

Metaphor and Hyperbole Functions in Climate Change News Headlines in British and American Newspapers: A Contrastive Stylistic Analysis

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ABSTRACT

The present research looks into how metaphor and hyperbole are used in Daily Mail and USA Today newspapers. It examines the use and impact of metaphor and hyperbole in stylistic analysis of Daily Mail and USA Today newspapers. Three news headlines from Daily Mail newspaper and Three news headlines from USA Today newspaper were gathered using the sample approach for the purpose to meet the study's aim. Its aim is to determine if stylistics may be applied to climate change texts found in Daily Mail and USA Today newspapers. It proposed that the headlines on climate change function as analytical data to assess the suitability of stylistics and these selected headlines use metaphor and hyperbole to achieve specific effects and stylistic significance. It, also, proposed that the news headlines of USA Today newspaper relies hyperbole more than the language of Daily Mail while the news headlines of Daily Mail newspaper is more reliant on metaphor than the language of USA Today Newspaper. Thus, the study develops an eclectic model in order to interpret the facts under examination and accomplish the aims. Upon completion of the study, the researcher presents the main conclusion from the stylistic analysis of this newspaper, which are followed by a list of references.

Keywords: Style, Metaphor, Hyperbole, Language of Newspapers

تأثير الاستعارة والمبالغة في عناوين أخبار تغير المناخ في الصحف البريطانية والأمريكية: تحليل أسلوبى مقارن

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الملخص

تبحث الدراسة الحالية في كيفية استخدام الاستعارة والمبالغة في صحف الديلي ميل وامريكا اليوم. يدرس استخدام وتأثير الاستعارة والمبالغة في التحليل الأسلوبى لصحيفة ديلى ميل وصحيفة امريكا اليوم. تم جمع ثلاثة عناوين إخبارية من صحيفة ديلى ميل وثلاثة عناوين إخبارية من صحيفة امريكا اليوم باستخدام نهج العينة لغرض تحقيق هدف الدراسة. هدفها هو تحديد ما إذا كان يمكن تطبيق الأساليب على نصوص تغير المناخ الموجودة في صحف الديلي ميل وامريكا اليوم. تفترض الدراسة أن تعمل العناوين الرئيسية لتغير المناخ كبيانات تحليلية لتقييم مدى ملائمة الأساليب، وتستخدم هذه العناوين الرئيسية المختارة الاستعارة والمبالغة لتحقيق تأثيرات محددة وأهمية أسلوبية. كما افترضت أن عناوين الأخبار في صحيفة امريكا اليوم تعتمد على المبالغة أكثر من لغة ديلى ميل بينما تعتمد عناوين الأخبار في صحيفة ديلى ميل على الاستعارة أكثر من لغة صحيفة امريكا اليوم. وبالتالي، تضع الدراسة نموذجًا انتقائيًا لتفسير الحقائق قيد الفحص وتحقيق الأهداف. عند الانتهاء من الدراسة، يقدم الباحث الاستنتاج الرئيسي من التحليل الأسلوبى لهذه الصحيفة، والتي تتبعها قائمة بالمراجع.

الكلمات المفتاحية: الأسلوب ، الاستعارة ، المبالغة ، لغة الصحف

1. Introduction

Newspaper language facilitates learning about many different subjects. Information is essentially communicated through its language. That is what distinguishes its style in addition to convincing and amusing the audience. To influence all readers, it must carefully select its vocabulary and sentence structure. The majority of individuals view newspaper language as a full, adequate, and satisfying source of up-to-date information because of this (Donnelly, 1996, p. 210)

Moreover, Galperin (1981, p. 281) concurs that the newspaper style is among those recognized as unusual. According to him, a

newspaper's style is a system of connected lexical, phraseological, and grammatical devices used to enlighten readers. The language style of quick news and communiqués; newspaper reports; news articles alone; and notifications and adverts are the four main types he discerns from newspaper language. Donnelly and Galperin's statements are supported by a review of several climate change–related news stories from US and British publications. The newspapers Daily Mail and USA Today provide stories on climate change in a compelling manner that might be described as rich in stylistic elements, aiming to pique readers' attention and increase awareness.

2. Style

Certainly, every writer has a unique style that sets them apart from the rest. To put it another way, every writer employs unique methods and strategies in their individual works. Style is the way a person employs language in a particular situation for a goal or explanation, according to Leech and Short (2007, P.9).

Finch (2005, p.187) notes that while style analysis has traditionally been the domain of literary criticism, there has been a more concerted effort since the development of linguistics to offer a linguistic basis for literary effects and a desire to expand the scope of study to include non–literary texts such as sermons, car manuals, and recipes.

Style, according to Riffaterre (1955, p. 155), is an emphasis—be it expressive, emotional, or aesthetic—applied to the message that the linguistic structure is conveying. Language therefore expresses meaning, whereas style highlights it. Style, according to Hickey (1993, p. 574), is the departure from a convention or normal usage of language. It is perceived as deviating from the standard framework of guidelines, which aims to produce persuasive, literary, rhetorical, or other effects.

In line with Carter and Stockwell (2008, p.44), there are several styles that vary depending on the author's style, such as formal, informal, and

risqué. They went on to describe style as "the selection of particular linguistic structures over others. Of fact, saying that one's style is a choice does not mean that one always makes a conscious decision about it. Indeed, it would take a very long time to say anything at all if one had to deliberately choose every phonological, syntactic, semantic, and pragmatic decision. A notion of the most effective manner to say something can be intuitive or conscious in literature, as in any conversation, but the reader will essentially get the same outcome.

3. Stylistics

Stylistics has been studied and debated by several authors and academics throughout many centuries. Opinions vary among scholars, hence there are differing perspectives on what stylistics is and what it comprises. A number of concepts are found, but they are thought to be somewhat close to each other. Conversely, style can relate to any or all of a person's linguistic habits, whether they are shared by a group of individuals at a certain moment in time or over an extended period of time (Crystal & Davy, 1969, p.10).

According to Short (2013, p.1), stylistics is a method for analyzing (literary) works through linguistic description. Stylistics transcends the boundaries between languages and literature. As a result, depending on the reader's perspective on the artistic creation, stylistics might occasionally resemble either linguistics or literary criticism.

Based on Simpson (1997: 4), stylistics is an applied language research approach that makes use of textual analysis to draw conclusions about the composition and purposes of language. According to Simpson, stylistics is essentially the use of stylistic analysis to language in order to bolster an interpretive or literary argument.

In the words of Crystal (2008: 486), style refers to the particular, situational linguistic usage. Although, in its narrowest definition, it

pertains to the relationships between speakers of different languages, namely the degree of formality.

According to Richards & Schmidt (2002: 523), stylistics is the study of linguistic variety that depends on the context in which language is employed as well as the impression that the writer or speaker wants to leave on the listener or reader. While studies of spoken language are occasionally included in stylistics, the field mostly deals with written language, particularly literary writings. The options a writer has and the rationale behind the use of some forms and phrases over others are the focus of stylistics.

4. Metaphor and Hyperbole

The definition of a metaphor is a word or expression that, in literal usage, indicates one kind of thing is applied to a distinctly different kind of thing, without establishing a comparison, as demonstrated by Abrams and Harpham (2012, p.130). Metaphor is not as obvious since it relates to a connection of likeness. Metaphors rely on intuitive comparisons rather than explicit markers of resemblance.

According to Bajwa (2017, p.1), a metaphor is a comparison of two different objects. Other examples of metaphors include personification, anthropomorphism, simile, exaggeration, fable, parable, and analogy.

While hyperbole is an intentional exaggeration used to highlight the importance or emotional effect of a certain subject, according to Kane (1988, p. 277). For example, "You'll experience an amazing sensation!" Furthermore, hyperbole is described as a useful tool that may offer value by deftly capturing readers' attention (Harris, 2017, p.26).

For Laongpol (2021, p.6). Hyperbole is a rhetorical tactic that is employed to convey feelings and describe an event or action in wildly excessive and exaggerated words. It is frequently used by the press to highlight the bad traits or deeds of others.

5. The Model of Analysis

An analysis model is required in order to examine the data. As a result, the research uses an eclectic model. The primary focus is on recognizing the stylistic elements of hyperbole and metaphor at the texts' relevance and impact. a model from two distinct models is going to be adopted. The first one is Leech and Short (2007), and the second one is Galperin (1981).

- In their book "Style in Fiction," Leech and Short (2007) create a checklist of linguistic and stylistic categories to help with better organized data collecting. The four broad heads of these categories are figures of speech, coherence, context, grammatical categories, and lexical categories. Metaphor is used in the current study.
- Galperin (1981) in " Stylistics," classify lexical expressive means and stylistic devices. It includes the interaction of different types of lexical meaning(metonymy, irony, eugma, pun, epithet, oxymoron, antonomasia), intensification of a feature (simile, hyperbole, periphrasis), and peculiar use of set expressions (clichés, proverbs, epigram, quotations). Hyperbole is used in the current study.

6. Data Analysis

6.1 Stylistic Analysis of Daily Mail News Headlines

Headline 1.

'Climate change is causing the lowest level of the atmosphere to SWELL in size, inflating 174 feet per decade since 2001: Planes may have to fly higher to avoid turbulence, experts claim'

The headline, which states, '*Climate change is causing the lowest level of the atmosphere to SWELL in size,*' is an example of a metaphor in this text. The author discusses how the atmosphere is getting thinner due to climate change. He compares the act of swelling to the expansion of the atmosphere in order to create a metaphor. This metaphor makes the idea of atmospheric expansion easier for readers to see and comprehend.

Furthermore, the text uses hyperbole twice: *'has inflated roughly 174 feet per decade,'* and *'to SWELL in size.'* The author skillfully employs exaggeration to arouse readers' fear. By stating that the atmosphere *'has inflated roughly 174 feet per decade,'* the author exaggerates the rate and extent of the atmospheric change to emphasize its rapid and alarming nature. This figure is not meant to be taken literally but serves to highlight the significant and concerning trend of atmospheric expansion. The use of the word *'SWELL'* is another example of hyperbole. It implies that the atmosphere is expanding abnormally and at an alarming rate, which may not be literally accurate but conveys the dramatic impact of climate change. This exaggerated term is intended to evoke a sense of immediate danger and concern and using the vivid metaphor of the atmosphere *'swelling'* and *'inflating'* will probably linger in the reader's memory. The author tries to evoke in the readers a sense of unease about how climate change is affecting the atmosphere.

Headline 2.

'This summer's droughts in the Northern Hemisphere were made at least 20 TIMES more likely by climate change, study finds'

To begin with, the text contains no instances of metaphor. The text is a factual report based on research that concluded that the Northern Hemisphere drought was caused by climate change. The author does not employ any metaphor to explain the research or its conclusions.

Furthermore, the statement *'at least 20 TIMES more likely'* is a hyperbole. It greatly overstates by a factor of twenty how much of an influence climate change is having on the probability of drought. *'20 TIMES'* is a dramatic way to highlight how severe the impact is, even while climate change does in fact lead to an increase in the frequency of extreme weather occurrences. By stating that droughts are *'20 TIMES more likely,'* the statement significantly amplifies the actual statistical likelihood. While climate change does increase the frequency and

severity of extreme weather events, including droughts, the specific figure of 20 times is likely an exaggeration meant to stress the severity of the impact. This overstatement serves to grab the reader's attention and highlight the critical nature of the issue.

Headline 3.

'Avocados could become scarce because of 'climate change' as report warns the superfood is vulnerable to hotter, drier weather because of the high volumes of water needed'

The headline effectively employs both metaphor and hyperbole to convey its message. The term '*superfood*' is metaphorical. Avocados aren't literally superheroes, but the term implies a food with 'superior nutritional quality' compared to other foods. The metaphor conveys the message that avocados are particularly healthy and worth emphasising in modern diets.

Second, '*Avocados could become scarce*'. This is a case of hyperbole. It might become more difficult to grow avocados because of climate change, but the headline overstates the problem to get attention. It uses hyperbole to call attention to a serious problem.

Additionally, the report's warning that avocados are '*vulnerable to hotter, drier weather because of the high volumes of water needed*' can be seen as an implicit hyperbole. The emphasis on '*high volumes of water*' needed for avocado cultivation underscores the gravity of the impact climate change could have, suggesting a dire situation without stating it outright. Both metaphor and hyperbole make the headline more engaging and impactful, increasing the likelihood that readers will notice and read the article.

The use of metaphor and hyperbole in the three headlines of Daily Mail newspaper are summed up in the table below.

Table 1: The Stylistic study of Daily Mail Headlines

Type	Use	Frequency
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Metaphor	2	28.5 %
Hyperbole	5	71.4 %
Total	7	100 %

6.2 Stylistic Analysis of USA Today News Headlines

Headline 1.

'People under 40 will experience 'unprecedented life' of climate change disasters, study says'

The author of this text begins his article by employing the headline phrase that has a metaphor: 'People under 40 will experience 'unprecedented life',' according to the writer, this means that what people from below 40 years go through in relation to global warming is going to be very different and harsher than those who came before them.

Hyperbole is also used here to attract readers' attention towards discussing climate change's effect on young people. For example, *"Our results highlight a severe threat to the safety of young generations..."* The author overstates how much danger is posed by climate change for coming generations with his use of *"a severe threat."* In this sentence, using the term 'a severe threat' was meant to capture reader's interest instantly. It is a powerful and dramatic statement that makes the reader sit up and take notice of just how serious things are getting. The use of heightened language helps engage the reader and ensures that they do not ignore the message about climate change risks. This hyperbole achieves three purposes; capturing the reader's eye, emphasizing that it must be solved now and eliciting strong emotions. Although it may be exaggerated, this concept is rooted in actual substantial dangers from global warming that serve as a call for action and sensitization against its impacts on future offspring.

Headline 2.

'Climate change could be a 'catastrophic' national security threat, report warns'

In this news text, *'catastrophic national security threat'* is a metaphor. This expression highlights the potential impacts of climate change on global and national security. They provide an amazing picture of climate change as a very serious and dangerous threat. The word 'catastrophic' connotes that climate change causes wars to break out in the society which will result in many effects. In the headline, '*Catastrophic*' is also an exaggerated word form. It enhances how threatening climate change is both within and beyond borders of a nation. The term "catastrophic" highlights the disastrous implications that climate change poses for security across all levels. While some risk exists with respect to climatic instability, calling it catastrophic inflates the perceived peril. This overstatement serves to draw attention to the seriousness of the issue, ensuring that it is not underestimated or ignored. Also, the hyperbolic nature of the term '*catastrophic*' creates a sense of immediate and pressing danger. This urgency is crucial for conveying the message that climate change requires swift and decisive action to prevent or mitigate its severe impacts on security.

Headline 3.

'Earth marks 12 straight months of record heat, a bewildering climate change milestone'

Firstly, Metaphor involves describing an object or action in a way that isn't literally true but helps explain an idea or make a comparison. In this headline, the phrase '*climate change milestone*' is a metaphor. Typically, a '*milestone*' refers to a significant point in a journey or development, often suggesting progress or achievement. By using this term metaphorically, the headline frames the record heat as a significant, albeit alarming, event in the ongoing '*journey*' of climate change. This metaphor helps readers understand that the continuous

record heat is not just a series of isolated events but a critical and noteworthy point in the larger narrative of global climate patterns.

Regarding hyperbole, there are two instances of hyperbole in this headline. In *'12 straight months of record heat'* While this may be a factual statement, the use of *'12 straight months'* emphasizes the unrelenting and continuous nature of the phenomenon. It underscores the severity and unprecedented nature of the heat, suggesting an extreme and worrying trend. *'Bewildering climate change milestone'* is the second instance of hyperbole. The word *'bewildering'* adds a layer of hyperbole by suggesting that the situation is so extreme and unprecedented that it defies understanding. This exaggeration serves to amplify the reader's perception of the event's gravity and complexity.

The use of metaphor and hyperbole in the three headlines of USA Today newspaper are summed up in the table below.

Table 2: The Stylistic study of USA Today Headlines

Type	Use	Frequency
Metaphor	3	42.8 %
Hyperbole	4	57.1 %
Total	7	100 %

Conclusion

1– The first hypotheses *'the headlines on climate change function as analytical data to assess the suitability of stylistics and these selected headlines use metaphor and hyperbole to achieve specific effects and stylistic significance,'* is verified as the headlines on climate change employ metaphor and hyperbole to create impactful and memorable narratives. Metaphors provide vivid imagery that helps readers visualize complex climate concepts, making the issues more relatable and urgent, and hyperbole, on the other hand, uses deliberate exaggeration to underscore the severity of climate threats.

2– The second hypotheses, '*the news headlines of USA Today newspaper relies on hyperbole more than the language of Daily Mail*,' is refuted.

3– The third hypotheses, '*the news headlines of Daily Mail newspaper is more reliant on metaphor than the language of USA Today Newspaper*,' is refuted.

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