



Opinion Article

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Review of the Book *Metaphor in Newspapers* by Tina Krennmayr

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Introduction

Metaphor in Newspapers by Tina Krennmayr [1] is an expansion of the chapter of the same title that appears in *A Method for Linguistic Metaphor Identification* Steen et al., [2]. The original chapter is primarily methodological, focusing on metaphor identification, a core element that remains central to the book. However, the book goes beyond mere identification, offering a more comprehensive examination of metaphors in news discourse.

Like the chapter from which it originates, the book begins by providing background information that spurred interest in metaphor identification. One of the central issues highlighted in earlier work is the dominance of cognitive approaches that often relied on invented language samples rooted in native speaker intuition, rather than naturally occurring data. Krennmayr discusses this issue at length and presents it as one of the major challenges facing researchers attempting to analyze metaphors in authentic texts: the lack of a clear, standardized tool for metaphor identification.

To address this gap, the book discusses the development and application of the Metaphor Identification Procedure (MIP) proposed by the Pragglejaz Group [3]. The elements of this protocol are clearly outlined, and both its strengths and limitations are thoughtfully examined. Krennmayr then explores how the Metaphor Identification Procedure Vrije Universiteit (MIPVU), developed by Steen et al., [2], was designed to respond to some of the challenges associated with the original MIP. Among the issues that MIPVU seeks to address are the classification of different types

of metaphors, the demarcation of lexical units, and the selection and application of dictionaries. MIPVU thus represents an effort to refine metaphor identification methodology for more systematic analysis of authentic language data.

Beyond identification procedures, the book provides an accessible introduction to metaphor frameworks, particularly cognitive-based approaches such as Conceptual Metaphor Theory (CMT) proposed by Lakoff and Johnson [4]. It also discusses a range of metaphor types, including conceptual and pictorial metaphors, and integrates various theoretical perspectives to explain their roles in discourse.

A core contribution of the book lies in its practical application of MIPVU to the analysis of news texts. Using a corpus of news articles from the British National Corpus (BNC), the book demonstrates how MIPVU can be used to identify and classify metaphors in authentic news discourse. This serves as a valuable exercise in illustrating the procedure's suitability and adaptability to real-world textual analysis.

Another major theme explored is the nature and function of metaphors in news texts. Krennmayr classifies the identified metaphors based on their conventionality and creativity. This allows for a nuanced discussion of how metaphors function not just as stylistic devices but also as framing tools that influence public perception.

The book also includes a qualitative analysis of metaphor distribution, examining the frequency and patterns of metaphor

types across different word classes. Variables such as the conventionality of metaphors and their correlation with word classes are carefully analyzed, offering detailed insights into metaphor use in journalistic writing.

While the book presents an innovative and rigorous approach to analyzing metaphors in news texts, its scope is somewhat limited. The conclusions are based on data drawn exclusively from the BNC, which reflects texts primarily from Britain and, more broadly, Western Europe. This geographical limitation means that the book does not account for variation in metaphor use across different cultural and linguistic contexts. As a result, while the findings are insightful, they cannot be generalized to news texts from other parts of the world.

Nonetheless, *Metaphor in Newspapers* remains a significant contribution to metaphor studies and discourse analysis. One of its strengths lies in the breadth of topics it covers—from metaphor theory and identification to application and analysis. Each topic is explored with meticulous detail, reflecting the author's thorough understanding of both theoretical and methodological issues. Moreover, the integration of traditional and contemporary

approaches adds further value, making the book a well-rounded and timely resource.

This book will be of particular interest to metaphor researchers, discourse analysts, and anyone studying language in the media. It can also serve as an important reference for scholars interested in metaphor identification techniques and in how metaphors shape public discourse through news media. In sum, *Metaphor in Newspapers* is a rich and rigorous work that bridges theory and practice, offering a robust framework for the systematic study of metaphor in real-world texts.

References

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