1 Newspaper discourse

Newspaper discourse is considered a significant source for the critical analysis of language due to the structures, functions and power of journalism. ‘The language of journalism, its production and consumption, and the relations of journalism to social ideas and institutions – are clearly interrelated and sometimes difficult to disentangle’ (Richardson, 2007:1). These characteristics of journalism are ‘different elements but not discrete fully separate elements’ (Fairclough, 2000:122). As a matter of fact, the actions and opinions of social groups (the readership) are closely linked with the sourcing and construct of the news articles, thus it is impossible for newspaper editors to select and compose news without a conception of the target or intended audience.

By analyzing newspaper discourse with Critical Metaphor Model, this study aims to decode the ideologies embedded in the *selected* metaphors in newspaper discourse. On top of that, this study hopes to show how newspaper discourse *function*; how arguments in the news articles are made and supported; and how newspaper texts may be implicated.

3.2.2 Source

The data is selected from the online database of three major newspapers in Taiwan, which are the *Liberty Times (LT)*, the *United Daily News (UDN)* and the *Apple Daily (AD)*. I have chosen these three newspapers based on the statistics of circulation.

According to the report of Audit Bureau of Circulation (ABC; 財團法人中華民國發行公信會) on the circulation of newspaper media in 2008, the *Liberty Times* ranked the top with the daily average circulation of 714,162 during October to December in 2007. The *Apple Daily* ranked the second with the daily average circulation of 504,830 in December in 2007. However, some newspapers didn't participate in the association of ABC, such as the *United Daily News* and the *China Times*. Therefore, these newspapers are not included in the circulation report announced by the ABC. In addition, AC Nielsen's survey on the reading rates of newspaper media during July to September in 2008 shows that the *Liberty Times (LT)* has the highest rate, 17%, which was followed by the *Apple Daily (AD)* 15.9%, the *United Daily News (UDN)* 8%, and the *China Times (CT)* 6.9%. The above statistics indicate that the current three dominant newspapers in Taiwan are the *Liberty Times*, the *Apple Daily*, and the *United Daily News* from 2007 to 2008.

In addition, LT, UDN, and AD have different characteristics in the political stances and business organization, which will be summarized as follows:

(1) *The Liberty Times (LT)*

LT has become the market-oriented newspaper since 1987 as there are more political rights for freedom released in Taiwan. LT proposes the pro-independent political stance that echoes with Taiwanese identity and localization, distinguishing itself from UDN and CT (Tsai, 2006). LT supports Taiwan independence over unification with China, aligning it with Taiwan's Pan-Green Coalition led by the dominant party, Democratic Progressive Party (DPP), standing for the stronger position of the sovereignty of Taiwan that is against China (Chiang and Duann, 2007). During the 1990s, LT established itself as the leading pro-independent newspaper in Taiwan. In 1996, as CT and UDN rose in price of newspaper, LT didn't follow them and thus successfully won the heart of the swing voters, assuring its status as one of the leading newspapers in Taiwan (Tsai, 2006; Chen, 2009).

(2) *The United Daily News (UDN)*

In the past, the *United Daily News* (UDN) and the *China Times* (CT) had been the only two dominant newspapers under the authoritarian ruling of the KMT government; the circulation of the two newspapers was more than a million at that

time (Li, 1996; Kuo, 2002; Chen, 2009). Due to the fact that the founder of UDN was the party member of KMT, UDN mostly expressed and promoted the policies proposed by the KMT government. In 1992, the pro-independent opposition group protested against the monopolized news media with the campaign of “rejecting UDN newspapers”, which led to the change of UDN. This act stimulates the freedom of speech in newspaper media in Taiwan and changes the government orientation in newspaper media. This change indirectly results in the page of “opinion pieces” in newspapers. In March, 1993, UDN first established the page of “opinion pieces”, and CT and UDN further followed this change (Tsai, 2006).

The political stance of UDN is closer to the pan-blue coalition led by KMT (Lin 1987, Kuo, 2002), and UDN shows more supportive attitudes toward Taiwan’s reunification with China; in contrary with LT, UDN uphold a Chinese nationalist identity over a separatist Taiwanese one, thus UDN favors a softer policy toward Mainland China, showing positive attitudes toward the interactions and links between Taiwan and China (Chiang and Duann, 2007).

(3) *Apple Daily (AD)*

AD published by Next Media Ltd. (壹傳媒集團) from Hong Kong has started its business in Taiwan since 2003. AD has attracted great attention with its market-led

selling and promoting strategies, threatening to the other local newspapers in Taiwan (Tsai, 2006). Unlike the traditional qualitative news reporting style, AD distinguishes itself with its style of entertainment-based tabloids, controversial scandals of celebrities, and sensational news and photos in particular, creating the paparazzi culture in the press (Chang, 2005).

In the political-sensitive environment in Taiwan, AD differentiates itself as politically neutral, being not close to the political stance of pan-blue or pan-green. AD occasionally supports or criticizes the pan-blue and pan-green stances, achieving its status of “politically neutral” and setting up their market (Tsai, 2006). On top of that, AD mainly pursues the goal of business profits and circulation of the newspaper. Being successful in sales and marketing, AD has rapidly become one of the leading newspapers in Taiwan (Chang, 2005; Tsai, 2006; Chen, 2009).

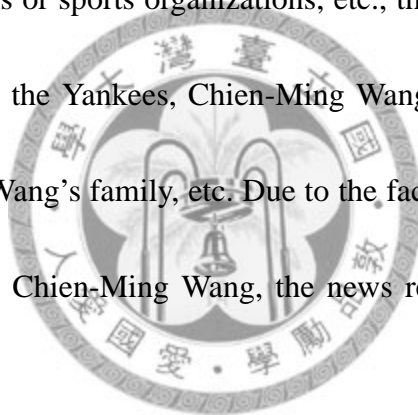
3.3 Data selection

The data is selected from news articles related to Chien-Ming Wang in LT, UDN, and AD. “News articles”, including news reports, editorials and opinion pieces related to Chien-Ming Wang are examined and analyzed. The selecting and analyzing process of the data are elaborated in the following.

First, by using the keyword “Chien-Ming Wang”, I searched all the relevant news articles through the search engines in the online database of UDN, LT, and AD within the specific time span from January 1, 2007 to December 31, 2007.

Second, I read all the news articles searched and manually identified and analyzed the metaphors concerning Chien-Ming Wang. Of all the news articles, I excluded the news reports that mainly reported facts without using metaphors, for example, the reporting on the events of Chien-Ming Wang represents the philanthropic organizations or sports organizations, etc., the reporting on Chien-Ming Wang’s winning scores in the Yankees, Chien-Ming Wang’s health condition, or the reactions of Chien-Ming Wang’s family, etc. Due to the fact that this study focuses on the metaphors concerning Chien-Ming Wang, the news reports abovementioned are excluded.

Third, I adopted the Critical Metaphor Model (CMM) to identify and classify the dominant metaphors in the news articles, showing how the use of metaphors may be implicated and motivated by underlying ideologies and making comparison between three newspapers.



In total, there are 39 news articles under analysis. The following Table 3.1 shows the general distribution of the data in three newspapers.

Newspapers\ Articles selected	News reports	Editorials	Opinion pieces	Total
Liberty Times (LT)	4	4	8	16
United Daily News (UDN)	6	0	8	14
Apple Daily (AD)	5	2	2	9
Total	15	6	18	39

Table 3.1 The distribution of data selected in LT, UDN, and AD

As a matter of fact, the total amount of the news articles selected is not equivalent and significant for constructing a quantitative analysis, which may due to the limited time span. Therefore, this study provides a qualitative analysis of the news articles selected in LT, UDN, and AD in 2007.

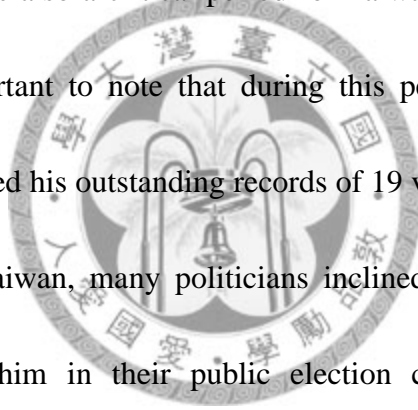
Although this study includes fact-oriented texts, the news reports, and opinion-oriented texts, editorials and opinion pieces, I found only very few editorials employ metaphors concerning Chien-Ming Wang, thus opinion pieces are relatively significant in data analysis. Opinion pieces ‘play a significant role in communicating the identity of a newspaper given that they attempt to recreate the preoccupations and

discourse of their readership’, thus ‘letters to the editor are a powerful feature of newspaper discourse’ (Richardson, 2007:149-151); We believe that opinion pieces are written by readers to represent their thoughts and opinions, which vary considerably across and between newspapers, thus the choice of opinion pieces may indicate the news values of the newspapers. In addition, the editors of the newspaper might “select” and “edit” the letters in accordance with the stances of the newspaper and how the newspaper wants to represent the opinions of their readers (Richardson, 2007:149-151). It is thus important to analyze the data collected from opinion pieces while studying the “Chien-Ming Wang phenomenon”.

The data is collected from January 1, 2007 to December 31 in 2007. There were some important events to be noticed during 2007. The time period spanning from April to October in 2007 is critical for Chien-Ming Wang. Since April marks the time when Wang returned to the Yankees after the break for the new season in 2007, and October is nearly close to the end of Yankees’ 2007 season. In fact, Wang returned to the Yankees in April for the 2007 season after he was injured during spring training, and this is also the first time he played in 2007 after his great achievements in 2006 season, thus he was back in the field with high expectations from his fans, especially people in Taiwan. In the end of the first season in 2007, Wang won his final start of the season on September 26th at Tampa Bay for his 19th victory of the season,

clinching a postseason appearance for the Yankees. However, during the beginning of the postseason, Yankees was lost and Wang got two defeats on October 5th and October 9th, thus ending the whole season in 2007.

In addition, since there will be Taiwan's presidential election in 2008, KMT has nominated the representative candidate since April, while DPP has nominated their candidate since May in 2007. After the candidates are announced, both KMT and DPP were preparing to have campaigns around the country throughout the year. Therefore, this time period in 2007 is also a critical period for Taiwan's presidential election in 2008 as well. It is important to note that during this period, due to the fact that Chien-Ming Wang achieved his outstanding records of 19 victories and was viewed as the "national hero" of Taiwan, many politicians inclined to mention the honor of Wang and cheered for him in their public election campaigns. Therefore, the interaction between baseball and politics is quite active in the end of 2007.



CHAPTER 4

DATA ANALYSIS

This chapter presents the analysis and the classification of metaphors concerning Chien-Ming Wang (Wang). On the basis of our data, this study proposes that there are four kinds of representations of metaphors concerning Wang, which will be discussed in the following sections from 4.1 to 4.4:

4.1 Similar metaphors with similar implications

4.2 Different metaphors with similar implications

4.3 Similar metaphors with different implications

4.4 Different metaphors with different implications.



In the following sections, texts given are marked with number of dates, for example, 2007-08-15 indicates that this news article was found on August 15th2007, and the genre of the news article, such as the “News Report”, “Editorial”, or “Opinion Piece”, will be marked after the date. As previously mentioned, the capitals “X is Y” will be used for the statement of metaphors and the “metaphorical expressions” will be marked in shade. The analysis will focus on the dominant metaphors, relevant metaphors, and the implications.

It is important to note that in the conceptual metaphors WANG IS _____, WANG is beyond the literal meaning of the person “Chien-Ming Wang”. Instead, WANG in the metaphors represent the “Chen-Ming Wang phenomenon”, his glory, his influence, and the Taiwanese spirit he stands for.

4.1 Similar metaphors with similar implications

In this section, I will present the metaphors that are used similarly with similar implications in LT, UDN, and AD. The dominant metaphors are BURDEN metaphor and COMMODITY metaphor.



4.1.1 Burden metaphor: EXPECTATION IS BURDEN

BURDEN metaphor is widely used in the news articles concerning Wang. We found that LT, UDN and AD all employ the dominant metaphor of EXPECTATION IS BURDEN to express that Taiwanese’s high expectation of Chien-Ming Wang has become a heavy burden for Wang, reminding the audience and fans that they should not take the game so seriously and put so much pressure on Wang. The following texts indicate that the news media is worried that the burden may affect Wang’s performance in MLB. Therefore, the BURDEN metaphor is found to use with some related sub-mappings, such as the “oppressing” image, the “distorted

body” or the “empowering”, to emphasize the negative effects while people give too much pressures on Wang.

(1) LT, 2007-09-17 (Editorial)

如果台灣球迷不能以平常心看建仔，而是用期盼不世出英雄的心態，過度神化王建民，反倒替王建民帶來無形的壓力，影響他的正常演出。二千三百萬人的期待是多麼沈重的負擔，愛王建民的人，不要將國家民族的榮辱壓在他的肩膀，應該讓他輕鬆自在打球，才能有好的表現，不是嗎？

If Taiwanese fans can't view Chien-Ming Wang with normal or ordinary attitude, but with high expectations for a hero, viewing Wang as godlike figure, it will give Wang the unseen pressure and affect his normal performance. The expectation of 2,300 people is such a heavy burden. People who love Wang should not press the country's pride and humiliation on his shoulder. Instead, we should let him play more easily, so it is possible for him to make better performances, isn't it?

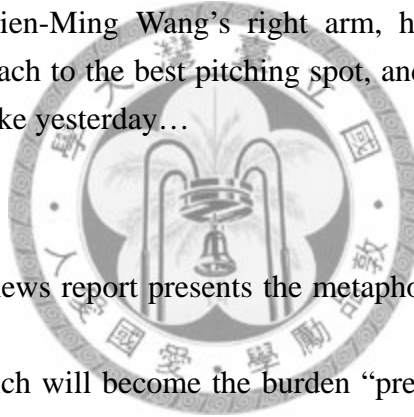
In example (1), the relevant metaphors, WANG IS HERO and WANG IS GOD, have emphasized the high expectation Wang has received. The “heavy burden” is used to conceptualize the expectation of 2,300 people, which is approximately the total population in Taiwan. The news article further suggests that the “heavy burden” results from the country's pride and humiliation, which implies that the expectation is relevant with Taiwan's current situation, especially the isolated diplomacy. Thus, the heavy burden here seems to be even “bigger” and “heavier” on Wang since it presses on the “shoulders” but not on the “right arm” like in the following example (2), and it

carries the weight of the nation and the race's glory and failure. That's why the article tries to remind Taiwanese audience to "unload" such burden and let Wang play with ease.

(2) UDN, 2007-08-15 (News Report)

如果大家繼續把「台灣之光」這個大招牌壓在王建民的右手臂上，他的右臂絕對抬不到最佳放球點，也會失掉不只一場像昨天的勝投...

If everyone keeps pressing the huge signboard "The light/glory of Taiwan" on Chien-Ming Wang's right arm, his right arm can definitely not reach to the best pitching spot, and he may lose the winning game like yesterday...



In example (2), the news report presents the metaphor, LIGHT OF TAIWAN IS HUGE SIGNBOARD, which will become the burden "presses" on Wang's right arm. Since the arm is significant for a pitcher, the BURDEN metaphor here implicates that too much expectation may affect the key to Wang's success.

(3) LT, 2007-10-11 (Opinion Piece)

兩年多來王建民背後象徵著台灣的榮耀，不過這樣的期待卻變成一種負擔，不但王建民被壓得喘不過氣，台灣人民也跟著一人的得失而憂喜，真是荒謬...我們希望王建民在大聯盟能生存久一點，就要讓他心中的負荷輕一點，讓球賽回歸單純的競技，不要加上太多的象徵意義，王建民用心打球，台灣人快樂看球，這才是國人對王建民最好的加持。

Chien-Ming Wang has been symbolized as the glory of Taiwan for the past two years, however, such **expectation** is becoming his **burden**. Not only Chien-Ming Wang was too **oppressed** to breathe, but also Taiwanese people were happy and sad depend on an individual's (Wang's) winning and lost, which is really ridiculous...If we hope that Chien-Ming Wang can survive in MLB longer, we have to **lighten** his **burden**, bringing the game back to its simplicity without **adding** too many symbolized meanings. If Wang concentrates on playing baseball and Taiwanese watch the game easily and happily. This will be the best **empowering** that our people could bring for Wang.

By using the hyperbole “too oppressed for Wang to breathe”, example (3) emphasizes how heavy the burden of high expectation from Taiwanese has become and how it affects Wang and Taiwanese. Also, this article ends with another metaphor of “empowering” (加持), LIGHTENING IS EMPOWERING, which is often used in Buddhism to express how one can be empowered with strength to fulfill mission. This highlights the contrast between the positive “empowering” with the negative “burden”. The implication suggests that the best “empowering” for Wang is not to “add” more things but to “lighten” and “simplify” the burden on Wang.

(4) UDN, 2007-10-06 (Opinion Piece)

雖理性認知「此仗難打，勝算不高」，可是大多數人最後還是感性勝出，深信建仔能過關，畢竟我們非挺唯一的寶不可！這正是建仔的為難，他已**肩扛**最重的「紐約」，又要**力舉**「台灣」，

身陷超大壓力下，即使身體柔軟度與協調性俱佳的他，還是會備感受壓迫，致身心皆扭曲變形而飲恨吞敗。

Although rationally we know that “this is a difficult war and it is hard to win”, most people will choose to believe in their sensibility that Chien-Ming Wang can win the game. After all, this is our precious figure that we should all support! However, this is the contradictory part for Wang; he has not only already carried the heaviest “New York” on his shoulder but also lifted “Taiwan”. Being stressed under such great pressure, though he maintains good flexibility and balance on his body, he will feel extremely oppressed, leading to his distorted body and mind and his failure with hatred.

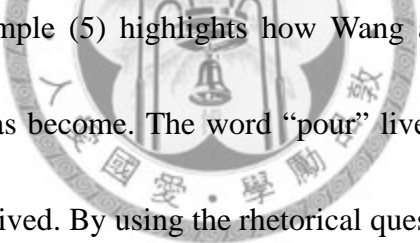
The BURDEN metaphor is described with the painful image of lifting and distorting in example (4). Wang is described as the one who carries the heaviest “New York” on his shoulder and lifts “Taiwan”. The two locations, New York, where the Yankees baseball team represents, and Taiwan, where Wang comes from, are conceptualized as the “two heavy burdens” for Wang. Moreover, example (4) uses the image of “distorted body and mind” to represent the negative consequence of putting so much pressure on Wang. The BURDEN metaphor characterizes that such high expectation from people in Taiwan may do harm to Wang and lead to his failure.

(5) AD, 2007-05-25 (Opinion Piece)

紐約洋基的每場勝負、乃至建仔的每個投球，都牽動著千萬台灣同胞的一顰一笑。他不僅是土產的職棒巨星，更是「台灣」

這個新興國族的精神象徵之一（icon），其影響力早已超出體壇，而達至「奇魅」的「民族具象」境界。但每一位支持建仔的朋友，是否都該捫心自問幾個問題：將整個國族的成就感，傾注在一位年僅 20 歲出頭的年輕人身上，對他是不是公平？對我們國家的發展是不是健康？是否有利於提升我國的競賽水準？

Every winning and losing game of Yankees, even every pitching of Chien-Ming Wang, affects/involves every twinkle and smile of Taiwan people. He is not only the native-born baseball super star, but also the new national icon of Taiwan. His influence is beyond the sports and has become the “magical” racial symbol. However, shouldn’t every friend who supports Wang ask themselves several questions: is it fair for Wang to pour the achievement of national success on him, a young fellow only above twenty? Is this healthy for our nation? Is it helpful for elevating our nation’s competing level?



In the beginning, example (5) highlights how Wang affects Taiwanese and how great his influence has become. The word “pour” lively illustrates the huge expectation Wang has received. By using the rhetorical questions in the latter part, example (5) indirectly reveals the perspective of EXPECTATION IS BURDEN that is unfair for Wang and unhelpful for Taiwan’s development. The use of the adjective “healthy” in the rhetorical question also implies the metaphor NATION IS HUMAN BODY, emphasizing that the “EXPECTATION” results from the achievement of national success will lead to the “unhealthy” condition of our nation.

The above examples show that LT, UDN and AD similarly employ the dominant metaphor of EXPECTATION IS BURDEN with some other relevant metaphors. The similar implication is to remind the readers that high expectation has become a heavy burden for Wang and to warn the audience and fans that too much expectation may result in negative influence on Wang's performances.

4.1.2 Commodity metaphor: WANG IS COMMODITY

The COMMODITY metaphor is frequently found in sports-reporting discourse, especially when reporting the players of professional leagues (Chen, 2007). Based on our data collected from LT, UDN and AD, it is easy to find the metaphor "PLAYER IS COMMODITY" in news articles that concern Major Leagues Baseball (MLB). Due to the sports business capitalism in the United States, the language of "merchandise" and "trading" issues in the business domain has been used overwhelmingly and frequently in the representations of MLB, creating the dominant metaphor, SPORTS IS BUSINESS. In the three newspapers, the similar implications of the commodity metaphor, WANG IS COMMODITY, are the emphasis on the "value" of merchandise and investment under the dominant metaphor, SPORTS IS BUSINESS. The similar implications of the dominant metaphor, WANG IS COMMODITY, in the three newspapers can be summarized as:

1. Wang is a good buy that is valuable and worthwhile
2. Wang is a commodity that can be traded.

Our data show that the commodity metaphor concerning Wang has been represented similarly to conceptualize Wang as the “valuable” and “tradable” commodity. However, I also found that Wang is conceptualized “differently” as the commodity that is “consumed” by certain politicians in different newspapers. Such different implications of the commodity metaphor will be further discussed in section 4.3. In this section, I will focus on the similar implications of commodity metaphor concerning Chien-Ming Wang.

(6) LT, 2007-11-29 (News Report)

如果洋基真的動到王建民，拿去和雙城交易，有人形容此舉真的是「頭殼壞掉」，因為王建民物美價廉，這2年累計38勝，傲視大聯盟，連山塔納都不夠看。

If Yankees really removes Chien-Ming Wang and trades him with Twins, someone has describes such act as “out of their mind”, since Wang is the “beautiful product with cheap price”, accumulating 38 winnings in two years and being the top in MLB; even Santana can not be compared with him.

In example (6), by using the metaphor PLAYER IS COMMODITY and WANG IS COMMODITY, Wang is presented as the commodity that can be sold and traded with another product, the player Santana. The Chinese idiom “beautiful product with cheap price” highlights the good quality and good price of Wang. The news article

suggests that Wang is a “better buy” than Santana in the aspects of quality, price, and his winning function.

(7) UDN, 2007-01-23 (News Report)

財大氣粗的洋基在美聯球隊排名倒數第 4，還好有「俗擱大碗」的「勝投王」王建民，在「最划算投手榜」上排名第 4。... 反觀花錢方式和老虎恰恰相反的洋基隊，雖然有「物超所值」的建仔，但在穆西納、強森、萊特和查康等人身上花的錢，全部「虧本」

The rich Yankees has been ranked the four-to-last among American Leagues, luckily, they have the winning pitcher Chien-Ming Wang, who is “low-price” with “huge amount”(Taiwanese slang) and ranked number four on “the list of the most valuable pitchers”. ...on the contrary, comparing with Tigers, although Yankees, who spend money very differently (generously), has Wang that is beyond price, they have suffered lost in their investment on other players, such as Mussina, Johnson, Wright, and Chacon.

Example (7) suggests that Wang is the “low-price” commodity with “huge amount”, which is the use of a Taiwanese slang to refer to valuable goods, especially the cheap food that has large amount. This is what makes Wang one of the “excellent-value pitchers”. By showing the contrast with other expensive but not worthwhile players, the news report suggests that Wang is the one “beyond price”. The use of the words “valuable”, “price”, and “investment” support the mappings of SPORTS IS

BUSINESS and WANG IS COMMODITY, while Yankees is personified as the rich buyer or investor, Wang is conceptualized as the purchased product.

(8) AD, 2007-08-22 (Opinion Piece)

職棒場上球員的買賣交易本是家常便飯...王建民不應受到這些外界喧囂的影響，只要一球一球的投，投出自己的身價，不管是否成為永遠的洋基人，未來的大聯盟之路才能走得長久。

The trading business in professional baseball field is commonly seen...Wang should not be influenced by the noises from outside but keeps pitching step by step, then he could make a pitch for his own price. No matter he could become a Yankees forever or not, he will walk a longer path in MLB by doing so.

Text (8) in AD employs the metaphor “SPORTS IS BUSINESS” in MLB field and further comforts Wang not to be influenced by the pricing and trading issues conceptualized as the “noises”. The dominant metaphor WANG IS COMMODITY can be viewed with another metaphor PRICE IS BALL, which reminds that Wang as a pitcher, is able to determine his own “price” by making good pitches. In addition, another metaphor, CAREER IS JOURNEY, connects with Wang’s future development in MLB.

The above examples indicate that the commodity metaphor, WANG IS COMMODITY, is used similarly in LT, UDN, and AD when discussing on the pricing issues or the trading business of Wang in MLB. The similar implication of the

commodity metaphor is to conceptualize Wang as a good buy, a valuable product, and a commodity to be traded.

4.2 Different metaphors with similar implications

In this section, I will discuss how three newspapers use different metaphors to elaborate one main point – “Wang represents Taiwan”. In fact, Wang, as a successful sports star, is used in metaphors to represent Taiwan in many aspects. According to the following data, Wang has been conceptualized as the one that stood out for Taiwan, ranging from the domains of industry, stock market, to the international image of Taiwan. The implications shown in three newspapers similarly stress Wang’s positive influence on Taiwan, including how Wang attracts Taiwan’s international attention and enhances Taiwan’s international visibility through MLB around the World.



4.2.1 WANG IS LEADER and WANG IS FIGHTER

The following examples (9), (10), and (11) found in LT and UDN employ different metaphors concerning Wang; however, the use of these metaphors all serve to emphasize how Wang represents Taiwan. The following texts show that LT and UDN employ different metaphors, WANG IS LEADER and WANG IS FIGHTER, to

conceptualize how Taiwan has been recognized and gained international attention by

Wang.

(9) LT, 2007-04-24 (Opinion Piece)

還記得洋基在季後賽的第一場，派出最穩定的阿民，而阿民也不負眾望地壓制住老虎隊的攻擊，就在大家都沉浸在洋基領先的時候，電視轉播裡突然出現一張地圖，一張標出台灣位置的地圖！接著地圖被局部放大，標出台南的位置，告訴所有的觀眾，這就是阿民的家，美麗的福爾摩沙！突然間，雞皮疙瘩爬滿了我的全身，因為這麼多年來，世界上可能有 50 億以上的人不知道台灣在哪裡，一夕之間，有好幾億的人會說，「原來台灣就在這裡啊！」台灣就在阿民的默默帶領下，走上世界的舞台。

I still remember the first game during Yankee's post season, they sent the most stable Wang, and Wang had hopefully suppressed the Tiger's attack; When everyone was happy for Yankee's leading the game, a map appeared on TV, a map that locates Taiwan! Then the map was partially enlarged, locating Tainan and telling all the audience: this is the home of Chien-Ming Wang, the beautiful Formosa! Suddenly, I felt so moved that my skin reacted like "goose skin" because over 5 hundred million people may not know exactly where Taiwan is in the past few years. And suddenly, millions of people will say, "so that is where Taiwan is!" Being led by Wang, Taiwan has walked on the stage of the world.

(10) LT, 2007-02-19 (Opinion Piece)

很多旅居美國的台灣僑胞將王建民的成功，視為台灣人的驕傲。尤其在美國社會，建仔憑藉勝投的不斷累積，讓美國人從懷疑、認可到崇拜，王建民為自己掙得一席之地，台灣人更覺得揚眉吐氣，與有榮焉。

Many Taiwanese residents living in America view the success of Chien-Ming Wang as Taiwanese's pride. Especially in American

society, Wang accumulates his winning pitch records and makes American change their attitudes from doubtful, identifying, to worshipping. Chien-Ming Wang has fought a land for himself, moreover, Taiwanese have finally lifted their head high and felt glorious for Wang.

(11) UDN, 2007-09-12 (Opinion Piece)

另一方面，聯合國並非唯一的國際舞台，執政當局應以更多元視野為台灣創造更多元的國際空間。王建民、詹詠然、莊佳容、李安、林懷民...，為台灣爭取了不知多少的國際能見度，也凝聚了台灣人的情感和認同。

On the other side, United Nation is not the only international stage, the authority should create more international space for Taiwan from a wide variety of perspectives. Chien-Ming Wang, Chan Yuan-Jan, Chuang Chia-Jung, Ann Lee, Lin Huai-min..., have fought for Taiwan's international visibility and combined/gathered Taiwanese's emotions and self-identity.

The use of verbs “led”, “fight for”, and “fought” show that the role of Wang is not only a sports star, he is also a “leader” or a “fighter” that “fights for” Taiwan’s visibility and reputation, attracting much attention and winning recognition in the U.S., and leading Taiwan to the international stage of the world. The implication shows that LT and UDN similarly hold positive attitudes towards how Taiwan is known and being recognizable from other countries through Wang’s outstanding performances. In other words, LT and UDN both identify with Wang’s glory that enhanced Taiwan’s international visibility.

4.2.2 WANG IS INDUSTRY

(12) AD, 2007-09-17 (Editorial)

事實上，台灣的產業中，能走出去的，從早期的紡織業、製鞋、製傘業等，到近年的電子業，甚至於王建民的表現，在國際市場上打天下，都有極佳的成績。走不出去者，如金融業等，就日益衰退。

In fact, the industries of Taiwan, which can stand out (representative and prosperous), include the clothes industry, shoe industry, umbrella industry in the past, to the recent electronics industry, even the performance of Chien-Ming Wang, have all achieved great success in world market with excellent records. However, others, who did not stand out, such as the finance industry, have gradually inclined.

In example (12), the metaphor WANG IS INDUSTRY shows that Wang is conceptualized as one of the “successful industries” that represent Taiwan in “world market”. In the past, the economic growth and sports had been two achievements that Taiwan was proud of. Moreover, the use of this metaphor suggests that Wang has represented Taiwan and his achievement has been recognized worldwide.

4.2.3 WANG IS STOCK MARKET AFFECTER

The following examples (13) and (14) show how Wang’s influence is conceptualized as the “affecter” who affects Taiwan’s stock market.

(13) LT, 2009-06-19 (Editorial)

王建民在美國大聯盟屢傳捷報，威風八面，使台灣之名揚威美國，國人大感振奮之餘，據說也發現了「王建民勝投」，當天台股便會上漲」的「王建民勝投理論」。

Chien-Ming Wang won victories in MLB, making magnificent appearance, spreading the name of Taiwan in the U.S. While people in Taiwan are excited about this, it is said that there is the “theory of Wang’s winning pitch”, “whenever Wang wins, the stock market in Taiwan will rise”.

(14) AD, 2007-04-26 (News Report)

台灣之光王建民昨天上午 7 點傷後復出，2 個小時後台股開盤，成交量再次萎縮，號子營業員關心洋基戰況更甚關心台股，去年號子流傳著這麼一個「王建民勝投幸運日」，只要王建民拿下勝投，台股當天一定大漲，印證王建民去年 19 勝的紀錄，確實有幾次勝投日就是大漲日，偏偏昨天王建民復出卻吞下敗投，台股再次跌破 8000 點。

The light of Taiwan Chien-Ming Wang has been back again to the field after his injury at seven a.m. yesterday. After two hours, Taiwan’s stock market has decreased in the amount of closing in business deal, the market dealers concern about Yankee’s games more than Taiwan’s stock market. Last year, there was a widespread rumor of “The lucky day of Cien-Ming Wang’s winning pitch”, whenever Wang gains his winning pitch, there will be a rise in stock prices on the stock market that day. The evidence last year showed that some days during the period of Wang’s 19 winning records are actually the rising day of Taiwan’s stock market. However, Wang has swallowed a failed pitch, and there was again a fall below 8000 points in Taiwan stock market.

Example (13) indicates that Wang not only spreads the fame of Taiwan in the U.S. but also affects the stock market in Taiwan. According to examples (13) and (14), Wang's performances are associated with the rise and fall on Taiwan's stock market. The saying of "The lucky day of Chien-Ming Wang's winning pitch" draws the analogy between Wang and Taiwan's stock market that many market dealers believe there will be a "rise" in the stock market when Wang "wins" the game, constructing the mappings of the metaphor WANG IS STOCK MARKET AFFECTER. This use of STOCK MARKET metaphor highlights the implication that Wang is influential in the development of Taiwan, being the one who "affects" Taiwan's stock market, which again stresses the recurrent theme – "Wang represents Taiwan".

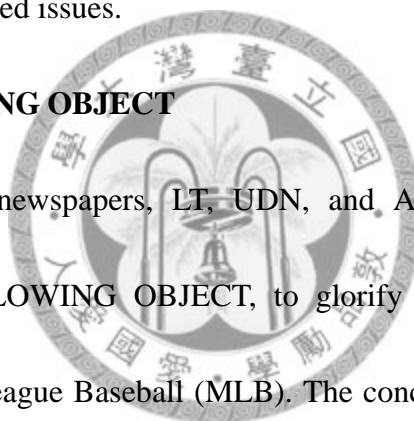
In this section, the above examples suggest that although LT, UDN, and AD use different metaphors, including WANG IS LEADER, WANG IS FIGHTER, WANG IS INDUSTRY, and WANG IS STOCK MARKET AFFECTER, the implications shown in three newspapers similarly stress Wang's positive influence on Taiwan, including how Wang attracts worldwide attention and enhances Taiwan's international visibility through MLB.

4.3 Similar metaphors with different implications

In this section, I will present some similar metaphors employed in LT, UDN, and AD that are used differently with different implications. The dominant metaphors include WANG IS GLOWING OBJECT, WANG IS LIGHT OF TAIWAN, WANG IS ROLE MODEL, POLITICS IS BASEBALL, and WANG IS COMMODITY. This section shows that although different newspapers use similar metaphors concerning Wang, the three newspapers may employ these metaphors differently especially when discussing politically-related issues.

4.3.1 WANG IS GLOWING OBJECT

I found that three newspapers, LT, UDN, and AD, frequently employ the metaphor, WANG IS GLOWING OBJECT, to glorify Chien-Ming Wang's great achievements in Major League Baseball (MLB). The conceptualization of presenting Wang as "a glowing object with heat" is easily associated with the widely-used LIGHT metaphor, WANG IS LIGHT OF TAIWAN. However, I found under the dominant LIGHT metaphor, the implications of the metaphor, WANG IS GLOWING OBJECT, are quite different in the aspect of associating Wang's glory with Taiwan. I suggest that the different implications are motivated by different political stances and attributes of the three newspapers. I will discuss the examples in the following examples (15), (16), and (17), which are found in LT, UDN and AD.



(15) LT, 2007-05-05 (Editorial)

「台灣之子」王建民膺選時代雜誌 (TIME) 今年全球百大影響力人物，這是王建民的光榮，也是台灣之光，有「沉默的王牌」之稱的王建民，再度以他精湛的球技，以及沉著穩定的大將風格，為台灣發光發熱。

The son of Taiwan, Chien-Ming Wang, was chosen as one of the TIME magazine's 100 influential figures this year. This is Wang's glory and Taiwan's glory as well. Chien-Ming Wang, who is called "The Silent Ace", glowing with heat for Taiwan again with his excellent baseball skills and his calm style of a leader.

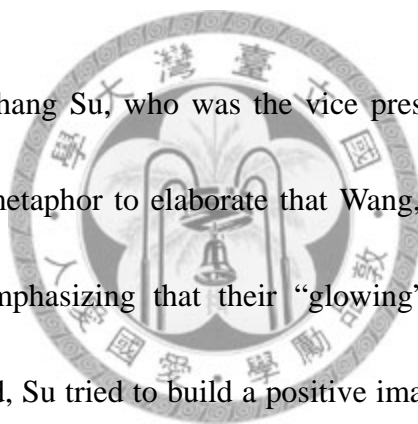
Example (15) shows that LT not only presents Wang as the glowing object that glows with heat but also associates Wang's glory with "Taiwan's glory" in the beginning, emphasizing that Wang's glory has brighten Taiwan and represented Taiwan. This is relevant to the political stance of LT. Since LT hold a positive and optimistic attitude toward Taiwan's future under the rule of the DPP government, it represents Wang as Taiwan's spokesperson, the one who glows for Taiwan, bringing hope and positive image for Taiwan. The following example (16) in LT also shows an example of associating Wang with "Taiwan's people" by using the GLOWING metaphor.

(16) LT, 2007-04-15 (News Report)

蘇貞昌提到，二零零六年來自台灣屏東的李安得到奧斯卡最佳導演獎，王建民用伸卡球成為洋基隊的救世主，林義傑咬牙橫越撒哈拉沙漠，台灣之子在世界發光，也讓世界看到台灣，

我們怎樣做好的安排，讓這些發光的亮點都能編織起來，讓各行各業各階層的子弟都能夠發展，我們不只是要讓台灣區域均衡，照顧中部南部、照顧中小企業、照顧中下階層，更要鋪陳各種機會，讓每一個光點發光發亮。

‘Su mentioned that since 2006, Ann Lee from Pintung in Taiwan has won the Oscar award of best director, Chien-Ming Wang has become the savior for Yankees, and Kevin Lin has struggled to run across Sahara; they are the Sons of Taiwan who are glowing around the world, and they make the world see Taiwan. What we should arrange is to interweave these light spots, assuring that brothers and sons from all walks of life are being able to develop. We should not only balance the development in different areas in Taiwan, but also give more opportunities to brighten every light spot.’



In example (16), Tseng-chang Su, who was the vice president candidate of DPP in 2007, used the glowing metaphor to elaborate that Wang, Lee, and Lin are winning glory for Taiwan. By emphasizing that their “glowing” glory has made Taiwan “visible” around the world, Su tried to build a positive image for Taiwan’s diplomacy while he avoids mentioning Taiwan’s isolated situation. Furthermore, Su associated the “glowing” glory of Wang and the others with many people in Taiwan. By constructing the conceptual mapping of the collaboration of “light spots” metaphor to represent many people, Su elevated the LIGHT metaphor from the individuals to the majority of people in Taiwan. In other words, he extended the “light spot” metaphor to refer to people from all walks of life in Taiwan and successfully included all the people in the “bright” future of Taiwan. On the whole, the implications of Su’s use of

the glowing metaphor are: (1) Taiwan has become brighter by the glowing light spots (Wang as one of the representatives); (2) Taiwan is glowing and receiving attention worldwide (3) There will be a bright and prosperous future for Taiwan's people.

However, example (17) shows that UDN views Chien-Ming Wang and Taiwan as two individuals.

(17) UDN, 2007-09-12 (Opinion Piece)

加入聯合國的想像很美好，但也許該思考如何更務實的走自己的路，讓台灣能像王建民一樣，也能在國際上發光發熱！

It is wonderful to dream of entering UN, buy perhaps it is necessary to consider how to walk our path more practically and let Taiwan be like Chien-Ming Wang, glowing with heat internationally!



In example (17), by using the glowing metaphor, UDN reminds that the government of Taiwan to think more practically, hoping that Taiwan can “glow with heat” like Wang internationally in the future, which implicates that the government's policy is too idealized and there is much room for Taiwan's improvement. With a more critical tone, example (17) also implicates the political stance that UDN is not satisfied with Taiwan's current situation, thus it differentiates between Wang and Taiwan, presenting Wang as the glorious one, and Taiwan as the one who needs more effort to be “like” Wang. This

comparison indirectly suggests that Taiwan is the dark and ordinary one, and much effort is needed for Taiwan's improvement. Unlike examples (15) and (16) that associate Wang positively with Taiwan, example (17) highlights Wang's glory to contrast with Taiwan's current situation. Such kind of "contrasting" implications are often found in news articles in UDN, which will be presented in the following discussion.

Unlike LT and UDN, example (18) shows how glowing metaphor is used with different implications in AD:



(18) AD, 2007-03-30 (News Report)

棒球，是最足以代表台灣的運動。王建民站上大聯盟發光發熱，李信興、何芳忠各以台製運動眼鏡與專業球棒，完成棒球夢，證明：台灣好棒。

Baseball is the most representative sports of Taiwan. Chien-Ming Wang stand on the field of MLB glowing with heat, Shin-Shing Li, Fan-Chung Ho realize their baseball dream with made-in-Taiwan sports glasses and professional baseball bats, proving how great (the same sound as "bat" in Chinese) Taiwan can be.

Example (18) reveals the significance of baseball in Taiwan in the beginning and highlights the achievement of Wang as "glowing with heat in MLB", and then further compliments Taiwanese businessmen Li and Ho, who

are successful in their baseball-related business. The final conclusion implies that Wang, Li, and Ho altogether are the ones who prove that Taiwan is great. Unlike the previous news articles found in UDN and LT, AD associates the glowing metaphor concerning Wang with the success of ordinary people around us, giving them good credits. As a matter of fact, I found that news articles in AD often present figures and issues from the perspectives of the ordinary “folks”, which may be correlated with the market-oriented characteristics of AD.

The above examples show how glowing metaphors are used differently in the three newspapers. With the emphasis on the glorious aspect of Wang, LT, UDN, and AD associate Wang’s glow and glory with different people and issues.



4.3.2 WANG IS LIGHT OF TAIWAN: analogy and contrast

Our data shows that the metaphor WANG IS LIGHT OF TAIWAN is used most frequently in the news articles concerning Wang. Although the LIGHT metaphor often highlights how Wang represents Taiwan and how he brings glory to Taiwan, the entailments and implications of the LIGHT metaphor are quite different in three newspapers. As a matter of fact, I found that the representations of the LIGHT

metaphor concerning Wang are most different in showing “contrast” or “analogy” with other issues, mostly the contrast with politically-related issues in Taiwan, especially in LT and UDN. This reveals that the underlying political ideologies in different newspapers may be one of the most contributing factors of different implications of the metaphor.

The following examples (19) and (20) show the use of LIGHT metaphor in LT, which is different from that in UDN and AD:

(19) LT, 2007-11-17 (News Report)

李俊毅期許：「台灣之光打破中國的黑」，因而做此打扮，包括輔選團隊在內，人人穿著洋基隊四十號球衣，手持伸卡球，爭取選民支持。

Li expected: “The light of Taiwan will break the darkness of China”, thus he dressed himself up, including the whole election campaign; everyone wore the “number 40 baseball uniform (of Chien-Ming Wang)” and held the sinker ball in their hand to win supports from the electors.

As example (19) shows, LT frequently uses the metaphor WANG IS LIGHT OF TAIWAN to highlight the significant value of “Taiwan” and show the contrast with China and KMT. Based on the political stance of LT, LT supports Taiwan’s independence and advocates that the national identity of Taiwan should be emphasized through the naming of “Taiwan”. As a matter of fact, the reporting on Li is found in the three newspapers; however, the detail of Li’s expectation of “The light

of Taiwan will break the darkness of China” is only reported in LT. This indicates that this expectation is specifically advocated in LT. Such use of light metaphor implicates that China is presented as “dark” in comparison with the light of Taiwan; what’s more, the light of Taiwan is conceptualized as the strong power that can “break” the darkness of China.

The following example (20) uses the light metaphor in the beginning and further shows a sharp contrast with KMT’s behavior in Legislative Yuan.

(20) LT, 2007-01-28 (Opinion Piece)

王建民揚名美國，「寶島雙姝」稱譽澳洲，綻放台灣之光，對照我們的國會，卻是無止境的杯葛、惡鬥，連總預算案都可以因為一黨、一人之私而硬擋；甚至數十次封殺軍購案；連對元首出訪也盡是冷嘲熱諷。請問馬主席，在野黨這種「焦土戰略」，對台灣的好處到底在哪裏？有沒有良心？

Chien-Ming Wang has spread fame in America, “Formosa’s two beauties” (Chan Yung-Jan and Chuang Chia-Jung) have been honored in Australia, spreading the light of Taiwan. In contrast, our Legislative Yuan has been endlessly boycotting and fighting against each other, even the case of budget can be purposely blocked due to the personal benefit of a party and a person; they have blocked off the case of purchasing military weapons for tens of times, making sarcastic comments and mocking the president’s visit on other countries. May I ask Chairman Ma: Is the opposition party’s “scorched-earth policy” good for Taiwan? Where are the benefits for Taiwan? Do you have any conscience?

Example (20) provides a sharp contrast between the glorious image of Chien-Ming Wang, Chan Yung-Jan and Chuang Chia-Jung and the negative selfish

image of the opposing party, KMT. Based on the political stance of LT, LT tends to show supportive attitudes toward the DPP government's policies, therefore KMT's opposing attitudes and strategies in Legislative Yuan are viewed as the "scorched-earth policy", which refers to a policy of "destroying" anything in a particular area that may be useful to the enemy. The final rhetorical question implicates that KMT has only concerned about its own benefits and done nothing good and beneficial for Taiwan.

On the other hand, the following examples (21) and (22) highlight the justification of the naming of "Taiwan" by emphasizing the use of the "light of Taiwan" to distinguish "Taiwan" from "Chinese":

(21) LT, 2007-09-02 (Opinion Piece)

王建民版霎時成為政治版，網友立刻分成兩派爭吵起來。這讓我想起歷年來大小國際賽事，我們嘶吼著喉嚨為「中華隊」加油，但卻又自封我國的選手為「台灣之光」，這種怪異的現象是在其他國家所沒有的。所有的源頭，都來自於「中華民國」這個陰魂不散的幽魂，仍霸佔著台灣不肯離去，使得我們仍背負著搶奪中國代表權的原罪，對外只能用「中華隊」，偏偏自己的球迷也跟著吶喊「中華隊加油」，著實讓人搖頭。台灣，就是我們的名！從自己做起，大聲喊出「台灣隊加油」，如此才能讓我們的「台灣之光」名副其實。

The board of Chien-Ming Wang has become the politics board, the net pals were immediately separated into two groups and argued with each other. This made me think of the fact that during these years, we cheer for the "Chinese Taipei team" in the international sports events, but we honor our player as "the light

of Taiwan”. Such bizarre phenomena can not be found in other countries. This is all attributed to **the ghost** of “Republic of China”, who **encroaches** on territory of Taiwan and hesitates to leave. Thus we are still **loaded** the sin of robbing the representative right of China, and we can only use “Chinese Taipei” instead. However, our fans are also cheering for “Chinese Taipei”, which is really frustrating. Taiwan is **our name**! Do it from you, cheer out loud for “Taiwan team”. Only by doing so, we can make **“the light of Taiwan”** correspond with its name.

Example (21) shows that LT tends to use the light metaphor to associate Wang with the naming of “Taiwan” and to distinguish “Taiwan” from “Chinese” (中華) and China. Such implications of justifying “Taiwanese” identity through naming only appear in LT with high frequency. In the latter part, example (21) vividly uses the ghost metaphor to explain the name of “Republic of China” has become the stumbling block in the process of the naming of “Taiwan”. By emphasizing the aspect of “Taiwan”, the light metaphor is elevated from Wang’s glory to the claim of Taiwan’s national identity through the right naming. “Taiwan”. The final conclusion, once again, affirms the belief that “the light of Taiwan” can be justified with the naming of Taiwan. Example (22) also expresses similar points of view toward the naming issue that concern Taiwan:

(22) LT, 2007-02-05 (Opinion Piece)

體育界是最容易打響國際知名度的場合，記得龔怡萍在贏得英國女子高爾夫公開賽時高聲說自己是來自台灣嗎？記得**王建民**、**郭泓志**在美國大聯盟的優異表現，致使全美國的棒球迷都

開始知道台灣在哪裡了嗎？然而，如果他們都被掛上「Chinese Taipei」時，有誰會知道他們是來自台灣呢？...

The sports field is one of the easiest places to promote our international image. Do you remember when Yi-Ping Kung said loudly in the England Woman Golf Open series that she is from Taiwan? Do you remember when Chien-Ming Wang, Kuo perform outstandingly in MLB, which made American baseball fans start to recognize the location of Taiwan? However, if they were covered with the name of “Chinese Taipei”, who will know they are from Taiwan?

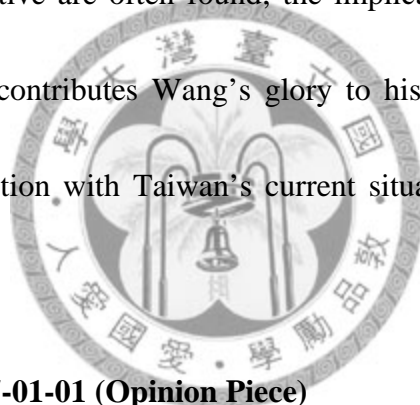
In comparison, the following example (23) shows how the dominant metaphor WANG IS LIGHT OF TAIWAN is used in UDN to show contrast with the current development in Taiwan.

(23) UDN, 2007-03-16 (Opinion Piece)

台灣之光」確是台灣的驕傲，但建仔的鋒芒是從太平洋彼岸那端折射回來的，台灣本身並非自然發光體，因咱雖有少數幾位「與王等級相當」的棒球好手，但本土職棒組織與百年老店MLB相較仍如天壤之別，棒球離世界中心很遙遠也就算了，其他方面也以「整體的全方位姿態」落後世界頂尖一大截就更令人難過了，最殘酷的是，台灣人連「自己和領先者的差距到底有多大」都瞧不出來！

The light of Taiwan is surely the proud of Taiwan, but the ray of Wang is refracted from the other side of Pacific Ocean because Taiwan itself isn't the original glowing object. Although we have some good baseball players that are equivalent as Wang, the local baseball organization has great differences with MLB, not to mention the aspect of baseball is being far away from the center of the world, other aspects in Taiwan are also falling behind the top of the world, which is very sorrowful. What's crueller is that Taiwanese can't tell the distance between themselves and the leading ones!

In the beginning of example (23), the light of Taiwan is presented as the ray of Wang that “refracted” from the United States of America (the other side of Pacific Ocean), which emphasizes that Taiwan is only “sharing” the reflected glory of Wang in MLB. First, in comparison with MLB, the insufficiency of the development of Taiwan’s local baseball environment is mentioned, and then the comparison shifts to “other aspects” in Taiwan that fall behind the top of the world. This strengthens the point that Taiwan has been backward among many other countries. In UDN, news articles from this perspective are often found; the implications of such news article suggest that UDN often contributes Wang’s glory to his “self glory” in MLB and hesitates to show satisfaction with Taiwan’s current situation under the rule of the DPP government.



(24) UDN, 2007-01-01 (Opinion Piece)

若新聞標題是「摘下二十勝，王建民為台灣爭光」，美聲遠聞，令台灣人顏面發亮，的確是令人振奮雀躍的消息；然扁家弊案名列全球第五大醜聞，家醜外揚，國際訕笑，身為台灣人民豈能以「高興」態度面對？

If the news title is “Getting Twenty Winnings, Chien-Ming Wang vied the honor for Taiwan”, such honorable news spread widely and made Taiwanese sparkle in face, this is definitely very surprising and exciting news. However, President Bien and his family’s corruption news has been listed the 5th worldly scandal; such family scandal was publicized and was ridiculed internationally. How can Taiwanese face this with “happy” attitudes?

Example (24) also shows a sharp contrast between Wang's glory and President Chen's scandals. Although both Wang and President Chen spread fame around the world, Wang's glory is portrayed with the use of "vying for light"(爭光) and "sparkle"; whereas President Chen has been notorious for his family's corruption scandal. The contrast entails how UDN praises Wang and blames Chen. Besides showing the contrast with President Chen, UDN also emphasizes on the Sports Affairs Council's lack of concern on sports issues in Taiwan.

According to the following example (25), Sports Affairs Council is criticized for "capping" and "sharing" the fame and glory of some successful players like Wang.

(25) UDN, 2007-11-23 (News Report)

地方縣市體育會質疑政府從不重視發展體育，王建民、詹詠然等政府沒關心過的選手一揚名國際，就冠上台灣之光拿來當政績，實在可恥。


The local county sports administration questioned that the government never regards sports issues seriously; however, when Chien-Ming Wang and Chan Yung-Jan, the players that the government never concern about, spread fame around the world, the government will cap the "light of Taiwan" as their records of political career, which is really shameful.

The above examples (23), (24), and (25) are the representative examples found in UDN. The political ideologies underlie these news articles indicate that UDN is not identified and satisfied with Taiwan's current situation under the rule of the DPP

government and President Chen. By using the light metaphor, the “glorious” image of Wang is mostly used to contrast with the “dark” sides of President Chen, the government, and the barely-satisfactory sports development in Taiwan. Besides showing the contrast, UDN also emphasizes that Wang’s glory belongs to himself rather than Taiwan itself. The recurrent theme in UDN is that although Wang is glorious in MLB, there is still much room for Taiwan to improve in many aspects.

On the other hand, the following article published in AD provides an alternative perspective:

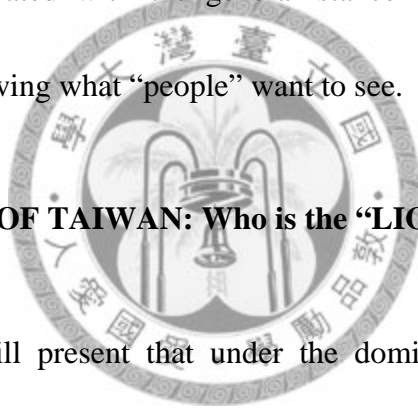
(26) AD, 2007-01-09 (Editorial)



高鐵是被台灣民眾當作台灣光榮在看待的，國民黨竟自動與高鐵切割，豈不愚蠢？就好像與王建民切割一樣。切割還不要緊，竟還大力反對詛咒，怎不令民眾反感？工程成功之後，民眾當然把功勞算在民進黨頭上，而非國民黨。是國民黨把這件好事硬往對方頭上推的。哪有這麼笨的黨呢？

The High Speed Rail is being viewed as the glory of Taiwan by Taiwanese, however, KMT dared to cut themselves off with the High Speed Rail, which is really stupid, isn't it? This is like cutting themselves off with Chien-Ming Wang. Cutting off is unnecessary, they objected and cursed seriously. How could this not disgust the people? After the construction work is done, people will of course give credits to the DPP instead of KMT. It is KMT themselves who push the rewards to the others. How come there is such a stupid party?

With the use of “cutting off”, example (26) in AD satirizes how KMT is trying to dissociate from High Speed Rail, which is considered Taiwan’s glory. The analogy shows that AD believes it is not wise for the political party to eliminate the connection and association with Taiwan’s glorious events that people appreciate and identify with, including Chien-Ming Wang and High Speed Rail. The implication is to criticize KMT’s attitudes of deliberately “detaching” from Taiwan’s glorious issues and suggest that it is better for a political party to identify with such issues that people appreciate. This is correlated with the general stance of AD: focusing on what “people” thought and showing what “people” want to see.



4.3.3 WANG IS LIGHT OF TAIWAN: Who is the “LIGHT-BASKER” ?

In this section, I will present that under the dominant metaphor WANG IS LIGHT OF TAIWAN, LT and UDN represent the mappings of LIGHT- BASKER (沾光者) metaphor differently, especially when the issues are relevant with the national identity of Taiwan and political agendas.

Examples (27) and (28) show that although both LT and UDN employ the metaphor, WANG IS LIGHT OF TAIWAN, in the aspect of “light basking”(沾光), LT and UDN identify the one who basks in the light/glory of Wang differently.

(27) LT, 2007-05-05 (Editorial)

王建民在美國大聯盟的表現，不但抓得住洋基隊球迷，更緊扣台灣人民的心，並吸引日、韓等國棒球迷的目光，與建仔半點關係都沒有的中國，竟也企圖沾光，逕自把建仔稱為「中國投手」，這種實在羞羞臉，不過，由此益見王建民的魅力無法擋。

Chien-Ming Wang's performance in MLB can not only grab the attention of Yankee's fans but also win the hearts of Taiwanese, and he also attracts the attention from Japan and Korean baseball fans. China, who doesn't have any relations with Wang, dares to bask the light and share the glory of Wang, calling Chien-Ming Wang the "China Pitcher". Such act is really shameful. However, this shows that the charm of Wang is irresistible.

(28) UDN, 2007-08-30 (Opinion Piece)

「台灣之光」沒讓國人失望，台灣政壇立刻出現一批「台灣沾光」者，一堆拚命想跟「台灣之光」沾上邊的政治人物。其中之最，就是持續在中美洲「忍辱負重」的陳總統。

"The light of Taiwan" didn't disappoint Taiwanese; a group of Taiwan light-baskers appear in Taiwan politics. They are a bunch of politicians who want to share the reflected glory and bask the "light of Taiwan". One of the most representative one is President Chen who meekly accepts insults in Central America.

In example (27), LT represents China as the light basker/ the limelight sharer that shares the glory of Wang. However, in example (28), UDN represents DPP government and politicians, President Chen in particular, as the light baskers/ the limelight sharers.

4.3.4 WANG IS ROLE MODEL

In addition, I found that besides using the light metaphor, LT and UDN both portray the positive personality traits of Wang by using the dominant metaphor “WANG IS ROLE MODEL”. However, they represent the positive image of Wang differently concerning the current political situation in Taiwan, as shown in examples (29) and (30).

(29) LT, 2007-06-15 (Opinion Piece)

所以從兩位台灣投手的努力過程中可以讓我們了解：雖然台灣的外交處境很困難，處處受到中共的干擾與牽制，但我們千萬不能灰心與喪志，只要我們努力做好國民外交工作，幫助需要幫助的國家，並且積極培養自己的經濟實力，相信終有一天，一定會和兩位台灣旅美投手一樣，擁有自己的一片天空。

From the hard-working process of the two Taiwanese pitchers (Wang and Kuo), we can understand that although the diplomacy in Taiwan is very difficult, being interfered and oppressed by PRC all the time, we can not be frustrated and lose our determination. As long as we try our best in citizen diplomacy, helping the countries in need and developing our economic potential, we believe that someday Taiwan can own our sky like the two pitchers in MLB.

(30) UDN, 2007-09-08 (Opinion Piece)

王建民旋風所凸顯的，是大眾對於早已鑲嵌在人們心中敦厚、樸實、堅毅價值的強烈投射。在政治混亂、價值崩毀的年代裡，王建民即名正言順地化身為台灣民眾情感寄託的對象，而非政治人物。

What the whirlwind/craze of Chien-Ming Wang highlights is the public reflection of the honest, simple, and determined moral value embedded in people's mind. In the age of such chaotic politics and collapsed values, instead of politicians, Chien-Ming Wang is called by his right name to be the one who Taiwanese people can spiritually rely on.

Example (29) reveals that LT represents Wang as the hope for “Taiwan's future”, leading Taiwan to overcome the difficulties in diplomacy and achieve its international status, however, in example (30) UDN represents Wang as the spiritually-reliable icon and the role model for “people”, showing the contrast with the negative sides of political situation in Taiwan and the politicians.



4.3.5 POLITICS IS BASEBALL

The other dominant metaphor, POLITICS IS BASEBALL, is also represented differently in LT and UDN. Although LT and UDN both use the metaphors, POLITICIAN IS PLAYER and POLITICAL POLICY IS BASEBALL STRATEGY, they represent these issues differently. The following examples (31) and (32) show how the metaphor, POLITICS IS BASEBALL, is used in LT and UDN.

(31) LT, 2007-06-20 (Opinion Piece)

「蝴蝶般變化，閃電般球速」，王建民從「滾地球王子」變身三振功力超強「K大王」，新封號是「台灣閃電」...就台灣的國際生存空間議題，中國這個野蠻強暴的打者，吃定台灣就一種老球路，可輕鬆打得你眼冒金星；台灣非改變球路不可，阿扁總統決定公投以台灣之名加入聯合國，顯示台灣正在改變球路，爭取國際空間。新球路威力有多強，就看台灣人民支持度多強，台灣屬兩千三百萬人民，公投是民主的實踐，以公投決定台灣名義加入國際組織，符合國民主權原則，不需他國指手劃腳。

“Changing like butterfly, speeding like lightning”, Chien-Ming Wang has become the “King of Strikes”, being named as “Taiwan lightning”...As for the issues of the international survival space of Taiwan, China, the rude hitter, took Taiwan’s old baseball strategy for granted and hit you (Taiwan) with ease; thus Taiwan have to change its baseball strategy, as President Chen decided on referendum for UN, this shows that Taiwan is changing its baseball strategy, fighting for international space. How powerful the new baseball strategy is depends on how supportive Taiwanese people are; Taiwan belongs to 23 million people, and referendum is the implement of democracy, therefore, referendum for entering international organization is following the democratic principles of citizens, which does not need to be “cut hand and feet” (interfered) by other country.

In example (31), by using the metaphor POLITICIAN IS PLAYER, China is conceptualized as the “hitter”, while President Chen as the “pitcher” who has changed the pitching strategy to confront with China. With the use of POLITICAL POLICY IS BASEBALL STRATEGY, President Chen’s policy of referendum for UN is presented as the “powerful” baseball strategy. The implication under such use of POLITICS IS BASEBALL suggests that LT takes a defensive and opposing stance on the issues

concerning China, and LT associates Wang's great performance with Taiwan's politics, using the analogy between Wang's baseball strategy and Taiwan's international policy to show the supportive attitudes toward the promotion of referendum for UN proposed by the DPP government and president.

(32) UDN, 2007-08-30 (Opinion Piece)

麻煩阿扁向國人說明一下，他的入聯公投到底要怎麼投，才能投出伸卡的威力？…國庫大失血，換不到友邦白紙黑字支持台灣加入聯合國和世界衛生組織，阿扁投的是啥球？

對建仔投球有「感想」的，還有民進黨總統參選人謝長廷。看到建仔與捕手一度默契不佳而發生失誤，謝長廷也有感而發，說他和自己的搭檔也會多多練習，要讓「兩個人變成一個人」。問題是，蘇貞昌原先在總統大選最想當的是「投手」，現在為了趕搭個人政治末班車，才臨時改練「捕手」。勉強送作堆，很難培養默契。

王建民在場上與打者光明正大對決，伸卡球、滑球交互運用。扁、謝卻不同，專門來陰的…球路分高低，人品也有高下之別。不曉得有沒有一種政治伸卡球，能夠讓政壇的下流角色統統出局呢？

Would President Chen explain to Taiwanese people, how he will pitch (the ball) “referendum for UN” that is as powerful as the sinker? ...The great loss in the exchequer doesn't exchange for the alliance countries' formal support for Taiwan's entering UN and WHO, so what kind of ball is President Chen pitching?

The DPP president candidate Frank Hsieh also associates himself with Chien-Ming Wang's pitching. While watching Wang and the catcher didn't cooperate well and made mistakes, Hsieh claims that he and his partner will practice more, making “two people become one”. However, the question is that Tseng-chang Su, who initially wanted to be the “pitcher” in the presidential election, has

changed to play as the “catcher” in order to catch the last train for his political career. It is hard for them to cooperate/work well while they were being forced to play together as a team.

Chien-Ming Wang has confronted with the hitters decently (brightly) , using sinkers and slides, but President Chen and Hsieh are different, doing in sneaky (dark) ways...There are good and bad baseball strategies, as there are good and bad personalities. I wonder if there is a “political sinker” that can strike out all the bad characters in politics.

In example (32), under the use of POLITICIAN IS PLAYER, UDN conceptualized the DPP politicians as baseball players that do not play well or cooperate well, presenting President Chen as the bad pitcher, Hsieh and Su as the pitcher and catcher. Unlike the representations in example (31), although the similar metaphor POLITICAL POLICY IS BASEBALL STRATEGY is also used, the political policy proposed by President Chen is presented negatively. By showing the sharp contrast between the bright side of Wang and the dark sides of DPP politicians as bad players, example (32) shows the disapproval attitude to criticize the DPP politicians and the policy of the referendum for UN proposed by President Chen. In the last part, the metaphor POLITICS IS BASEBALL is used and to emphasize that the bad characters in politics should be “strike out” by the “political sinker”.

4.3.6 WANG IS COMMODITY: Who is the CONSUMER?

As previously mentioned in section 4.1, the commodity metaphor concerning Wang has been represented similarly to conceptualize Wang as the “valuable” and “tradable” commodity in LT, UDN, and AD. However, in this section, I will present how the metaphor, WANG IS COMMODITY, is used differently in UDN and AD to implicate that some politicians or people “consumed” Wang or “took advantage of” Wang, as the following examples (33), (34), and (35) show.

(33) UDN, 2007-05-19 (News Report)

議員吳益政昨天在議會質詢指出，美國大聯盟洋基隊投手王建民因人紅，「王建民」三個字代表形象也代表商機。但在全民瘋王建民及瘋棒球的同時，市府投資基層棒球培訓卻缺乏實際行動。

吳益政說，王建民返台時可看到包括謝長廷、蘇貞昌等綠營天王在內的政治人物和王建民同台造勢，企圖利用王建民的聲勢拉抬自己，凸顯自己熱愛運動，無異是「撿別人的成就來滿足自己的政治企圖」。吳益政呼籲市府不要再花大把銀子「消費王建民」，請王代言 2009 世運在高雄，不如把經費花在培訓優良棒球小國手身上。

‘Legislator Yee-Chen Wu pointed out that due to the popularity of Chien-Ming Wang, his name represents not only image but also commercial opportunity. While all the people are crazy for Chien-Ming Wang and baseball, the investment of basic baseball training and developing is lack of government’s actual sponsor.

Yee-Chen Wu said that when Chien-Ming Wang was back to Taiwan, the DPP super stars, Frank Hsieh and Tseng-Chang Su all stood beside Chien-Ming Wang to glorify themselves and

attempted to take advantage of Wang, showing that they are crazy for sports, which can be viewed as “picking up other’s achievements to satisfy their own political aims”. Yee-Chen Wu emphasizes that government should not spend lots of money to “consume” Chien-Ming Wang to invite him to speak for the “World Sports” in Kaosiung in 2009, instead, we should spend more money on training the excellent young national baseball players.’

Example (33) shows how metaphor, WANG IS COMMODITY, is used to present the negative images of “consuming” Chien-Ming Wang. By using the verb “consume”, Legislator Yee-Chen Wu (represented KMT) conceptualizes Wang as a profitable “commodity” to reveal how Wang is being used and consumed by certain politicians. Legislator Wu further criticized that DPP president candidates, Frank Hsieh, Tseng-chang Su and the DPP government are taking Wang’s advantages and “consuming” Wang to achieve their political aims. By using the commodity metaphor, Wu stressed the importance of “investing” the basic training for the young baseball players instead of spending much money “consuming” Wang. On the whole, the commodity metaphor in example (33) represents a negative related image of “consuming Wang” with “DPP politicians”.

The following example (34) shows how UDN indirectly represents the association between presidential candidate Frank Hsieh and the commodity metaphor:

(34) UDN, 2007-07-23 (News Report)

民進黨總統參選人謝長廷今天前往紐約洋基球場觀看棒球賽，台灣之光王建民本場未安排出賽，只在牛棚短暫現身，但謝與立委仍集體穿四十號球衣，並拉起「王建民加油」巨幅布條表達支持，謝營先前一度有意安排謝長廷與王建民會面，但考量引發為選舉「消費王建民」的負面解讀，最後謝長廷決定僅以觀眾身分，坐在看台替洋基隊打氣。

‘The president candidate Hsieh went to Yankee’s baseball field to watch the baseball game. Chien-Ming Wang, the light of Taiwan, did not play for this game, and he only showed up for a while in the bull pan. However, Hsieh and legislators with the number 40 baseball t-shirts, still lift up the big booster “Go! Chien-Ming Wang!” to show their support. Initially, the representatives of Hsieh intended to arrange the meeting of Hsieh with Chien-Ming Wang, but on the consideration of leading to the negative interpretation of “consuming” Chien-Ming Wang for the election, Hsieh decided to sit as an audience and show support for the Yankees.

In example (34), although the news article reported the fact that DPP presidential candidate Frank Hsieh tries to exclude the negative interpretation of “consuming Chien-Ming Wang”, the reporting itself nevertheless emphasizes the association between Hsieh and “consuming Wang” in an indirect way. In fact, Hsieh chose to use an alternative way to show support for Wang as an “audience” and lifted up the big booster even though Wang was not in the game; He tried to show that he’s on the same side with Wang and he’s supporting Wang like all his fans do. However, the commodity metaphor “Wang is consumed by Hsieh” sill appears in the news article

obviously even though the politician himself tried to exclude such association.

As a result, this commodity metaphor only occurs in UDN instead of LT, which suggests that the “occurrence” and the “absence” of the metaphor are also dominated by the underlying ideologies and political stances of the newspapers. With the use of commodity metaphor, UDN creates the negative image of “consuming” Wang associated with DPP politicians, which implicitly “frames” the readers’ perspectives. Therefore, such negative use of commodity metaphor associated with DPP politicians are not found in LT.



(35) AD, 2007-09-19 (News Report)

王建民在大聯盟表現成績亮眼，不少台灣政治人物也搶搭「台灣之光」列車，吸引球迷票。但這種做法，卻引發部分球迷不滿，在網路上大聲疾呼，希望政客們不要消費王建民。台大BBS站「批踢踢政治板」上，近來不少藍綠網友為了建仔互嗆。有人說國民黨總統參選人馬英九日前拜訪王建民岳母、民進黨參選人謝長廷瘋建仔愛看球，都是消費建仔，「或許消費王建民是藍綠共業」。

Chien-Ming Wang has performed greatly in MLB, many Taiwan politicians also rush to take the trains of “the light of Taiwan” in order to attract baseball fans’ votes. However, some of the fans are dissatisfied with such act and shout out loud in the Internet, hoping those politicians not to consume Chien-Ming Wang. On the “ptt politics board” on the Bulletin Board System of National Taiwan University, many pan-green and pan-blue net pals argue with each other for Wang. Some said that Ying-jeou Ma’s visiting Wang’s mother-in-law and Frank Hsieh’s craze for watching baseball are all consuming Wang, “perhaps consuming

Chien-Ming Wang is the sin of both KMT (pan-blue) and DPP (pan-green)”.

Unlike the representations in UDN that mainly attack Frank Hsieh and DPP politicians, example (35) in AD accuses that both DPP and KMT politicians are consuming Chien-Ming Wang. The comments of viewing Ma and Hsieh as consuming Wang are collected from the comments in BBS on the Internet, which are mostly the opinions from students. This again demonstrates the general stance of AD, which is to show what many people feel and concern directly in the newspapers. Example (35) reveals that the commodity metaphor concerning Wang is employed not only by certain politicians, such as Legislator Wu in previous example (33), but also by students and net pals. The implication is to critically reveal the fact that many citizens are aware of the phenomenon that both pan-green and pan-blue politicians are “consuming” Wang to fulfill their political aims.

In section 4.3, the examples show that although similar metaphors, such as WANG IS GLOWING OBJECT, WANG IS LIGHT OF TAIWAN, POLITICS IS BASEBALL, and WANG IS COMMODITY, are used in the three newspapers, the entailments and implications of these metaphors are quite different in LT, UDN, and AD. I will further discuss the reasons behind such representations in different newspapers in Chapter 5.

4.4 Different metaphors with different implications

This section presents some different metaphors used in the three newspapers. In the following texts, the different metaphor concerning Wang in each newspaper is especially the one that does not occur in the other newspapers; in other words, the metaphor is only employed in certain newspaper. As a matter fact, each metaphor has implications and inferences derived from relatively different domains and aspects. On the whole, I will analyze how different metaphors are used particularly in the newspapers.

The following example (36) shows how the metaphor WANG IS EMOTION AFFECTER is used in LT:

(36) LT, 2007-10-10 (News Report)

MSN 暱稱上面一堆男性哀鴻遍野，「台灣之光」王建民昨天的一場敗投，不只有愛國賭客輸慘了，那一天，全國的男性不分年齡與職位，都無精打采的勉強工作...王若勝利全台男兒們歡呼，王一下場，全國竟像得了數量龐大、傳染力快又迅速的集體陽萎症似的。台灣女人的幸福指數在國慶日放假的前一天，盪到了最低點。

The nicknames showing on MSN reveal that many men are like the encircling sorrowful vultures (famine refugees swarming the countryside); The play that “the light of Taiwan”, Chien-Ming Wang failed yesterday has not only resulted in great loss of patriotic gamblers but the influence on every man nationwide working with no energy or enthusiasm regardless of their age or occupations...If Wang wins the victory, all men in Taiwan hurray, however, while Wang was out and substituted by others, the

whole nation got the rapidly-contagious disease of sexual impotence, and the index number of Taiwan women's happiness and blessing has swung to the bottom the day before the National holiday.

Text (36) highlights the influence of Wang on Taiwan's men and women. The keyword "impotence" emphasizes how frustrated or depressed people became due to Wang's performance. The influence of Wang is so significant that it seriously affects the relationship between men and women, in particular, the sexual relationship that concerns women's happiness, creating the metaphor WANG IS EMOTION AFFECTER. Viewing from the perspective of emotion, love and family relationship, example (36) presents Wang as the one who plays an important part in people's happiness and sadness. Although this is an exaggeration, it somehow represents how Taiwanese view baseball in general. The success or failure in baseball has touched and connected with people's heart to a certain standard. With a humorous tone, this article somehow reflects the reality in Taiwan.

Example (37) also shows the unique usage of COOK metaphor in UDN:

(37) UDN, 2007-10-09 (News Report)

王建民的伸卡球一度是極品，最近幾場出賽卻不是那麼回事，紐約媒體上周還曾以「消失的伸卡球」為文提出警示。...透過讓手臂自然消耗多餘力量，再用剩下的能量拿捏極品伸卡球的出手火候，如果王建民今天能做到這一點，洋基可能賽後就直接飛往下一站克利夫蘭。

Wang's sinker ball had been the classic; however, his recent play didn't prove it this way. Last week, the New York media even warned with an article titled "the disappearing sinker ball". ...Consume the extra strength with the arm first, then use the energy left to control/adjust the fire/heat of throwing the classic sinker ball; if Wang does like this today, Yankees could fly directly to the next stop, Cleveland, after this game.

The word "classic" (極品) frequently refers to the best-quality food in Chinese.

In example (37), the keywords "fire/heat" and "control/adjust" are used vividly to suggest that Wang is the one who cooks/bakes the great food, creating the metaphor WANG IS COOK/BAKER, while the sinker ball is conceptualized as the best-quality food made by Wang. With the mapping of cooking and pitching, this metaphor provides a suggestion for Wang to adjust his posture. This implicates that UDN noticed that Wang has not made progress in pitching his sinker ball recently and further emphasizes on his strength and weaknesses with the use of COOK metaphor. Although Wang is often conceptualized as the hero or god-like figure, this article stresses the fact that Wang, like the cook who aims to make the greatest food, also needs adjustment for better achievement.

Example (38) shows the preferable use of metaphor in the business domain in AD:

(38) AD, 2007-05-14 (News Report)

觀光局尋求旅美棒球好手王建民促銷台灣傳捷報！

The winning news of Tourism Bureau looking for MLB professional player Chien-Ming Wang to promote Taiwan has been announced!

The word “promote” (促銷) is used in text (38) to suggest the mapping of commodity and Taiwan, creating the metaphors TAIWAN IS PRODUCT ON SALE and WANG IS PRODUCT PROMOTOR. This entails that Wang helps to sell a product, Taiwan, and make it more popular by offering it at a special price. However, when the product is being promoted, it implicates that this product may not be so popular among consumers, thus there is the necessity of promoting it. This correlates with the fact that Taiwan is oppressed internationally, thus Tourism Bureau is anxious to promote Taiwan’s international image to advance Taiwan’s visibility worldwide. Since baseball has always been considered the “national ball” in Taiwan and Wang being one of the most popular and successful international sports stars, Wang has become the best PROMOTOR for promoting Taiwan.

Furthermore, “the winning news” (捷報) originally refers to the news of victory announced during the war; in example (38), the use of this word from the war domain implies that Taiwan has been struggled in a battle. This implicates the fact that Taiwan is being oppressed for the opportunities of showing itself internationally. Wang may be viewed as the icon of rescuing Taiwan and changing the critical situation.

The following text is another example found in AD, showing the mapping of Wang and business domain from another perspective:

(39) AD, 2007-05-16 (News Report)

今年新興市場行情依然欲罷不能，尤以拉丁美洲的區域表現最佳。儘管資金已大幅流入，市場一直有過熱的雜音，但拉丁美洲的經濟結構已經好轉，業者甚至將拉丁美洲市場比喻為「被低估的王建民」，仍建議可進行長線投資布局。

The emerging market is still good in business, especially the Latin American area is considered the best. Although lots of funds have been throwing in, there is still the warning of over-heated concern in the market; however, the economic structure of Latin America has become better, the manufacturer even conceptualized the Latin American market as “the underestimated Chien-Ming Wang”, advising investors to consider the long-term investment.

In example (39), the metaphor FUNDING MARKET IS WANG suggests that the potential of funding market is similar with the “underestimated Wang”. By showing the similarity between Latin America market and Wang, the manufacturer associates the abstract concept of the potential funding market with the well-known baseball figure, Chien-Ming Wang. This again reveals the fact that, unlike UDN and LT, news articles in AD frequently makes the connection between Wang and the business/financial domain. As a matter of fact, since sports and money are two of the issues that people care about most, such representations of news articles in AD may

possibly arouse greater attention and interest among the readers.

The examples in this section show that different metaphors with different implications found in LT, UDN, and AD are relevant to the characteristics of the newspapers, which will be further discussed in Chapter 5.



CHAPTER 5

DISCUSSION

This chapter integrates the findings and provides explanations for the research questions in this study. As previously mentioned in Chapter 1, the research questions in the present study are: (1) How will the “Chien-Ming Wang Phenomenon” be represented through the use of metaphors in newspaper discourse in Taiwan? (2) What are the entailments and implications of the metaphors concerning Chien-Ming Wang in different newspapers in Taiwan? (3) What ideology reflected through the use of the metaphors concerning Chien-Ming Wang? What accounts for the representations of the metaphors concerning Chien-Ming Wang in different newspapers in Taiwan? In chapter 4, I have tried to provide answers to questions (1) and (2), so I will present the answers to question (3) in this chapter.

In this study, I propose that several factors account for the representations of the “Chien-Ming Wang phenomenon” in UDN, LT and AD, which are listed as follows:

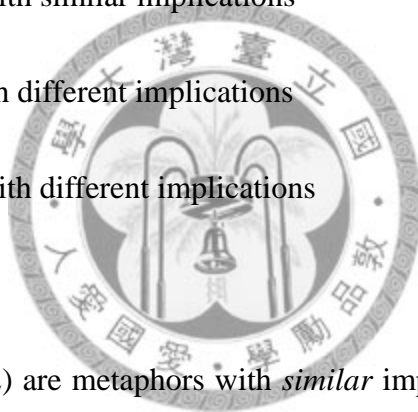
- (1) The underlying ideologies and characteristics of the newspapers
- (2) The influential power of baseball domain
- (3) The bi-directional relationship between politics and sports

The above factors will be discussed in detail in the following sections.

5.1 The underlying ideologies and characteristics of the newspapers

According to our data analysis in Chapter 4, the results show that there are four kinds of representations of metaphors concerning Wang, which include:

- (1) Similar metaphors with similar implications
- (2) Different metaphors with similar implications
- (3) Similar metaphors with different implications
- (4) Different metaphors with different implications



Categories (1) and (2) are metaphors with *similar* implications, while categories (3) and (4) are metaphors with *different* implications. The results indicate that the ideologies held by the newspaper are one of the key factors that determine whether the implications will be similar or not. I propose that the different implications of metaphors categorized in (3) and (4) are mostly motivated by the underlying ideologies held by LT, UDN and AD.

When the news articles focus on the issues concerning national identity, ethnic identity, political leaders, or political agendas from the perspective within Taiwan,

metaphors concerning Wang are likely to be represented with different implications in UDN, LT and AD. By using some dominant metaphors to implicate differently, the newspapers are trying to strengthen the underlying political ideologies. For example, with the use of the metaphor, WANG IS LIGHT OF TAIWAN, the negative LIGHT-BASKER (the one who shared the glory) is presented as China in LT, while UDN presents the LIGHT-BASKER as the DPP politicians, especially as President Chen Shui-bian. Since LT supports Taiwan's independence over unification with China, aligning it with Taiwan's Pan-Green Coalition led by Democratic Progressive Party (DPP), LT stands for the stronger position of the sovereignty of Taiwan that is against China, thus conceptualizing China as the LIGHT-BASKER that stole the reflected glory of Wang. On the contrary, UDN, being the Opposition that supports Taiwan's reunification with China, shows critical attitudes toward the DPP government, thus presenting the DPP politicians and President Chen Shui-bian as the target of the LIGHT-BASKER. This example shows how political ideologies held by the newspapers determine different implications of the metaphor.

In addition, the implication of the “naming” issues of Taiwan's national identity is particularly emphasized in LT rather than the other newspapers. This representation correlates with the political stance held by LT of supporting Taiwan's independence and sovereignty. By using the metaphors concerning Wang such as WANG IS LIGHT

OF TAIWAN, LT tends to elaborate the significance and necessity of using “Taiwan” instead of “Chinese Taipei” or “Chinese” to represent the identity/nationality of Taiwan.

News articles in UDN, on the other hand, purposefully use another metaphor concerning Wang, WANG IS COMMODITY, to conceptualize the DPP politicians, Frank Hsieh and Tseng-Chang Su, as the CONSUMERS that “consume” and take advantage of Wang. As a result, such representation is in line with the opposing stance of UDN against the DPP government and politicians, thus strengthening the political ideologies embedded in UDN. In comparison, while using the same metaphor, WANG IS COMMODITY, news article in AD shows that both DPP (the pan-green) and KMT (the pan-blue) are CONSUMERS who “consume” Wang from the perspective of people in Taiwan. This representation may correlates with the analysis of AD’s political stance that ‘occasionally supports pan-green or pan-blue stance, trying to achieve the politically-neutral stance’ (Tsai, 2006).

As the above examples show, political ideologies held by the newspaper play an important part in representing metaphors concerning Wang with different implications. When the news articles focus on the aspects of national identity or political issues from the perspective within Taiwan, the newspapers use different implications of metaphors to highlight their aims and show the contrast with the opposing parties

based on their political stances.

With regard to the similar implications of categories (1) and (2), our data show that metaphors categorized in (1) and (2) are mostly relevant with the issues that are not politically-related. In other words, the metaphors are used in different newspapers when discussing issues from the international perspectives beyond Taiwan itself, such as Wang's condition in MLB, how Wang represents and affects Taiwan internationally, or how Wang attracts world attention. For example, the newspapers all use the commodity metaphor, WANG IS COMMODITY, to present that Wang is a valuable "GOOD BUY" from the perspective of Yankees. Moreover, metaphors such as WANG IS LEADER, WANG IS FIGHTER, WANG IS INDUSTRY are similarly used in UDN, LT, and AD to compliment on Wang's influence of leading Taiwan to the international stage and advance Taiwan's visibility through his play in MLB. Moreover, the newspapers similarly hold the positive attitudes toward how Taiwan is known and being recognizable from other countries through Wang's outstanding performances. Our data demonstrates that the implications of the metaphors are more similar in UDN, LT, and AD while presenting issues concern Wang from the international perspectives beyond the scope of Taiwan.

The following **Figure 5.1** illustrates how different perspectives and the ideologies held by the newspapers contributed to the similar and different implications

of the metaphors concerning Wang in newspaper discourse:

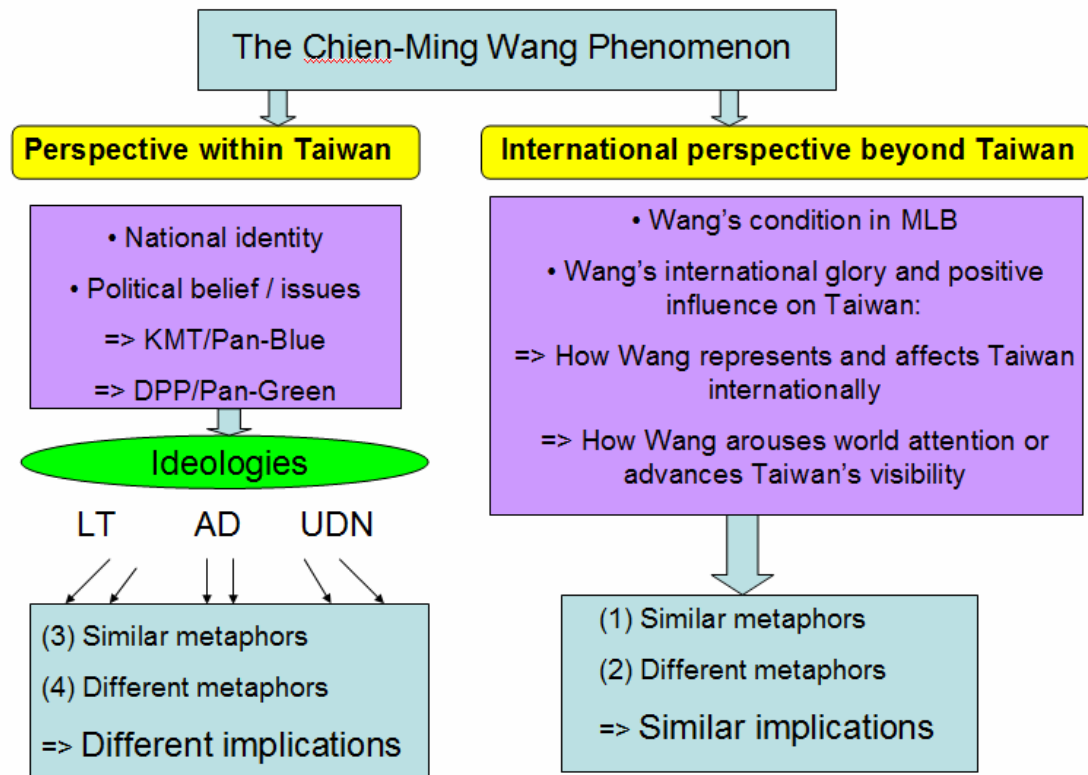


Figure 5.1 Different perspectives and the ideologies held by the newspapers contributed to the implications of the metaphors in the three newspapers

The characteristics of AD are very different from that in LT and UDN. Unlike those in UDN and LT, there is no sharp contrast shown between positive Wang and negative “government” or “politicians” in news articles in AD; instead, AD often collects and presents different opinions from people of different political stances. Such representations are due to the fact that AD tries to hold the stance of “politically neutral” by being not close to either the pan-blue or the pan-green coalition in Taiwan (Tsai, 2006).

In addition, the results show that AD more frequently uses business-related metaphors to associate business domain with Chien-Ming Wang. For example, the metaphor FUNDING MARKET IS WANG suggests that the potential investment of Latin America funding market is conceptualized as “the underestimated Chien-Ming Wang”; also, with the use of WANG IS INDUSTRY, Wang is presented as one of the “international industry of Taiwan” that develops and operates greatly in the international market.

As a matter of fact, AD focuses a lot on what most people will be interested in and pay attention to, such as money, business, entertainment, and sports (Tsai, 2006). In addition, AD is good at using visual pictures with easy and lively language to attract reader’s attention (Chang, 2005). While searching for data concerning Wang, the huge picture of Chien-Ming Wang’s pitching photographs are often printed on the front page during Yankee’s season, which successfully grabs everyone’s attention and also attracts people to purchase it. Such business-oriented AD that caters to the mass-market provides an alternative way of representations in the press.

As Charteris-Black suggests, newspapers “select” and “present” the metaphors based on ‘the criteria of newsworthiness, interest, and accessibility’, the competence of the target readership in understanding metaphors and identifying with the use of metaphors will also be estimated and considered by the newspaper editors

(Charteris-Black, 2004: 115). Our data show that with the concern of the target readership, the underlying ideologies and characteristics of the newspapers are the main factor that contributes to similar or different implications of metaphors used in LT, UDN, and AD.

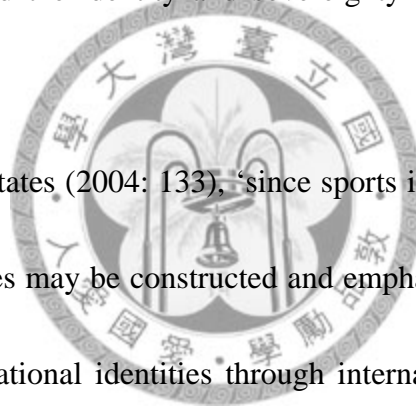
5.2 The influential power of baseball domain in Taiwan

This study proposes that the influential power of baseball domain is considered another key factor that determines the implications of metaphors concerning Chien-Ming Wang in newspaper discourse in Taiwan. As Yu (2007) states, ‘against the complex background of Taiwan, baseball, the largest spectator sport on the island, has been given specific meaning and purpose according to who has been in power.’ As a matter of fact, baseball domain has been so influential that it interrelates with the political situation and international status of Taiwan throughout the history.

As Yu (2007) summarizes, since the mid-1970s, the KMT government has adopted the ‘sporting diplomacy’ to enhance its international visibility and to remind the world the existence of ROC; in order to create a myth of ROC as home to world champions, the KMT government intervened in baseball politically and financially, and consequently, “baseball teams” in one sense became diplomatic vanguards to the rest of the world. During these years, Taiwan’s first “Little League Baseball

championships" at Williamsport provided the perfect arena for the government to manipulate and control the national identity of ROC domestically and internationally by using the myth of the world championship won by Taiwanese baseball teams.

Moreover, "baseball" has become a useful tool for the construction of Taiwanese national identity under the leading of pro-independence presidents, Li Denghui and Chen Shui-bian. Although China keeps blocking Taiwan's assertion of political sovereignty, presidents Li and Chen were eager to increase international involvement, hoping to show the world the identity and sovereignty of Taiwan separating from China (Yu, 2007).



As Charteris-Black states (2004: 133), 'since sports is one of the familiar arenas in which national identities may be constructed and emphasized, the conceptual level is active in reinforcing national identities through international sports events'. This study demonstrates that the influential power of baseball domain in Taiwan is one of the main reasons why "Chien-Ming Wang Phenomenon" is one of the representative arenas to conceptualize, extend and reinforce political ideologies in newspaper discourse in Taiwan.

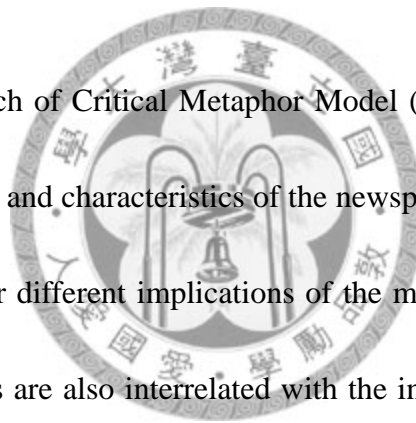
5.3 The bi-directional relationship between sports and politics

The uniqueness of the bi-directional relationship between politics and sports is another main factor that results in similar or different implications of the use of metaphors in newspaper discourse. Since sports and politics both create and reflect an emotional reaction of intense involvement from the supporters and distinguish between the ‘winning’ and ‘losing’ features in the competition, previous studies (Gibbs, 1994; Howe, 1988; Jansen and Sabo, 1994; Semino and Masci, 1996) show that sports metaphors are used frequently in political discourse. Unlike previous studies that mainly examine sports metaphors in political discourse, this study demonstrates that there is also the bi-directional relationship between politics and sports in newspaper discourse in Taiwan. Sports metaphors, baseball metaphors, such as POLITICIANS ARE PLAYERS, POLITICAL POLICIES ARE BASEBALL STRATEGIES, are used to conceptualize the politics while discussing political issues. On the other hand, politically-related criticism or contrast is also frequently shown in the discussion of sports issues. While discussing the performances of Wang, the metaphors such as WANG IS LIGHT OF TAIWAN or WANG IS COMMODITY are often used to contrast with the “dark” sides or the negative features of the politicians or the government.

The bi-directional relationship between politics and sports highlights Taiwanese people's political fanaticism, leading to the result of interpreting nearly every issue "politically" based on people's political belief. By showing the bi-directional relationship between politics and sports through the analysis of metaphors concerning Wang, this study hopes to decode the underlying ideological messages carried through the newspapers and to diminish the polarization and partisan trend in Taiwan's press.

5.4 Conclusion

By using the approach of Critical Metaphor Model (CCM), this study proposes that underlying ideologies and characteristics of the newspapers are the crucial factors that account for similar or different implications of the metaphors concerning Wang. The underlying ideologies are also interrelated with the influential power of baseball domain and the bi-directional relationship between sports and politics in Taiwan. These factors all contribute to the representations of the Chien-Ming Wang Phenomenon in the three newspapers. **Figure 5.2** summarizes the conclusion of this study.



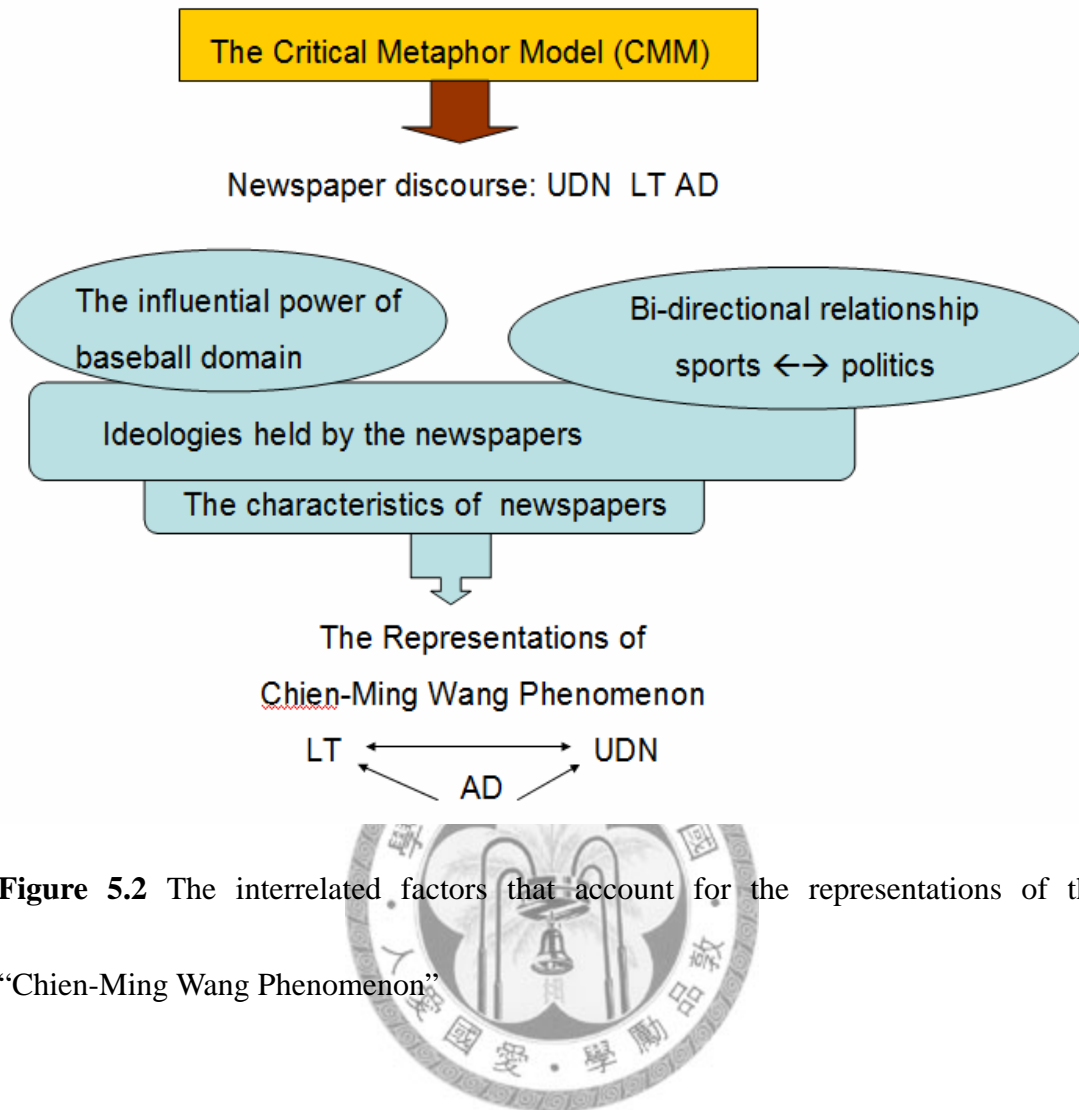


Figure 5.2 The interrelated factors that account for the representations of the “Chien-Ming Wang Phenomenon”

As shown in Figure 5.2, inferences and implications of metaphors concerning Wang also reveal that there is a triangular relationship between the three newspapers. While LT and UDN have held an opposing attitude against each other, showing the contrastive positions based on their distinct political stances, AD has maintained its neutral stance

CHAPTER 6

CONCLUSION

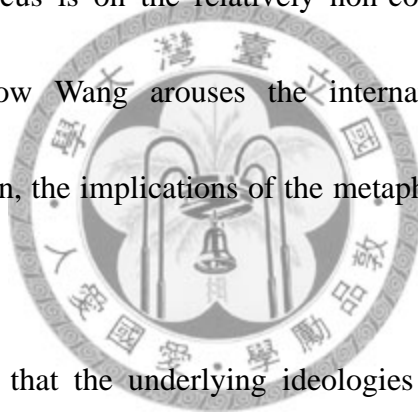
This study investigates how the “Chien-Ming Wang Phenomenon” in Taiwan is represented through metaphors in newspaper discourse. By using the approach of Critical Metaphor Model (CMM), I focus on the entailments and implications of the metaphors concerning Chien-Ming Wang (Wang) in the three newspapers, the Liberty Times (LT), United Daily News (UDN), and Apple Daily (AD) in Taiwan. The ideologies reflected through the use of the metaphors concerning Wang are analyzed and the factors that account for the representations of the “Chien-Ming Wang Phenomenon” are proposed. In the following sections, the major findings of the analysis will be summarized in section 6.1, the contributions of this study will be presented in section 6.2, and the discussion for future study will be presented in section 6.3.

6.1 Major findings

By analyzing and classifying the metaphors used in news reports, editorials, and opinion pieces in LT, UDN, and AD, I demonstrate that the “Chien-Ming Wang phenomenon” is represented through metaphors with similar and different

implications in newspaper discourse in Taiwan.

This study proposes that different aspects of underlying ideologies held by the newspapers and the characteristics of newspapers are considered one of the motivating factors contributed to the similar/different implications. Our results indicate that when the focus is on the national identity or political agendas from the perspective within Taiwan itself, metaphors concerning Wang are represented with different implications to implicitly reinforce the political ideologies held by the newspapers; while the focus is on the relatively non-controversial issues, such as Wang's condition, or how Wang arouses the international attention from the perspective beyond Taiwan, the implications of the metaphors are much more similar in different newspapers.



This study proposes that the underlying ideologies and characteristics of the newspapers, the influential power of sports/baseball domain, and the bi-directional relationship between politics and sports discourse in Taiwan, all account for the representations of the “Chien-Ming Wang phenomenon” in newspaper discourse in Taiwan.

6.2 Contributions of this study

From the perspective of cognitive linguistics, this study provides an analysis of the “Chien-Ming Wang phenomenon”. Previous studies (Huang, 2007; Chen, 2007) show that the Chien-Ming Wang Phenomenon has aroused interest in the academic fields of Sociology and Mass Communication. With the analysis of linguistic device used in the news media, the present study investigates the Chien-Ming Wang Phenomenon linguistically and cognitively, examining the metaphors concerning Wang and exploring the underlying ideologies reflected through the use of metaphors in newspaper discourse in Taiwan.

Second, this study also highlights the unique status of Taiwan that is becoming isolated in diplomacy and anxious to participate in the international society. Through the use of metaphors concerning Wang, such as WANG IS LIGHT OF TAIWAN, WANG IS GLOWING OBJECT, WANG IS HERO, and WANG IS LEADER, we found that Chien-Ming Wang, as a MLB pitcher who achieves his success in the United States of America, is being viewed as the “national hero” that represents Taiwan, making Taiwan visible and leading Taiwan to the stage of the world. This reveals the fact that while facing the frustrated international status of Taiwan, Taiwanese’s anxiety for making Taiwan seen and known by the world is reflected through their hope and expectations for Chien-Ming Wang.

Third, the theoretical contribution of this study is to apply a useful approach, Critical Metaphor Model (CMM), for analyzing metaphors in news media. CMM is an integrated approach which incorporates the central tenets of Conceptual Metaphor Theory (CMT) and Critical Discourse Analysis (CDA). The approach of CMM has integrated the perspectives of socio-linguistics, semantics, and pragmatics in analyzing the meanings, implications and the ideological use of the metaphors. By using CMM, I examine the metaphors concerning Wang from the textual level, discourse level to the social level of analysis. Instead of simply analyzing the form and content of metaphors, the functions of metaphors in relation to their direct or indirect involvement in reproducing or resisting the systems of ideology and social power are identified, the process that journalists use to construct news articles for “target audience” is also considered, and the explanations and implications of metaphor on the basis of how metaphors are relevant to the context is provided.

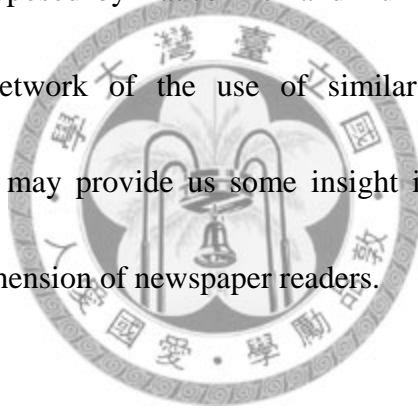
6.3 Future Research

For further study, more data will be needed in order to conduct a quantitative corpus-based research on metaphors concerning Wang. Time span needs to be extended and more newspapers, such as the press in China and America, may be included for further analysis and comparison. With more data analyzed, the Critical

Metaphor Model may need to be further modified and incorporated with both qualitative and quantitative analysis.

Besides analyzing metaphors, I may make extensions of future study to investigate how politicians in Taiwan employ figurative language concerning Chien-Ming Wang to achieve their political objectives in their speech and how such metaphorical political languages are represented in different newspapers in Taiwan.

As for the analysis of metaphors in future study, it may be also useful to apply the “blending theory” proposed by Fauconnier and Turner (2002) to construct the blended mental space network of the use of similar and different metaphors concerning Wang, which may provide us some insight into the production of text producers and the comprehension of newspaper readers.



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