

**THE USES OF METAPHORS IN SWAHILI NEWS PAPERS  
HEADLINES AND ITS EFFECTS IN COMMUNICATION**

By

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**CERTIFICATION**

The undersigned certifies that he has read and hereby recommends for acceptance by the University of Dodoma a dissertation entitled *The uses of Metaphors in Swahili News Paper Headlines and Its Effects in Communication* in partial fulfillment of the requirement for the degree in Masters of Arts in Linguistics of University of Dodoma.

.....

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## **DEDICATION**

This work is dedicated to my beloved wife Anitha, and my parents for their moral and material support.

## **ABSTRACT**

Metaphor is an intriguing concept. It is used implicitly as well as explicitly at different levels. Basically, metaphor is a linguistic device; it is used to compare certain objects, feelings and attitudes with other entities.

This study investigated the use of metaphors in Swahili Newspapers headlines and their effects in communication with the aim of identifying metaphors used in Swahili newspapers, the effects of metaphors and the role they play in news reporting as well as the reaction of newspaper readers towards metaphors in Swahili newspapers.

The study was conducted in Dodoma municipality and Dar es Salaam. Total of 25 respondents were interviewed in order to get the required information. Also the researcher used four Swahili newspapers which were published between September and October 2014. The study is guided by Cognitive theory of Metaphor as propounded by Lakoff and Johnstone (1980) which consider metaphor as essential component of human cognition. This is to say that the use of metaphors is a cognitive process. It is a conceptual system which structures all activities that people do every day.

Multiple techniques were used to collect data and their analysis was done qualitatively. The techniques used to get data include interview, documentary review and questionnaire. The findings of the study show that ontological, orientation and structural metaphors are used in Swahili Newspapers headlines. Furthermore, it has been noted that such metaphors are used by journalists with two major reasons which are to capture the attention of the readers but also metaphors help them to present issues easily and be understood. Lastly, newspaper readers seemed to enjoy the kind of language which journalists use in reporting news.

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## **LIST OF ABBREVIATION.**

BOT: Bank of Tanzania

CCBRT: Comprehensive Community Based Rehabilitation in Tanzania

CCM: Chama cha Mapinduzi

CHADEMA: Chama cha Demokrasia na Maendeleo

CUF: Civic United Front

DRC: Democratic Republic of Congo

FIFA: Federation of International Football Association

JWTZ: Jeshi la Wananchi wa Tanzania

LSA: Lindi Soccer Academy

M23: March 23

Man U: Manchester United

MP: Member of Parliament

NCCR Mageuzi: National Convention for Constitutional Reform Mageuzi

TFF: Tanzania Football Federation

TR: Translation

VITO FC: VITO Football Club

VPL: Vodacom Premium League

# CHAPTER ONE

## INTRODUCTION

This chapter presents detailed background of the study. The chapter is divided into various sections which are background of the study, statement of the problem, research objectives, research questions, significance of the study, scope of the study, challenges, and definitions of concepts and lastly the organization of the study.

### 1.1 Background of the Research Problem

For a long time metaphors have been viewed differently. So many scholars have been talking about metaphors and as a result there are various theories and definitions of the term metaphor. For most of the scholars, metaphors have been considered to belong to the field of literature.

Metaphors are hotly debated and researched by various linguists including Lakoff and Johnson (1980) who wrote their groundbreaking book *Metaphors we Live By*, Gibbs (1994) studied about *Metaphors in Televised debates and news commentary programs* as well as Saffer (2005) with his study *The role of Metaphors in Interaction design*. It may seem strange that linguists are concerned with literary device an area that has traditionally been left to poets and literature scholars. This is because it has to do with cognitive linguistics, a powerful new way of looking at both language – though and with metaphors. Contrary to other models of language which consider language different from other cognitive abilities, cognitive linguists see language as interacting with perception, memory and reasoning. It emphasizes that even seemingly arbitrary aspects of language like choosing a word to use have meaningful systematic underpinnings in thought.

Lakoff et-al (1980) argue that an individual does not talk only about one thing in terms of another but also he /she thinks in these terms. Metaphors as linguistic expressions are possible precisely because there are metaphors in person's conceptual system. Thus, metaphors provide a window on the ways language is structured and on the ways in which we think and learn. In this view, they are no longer regarded merely as an element of poetry but are recognized as a central device in human thought. This is the reason why metaphor has become an important topic in linguistic research.

## **1.2 Statement of the Problem**

Until 1970s and 1980s, metaphor was considered by most linguists and scholars to be an abnormal part of speech, a poetic flourish that was merely decorative language (Saffer 2005). Metaphor was thought of as the way of conversational language and the literal word which could be comprehended fully without metaphors. Linguists such as John R. Seale felt that metaphor could not be understood by stating literal meaning and then comparing it to figurative meaning.

Language is the only means which make people communicate through various media/ channels. Communication can be broken down due to some reasons. Effective communication involves minimizing potential misunderstanding and overcoming barriers to communicate at each state in the communication process. Metaphors in communication as applied in news reporting may have effects in the whole process of transferring information as journalists prefer to convince and entertain newspaper readers. They have been considered as a very important instrument by journalists in sending information. Metaphors in newspapers are, some of them, not standard language and most of them are slangs. To what extent the message carried in those

words which are not standard language, and short sentences which sometimes distort the structure of the language concerned, is effectively communicated to the society, is still questionable. This has made the researcher to study the role of the metaphors in Swahili Newspapers headlines and their effects in news reporting.

### **1.3 Objectives of the Study**

This study aimed at investigating if there is a need of using metaphors in news reporting and to describe the possible effects of using metaphors in news reporting.

### **1.4 General Objectives**

Generally, the study aimed at investigating the uses of metaphors in news reporting and its' effects on communication.

#### **1.3.2 Specific Objectives**

- i) To identify different metaphors which are used in news reporting.
- ii) To assess the effectiveness of metaphors and the role they play in news reporting.
- iii) To assess the attitude of newspaper readers on the use of metaphors in news reporting.

### **1.4 Research Questions**

This study was intended to answer the following questions

- i) Which kinds of metaphors are used in news reporting in the selected Swahili Newspapers?
- ii) What are the roles played by metaphors in news reporting and their effect?

- iii) What is the attitude of newspaper readers on the use of metaphors in news reporting?

### **1.5 Significance of the Study**

This study has its significance to linguists and non linguists who are interested in stylistics. It will help them to view metaphors in different way as they were used to be understood as literary devices. The study will also give light to journalists who use metaphors in their daily news reporting to identify kinds and effects of metaphors they use. Futhermore, other researchers will benefit from this study because they will get the base for futher studies as to why there is an importance of using metaphors in newspaper headlines.

### **1.6 Scope of the Study**

The study was conducted in two regions, Dodoma and Dar es Salaam. Dar es Salaam is the city many media houses are found so the availability of respondents was targeted. This helped the researcher to visit those media houses so as to interview journalists. The researcher also got respondents from Dodoma where he was living during the study. This helped to minimize the cost of the study. The study deals with language used in news reporting through Swahili newspapers published between September and October 2013. The researcher concentrated more on the news headline.

### **1.7 Challenges of the Study**

- i. The researcher faced the problem of getting journalists who were ready to be interviewed although he had the introduction letter, so some of the required journalists were not interviewed instead others were taken from the chosen media.

- ii. The study was expensive because it was done in two regions so the researcher was required to travel in these two regions to get data. The researcher also was forced to buy as many newspapers as possible. In order to minimize the cost, the researcher read newspapers through internet.
- iii. There is inavailability of getting local studies which relates to the topic under study, in that way the study seems to be unique.

## **1.8 Definition of concepts**

### **1.8.1 Communcation**

Communication is the act of transferring information from one place to another for the purpose of creating a shared understanding. The word communication comes from the Latin word “communis” which means “to share” and includes verbal and electronic means of human interaction (Maccoby 1967). Human beings convey information through a variety of methods. These can be through telephone, electronic mail (email), blogs, television, art, gestures and facial expression, body languages, and even social contexts. Communication can occur instantaneously in closed, intimate settings or over great periods of time in large public forums like the internet.

However, all forms of communication require the same basic elements which are sender of information, message and recipient. The sender and the receiver must also share the same language or means of understanding.

## **1.8.2 Media**

According to Hornby (2010) media are the main ways through which people receive information and entertainment that include television, radio, newspapers and the internet.

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.0 Introduction**

This chapter deals with the review of what various scholars have researched concerning the topic under study. This includes what is written about metaphors in general and language in news reporting, specifically basing on the language of newspapers. The chapter will also provide a picture on how metaphors have been viewed by linguists and the position of metaphors in linguistics. Then the chapter will explain the theoretical framework which will be used in this study.

#### **2.1 Metaphors**

Metaphors are figures of speech containing an implied comparison in which a word or a phrase ordinarily and primarily used of one thing is applied to another. Metaphors are used to give effect to statement and make the reader/ hearer to have a better idea of the depth of grief. They rather seek to convey thought more forcefully than a plain statement would do. Metaphors are exaggerated expressions because they need to paint a vivid picture or become a profound statement.

Culler (1981) looks at the metaphor as a very important figure of speech. He says that a lot of conferences convened to talk about metaphors show that metaphors are important. Moreover, he argues that metaphors have been thought of as the figure par excellence through which the writer can display creativity and authenticity. According to this way of perceiving metaphors, metaphors are regarded as something new. It is important to note that at this point, metaphors have been the subject for discussion for years now.

Aristotle, who is considered to be among the founders of the discussion on metaphors, started what is now called similarity view on metaphors. Aristotle, as quoted by Abrahams (2005), views metaphors as the departure from literal use of language. Literal use of language is here defined as what a competent speaker experiences as a standard. In this view, there is an implicit comparison between two disparate things. The role of metaphor in this view is to enhance rhetorical force and stylistic vividness and pleasantness of discourse (Abrahams, *ibid*).

Furthermore, Cruse (2004) observes this view of metaphor as something decorative. In other words, similarity view treats metaphors as language used for aesthetic purposes. What is obvious about this way of viewing metaphors, is that metaphors are made when there is some kind of transfer in meaning in that one item is given the attributes of another. In this view, then one entity is used to decorate another entity.

Holman and Harmon (1986:298) report that Aristotle once said metaphor is the hallmark of genius. They say that Aristotle said metaphor is the greatest thing that a poet can know. It is further reported that Aristotle argued that metaphor originated from people's insight, permitting them to find similarities in seemingly dissimilar things. The argument is that it is people's individual capacity that helps in forming metaphors. If this is looked at in the light of cognitive theory, some one can say that there is something inherent in people's mind that enables the production of metaphorical relationship between entities. One can refute the argument that metaphors are for particular individuals. Cognitive semanticists would also refute the argument that metaphors are only found in poetry.

Another way of looking at metaphors was proposed by Richards (1965) who introduced the terms vehicle and tenor. This way of viewing metaphor is called interaction view of metaphor. It maintains that a metaphor exists when different thoughts of vehicle and tenor are brought together so as to effect the meaning which is resultant of their interaction. This means that the interaction between two disparate things is compared to each other meaning. In other words, a metaphor has a new meaning different from those items which make it. The idea is supported by Black (1962) who also considers metaphors as the interaction between tenor and vehicle that provokes the grounds of metaphor. He points out that the metaphor works by applying to the principle subject a system of associated implications characteristics of the subsidiary subject.

Abrahams (2005) quotes Davidson in what is called Pragmatic view of metaphors. In that view, Davidson is reported to have argued that metaphors mean what words in their most literal interpretation mean and nothing more. In his essay, "*What metaphors mean*", Davidson (1979:29) says that what metaphors add to the ordinary communication is an achievement that uses no semantic resources beyond the resources on which the ordinary communication depends. That means, metaphors do not have any semantic value which one can paraphrase. Thus, Davidson argues that metaphors cannot be paraphrased because there is nothing to paraphrase. The strong argument that Davidson makes is that metaphors are just like similes. The only difference, according to him, is that a simile tells the truth while most metaphors are false. Davidson gives the following examples:

- i) *Mr. S is like a pig.* (That means Mr. S is not a pig)
- ii) *Mr. S is a pig* (This is false because it is not the case that Mr. S is a pig)

Generally, Davidson maintains that metaphor is affected when people believe what is said is false. It is after discovering that what is said is false, people start hunting what it means. The question to Davidson here is about his denial of the presence of a new meaning. Is the recognition of an expression to be metaphorical not an indication of a new meaning? What is the meaning of “Meaning”. What does it mean by calling attention to what Davidson looks at the role of metaphor? It can be argued that Davidson is contradicting himself in that he refutes what he seems to support. He seems to agree that metaphors add something to communication. Surprisingly, he says what is added is not new meaning.

Another scholar who studied metaphors is Haa (2004). Haa in Cruse argues that metaphors result from change in the semantic fields. The theory propounded by Haa has an argument that the meaning of every word is constituted in a semantic field. Semantic fields are related to contexts of language use. A context according to this theory can be core or periphery. With regard to metaphors, Haa argues that words belonging to different semantic fields join and form a new semantic field. That new semantic field is the metaphor with new meaning. He gives an example of *the leg of a table* the leg detaches itself from its normal contexts of man, woman, child, etc.

According to this view in Cruse’s words, metaphors are understood by eliminating incompatible features forming a composite expression and allowing only compatible features to form part of the resultant meaning of the expression. Since it is said to be the resultant meaning, then it is meaning different from the words that form it. This means

that new semantic fields entail new meanings. Despite being elaborated on semantic fields, this way of perceiving metaphors says nothing about what triggers the creation of new semantic fields as far as communication is concerned. It does not also say what is special about the new meaning. Does it add anything to communication?

On the other hand, Johnson and Lakoff (1980:6) look at metaphors as part of human conceptual system. This is to say that the use of metaphors is a cognitive process. These scholars say it is the conceptual system which structures all activities that people do every day. Languages where metaphors are found are just indicators that the conceptual system is metaphorical. The propounders of this theory say that there is systematicity which enables people to comprehend metaphors. This way of looking at metaphors sees metaphors as a reflection of human conceptual system. Lakoff and Johnson argue that everything in the conceptual system is metaphorical; the concept is metaphorically structured; the activity is metaphorically structured and consequently the language is metaphorically structured. Lakoff and Johnson give examples like *time is money* to show that life is metaphorical as it can be conceived in terms of another. In this case, time is conceived in terms of attributes of money. One can waste, spend or squander time in the way an individual can do with money. It can be argued that metaphors are treated as a way of understanding the reality.

Generally, Lakoff and Johnson (1980) have attempted to show the nature of metaphors particularly how metaphors are structured and how they are understood. They maintain that the difference between metaphors in ordinary language and poetry is a matter of range and diversity of application.

They also show the role of culture in shaping metaphors. Their argument is that metaphors are part of culture. This idea means that different cultures are likely to have

different metaphors. For example, since Swahili language has its own culture, the study of Swahili metaphors, may be different from another language which has a different culture from that of Swahili.

Lyons (1995) looking at the interpretation of metaphors says that metaphors are interpreted deductively. This is what goes on in the listener's mind when he/she interprets metaphorical expression.

The speaker or writer can not mean that literally. However, I have no ground of believing that he / she is being uncooperative. His /her utterance has the form of a statement. Therefore, he/ she must be trying to tell me something, which presumably makes sense to us both (in the light of our beliefs about the world, etc.). He /she must also believe that (if he /she is being cooperative) that I can work out of the non- literal meaning (of the whole utterance- inscription of one or more of its component expressions). One contextually acceptable way of using language to convey something other than what is actually said is by means of metaphor. Let me see whether I can interpret the utterance metaphorically (Lyons1995:283).

From the quotation above it is possible to argue that the interpretation of metaphors is something procedural and context determined. What the reader or listener does is to assess whether the speaker is speaking metaphorically or otherwise. This can be viewed as something interesting as far as how metaphors are interpreted. The question is why do speakers/ writers use metaphor in some context and not in others? What Lyon says has been presented in the light of cooperative principles in which speakers assume that there is cooperation among those who are communicating.

Coulson and Oakley (2004) also talk about metaphors in terms of how they are interpreted. They argue that in order to understand metaphors, one requires the recruitment of a large stock of extra linguistic information including background, knowledge of conceptual metaphors and local contextual information. What this means is that metaphors are understood when one goes beyond language. These scholars

concur with Lakoff's and Johnson's ideas that describe metaphors as the manifestation of conceptual structure organized by a systematic set of correspondences which result when cognitive models from a source (vehicle) domain are mapped onto a target domain. This way of looking at metaphors suggests that there are mental spaces which co-ordinate in a systematic manner. Again this explanation shows how metaphors are interpreted. The effects of using metaphors in news reporting is a topic which needs to be looked at.

## **2.2 How Metaphors are viewed today by Linguists**

Nowadays metaphors are placed under semantics by linguists, particularly in cognitive semantics. The latter is a sub-field in cognitive linguistics. It looks at linguistic knowledge as not separate from general thinking or cognition (Saeed 2003: 342). Saeed observes that there are two major approaches to language which are formal and functional approaches. Formal approaches are concerned with issues like generative grammar as propounded by Noam Chomsky. This approach is associated with a certain view of language and cognition. The approach maintains that knowledge of linguistic structure and rules is autonomous, independent of other mental processes. On the other hand, Saeed (ibid) sees functional approach which cognitive linguists identifies them, maintains that language analysis must cut across other mental processes. Again, he says that studies in cognitive semantics have tended to blur or ignore the distinctions between linguistic knowledge and encyclopedic or real – world knowledge. There has been no distinction between literal and figurative language. Generally, cognitive linguists are more interested in use than abstract syntactic principles. Moreover, cognitive semantics rejects objectivism in meaning. Rather, it looks at reality as a product of human mind.

Metaphors find their place in cognitive semantics. They are one of the most important things studied in cognitive semantics. Saeed also mentions some features of metaphors as follows;

Firstly, metaphors are conversationalised and they never die. He says that familiar metaphors can be given new life to retain their metaphorical status. Cognitive semantics that Saeed makes reference to reject the argument that there are dead metaphors.

Secondly, metaphors are systematicity. By this, Saeed means that metaphors are extendable and that they have internal logic. He gives an example related to the sun saying that more than 4.5 billion years of evolution have erased all traces of the sun's youth as an example shows that the sun has been metaphorically referred to as a child who is growing. He quotes Lakoff and Tunner (1989) as they talk about "Life is journey". Here the systematicity in the way people describes different stages in life. For example, people talk about the arrival of a baby, the leaving of people (death) and the like. All these, by implication, show that life is a journey. So, people interpret metaphors as analogical mappings. As Saeed says, one can talk of a hand of watch, the arm of the chair, etc. because of the systematicity that facilitates mappings.

Thirdly asymmetry is another feature which is put by Saeed. This means that metaphors are directional in that they provoke the listener to transfer features from source to target. Here, Saeed gives the example, life is journey, which is always treated that way and not the other way round.

The fourth feature is that metaphors have abstraction. By this, it meant that metaphors mostly use concrete source to describe abstract target. This is, however, slightly different from the way Ullman (1964) categorizes metaphors as will be evident in the

following section. In Ullman's categorization, concrete- abstract relationship is but only one category of metaphors among many categories.

### **2.2.1 Types of Metaphors**

Linguists classify metaphors in different ways. Starting with *Encyclopedia Americana* (1982), there are four types of metaphors which are identified. These are functional metaphors, mixed metaphors, extended metaphors and dead metaphors. On the other hand, Bertocini (1992:62) categorizes metaphors into concrete, animistic and extended. She also pointed out the types of hybrid metaphors which are metaphor in absentia and metaphor in presentia.

This study is dealing with metaphors in news reporting and it clarifies metaphors as elaborated by Leech (1991: 158-159) and Ullman (1964). These are anthropomorphic metaphors, animal metaphors, concrete or abstract metaphors and synaesthetic metaphors.

Starting with anthropomorphic metaphors, these are kind of metaphors which inanimate objects are compared to human body parts. For example, the mouth of the river, the lungs of the town etc. Speereber in Ullman said that human body is a powerful centre of metaphorical expansion as well as attraction. The argument here is that people use what they perceive to be the importance of somebody's parts to compare with other things that are also important for economic, political and social issues.

The second type of metaphor is called animal metaphor. Under this type of metaphor, plants and objects are likened with human beings and animals. Here crane, cock of guns, sheep and dog are given as example of names of animals that are usually used to table human beings and other objects. For example, crane which is a name of a bird is

used to refer to a winch and dog, pig, sheep refer to people with certain behaviors in the society.

The third type is Synaesthetic metaphor. This type of metaphor transfers meaning from one domain of sensory perception to another in reference to physical and cultural experience in a given context. For example, “the cow- itch plant” attributes the feature of itching but “the cow \_itch soap” implies the kind of soap which itches.

Lastly, is a Concrete metaphor which attributes concreteness or physical existence to an abstraction. In this type of metaphor tenor and vehicle do not belong to the same word category. For example, a noun and a verb, a noun and an adjective, etc. There is no language transgression caused by selection constraints because a noun has no selection restriction.

Generally, it can be said that these four types of metaphors can be distinguished structurally by looking at paradigmatic and syntagmatic aspect of the metaphor in relation to word categories which constitute them. In so doing we can classify the types of metaphors in reference to our cultural and physical experience contextually.

### **2.3 Language of Newspaper**

The language of the news is particularly interesting to study because it is so integrated yet, taken for granted as part of daily life. It is the language of mass communication, speech designed not for only few people to hear or read but for an unknown mass of population, yet even in the mass production of language, the audience is still key to the style of language that is produced.

The function of brief news items, communiqués and reports is to inform the reader. They state only facts without giving commentary. This accounts for the total absence of any individuality of expression and the lack of emotional coloring. The vocabulary used here is neutral and common literary. It is essentially matter-of-fact, and stereotypical forms of expression prevail. But apart from this, a newspaper has its specific vocabulary that can be found in other features – editorials, articles, and advertisements.

Metaphor is an aspect of figurative language which has been discussed by various linguists and readers whose interests were different according to their purpose of using metaphors. Silask (2009) shows how metaphors are used in conveying information. He differentiates metaphors and metonymy and finds out how these kinds of figurative language are used by journalists. He also explained the multilayered nature of sports newspaper headlines through their metonymic and metaphorical language. In his study, he shows the key attributes in sports competitions often serve in the process of metaphorisation as a source domain for the conceptualization of complex social phenomenon.

On the other hand Kovecses (2003:31) claims that sports is one of the most frequent source of domain for the conceptualization of intangible, abstract domains such as life – LIFE IS A SPORTING GAME, POLITICS IS SPORT, BUSINESS IS SPORT, WAR IS SPORT.( Lakoff1991). Sport itself is often conceptualized as war. This indicates that the conceptual metaphors referring to sport either serving as a target or a source domain.

Geethakumary (2004) says that newspapers use different style of language for reporting. Most of the time, newspapers use indirect or implied expressions in the headlines to create enthusiasm and expectations in readers. A common feature in

newspaper is its undertone and sarcastic sense which they convey through attractive headlines. For making headlines attractive and catchy, newspapers prefer to use idiomatic compounds and rhetoric expressions. Traditionally, rhetoric has been concerned with the art of persuasion which is defined as the winning of men's minds by words. For Aristotle, rhetoric was the faculty of discerning the possible means of persuasion in each case.

According to Maccoby (1967), rhetoric expressions which are characterized by departure from ordinary form of expression of ordinary course of ideas, are occasionally used in newspaper headlines to achieve certain objectives. With reference to what Maccoby says, Geethakumary (2004) shows that figurative usages like personification, simile, and metaphor. Metonymy is used by news reporters to denote one idea instead of another with which it is associated as in the expression. Also the study shows the uses of euphemism in news reporting. This is the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant. In addition, formal devices such as epigram/ proverbs, idioms, imperative, interrogation, exclamation, focus reduplication, ellipsis, onomatopoeia and rhyme are used to bring in rhetoric effect.

Leelavathic (1996:254) argues that rhetoric expressions generally make a headline sensational eye catching, and attractive through the connotative or emotional contents involved in them. They form a part of free style headlines as opposed to the new style headline which are purely informative. Petrou (2008) says that the kind of language used in newspaper is very important. He suggests that language should be neutral although not all words are neutral. He is giving an example of a bomb in the Middle

East that can be reported differently by two reporters either as a fighter or as a terrorist. Terms, 'fighter' and 'terrorist' are accurate but neither is strictly neutral.

Language is tailored with a particular audience in mind. Bell (1991) pointed out that the audience is usually the most important factor in choosing language style. The essence of style is that speakers are often primarily responding to their audience in the language they produce. He shows that the audience is arguably the most important and certainly the most researched component of mass communication. The language of the news is particularly interesting to study because is such an integrated language yet, taken for granted as part of daily life. It is the language of mass communication; speech designed not for only few people to hear or read but for unknown mass of population, yet even in the mass production of language, the audience is still the key to the style of language that is produced.

Robertson (2000), talks about the uses of informal language (slangs and vernacular) in news reporting. She defines slangs as specialized jargon used by a particular group, mainly young people. Holmes (1992) states that

Slang is another area of vocabulary which reflects a person's age. Current slang is the linguistic prerogative of young people and generally sounds odd in the mouth of older person. It signals membership of a particular group- young. (Holmes 1992)

The use of slang in news broadcasting can be a way of appealing to, and therefore, including a particular audience and excluding others. It is consequently a strong signal of audience design. On the other hand, Robertson shows that informal language like "hi", "b'bye" for bye-bye, "mum" for mother, are used in informal conversation.

Apart from those studies which show technical language used in reporting news, Predtechenskaya (2008), shows the features of the headlines in newspaper. He says that headlines should be short so they tend to leave out all the inessential words such as articles and auxiliary verbs to be as economical as they can. This causes headlines to use short words wherever possible in preference to long ones. The second feature according to Predtechenskaya (2008) is that headlines use simple tenses of verbs and the present simple tense is very frequent. Making sentences shorter, involves dropping the unnecessary words such as adjectives and adverbs to some of the sentences as in the following example, 'The man ran swiftly across the street to help the defenseless boy who was being brutally beaten'. In this sentence, words like swiftly and brutally are unnecessary because people do not usually run slowly and most beating are brutal so leaving out swiftly and brutally does not lose the meaning. Moreover, the new words in news reporting are suggested to be used only if those words are used in the society concerned. Using new terms in the newspapers causes misunderstanding to readers. Ingram et al (2008) suggests that when new words are used in the story, a reporter should follow it immediately with explanation.

Also the passive form is applied whereby the action is more important than the agent. For example, "25 charged after clash". Infinitive form is often used to express the future in headlines such as, "agricultural policy to discuss", "and Two presidents to meet in August". Newspaper language is also characterized by adjectives and nouns which are strung together to make the writings shorter and snappier. Predtechenskaya (2008), argues that the use of language should consider the human interest angle, she says that the readers of newspaper prefer to have the stories brought to life and the best ways of doing this is to add personal detail about the people in the news.

Fairclough (2003:131-132) argues that metaphor is one resource available for producing distinct representations of the world. Metaphor achieves these not least by engaging the reader's emotions in an otherwise abstract subject. More importantly, the use of metaphors of conflicts guides the reader towards a particular interpretation through largely pragmatic effects.

Crystal and Davy (1969) posit the disparity between tabloid newspapers and broadsheets and they point out the audiences envisaged by two different types of newspapers. They indicate that the target readers of newspapers are different; therefore there is a possibility of using different language and style in different newspapers. Fowler (1991) investigated on the different language style of tabloid newspaper and broadsheets and remarks the distinct readership of two papers. He suggests the difference in expression stems from ideological distinction and evaluates the issue from the theoretical point of view emphasizing that each particular form of linguistic expression in a text - working, syntactic option, has its reason. He also argues in favor of adopting a linguistic approach in understanding the language of newspapers since nearly all meanings are socially constructed and all discourse is better understood if it is subjected to critical linguistic analysis.

Although the study done by Fowler (1991) based on differentiating two kinds of newspapers ie, tabloids and broadsheets, the kind of language applied to both of them contribute to the present study as it is focusing on the language of newspapers. Everything that is written in newspaper has to be transmitted through the medium of language. The transmission of a message through language entails encoding values into the message. What language encompasses is emotional and cultural loading. The

content of this loading on the other hand is determined by the nature of the culture or subculture in which the language exists.

Reah (1995:55) exemplifies that if a particular culture has respect for certain groups, concept or beliefs, then the language for expressing ideas about those groups, beliefs and concepts will reflect that attitude. Therefore, when these things are written about people reading the texts will have their attitudes reinforced by the way the language presents these things to them.

Whites (1998:243) in his study differentiates the language of news reports and commentaries. He says that news reports are grounded in communicative events such as speeches, interviews and press release which act primarily to represent not activity sequences but the view of external sources. News reports should strive to remain objective and should use neutral language while presenting a diversity of opinions, voices and perspectives of the events, incident or issues under discussion.

Since the purpose of any media is to convey information, words which are used in the process of reporting can help to make the story understood or not. Reah (1998) says, long words are not bad by themselves if they are the only words available to explain a particular concept accurately. However, since language varies, there are shorter words which do the job more accurately than the long ones. Simple and understood vocabularies matters to readers and listeners rather than the knowledge of the writer/author himself. Using new terms in the newspapers causes misunderstanding to readers. Ingram et al (2008) suggest that when new words are used in the story, the reporter should follow it immediately with explanation. Ingram and Henshall (2008) argue that it is not enough to write short sentences by using simple words but sentences should be constructed in a way that the ideas are easy to understanding

Fauconnier and Turner (1997) as quoted by Coulson and Oakley (2004) are of the argument that metaphors can be categorized as opaque or innovative. Those which are more frequently used than others are referred to as entrenched or opaque metaphors. They are said to be opaque because their frequent use leads to the disappearance of underlying cross domain mappings. Innovative metaphors, on the other hand, are looked at as an extension of entrenched metaphors. These scholars argue that the comprehension of metaphors is opaque or involves similar processes. These say that the major difference between these two types of metaphors is in that some metaphors are more figurative than others.

Ligembe (1995) researched on the on the use of metaphors in literary works. He used a play written by Penina Mlama titled *Lina Ubani* (1984) putting his focus on the influence of metaphors on the meaning of the play by investigating the power of metaphor in projecting and provoking the system of associated implications by using minimal lexical items. His findings show that metaphors in plays used to decorate a play to show the creativity of the writer. This can force someone to carry out a research about the use of metaphors in news reporting as the researcher in this study is doing.

Another scholar who studied the use of metaphors is Mosha (2002). Mosha researched on the uses of metaphors in Chagga folktales and oral poetry. She claims that metaphors enable readers or listeners to discern relationship between two separate domains basing on the fact that it is a device which is used to view something through transference of meaning (Mosha *ibid*:10). The researcher can see the difference between how Mosha conducted her study on metaphors and the study he is doing. So there is a need for him to carry on with the study to see how metaphors in news reporting are used, especially in news paper.

## 2.4 Conceptual Framework

The approach that seems most appropriate to the aims of this study is Cognitive theory of Metaphor as propounded by Lakoff (1980). This theory is based on the argument that metaphors are part of human cognitive system. It considers metaphor as a matter of thought and reason and language is a secondary issue. According to the Cognitive Theory of Metaphors, mapping which shows the relationship between entities is conventional. Furthermore, the theory argues that metaphors give structure to certain conceptual domains that in one way or another would not have such structure.

Lakoff adds that metaphors are not purely linguistic rather conceptual in nature. This means that metaphors are part of human conceptual system and language is a means for expressing what entails in conceptual system.

According to Lakoff and Johnstone (1980) Cognitive theory of metaphors are characterized by various tenets and here are some;

- i) Metaphors are conceptual system of human being which is fundamentally metaphorical.
- ii) Metaphors are pervasive in everyday life in thought and actions.
- iii) Metaphors which are found in human language are indicators of the metaphorical nature of the conceptual system.

The paraphrased principles base on the argument that metaphors show the way different from how they are structured and perceived. However, the study in hand will apply this theory because the researcher has an assumption that metaphors have roles to play in the whole process of newsreporting.

## **CHATER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter talks about the methodology used in data collection. It describes the research design, research approach, population of the study, sample size, sampling technique data collection methods and procedures and data management and analysis as well as reliability and validity of the results.

#### **3.1 Research Design**

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedures (Kothari 2004). This study used descriptive research design. Since data were collected through various techniques such as interview, documentary review as well as questionnaire, they led the analysis to be qualitative.

#### **3.2 Data Collection**

##### **3.2.1 Sources of data**

Data collection is the process of obtaining evidence in a systematic manner as to ascertain answers to the research problem (Nkpa 1997). This study relied on one source of data which are primary. These are the first hand information which is collected through various methods such as interview, questionnaires, observation etc (Leedy et al 2001). Cohen et al (2001) view primary data as those items that are original to the problem under the study. Primary data were collected from journalists, newspaper readers as well as Swahili newspapers. The methods of primary data collection were interview, questionnaire and documentary review. In this study, data collection was divided into three phases which are;

- i) Metaphors from Newspapers
- ii) Data from journalists
- iii) Data from newspaper readers

These stages simplified the task of analysing data to the researcher and this is how data will be presented in the next chapter during the analysis.

### **3.3 Methods of Data Collection**

In research there is no single technique which is adequate by itself to collect valid and reliable data on a particular problem. Moreover, relying on one technique may distort the researcher's picture of reality that is under study (Drury and Segal 2002). This study used three techniques for data collection which were interview, questionnaire and documentary review. The use of these techniques increased the quality of the information and thus the validity and reliability of the data gathered.

#### **3.3.1 Interview**

This is a direct face to face attempt to obtain reliable and valid information in the form of verbal response. This method allows flexibility as there is an opportunity to restructure questions. According to Berg (2004), an interview is a two way traffic systematic conversation between the interviewer and interviewee initiated for the purpose of obtaining relevant strinformation for the specific study. The researcher used structured interview to collect data from five journalists who were selected from different newspapers. The researcher interviewed three editors from Nipashe, Bingwa and Mtanzania and two journalists from Uhuru and Dimba newspapers.

### **3.3.2 Documentary Review.**

This is another method which was used to collect data. The method includes collecting data from written materials. Martella and Martella Marchand (1999) describe documentary review as a popular method of data collection for qualitative researchers where data are presented as a permanent product. In this study, documentary review was applied in reading various documents such as the selected Swahili newspapers and literature related to this study in order to get the required information. Through this method the researcher collected metaphors from four Swahili newspapers which are *Nipashe*, *Majira*, *Mwanaspoti* and *Champion*.

### **3.3.3 Questionnaire.**

Gay (1987) points out that questionnaire is a data collection instrument through which respondents answer questions or respond to statements in writing. In this study both open and closed ended questions were used to collect data. Closed ended questions enabled the researcher to collect standardized and objective information for tabulation. Questions were prepared and distributed to the respondents so as to provide information.

## **3.4 Sample and Sampling Technique.**

### **3.4.1 Sample**

Population is a group of people in a certain area. In this study population can be defined as the total of item at which information is desired. The intended population in this study is Tanzanian citizen aged 18 and above whose source of information is newspapers and magazines. It is difficult to deal with the whole population in the study. Few people must be chosen to represent others. According to Cohen et al (2001), the sample represents the actual characteristics of the whole population. This study

involved 25 respondents where by five of them were journalists and the rest 20 were newspaper readers. Also the researcher used four Swahili Newspapers to collect data (metaphors), which were *Nipashe*, *Champion*, *Mwanaspoti*, and *Majira*. The selection of these newspapers depends on the fact that they have many readers and are printed on daily basis for example *Majira* and *Nipashe* while *Mwanaspoti* and *Champion* are printed twice a week.

### **3.4.2 Sampling Technique.**

According to Kothari (2004) Sampling is the process of selecting respondents from large group of people which are considered as representative of the large group. McMillan (1997) defines sampling as a process of selecting subjects (individuals) from large a group of persons from whom data are collected. Furthermore, Sarantakos (1998) pointed out that sampling enables the researcher to study a relatively small number of units in place of the target population and obtain relevant data that are representative of the whole population. Sampling techniques which the researcher used in this study to get respondents are purposive sampling and probability sampling.

#### **3.4.2.1 Purposive sampling.**

Purposive sampling refers to deliberate selection of sample units that conform to some pre determined criteria. It involves the selection of cases which the researcher judges as the most appropriate ones for the given study (Krishnaswami, 2003). Purposive sampling was used to get five journalists who were selected according to the kind of news they report for example, sports, politics, etc.

### **3.4.2.2 Probability sampling.**

Probability or random sampling refers to a design where every unit of the target population has equal chance of inclusion in the study (Kothari 2004). In this study, the use of random sampling based on the fact that newspaper readers are so many and it was not easy for all of them to be included. Probability sampling was used to get 20 respondents whereby gender, education, age, were considered to get the required respondents.

### **3.5 Data Analysis.**

According to Kothari (2004) Data analysis is the process of editing, coding, classification and tabulation of the collected data. This process involves what the researcher has heard and read so as to unveil what has been learnt. Also, according to Leedy and Ormrod (2001), the researcher must categorize, synthesize, search for patterns and interpret the data that have been collected.

#### **3.5.1 Qualitative Analysis.**

Creswell (2003) says, qualitative analysis is carried out by designing detailed description of the case study and using coding to put the themes into categories. In this study, qualitative analysis was used. The researcher analysed data after every stage of data collection. The researcher translated data collected from newspapers, explained the context of the use of a particular metaphor and later justified the metaphor in a real context. Data collected from journalists, editors and newspaper readers were categorized and interpreted to suit the research objectives.

### **3.6 Reliability.**

Reliability refers to whether the process of the study is consistent, reasonable over time and across researchers (Hurbeman et al 2002). In this study, the reliability was ensured by the instruments of data collection which were prepared and read before by the supervisor and some of the MA Linguistics students whereby some corrections were made to suit the research objectives.

### **3.7 Validity**

According to Hulberman et al (2002), validity is the extent to which the findings of the study make sense, are credible or represent an authentic portrait of what the study is looking for. It is the establishment of causal relationship whereby the outcomes of the study are linked to each other. In order to achieve this in the field, gender, education level and age were considered to get sample size during data collection.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS.

#### 4.0 Introduction.

This chapter presents research findings, analysis and discussion. Metaphors are firstly presented as were collected from newspapers. The categorization of metaphors follows then communicative note of metaphors is shown before data from journalists and newspaper readers are presented and lastly, the discussion of responses and the conclusion.

#### 4.1 Presentation of Data

Metaphors were collected by the researcher himself through collecting various issues Swahili Newspapers. The researcher read headlines of the reported news and chose headlines which seemed to fit the study. The researcher collected one hundred and fifty five metaphors from four Swahili newspapers whereby two of them (*Nipashe* and *Majira*) are printed on the daily basis and they report news concerning politics on the front pages, economics, social issues and sports and entertainments on the back pages. The rest two (*Mwanaspoti* and *Champion*) are printed twice per week. These report about sports and entertainment news only. They print local news on the front pages and international news on the back pages. Only 80 metaphors are analysed below, given the time and space available for the study.

. Metaphors from *Nipashe*.

1. *M23 wala kichapo DRC*

**TR.** M23 eat a beating in DRC

The reported news is about the fight between M23 against DRC government. It shows that M23 were beaten severely because the government side was supported by soldiers of UNO. The issue was reported by the headline written **M23 wala kichapo** which literally translated as M23 eat a beating. In this headline the term **eat a beating** is a metaphor which shows how severely the opponents were beaten and have disappeared.

2. *Mbowe, Lipumba, Mbatia wawasha moto wa katiba.*

**TR.** Mbowe, Lipumba, Mbatia light constitution's fire.

This headline was reporting about the new constitution which is in the process of being written. The three opposition parties' chairmen who are Mbowe (CHADEMA), Lipumba (CUF) and Mbatia (NCCR Mageuzi) are convincing Tanzanians to protest against the constitutional bill passed by the parliament. The metaphor used in this headline is **light constitution fire**. This means that these leaders have started the new compaign and they want people's power their process.

3. *Rufaa ya Lema yaiva.*

**TR.** Lema's appeal has ripened.

The news reported here is about the Hon. Lema a member of parliament from Arusha who has a case in the court but since he appealed, now his appeal is ready to be listerned. The metaphor used to report the issue is **the appeal is ripe**. Whatever is ripe can be eaten easily so the case can now be listerned because the appeal is ripe.

4. *Mpasuko mchakato wa katiba mpya.*

**TR.** There is a crack in the new constitution process.

This headline reported about the misunderstanding among politicians on the process of writing new constitution. The metaphor used in reporting this issue is **crack in new constitution process**. This is compared by the house which has cracks that can not exist until it is amended so the process of writing the new constitution can not be done properly until those misunderstanding are solved.

5. *Oloya atiwa mdomoni Simba.*

**TR.** Oloya is put in simba's mouth

The headline reported about a Ugandan footballer who is now playing in Vietnam. The player is wanted by two teams which are Yanga and Simba but now is almost ready to sign the contract with Simba sports club of Dar es Salaam. This player has been said to sign another contract with Yanga sports club. The metaphor used to report this issue is **put in simba's mouth** which shows that simba sports club has surpassed their opponent in signing the player.

6. *Waziri Magufuli awaka.*

**TR.** Magufuli the minister blazes.

The reported issue in this headline is about Magufuli (the minister of construction) is ranting because trucks are carrying heavy weights over the required capacity. According to the minister all vehicles should pass on the weightbridges to check the weights otherwise trucks won't be allowed to use roads. The headline used **the minister blazes** as a metaphor to show how angrily the minister spoke against bad behavior of the drivers and trucks owners.

7. *Warioba awa mbogo.*

**TR.** Warioba becomes a buffalo.

The issue is about Judge Warioba, the chairman of constitution committee who was made angry by politicians who are trying to direct people on what should be included in the new constitution. The headline used the metaphor **becomes a buffalo** which compares Judge Warioba's anger with a large animal belonging to a cow family who is believed to be powerful and so furious when it is wounded.

8. *TFF yaikata maini Yanga.*

**TR.** TFF cuts Yanga's livers.

The story is about Yanga Football team which wrote a letter of appeal to TFF following the violence done by Mbeya city football team fans during their match at Sokoine stadium whereby those teams drawn. Yanga team wanted the match to be replayed in a neutral ground but TFF refused their appeal. The story in the headline has a metaphor which is **cut livers**.

Refusing to consider Yangas' appeal is to cut their liver because liver cleans the blood and produces bile that deal with fats that we eat, a person cannot survive without livers. Its like when TFF refused Yanga's appeal that their expectation that the match would be replayed but their expectations disappeared.

9. *Rukambura ailima barua kamati TFF.*

**TR.** Rukambula plough TFF committee's a letter.

This is the headline reporting about Rukambula, one of the TFF election candidates who wrote a letter to TFF complaining why he was removed from the election competition and stating the action which he will take. The metaphor included in this

headline is **plough a letter**. Sending a complainment letter to TFF has been compared with ploughing.

10. *Lema fupa gumu.*

**TR.** Lema is a difficult bone.

The headline is reporting the issue of Lema who is a CHADEMA member and an MP from Arusha constituent that once again he has won the case which was facing him in the court of appeal which was listerned in Arusha. The term **difficult bone** has been used as a metaphor to compare the bone which is difficult to be gnawed. The message is sent to those who take him in court that Lema is as difficult bone which is not gnawed.

11. *Mgomo wa mabasi watikisa Dar and other regions.*

**TR.** Buses' strike shakes Dar and other regions.

There is buses' strike following the government objection of rising fair to the passengers who travel to and from other regions. The headline includes the term **shakes Dar** which is the metaphor showing that stopping daily routine is to shake Dar and other regions because passengers are not travelling.

12. *Kolo Toure ndani Liver ikiivaa Man U.*

**TR.** Kolo Toure inside Liver wearing Man U.

The headline reported the football match in England, Liverpool against Manchester United whereby Kolo Toure expects to play. The metaphor used to report this issue is **wearing**, the term which shows how difficult the competition will be.

13. *TFF yashindwa kufyeka timu za majeshi.*

**TR.** TFF fails to slash armies' teams

Tanzania Football Federation wanted to decrease the number of armies' teams competing for Vodacom championship but they failed. The headline used to report this

issue has the word **slash** which means to decrease the number of something in size or number.

14. *Sh. Mil 45 chungu kwa Ngasa.*

**TR.** 45 million shillings are bitter to Ngasa.

The issue is about Ngasa who was penalized to pay back Simba sports club 45 million shillings because he signed contracts with two teams Yanga and Simba. The metaphor used in this headline is **bitter** because something bitter cannot be swallowed instead it must be

Paying a lot of money is bitter.

No one can swallow something bitter willingly, always people like things which are sweet. For a young player like Ngasa to pay 45 million for a short time is not an easy task it's like swallowing something bitter.

15. *Cheka ampoteza Mmarekani.*

**TR.** Cheka loses an American.

The story is about boxing whereby Cheka a Tanzanian boxer won a fight against an American boxer. In the headline there is a word **loses** which is a metaphor meaning that an American has lost the game and his expectation has disappeared.

16. *TFF yaitolea Yanga nje.*

**TR.** TFF put out for Yanga.

The story concerning this headline is that TFF has refused to work on Yanga's appeal against Mbeya city football club. Yanga wanted the game to be replayed in the neutral ground but their appeal was not considered. The metaphor in this headline is **put out for** which means refuse to listen to someone.

17. *Ozil, Fellain moto chini.*

**TR.** Ozil, Fellain on fire.

The report is about Ozil and Fellain who have shown good performance in their new teams Arsenal and Manchester United and they are helping their teams to win matches.

The term **be on fire** is a metaphor which shows how good a player is performing.

18. *Web katikati Man Utd vs Man city.*

**TR.** Web in the middle Man Utd vs Man City.

This headline reported a famous referee in English premium league who will blow a whistle when Manchester United will play against Manchester City. The headline has the metaphor **in the middle** which means he will be the central referee during the game while the other two will be out of the pitch.

19. *Simba yaua.*

**TR.** Simba kills.

Simba sports club has a football match in the national stadium and it won its match.

This report shows that Simba team got many goals against its opponent. The metaphor in this headline is **kill** which means beat your opponent in sports. To win a match is to kill your opponent. When a team is beaten in a game, it loses the points and it can be dropped in the league outstanding.

20. *Yanga yashikwa.*

**TR.** Yanga is caught.

The story tells that Yanga sports club has got only one point when it played against Prisons in Mbeya. In this headline the metaphor is **caught**. To get a drawn is compared with a person who was on the move but suddenly is caught; automatically his speed will be decreased. This is what has happened to Yanga.

#### 4.1.1 Metaphors from *Majira*

1. *JWTZ yafyeka majangili.*

**TR.** JWTZ slashes poachers.

The report is about Tanzania armies which were assigned a special duty of dealing with poachers who have been hunting elephants. The story shows that JWTZ has succeeded abolish such illegal bussines. This headline has a metaphor which is **slash poachers**. Slashing refers to cut long grasses so as to make environment clean. Like how grasses are slashed, JWTZ is arresting people who kill animals for their interests as result poachers are burned.

2. *JWTZ yasafisha M23.*

**TR.** JWTZ cleans M23.

The headline reported the story about Tanzania army which was sent in Republic of Congo to fight against rebels who are known as M23. Since the rebels were beaten and ran hide themselves the report used the metaphor **cleans** which means to remove all unwanted materials and make the area condusive.

3. *Majeruhi wambeba Lowasa.*

**TR.** Injured people bear Lowasa.

Lowasa (The former prime minister and the MP) is looking for supporters so as he can contest for the 2015 general election. Most of his supporters are those who are no longer ministers because of misconduct. The headline used two metaphors which are **injured** which mean those who don't have political popularity and **bear** which means an important assistance.

4. *Tukio la Ponda lawasha moto.*

**TR.** Ponda's event lights fire.

The story reports the issue of Ponda (The general secretary of BAKWATA) who has a case in the court following the rumors that he convinces people to strike against the government. The metaphor in this headline is **lights fire** which shows how hot the event is among not only Ponda's followers but also on the side of the government.

5. *Muswada wa katiba sasa kaa la moto.*

**TR.** The constitutional bill is now a charcoal.

The report is about the bill of new constitution which seems to be the burning issue following the hot debate which is taking place among politicians who are in conflict the union of Tanzania. The headline has a metaphor which is **the bill is a charcoal**. A charcoal is a substance made from a tree that can be used for cooking, it always burn. This is like a constitution bill which its debate is too hot and it is burning on the side of the government, constitution commission as well as political parties.

6. *Kinana ampa rungu Mpina kuwabana mawaziri.*

**TR.** Kinana gives Mpina a club to tight ministers.

Kinana (CCM general secretary) has allowed the honorable Mpina a Member of Parliament from Katavi to be strict to the ministers to fulfill the government's promise to their voters. This story is reported through the metaphor which is **a club**.

When given power to work over people is to have a club which is used to conquer others. So Mpina is given power by his secretary to tight ministers concerning their daily responsibilities of serving Tanzanians.

7. *Serikali yaizika rasmi Loliondo.*

**TR.** The government has buried Loliondo officially.

The headline reported about the government's plan of developing Loliondo by constructing the standard roads and supply electric power. In this headline the metaphor used is **burying Loliondo**. When something is buried it disappears forever and not remembered again. For the government to forget Loliondo is like burying it.

8. *Serikali yakuna kichwa kuokoa riadha.*

**TR.** The government scratches its head to save athletics.

This headline is about sports and games in Tanzania whereby Tanzanians are not doing well. The metaphor used in this headline is **scratch the head**. Athletics as one of the games is facing a lot of problems including lack of money to run the programs so the government has decided to intervene so that to arise the morale of Tanzanians towards athletics. Looking out for the way to solve the problem is to scratch the head.

9. *Shahidi kesi ya Mramba amtwisha zigo Balali.*

**TR:** The witness in Mramba's case hoist Balali a cargo.

The story reported here is about the case over the former minister of Finance which is listened at Kisumu. Mramba is judged to the misuse of government's money. On a way to escape from being offended Mramba's witness has mentioned Balali the former governor the late Balali was responsible on how the government money were used. The headline has the metaphor **hoist Balali a cargo**. Being hoisted a cargo means you are responsible for a matter concerned.

10. *Vodacom yaipiga jeki wizara ya michezo.*

**TR.** Vodacom jacks the ministry of sports.

The report shows that the ministry of sports has no enough money to run all sports programs in the country, so it needs private companies to assist on that matter. Vodacom one of the telecommunications companies has been assisting in football especially in premium league and has once again assisted. The metaphor used here is **to jack**. This is compared with vehicles that when jacked they come up, so jacking the ministry of sports will raise the performance of sports in the country.

11. *Yanga yapata mwarobaini kuiua Ruvu.*

**TR.** Yanga gets a neem tree to kill Ruvu.

The story is about the two teams in the premium league which are going to play in the next round. The match expects to be difficult so each team is doing heavy practice in order to win that game. It is reported that Yanga sports club has got a new technique to be used in its game against Ruvu. The metaphor used here is **a neem tree to kill**. A technique for winning the game is neem tree. A neem tree is used as a medicine which is believed to cure all diseases. Like a neem tree, Yanga is said to get the technique which will be applied to win the game against Ruvu shooting.

12. *Serikali yamwaga ajira kwa walimu.*

**TR.** The government spill employment to teachers.

This report is about the employment of new teachers which were announced by the government following the shortage of teachers in primary and secondary schools; the government has decided to employ all qualified teachers who are not yet employed. The metaphor used in this headline is **spill employment**, which means to give as many employment as possible.

13. *Cheka amkalisha Mmarekani.*

**TR.** Cheka has sat an American.

The news reported here is about a Tanzanian boxer Fracis Cheka against a boxer from American. Beating your opponent is to make him **sit** down.

When someone is sitting while others are standing is a sign respect that you can't stand before him/her. Being beaten means you are not able to compete. Also this metaphor acts as a slang that whoever fails in competition in any game is said to get seated before the opponent.

14. *Wamiliki wa maroli wamtunishia misuli Magufuli.*

**TR.** Trucks' owners swell Magufuli their muscles.

There is an increment of the tax on weighbridge custom duty. Refusing to pay an increment is **to swell muscles**. When a person swells the muscles, it shows that he powerfull and always men are the ones who are powerful and have strong muscles. For truck owners to refuse paying an increment of the custom duty on the weighbridge, it shows that they are powerfull over the authority.

15. *Shekh Ponda agonga mwamba.*

**TR.** Shekh Ponda beats on the rock.

The headline is about BAKWATA general secretary who is associated with a group of Islamic religion known as uamsho. Following that Ponda was caught and being sent in court but now is looking for the appeal which seems to be difficult to get. The metaphor in this headline **beats on rock** which means failure to succeed on his trial to get the appeal.

16. *Kova awazima Mbowe, Lipumba.*

**TR.** Kova extinguishes Mbowe, Lipumba.

The story reported here is about the movement planned by opposition parties led by Mbowe, Mbatia and Lipumba to reject the bill concerning new constitution passed by the parliament concerning new constitution which are planned to be led by Mbowe and Lipumba. The metaphor used in this headline is **extinguishes Mbowe, Mbatia and Lipumba**. What Kova did is compared with extinguishing fire because the leaders of the movement were too hot but now Kova has stopped their plans.

17. *Serikali yaendelea kujikanyaga.*

**TR.** The government steps on itself.

The headline reports the issue of the bill passed by the parliament concerning the on the simcard. Government leaders have no one say since there is contradiction on their speeches. While others within the government are proposing others are opposing the tax publically. The metaphor used in reporting the story is **steps on itself**.

18. *Wingu zito wizara ya elimu.*

**TR.** Heavy clouds ministry of education.

Educational matters are not going well in the country as many students are failing their examinations. The story is reported through the metaphor which is **heavy clouds** that means there are issues which are not well stated and administered. Since things are not clear in the ministry following the poor performance of students and the rumors that there is no curriculum, misunderstanding has risen among politicians, the minister and other employees in the ministry.

19. *Willbrod Slaa aibamiza CCM.*

**TR.** Willbrod Slaa slams CCM.

The story is about the claims given out by Willbrod Slaa (CHADEMA general secretary) to the voters that CCM are the ones who cause mass failure due to distorting education system of the country. Slaa says poor policy and poor administration of the government which is led by CCM is the major cause of poor performance of government schools in the country. The metaphor used to report this story is **slam** which means to criticize the opponents before the voters.

20. *Magufuli akwaa kisiki.*

**TR.** Magufuli stumbles on stump.

There is an increment on the weghtbriedge stampduty.

Failing to supervise the payment of the increment is to stumble on the stump. When a person stumbles on the stump, he/ she stop from his /her motion and sometimes she fell down. This is likened Magufuli who was moving towards introducing the new stamp duty but since the truck owners have neglected Prime minister has intervined, Magufuli's idea had been stopped.

#### **4.1.2 Metaphors from *Mwanaspoti***

1. *Twite alitumwa kumwua Nsajigwa Yanga.*

**TR.** Twite was sent to kill Nsajigwa Yanga.

This headline is about a Young Africans defender who is playing in the position where the former defender (Nsajigwa) was used to play. Mbuyu Twite who seems to be good

in that position has caused Nsajigwa to lose his number in the team. The metaphor used in this headline is **kill** which means the arrival of Twite made Nsajigwa to lose the number.

2. *Klabu Golmahia inabebwa.*

**TR.** Golmahia is beared.

Golmahia is a football club in Kenya Premium League. The headline reports that the club wins its matches not because of its ability but due to some favours. The metaphor used here is beared which means referees are not fair they favour Golmahia sports club.

3. *Diamond alivyoilipua Nairobi.*

**TR.** How Diamond explodes Nairobi.

The story is about a Tanzanian bongo flavor (Diamond) who had a music show in Nairobi. The story shows during the show so many people from the city attended. The metaphor used to report this is **explodes** that means a lot of people attended and enjoyed the show.

4. *Moses Oloya anukia Jangwani.*

**TR.** Moses Oloya smells at Jangwani.

Moses Oloya is a Ugandan footballer who plays in Vietnam. The headline used the word **smell** because Yanga and Simba have been competing to sign the contract with the player but it seems Yanga sports club is at the end process of getting the signature of the player. Something that smells must be nearby, So Oloya is nearby Yanga.

5. *Moyes amfagilia Vidic.*

**TR.** Moyes sweeps for Vidic.

The report is about Manchester Uniteds manager David Moyes who seems to be satisfied by his team captain and defender Nemanja Vidic. The metaphor in this headline is **sweeps** which means to be satisfied and proud of the person concerned.

6. *Pelegrini akalia kikaango.*

**TR.** Pelegrin sits on a fry pan.

The story is about Emmanuel Pellegrin who is a manager of Manchester city football club. For the last three games, his team didn't do well as a result all complainments are directed to him. The metaphor used in this headline is **sits on a fry pan** which means he is on danger to be fired if the team will continue to underperform.

7. *Uwanja Yanga waota mbawa.*

**TR.** Yanga's stadium germinates wings.

The headline reports about some difficulties which Yanga sports club is facing in the whole process of constructing the club's stadium. The metaphor used in this headline is **germinates wings** that means the possibility of building the stadium is not there. Wings are essential parts of the bird which help it to fly from one area to another. In this sense, the stadium can germinate wings and fly simply because there is no strategic plan to enable the construction of the stadium.

8. *Ashanti: Tuko ICU.*

**TR.** Ashanti: We are in ICU.

The headline is about Ashanti football team is at the last position in the league standing of Vodacom premium league this season. The team leaders are declaring that things are not good on their side because their team have been loosing many games. The metaphor used in the headline is **we are in ICU** which shows that they are in a very bad condition of existing in the premium league so they need a special care.

9. *Kibadeni aanza kuchonga.*

**TR.** Kibadeni starts to whittle.

Kibadeni is now doing well in his team (Simba sports club) as a coach. The story shows that he has started to talk with the media praising his players. The metaphor used to report the story is **to whittle** which means to speak confidently and feeling proud.

10. *Simba yaanza kuinolea kucha JKT Ruvu.*

**TR.** Simba sharpens its nails for JKT Ruvu.

The story is about the continuation of the Vodacom premium league where by according to the fixture Simba sports club is going to play against JKT Ruvu in the next game. The headline reports that Simba has started their preparation for that match. This has been presented by the metaphor **sharpens its nails** this is because

Simba team is considered as a lion which is powerful and uses its nails to catch other animals as its food. So Simba team is in preparation to get three points from JKT Ruvu hence sharpening the nails.

11. *Prison nayo yaivimbia Yanga.*

**TR.** Prisons has swollen for Yanga.

The headline reports the results of vodacome is a premium league match between Yanga and Prison. This is the second drawn for Yanga in Mbeya whereby the first match Yanga drawn with Mbeya city. The metaphor used in the headline is **swollen**. things swell they become difficult to be split, so like Mbeya city Prisons also has swollen.

12. *Bale amshuhudia Ronaldo akiua.*

Both Bale and Ronaldo are Real Madrid strikers who are very expensive players in the world. The story shows while Bale was on a bench watching the game his fellow striker Ronaldo was in a game and managed to score goals. The metaphor used in this headline is **killing** which means scoring goals.

13. *Neymar, Messi wachana nyavu kwa pamoja.*

**TR.** Neymar, Messi tears nets together.

Both Neymar and Messi are teammates who play in Barcelona football club. The headline reports about these strikers that each of them scored a goal. An act of scoring goals has been compared with **tearing nets** as a metaphor.

14. *Twiga stars mdomoni mwa Wazambia.*

**TR.** Twiga stars in Zambia's mouth.

The headline is about qualifying games for Women cup championship that Tanzanian team (Twiga stars) is going to play against Zambia. The metaphor used in this headline

is **in Zambia's mouth**. This shows Zambia team is on high rank worldwide compared with Tanzania so Tanzania team is underdog will be in Zambia's mouth since it is inferior.

15. *Ngasa aitia ndimu Yanga.*

**TR.** Ngasa has put lime in Yanga.

Ngasa is a midfielder playing in Yanga team but he was out of the team since the opening of the season due to mistakes he did of signing in two teams Yanga and Simba. Following that indiscipline case Ngasa was punished not to play six games but now is over and has joined the team. The metaphor used here is **put yanga a lime** which means to help his team to play better than it used to play. This is compared with food which is put a lime as a spice to change its test.

16. *Yanga yabanwa mbavu tena.*

**TR.** Yanga is tightened its ribs again.

Yanga sports club has got drawn match again something bad for it. The headline reports the story using words which are tightened its ribs to show that it has failed to perform at its standard. When a person is tightened ribs he /she can not breathe properly, this is like what happened to yanga sports club.

17. *Brandts: Atakayezembea atasugua benchi.*

**TR.** Brants: Who neglects will scrub the bench.

The Young Africans Sports club coach wants his players to follow his instructions during training unless they won't be in his plan for the first eleven. The metaphor used

in this headline is **scrub the bench** which means a player who neglects will stay on the bench during the match while others are playing.

18. *Ngasa aipaisha Yanga.*

**TR.** Ngasa flies Yanga.

The headline is reporting about Ngasa who has helped his team (Yanga) to win a match by scoring two goals and getting a good position in the league standing. The metaphor used in this headline is flies Yanga which shows that Yanga has added three points.

19. *Chelsea kuwavaa Basel leo.*

**TR.** Chelsea to wear Basel today.

The headline reports about UEFA champions league matches that Chelsea will have a match against Basel. The metaphor used here is **wear** which shows how difficult the competition will be because both are good teams with standard and experienced players.

20. *Arsenal, Chelsea, Barca zatakata.*

**TR.** Arsenal, Chelsea, Barca shine.

This headline reports about UEFA champions league that Arsenal, Chelsea from England and Barca (Barcelona) from Spain have won their matches. In reporting the story, the metaphor used is **shine** that means the winning team looks better than the team which has lost the game. When something shines it looks brighter than ever, so when a team in the pitch shines it means it is playing well and has succeeded. In this context, Arsenal, Chelsea and Barca have won their games.

### 4.1.3 Metaphors *Champion*

#### 1. *Gonjwa baya laitafuna Simba.*

**TR.** Dangerous disease gnaws Simba.

Simba sports club leaders are in conflict against themselves and some of the club fans. The headline has two metaphors which have been used to report this story. One of the metaphors is **disease** which refers to the conflict within the club. A disease normally kills so conflicts are killing the club. The second metaphor used is **gnaws** which shows that Simba is suffering from that dangerous disease and it is perishing due to such conflicts.

#### 2. *Cheka amtwanga Mmarekani.*

**TR.** Cheka pounds an American.

The headline is about a fight between a Tanzanian boxer (Cheka) against an American. The metaphor used in this headline is **pounds**. To win a fight is to pound your opponent. When things are pound they are hit several times, it's like what Cheka did to his opponent from America. To win the fight comes after hitting your opponent several times that is why it is said that Cheka pounds an American.

#### 3. *Barcelona ya Messi yachanja mbuga.*

**TR.** Barcelona's Messi cut up the forest.

The headline shows the standing of the Spanish premium league (Laliga) that Barcelona is on the top of the league and continues to win. The metaphor in the headline which is **cut up the forest** shows that to win all matches and staying on the top of the league is to cut up the forest. To cut up the forest intends to make a way so that someone can pass. This is like when Barcelona wins its matches and making itself a way to the top of league standing.

4. *Daglish amkingia kifua Moyes.*

**TR.** Daglish wad off for Moyes.

The story is about the new manager of Manchester united football team in England David Moyes. Manchester united is underperforming since the departure of their former manager Sir. Alex Ferguson. This caused Moyes to be blamed but Kenny Daglish defends him that he is not supposed to be blamed. The metaphor used in this headline is **wad off** as a team coach is not doing well in his team. The metaphor means defending someone from danger, so Daglish is defending Moyes from being fired.

5. *Messi amburuza Ronaldo.*

**TR.** Messi hauls Ronaldo.

Both Messi and Ronaldo are classic strikers competing in goals scoring in Spanish league. The story shows Messi has many goals compared with Ronaldo's goals. The word **hauls** is used as a metaphor to show that Ronaldo is behind Messi in that competition. When a person surpasses others he/she hauls them.

6. *Niliipiga chini Kagera sugar: Kilinda.*

**TR.** I hit down Kagera sugar: Kilinda.

Kagera sugar (VPL team) wanted to sign Kilinda as their player after the end of the season but he refused. The metaphor used in the headline which is **hit down** refers to neglecting. So Kilinda neglected the contract with Kagera sugar.

7. *Matumla, Maneno wajifua hadharani.*

**TR.** Matumla, Maneno forge themselves openly.

The headline is about Tanzanians boxers Matumla and Maneno who are doing heavy exercise as preparation for their coming match. The metaphor in the headline is **forging** themselves which imply to heavy and difficult exercise they are doing. Forging is to shape metal by heating it in a fire and hitting with a hammer. So when a sportsman

forges himself he intends to make himself ready for the match as the saying says, “exercise builds confidence” and “practice makes perfect”. Matumla and Maneno are making exercise so as to be confident but also to make them perfect.

8. *Mesi aongeza sumu Simba.*

**TR.** Mesi adds more poison to Simba.

The headline is reporting a young midfielder in Simba sports club who was out of the team due to some injuries he had but now is recovered and joined the squad. The headline has the word **poison** which is a metaphor meaning that the squad is now more competitive.

9. *Minziro Kagera Sugar hawatatoka Kaitaba.*

**TR.** Minziro, Kagera sugar won't come out of Kaitaba.

This headline quotes Minziro's words he spoke when his team was going to play against Kagera sugar at Kaitaba stadium. Minziro is expecting to win that match that is why he used arrogant words. The metaphor used in this headline is **won't come out** which means Kagera sugar will not win the game hence they will lose points before Yanga.

10. *Simba sasa mperampera, yaikamua JKT.*

**TR.** Simba is now too fast, it has squeezed JKT.

The story is about Simba sports club which has won four games consecutively. The word **mperampera** refers to the kind of motion which is **too fast**, and normally refers to the ships. The word has used in the headline after Simba beating JKT Ruvu and increase the gape between the second team in the league standing. The speed which simba sports club has is compared with a ship in an ocean.

11. *Manji amlipua Bathez.*

**TR.** Manji explodes Bathez.

The story reported by this headline is about Yanga sports club goalkeeper who is blamed as a source of loosing the game when Yanga played against Simba. The story showed Manji (the club chairman) blaming his goalkeeper openly. The metaphor used in this headline is **to explode**. Talking about a person openly a person openly in a negative way is compared with exploding him or her.

12. *Lionel Messi Neymaa watupia kwa pamoja.*

**TR.** Lionel Messi, Neymar thrown in together.

The headline reports Barcelonas strikers Lionel Messi and Neymar that they have scored goals during their match. In the headline there is a metaphor throw in which means kicking the ball to the net. So both Messi and Neymar scored a goal each.

13. *Tambwe aendelea kufumania nyavu.*

**TR.** Tambwe continuous to catch nets red handed.

The story is about Simba's striker Hamis Tambwe who has shown a great ability in scoring goals. The striker has been scoring in almost every game and he is a top scorer of the league. The metaphor used in this headline is **to catch net red handed**. Basically this means catching someone committing adulttly. The situation is compared with how Tambwe scores goals.

14. *Liverpool yammezea mate Alonso.*

**TR.** Liverpool salvates for Alonso.

The headline reports the story about Liverpool football club in England which is looking for a good defender and has been attracted by their former defender Xavier Alonso who is now playing in Real Madrid. When a person craves for something he/she salvates. Always human being and other animals salvate when they see or think of a certain food which they like most. Liverpool football team is salvating for Alonso because they are in need of a player like him and Liverpool's crave towards him is becoming high.

15. *Simba yamtosa Okwi.*

**TR.** Simba immerses Okwi.

Okwi (a former simba stricker) came back in Dar er Salaam after breaking his contract with Etual du Sahel. The headline used the word **immerse** which means showing less interest on something as a sign of not being in need of something. This is what happenend to Okwi who expected to be welcomed in Simba sports club but things were different because Simba is not yet paid by Etual du Sahel their money as a transfer fee.

16. *Ulinzi kuzinoa Simba, Yanga.*

**TR.** Ulinzi (a football team) to sharpen Simba, Yanga.

The headline reports that Ulinzi football club will have friendly matches in Tanzania against simba and yanga. To have a match is sharpen another team because it is a part of preparation/ exercise. The metaphor in this headline is sharpening. Simba and Yanga

are like a sharpen knife which is efficient, so samba and yanga are expected to be efficient after these matches.

*17. FC VITO, LSA wagawa dozi Lindi soccer Street.*

**TR.** FC VITO, LSA provide dosage in Lindi soccer.

The story reported here is about football teams in Lindi which are FC VITO and LSA. These teams have won the matches against their opponents. The metaphor used in this headline is **to provide dosage** which means that they have beaten their opponents won their games. Winning games is to provide dosage. When a person is sick he/she uses medicine in terms of dosage in order to be cured. Since FC VITO and LSA won their games they gave dosage to their opponent that they will rectify their deficient in order to do better in other games.

*18. Kagera yaiminya Rhino.*

**TR.** Kagera pinch Rhino.

Both Kagera sugar and Rhino are VPL teams which played at Kaitaba stadium and Kagera won the match. The headline reports the issue by using the metaphor which pinch because Rhino were hurt by the situation. Whenever someone is pinched he /she must be hurt and that is compared what happened when Kagera beat Rhino.

*19. Wingu latanda uchaguzi TFF.*

**TR.** The clouds spread over TFF's election.

The headline is about contradictions occurring in Tanzania Football Federation elections which about to be done. Some candidates were omitted in the election

campaign that is why they presented the issue to the FIFA. The metaphor used in this headline is **clouds** which mean things are not clear in the election process.

20. *Fowadi Simba yaitikisa Yanga.*

**TR.** Simba's striking force shrinks Yanga.

The story presented through this headline is about Simba' strikers who have been scoaring goals in almost all matches something which caused Yanga sports club fans to question themselves if their defenders will be able to resist them when they meet. The metaphor used in this headline is **shrink** which according to the context Yanga are not confident of what will happen when they will play against Simba.

#### **4.2 Data Collected through Interview from Journalists.**

These data were collected by the researcher from three media companies IPP Media Company where the researcher interviewed one editor from *Nipashe* and one journalist *Raha leo*. Also the researcher interviewed two journalists from *Mtanzania*, and one editor from *Bingwa* newspaper. This makes the total of five respondents who were interviewed from the media.

#### **Qn.i) Why do journalists use metaphors in newsreporting?**

All respondents agreed that newspapers have the duty of educating and entertaining. Each journalist has to make sure that the message is clearly delivered to readers. This makes the report valuable. So long as this field is an art a journalist needs to find the best way of delivering the message which should include the language. So the language of reporting must be artistically constructed in order to attract readers but also to entertain readers. Apart from giving information all journalists say that this is a source of income, in order to get readers, they must be attracted to buy.

**Qn.ii) is this kind of language allowed in your field?**

Metaphors are allowed to be used, there is nothing wrong with the language, what matters is that it should not be abusive and the words chosen should be familiar within the society. If a journalist brings up a new vocabulary he/she will not be understood. After all, a journalist is a member of the society his emotion can be similar with the society. So the words he decides to use can bring the expected effects.

**Qn.iii) Do you think your customers like this kind of language?**

Any journalist should be aware of his/her audience. There are people who like sports, politics etc. So the editor should consider which kind of news he/she is writing and to whom she/he is writing.

“Kwa mfano kakangu, juzi niliripoti juu ya ushindi wa simba dhidi ya JKT Mgambo kwa kichwa kilichosema **Simba Nouma**. Niliuza haijwahi kutokea najua; wasomaji wengi ni vijana na wanapenda lugha za hivi”.

(For example my brother, last week (24/09/2013) I reported through Bingwa on the front page about the victory of simba sports club against JKT Mgambo with a tittle **Simba Nouma** I sold many copies, like it has never happened before. I know my customers are youth and those people who are aware with this language) Reseachers' translation. So the language has no problem to the readers.

**Qn.iv) Is there any jeremiad to you from newsreaders concerning kind of language used in newsreporting?**

Always readers complain if there is wrong information but not the kind of language used in reporting such information. It is easy to know if our readers understand what we have written because every newspaper has got a mobile number of the news editor. So if there is something wrong we get feedback, but I tell you no complaints about the language.

**Qn.v) What is your major purpose of using metaphors?**

“Metaphors are good; they don’t cover a wide space in the paper and they convey message easily. On top of that metaphors help in attracting customers”.

**Qn.vi) What is your perspective on the use metaphors in news reporting and how do you perceive newspapers which do not use metaphors?**

This may not be a standard language but readers like it. “Kakangu wakati mwingine tunatumia lugha ya mtaani lakini wateja wanaifurahia na ujumbe unafika vizuri” (My brother, sometimes we use slangs but our customers like it and the message gets delivered), my translation. It is difficult to get newspapers which do not use metaphors. Such a newspaper will not be bought, and automatically the information will not be known to the audience. Having many readers depends on how the editor uses language to attract people but also the truthfulness of the information he is writing. Through these it is obvious that metaphors play a great role in conveying information.

**Qn.vii) As a journalist, which pages do you like to use metaphors mostly, and why?**

It is difficult for the reader to view the middle pages easily, the front and back pages are easily seen so the title which captures readers quickly are kept on the front and back pages. So you can find that front and back pages use metaphors than middle pages though even middle pages use metaphors as well.

**Qn. viii) Which information do they use metaphors in most cases?**

It depends with the kind of news put on the front and back pages. Remember that politics takes much percentage in daily life and politicians are the one who makes decisions in the society, so politicians with their politics are the ones who are given special attention and they are reported daily on the front pages. The back pages are reserved for sports news in all newspapers, so they always use metaphors to attract readers.

**Qn.ix) How do you know that your newspaper is read and understood?**

We get feedback through various editors' mobile numbers put on the newspaper. After all it is very real for our readers not to understand. We use language which is very simple and is always used in daily communication. If it appears that there is misconception, the problem is not with the language but a reporter fails to connect the title used to report the news and the information itself.

**Qn.xi) Do you get any advantage by using metaphors in newsreporting?**

Yes there are advantages. When the newspaper is read that is the first advantage. What makes the newspaper to be read is the used metaphor which attracts people. Secondly the company gets income since we get many readers. This is also the advantage of using metaphors.

**4.3 Data Collected through questionnaire from Newspaper readers.**

These data were collected from twenty respondents as it is shown above in 3.4.2. Respondents were of various levels of education starting from standard seven to Masters' degree level.

Among the respondents, 10 of them use newspapers as their main source of getting news and 4 respondents use radio. Also 4 use television while 2 use other source of information.

Half of the respondents get information through newspapers. This is due to several factors which include the nature of work they do. The following are responses concerning the questions which were asked.

Newspapers give full information and the readers have ample time to read even twice for clarification contrary to other sources of information like radio or television which, when a broadcaster finishes its over. Furthermore, the nature of work forces them to

read newspapers rather than watching a TV or listening to the radio. Also some respondents commented that there is much information and stories in the newspaper compared to the radio and newspaper can be read at any time.

Most of the information which is read most is politics and sports. About 70% are encouraged to read this kind of information because of the language used to report the particular information. The result shows 90% of the respondents read the headline and the information that follows. Only 10% read the headline only, this is because of the time the reader has and sometimes the headline gives the whole picture of what it is about.

The language used in newsreporting by journalists is simple and clearly understood. Most of the readers use Kiswahili as a mother tongue so they do not face any problem with the language but for non native speakers, it can cause some misunderstanding. Sometimes the headline can differ with the information that follows something which is the failure of the editor to connect events but the language itself has no problem. Newspapers are bought because the language is understood unless we couldn't buy them.

Editors have the choice of a language to use, since they are making business that is why they use that language. Even if it were me, I could use that language so long as it is understood and it attracts more customers. The result shows 65% could use metaphors in giving reports and 35% could not use metaphors although they understand the message carried through metaphors. The results do not consider the level of education, sex or age of the respondents. Those who dislike the uses of metaphors have different factors which include avoiding ambiguity and making it easier even to non native speakers.

#### **4.5. The role of Metaphors and its effects in Newsreporting.**

Metaphors in newspaper headlines are typical example of little texts as Halliday (1994) suggests. The headlines are frequently understood as a riverting shortcut to the content of newspaper. The research shows that the main function of metaphors in newspaper headlines is to summarise and attract the attention to the full text newspaper. These functions have to be reconciled by means of an extremely short, economical in such a way as to inform the reader about the content to the article while at the same time by arousing the curiosity of the reader and to persuade them. Furthermore, metaphors in Newspaper headlines create a bond between readers and journalists as the journalists should be aware with the nature of readers and the proper selection of the language inorder to simplify communication. Koller (2004), comments that metaphors in headlines enables journalists to define the topic and give favour a specific conceptualization as it has been found that metaphors in newspaper headlines serve as a cognitive short cut to a simpler and more effective presentation of complex phenomena.

The findings of this study show that metaphors function positively and negatively. They have the power to help readers to create meaning and understanding, manipulate and shut down thinking to deflect creativity and to harm. It is also revealed that metaphors trigger an effect by comparing two things that are both similar and dissimilar. The reader is thrown into a state of momentary uncertainty where the degree and significance of the simiraility and dissimilarity are considered. The reader is tilted off balance and find himself or herself infamiliar. Furthermore, metaphors create ambiguous condition of being between at the limits os existing structure and where new structures are emerging. This is a transformative stage where one thing is in process of

becoming something else. Metaphors prompts the readers attention and propels him or her on a quest for the underlying truth.

Journalists have shown that metaphors construct a relationship between the user and the receiver. A degree of connection between the journalist and the newspaper readers is actively engaged in and understand what a particular metaphor mean.

However the research showed that metaphors in newspaper headlines lack the informative value for the purpose of arousing curiosity in a case that they tend to be rather opaque. It is revealed that to most of the journalists do not use inverted commas ( ‘ ’ ) to the headlines which have metaphorical expression which can distort the meaning and cause contradiction to newspaper reader.

#### **4.7 The attitudes of newspaper readers and journalists towards the use of metaphors in news reporting.**

Despite the effectiveness of the metaphors used in newspaper headlines, there are contradicting ideas about their uses in news reporting. While journalists support them for 100 % some of the readers oppose them. Generally it has seem that metaphors are good in newsreporting due to the following reasons;

The study shows that metaphors are used in newsreporting especially in headlines because they are attractive. Most of the newspaper readers like the use of metaphors because they are attracted to read the story. If the language used is too formal, readers can not be attracted to read as a result the intended message could not be delivered.

Journalists have positive attitude on the use of metaphors because it is the only means which make them to get many readers.

“You know the newspaper is the last medium to give the information in this world of science and technology. There is no objection that the events that are reported by the newspaper are already reported by televisions radios, blogs etc. It is difficult for us who reports the same issue on the next day to readers if artistic way is not used.”

Thirdly it has seen that newspapers which uses metaphors frequently are most read compared to those which do not use metaphors in headlines. Basing on the information from Bingwa’s editor who says “Metaphors are useful and wanted by newspaper readers. Take an example of Uhuru (Independence), it is now using metaphors because that is what readers want, when a story is reported using metaphors such a newspaper is more bought than others. I reported the game of Simba and JKT Mgambo with the headline **Simba Nouma**, That day I sold a lot of newspaper than I had never done. What made that paper to be bought than others might be the headline on the front page.

However, some of the newspaper readers showe negative attitude on the use of metaphors in newspaper headlines. These complain that headlines in newspapers report something which is not true. The investigation done shown that these readers expects to find the same story. Forexample, the newspaper which has the following headline **Simba aliwa na paka** can confuse the reader who is expecting to see how a cat ate the lion, it could be a little bit astonished to find a story talking about Sofa paka football club against Simba sports club that had a match and simba loose the game before sofapaka.

The study show that language used in newsreporting is simple and understood. Newspaper readers have shown different reaction whereby 65% of the respondents could use the same language if they were editors of the particular newspapers. The rest of the percentage likes the language used but if they were editors could ont use

metaphors in newspaper headlines. The different views on the uses of the language used can be a result of emotional and cultural loading encompassed in the language used as Reah (1998), Crystal and Davy (1969) and Fowler (1991) comment. If the culture has little respect for certain groups, concepts or beliefs then the language for expressing ideas about those groups concepts or beliefs will reflect that attitude. So when these things are written about people reading the text will have their attitudes reinforced by the way the language presents these things to them.

#### **4.6 Kinds of Metaphors used in Newspaper headlines.**

Lakoff et al (1980) differentiated three kinds of metaphors namely structural, orientational and ontological metaphors. The research found that journalists use different kind of metaphors depending to the context and creativity of the journalists. It was noted that all metaphors are conceptual in a sense that an idea is on a conceptual domain interms of another. In analyzing metaphors the study based on metaphors as prescribed by Lakoff and Johnson (1980).

Metaphors used in newspaper headlines falls under three main kinds which are structural metaphors, orientation metaphors and ontological metaphors.

Starting with structural metaphors, these are instances where journalists metaphorically structure one concept interms of another. They involve the structuring of one kind of experience interms of another kind of experience or action. This study has found that the source domain provide framework for the target domain. This determines the way in which people think and talk about the entities and activities to which the target domain refer and even the ways in which we behave or carry out activities as in the case of argument. This phenomenon can be exemplified with the conceptual metaphors like;

- i) Scoaring goal is to catch nets red handed.
- ii) Chasing poachers is to slash them.
- iii) Ranting is to blaze.

In (i) above the concept of scoaring is metaphorically structured in the concept of catching nets red handed. Again the concept of ranting in ii is structured in the concept of blazing. The concept of ranting is realized in language by expressions such as he spoke angrily to the truck owners. Lakoff and Johnson (1980) claim that “we do not claim that metaphors are partially structured the way we act we argue”.

The second type of metaphors as mentioned above is orientation metaphors. These are more extensive than structural metaphors. In that they organize a whole system of concepts with respect to one another in terms of physical orientation. These kinds of metaphors have to do with spatial orientation such as up- down, in- out. The findings have shown that newspaper headlines use this kind of metaphors in communication. Some of the headlines which fall under this category are as follows;

- i) JK brings down grace.
- ii) Ozil, Fellain on fire.
- iii) Kollo Toure inside Liver against Man U.
- iv) Pope gets off at bishops.

In these headlines words like down, inside and on, get off at are good examples of ontological metaphors in newspaper headlines. These metaphors have basics in our physical and cultural experience and they can be related with up for down, bring down for bring up etc.

The third type of metaphors identified in newspaper headlines is Ontological metaphors. These are claimed to be the most basic kind when it comes to comprehending and understanding our experience (Lakoff and Johnson 1980). These metaphors are about understanding our experience in terms of entities and substances and alternative names for them are therefore entity and substance metaphors. These allow language users to treat parts of our experience as uniform entities or substance which means that they can be referred, quantified, categorized and reasoned about. Understanding our experience in terms of entities also entails viewing them as containers. These container metaphors are also based on the fact that we view our own bodies as entities or containers.

Moreover Lakoff and Johnson (1980) claim that the most obvious ontological metaphors are cases when we specify a physical object as being a person; when non human is seen as human. In this study ontological metaphors have been observed being used in the newspaper headline. Some of the metaphors are;

- i) Prisons nayo yaivimbai Yanga. (Prisons has swollen for Yanga)
- ii) Bandari yapumulia mashine. ( The harbor is in ICU)
- iii) Serikali yaendelea kujikanyaga. (The government continues stepping on itself )
- iv) Serikali yakuna kichwa kuokoa riadha (The government scratches its head to save athletics)

These metaphors involve the projection of something that does not have that status inherently. They have been personified because entities are given human characteristics such as stepping on itself, government scratching its head. Prisons swell. In these metaphors the government has been given the characteristics of human being.

## CHAPTER FIVE

### SUMMARY AND CONCLUSION

#### 5.0 Introduction.

This chapter gives a summary of the findings and the discussion from the chapter presented above, conclusion and recommendation for further studies.

#### 5.1 Summary of the findings.

This study was about the uses of metaphors in Swahili newspaper headlines and its effects in communication. The researcher interviewed journalists as well as newspaper readers in order to meet the objectives of the study. The total number of 25 respondents was met so as to get the required information. Also newspaper headlines from the chosen newspapers were collected translated and analysed qualitatively. The research was guided by the following question;

- i) What are the roles played by metaphors in news reporting and their effects?
- ii) Which kinds of metaphors are used in news reporting in Swahili newspaper headlines?
- iii) What is the reaction of newspaper readers on the use of metaphors in news reporting in Swahili newspaper headlines?

The study shows that metaphors play a central role in conveying information to newspaper readers as they do in helping journalists in presenting complex phenomenon. It also shows that structural, ontological and orientational metaphors are used in newspaper headlines in news reporting. Moreover it has been found that newspaper readers have positive perspective on the use of metaphors in newspaper headlines where it was seen that metaphors motivate and attract them to read.

## **5.2 Conclusion and Recommendation.**

### **5.2.1 Conclusion**

The study has shown the uses of metaphors in news reporting using Swahili headline newspapers. It has noted that journalists use metaphors so as get the attention of the readers but also they found it as the best way of expressing complex phenomenar. However some of the newspaper readers have shown negative perspectiveon the use of metaphors because it is a non direct language so it can cause confusion especially to non native speakers.

### **5.2.2 Recommendation**

The researcher has only concentrated on metaphors in newsreporting by using Swahili papers. This is a unique study as it has been thought that metaphors belong to literary works only. There is a need for more research to be done on the uses of metaphors in other fields such as politics and economics.

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## APPENDICES

### Appendix i. Data collected from Newspapers

1. M23 wala kichapo DRC.
2. Mbowe, Lipumba, Mbatia wawasha moto wa katiba.
3. Mpasuko mchakato wa katiba mpya.
4. Oloya atiwa mdomoni Simba.
5. Ngasa aipaisha Yanga.
6. Mbagala kwachemka.
7. Waziri Magufuli awaka.
8. Warioba awa mbogo.
9. TFF yaikata maini Yanga.
10. Rukambura ailima barua kamati TFF.
11. Wanyama anahitaji kuwa mnyama zaidi.
12. Lema fupa gumu.
13. Mgomo wa mabasi watikisa Dar and other regions.
14. Kolo Toure ndani Liver ikiivaa Man U.
15. TFF yashindwa kufyeka timu za majeshi.
16. Sh. Mil 45 chungu kwa Ngasa.
17. Nape amwakia Mbatia.

18. Cheka ampoteza Mmarekani.
19. Wanajeshi wawanukisha ubaya Yanga.
20. TFF yaitolea Yanga nje.
22. Ozil, Felain moto chini.
23. Web katikati Man Utd vs Man city.
24. Simba yaua.
25. Yanga yashikwa.
26. Tukio la Ponda lawasha moto.
27. Msajili mpya aishukia CCM.
28. Mswada wa katiba sasa kaa la moto.
29. Kinana ampa rungu Mpina kuwabana mawaziri.
30. Mansour atema cheche kufukuzwa CCM.
31. Wingu DECI.
32. Chelsea kuwavaa Basel leo.
33. Serikali yakuna kichwa kuokoa riadha.
34. Shahidi kesi ya Mramba amtwisha zigo Balali.
35. Vodacom yaipiga jeki wizara ya michezo.
36. Arsenal, Chelsea, Barca zatakata.

37. Yanga yapata mwarobaini kuiua Ruvu.
38. Yanga yabanwa mbavu tena.
39. Brandts: Atakayezembea atasugua benchi.
40. Mbowe amwaga ushahidi bungeni.
41. Waziri Sitta umeteleza.
42. Azam yaigeukia Prison.
43. Serikali yamwaga ajira kwa walimu.
44. Ole Milya ang'oka CCM.
45. Cheka amkalisha Mmarekani.
46. Waziri wa JK alikoroga.
48. Vijana wabambwa wakijinoa kijeshi.
49. Wingu latanda uchaguzi TFF.
50. Neymar, Messi wachana nyavu kwa pamoja.
51. Bale amshuhudia Ronaldo akiua.
52. Waziri Chikawe azidi kung'aka.
53. Maafisa usalama kikaangoni kwa uzembe.
54. Maalim Seif amwangukia Kikwete.
55. Katiba mpya wapinzani wanywea.

56. Tutatonesha donda Yanga.
57. Yanga sikio la kufa.
58. Moyes aanza kuweweseka.
59. Banyai hall tia maji tia maji.
60. JK awakalia kooni Ma DC.
61. Shekh Ponda agonga mwamba.
62. Uwanja Yanga waota mbawa.
63. Ashanti: Tuko ICU.
64. Kibadeni aanza kuchonga.
65. Manji amlipua Bathez.
66. Kinana arusha kombola zito.
67. Twiga stars mdomoni mwa Wazambia.
68. Simba yainolea kucha JKT Ruvu.
69. JK ashusha neema.
70. Kova awazima Mbowe, Lipumba.
71. Siri nzito zavuja, vigogo wamwaga fedha kuvuruga katiba.
72. Kanali aliyetoroka aipasua kichwa JWTZ.
73. Bathez achana mkataba wa Kaseja Yanga.
74. Sitta achafua hali ya hewa.
75. Mawaziri wajikaanga.

76. Mufti Simba awasha moto.
77. Prison nayo yaivimbia Yanga.
78. Yanga yazinduka.
79. Rais Kenyatta atema cheche.
80. Wingu zito wizara ya elimu.
81. Ngasa aitia ndimu Yanga.
82. Simba sasa mperampera, yaikamua JKT.
83. Tambwe acheka na nyavu.
84. Maandamano sasa yayeyuka.
85. Magufuli akwaa kisiki.
86. Rufaa ya Lema yaiva.
87. Kafulila aitolea uvivu serikali.
88. Bandari yapumulia mashine.
89. Amiminiwa risasi lakini anusurika.
90. Wamiliki wa maroli wamtunishia misuli Magufuli.
91. Mourinho akubali kubebeshwa lawama.
92. City, Chelsea, Spurs zapeta.
93. Rage akubali kuachia ngazi.
94. Yanga kwenda Mbeya na full muziki.
95. Ngasa kimeeleweka.
96. Mabeki Yanga waangushiwa jumba bovu.
97. Moyes maji ya shingo.
98. Manji alipua bomu Yanga.
99. Lionel Messi Neymar watupia kwa pamoja.
100. Barcelona yawatolea macho Torres, Mata.

101. Tambwe aendelea kufumania nyavu.
102. Simba onfire.
103. Mesi aongeza sumu Simba.
104. Simba mauaji yanaendelea.
105. Minziro Kagera Sugar hawatatoka Kaitaba.
106. Serikali yaizika rasmi Loliondo.
107. Rooney sisi tumemwangusha Moyes.
108. Arsenal Barca zatakata Mourinho chali Ulaya.
109. Watoto kushika usukani ibada zote.
110. Jeshi la polisi Zanzibar lisukwe upya.
111. Yanga kujiuliza Mbeya.
112. JWTZ- Tuko ngangari.
113. Wachezaji 12 stars kuivaa Uganda na swaumu.
114. Twite alitumwa kumwua Nsajigwa Yanga.
115. Klabu Golmahia inabebwa.
116. Feluz ataka wakongwe wa bongofleva kukaza msuli.
117. Diamond alivyoilipua Nairobi.
118. Moses Oloya anukia Jangwani.
119. Moyes amwangukia Rooney.
120. Moyes amfagilia Vidic.
121. Wakali wa Jangwani wapasua jipu.
122. Pelegrini akalia kikaango.
123. Barcelona ya Messi yachanja mbuga.
124. Daglish amkingia kifua Moyes.
125. Ngasa apewa shavu la kushoto.

126. Sturridge naye atupwa nje England.
127. Messi amburuza Ronaldo.
128. Niliipiga chini Kagera sugar: Kilinda.
129. Matumla, Maneno wajifua hadharani.
130. Majeruhi wambeba Lowasa.
131. Katiba mpya majanga.
132. Asernal mwendo mdundo.
133. JK adaiwa kuwabeba Ghasia, Kawambwa.
134. JK apaa Z'bar utata wa katiba
135. Ngasa aianika akaunti yake.
136. JWTZ yafyeka majangili.
137. JWTZ yasafisha M23.
138. Ngasa atembeza bakuli.
139. Moyes akiri, Man city kiboko.
140. Mwombeki ajinyonga kwa Yanga.
141. Taifa kuwaka moto.
142. Kibadeni, Julio wakalia kuti kavu.
143. Pinda amzima Magufuli.
144. Waziri Simba awabomoa Mbowe, Prof. Lipumba.
145. Simba yazidi kujinafasi kileleni.
146. Man united yainyanyapaa Liverpool.
147. Bayern yawachinja Schalke.
148. Msimbazi bado wamuota Oloya.
149. Kocha Man city roho kwatu.
150. Kuchimba dawa sasa marufuku.

151. Wageni kukamuliwa zaidi Brazil.

152. Bale amtimulia vumbi Wenger.

153. Simba yaweka nne kileleni.

154. Shivji amvaa Dkt Shein.

155. Fowadi Simba yaitikisa Yanga

## Appendix ii

### 1. Guiding questions for Interview with journalists.

- (i) Nafasi yako kazini; Mwandishi..... Mhariri .....
- (ii) Aina ya chombo cha habari (gazeti gani) unalofanyia kazi.....
- (iii) Magazeti hupenda kutumia lugha ya picha yanapotoa taarifa, kwanini hii?
- (iv) Je lugha ya namna hii inaruhusiwa? Sio kwamba lugha hii inaonesha hisia za mtoa habari?
- (v) Unafikiri wateja wako (wasomaji wako) wanaipenda lugha hiyo?
- (vi) Je kuna malalamiko yoyote huwa mnayapata ninyi kama waandishi kuhusu lugha mnayotumia kwenye magazeti?
- (vii) Nini hasa lengo la kutumia lugha ya picha?
- (viii) Nini mtazamo wako binafsi kuhusu matumizi ya lugha ya picha kwenye magazeti?
- (ix) Gazeti lisilo na lugha ya picha unalionaje?
- (x) Kwa mtazamo wako ni gazeti lipi bora, lenye lugha ya picha au la?
- (xi) Ni kurasa zipi ninyi kama waandishi mnapenda kutumia lugha ya picha.
- (xii) Kwa nini lugha ya picha itumike sana katika kurasa hizo.
- (xiii) Ni habari zipi mnapenda sana kutumia lugha ya picha?
- (xiv) Je, mada unayozungumzia ina mchango wowote katika kuchagua lugha ya kutumia?
- (xv) Unakuwa na uhakika gani kama gazeti lako linasomwa na linaeleweka kwa jamii?
- (xvi) Kama halieleweki, unafikiri tatizo ni nini?
- (xvii) Unafikiri lugha ya picha inaweza kuwa sababu ya kutoeleweka?
- (xviii) Je kuna faida au hasara yoyote ya kutumia lugha ya picha?

## Appendix ii

### Questionnaire for Newspaper readers.

Tafadhari jibu maswali yafuatayo kwa usahihi kama ulivoelekezwa. Weka alama V mbele ya jibu unaloona ni sahihi. Aidha toa maelezo pale unapotakiwa kutoa maelezo.

1. Jinsi: ME....., KE.....
2. Umri: 18-24....., 25-34....., 36- 45....., 46-60....., Zaidi ya 60.....
3. Kiwango cha elimu
  - i) Darasa la saba .....
  - ii) Kidato cha nne .....
  - iii) Kidato cha sita .....
  - iv) Stashahada .....
  - v) Shahada .....
  - vi) Shahada mbili na kuendelea.....
4. Unaweza kusoma na kuandika lugha ngapi?  
Zitaje.....  
.....
5. Nini chanzo chako kikuu cha habari
  - i) Redio ... (ii) Magazeti..... (iii) Luninga..... (iv) Intaneti.....
6. Kama jibu la (5) hapo juu ni (ii) kwa nini? N kama sio (ii)  
kwanini.....  
.....

7. Huwa unasoma magazeti mara ngapi kwa wiki?

.....

8. Aina gani ya habari huwa unazisoma sana

i) Siasa..... (ii) Michezo..... (iii) Uchumi ..... (iv)

Afya.....

(v) Nyingine.....

9. Ni kitu gani kinakuvutia kusoma habari hizo?

.....

10. Unasomaje gazeti?

i) Vichwa vya habari tu.....

(ii) Kichwa cha habari na habari yote .....

ii) Kichwa cha habari na aya mbili za kwanza.....

iv) Kichwa cha habari, aya ya kwanza na ya mwisho.....

11. Kwanini unasoma gazeti kwa jinsi hiyo hapo juu (10).

.....

.....

.....

12 a) Unapendelea kusoma magazeti yaliyoandikwa kwa lugha gani?

i) Kiingereza..... ii) Kiswahili.....

b) Kwanini unapenda kusoma magazeti yaliyoandikwa kwa lugha hiyo?

13. Unaposoma habari kwenye gazeti unaiielewa vizuri au la?

14. Kulingana na jibu la (13) hapo juu, unalielwa wakati gani?

i) Baada ya kusoma kichwa cha habari .....

ii) Baada ya kusoma habari nzima.....

iii) Baada ya kusoma kichwa cha habari na aya za mwanzo.....

15. Unafikiri kwanini unaelewa baada ya kusoma habari nzima kama jibu ni (ii)

katika swali namba 14.

.....

16. Lugha inayotumika kwenye magazeti kutoa taarifa unaionaje?

i) Ni rahisi ..... ii) Ni ngumu ..... iii) Ni ya kawaida.....

17. Kama jibu katika swali namba 16 ni (ii) kwanini?

.....

18. Je lugha hiyo inarahisisha kueleweka kwa habari hiyo au inachangia

kutokueleweka kwa habari hiyo?

.....

.....

19. Kwa magazeti unayoyasoma kichwa cha habari kinafananaje au

kinatofautianaje na habari iliyoko chini yake?

.....

19. Lugha iliyotumika katika kichwa cha habari inakupa picha gani unapoisoma?

.....

20. Je, lugha iliyotumika katika kichwa cha habari inakusaidia kuelewa gazeti

unalolisoma au la?

.....

21. Unafikiri kwanini magazeti yanatumia vichwa vya habari vya aina hiyo.

.....

22. Katika jedwali hili hapa chini linaonesha matumizi ya lugha ya picha na ile isiyo ya picha. Ni lugha gani unaienda zaidi na kuelewa vizuri inapotumika kwenye magazeti.

<b>SEHEMU A</b>	<b>SEHEMU B</b>
Rais Kikwete akaangwa tena	Rais Kikwete adanganywa tena
Lema fupa gumu	Lema hawezekaniki
Real Madrid chali	Real Madrid yafungwa
Tambwe aendelea kufumana nyavu	Tambwe aendelea kufunga
Jaji Warioba aanika mazito katiba mpya	Jaji Warioba asema mazito katiba mpya
Chelsea kuwavaa Basel leo	Chelsea kucheza na Basel leo
Yanga yashikwa tena	Yanga yafungwa tena

23. Kama ungekuwa mwandishi wa habari au mhariri ungetumia lugha kama unayoiona kwenye vichwa vya habari vya magazeti vya sehemu A au B? Kwanini?