ANALYSIS ON FIGURATIVE LANGUAGE STYLES IN BUSINESS NEWS OF *THE TIMES* WEBSITE

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ABSTRACT

This research aimed to analyze the figurative language styles employed in one form of written communication that is a business news. The primary objective of this research was to identify the prevalent language styles employed in a selection of 15 business news articles published on The Times website. The researcher utilized descriptive qualitative method to provide in depth understanding about the result and explain it with the use non-numerical data such as words, phrases, or identification. The Analysis based on Gorys Keraf's theory classifies the figurative language into direct or indirect meaning and sentence structure. According to Gorys Keraf's theory, figurative language covers metaphor, parallelism, prolepsis, personification, repetition and simile. The result of this research showed there are 43 case consist of figurative language styles. It is revealed that metaphor is the figurative language style frequently used by The Times in a business news. The feature of metaphor lies in its ability to draw connections between seemingly unrelated things by highlighting common characteristics. Metaphors serve as a bridge between unfamiliar and familiar concepts, assisting readers in understanding unfamiliar business terminology used by The Times and relating it to more common phrases. This research demonstrates that employing metaphor as the figurative language in business news enhances the clarity of information being delivered and effectively emphasizes the intended message.
Keywords: *business news, figurative language styles, The Times*

INTRODUCTION

Humans communicate to exchange experiences, convey information, and express thoughts. In the process of communication, language serves as a tool to ensure the precise reception of the intended message. According to Prabavathi & Nagasubramani (2018) there are 2 types of communication used in daily basis, they are oral and written communication. Oral communication focuses on the process of conveying information, thoughts and message messages though spoken words, voice, and gesture. Oral communication relies on the human voice as the primary medium of expression. The examples of oral communication are presentation, storytelling, speech, conversation, and broadcast. Next to oral communication is written communication. Written communication refers to the act of conveying information, ideas and thought through written symbols, such as words, sentences, paragraphs and texts. It involves using written language to express and share messages with other. The output of written communication such as news, articles, bulletins, and press releases is then disseminated through mass media platforms, facilitating efficient distribution to a broad audience. It allows transmission of information over time and distance, thus enabling precise and detailed communication.

According to McFadden (2010) the transmission of mass communication may happen using one or many different kind of mass media. The mass media here includes news, magazine, radio, television, movies and even video games. Mass media serves as a tool to disseminate the information to the public, driven by people's inherent curiosity about current events. The public demands rapid access to information, requiring media outlets to respond promptly to breaking stories. Among various mass media platforms, newspapers are often regarded as a more efficient medium for delivering quick turnover daily news. As stated by Fuller (1996) news represents as the only a provisional kind of truth, the best that can be said quickly. Previously, newspapers were only presented in the form of printed paper. With its development, most newspapers have embraced the cultural shift and moved to online news in form of web based. This cultural shift makes people's life easier by staying up-to-date and keeping in touch with current events at any time.

There are plenty of web-based media that provide online news, and *The Times* is one of them. *The Times* was founded on January 1st 1785 with the title *The Daily Universal* register for the first three years, then rebranded as The Times in 1788. In 1996, The Times launched its website, thetimes.co.uk. As it is 235 years old and still remains until today, The Times was recognized as Britain's oldest and most influential newspapers (T. Editors of Encyclopaedia, 2022). It provides various topics of news including business news. It is widely acknowledged as a reliable online news outlet, consistently delivering current and comprehensive information on global business topics. Actively following news, particularly on business topics, can be highly rewarding, as it offers valuable global insights into the business world. This practice can help individuals stay well-informed about career opportunities and maintain a competitive edge.

In the realm of business news, there are distinct language features that encompass diction, grammatical structure, and the use of figurative language style. Figurative language styles itself is a stylistic approach that employs creative and expressive elements to transcend the literal meaning of words. According to Keraf (2009) the precision of word choice involves the ability of a word to evoke the exact idea in the reader's imagination that the writer perceives. While business environments typically value clarity and precision, the thoughtful use of figurative language can enhance certain aspect of business discourse. Figurative language style encompasses the diverse ways in which people communicate in various expressions and situations, adapting to specific circumstances. It serves as a versatile tool through which individuals can convey their ideas, thoughts, and opinions by employing different styles in accordance with the given context.

The objective of this study focused on business news as a form of written communication, prompting the researcher to employ Gorys Keraf theory proposed in 2009. Keraf theory delves into language style, addressing the direct and indirect meanings, as well as sentence structures typically found in news. According to Keraf (2009) figurative language style consist such as simile, metaphor, personification, prolepsis, periphrasis, pleonasm, parallelism, and repetition. Nevertheless, when crafting news articles, journalists frequently encounter the challenge of selecting the most appropriate language to convey their message effectively. Thus, this research aims to examine and identify the figurative language styles used as well as frequently used in the realm of business news, especially in The Times website. The researcher expected the findings of this study could give a valuable insights and contributing as a learning tools for aspiring journalist.

METHOD

Qualitative research methodology was chosen for this study as it was considered the most suitable approach for the research object. This study falls within the realm of qualitative research because it centers on textual elements, including words, phrases, clauses, and sentences. Rather than show to show a numeric analysis of data, the goal of qualitative research is to provide a

comprehensive picture and in depth understanding towards the result. This research is focus to analyze news articles published on The Times website, especially on the business section. There are 15 business news articles with a specific requirement that will examine. To provide more detail, the determined requirement are the business news articles that published in 1 January 2023 - 31 July 2023, with a total word between 500 and 1,000 words.

Data Analysis

In this research, to examine the data, the researcher utilized content analysis method. Content analysis is commonly used to analyze the presence, frequency, and patterns of specifics words, sentences or phrases within a set of documents, texts or other media. The goal is to address the research questions, identifying patterns, and eventually drawing conclusions. The objects of the research were carefully examined to identify the figurative language style within the sentences, words or phrases. Instrument in the form of tables were employed to facilitate the analysis process, demonstrating how each words, sentence or phrases consist figurative language style is identified the reasons for its presence. The following is the example of instrument used to facilitate the analysis process.

Table 1 Table for The Analysis of Figurative Language Style used in Business News at The Times Website

No	Sentence	Figurative Language Style	Identification

FINDINGS AND DISCUSSION

Research Question #1 What types of figurative language styles are used in the business news of The Times website?

Table 2 The Result of Analysis of Figurative Language Style used in 15 business news article

No.	Figurative Language Styles	Amount	Percentage
1	Simile	1	2.3%
2	Metaphor	16	37.2%
3	Personification	2	4.7
4	Prolepsis	8	18.6
5	Periphrasis	-	-
6	Pleonasm	-	-
7	Parallelism	15	34.9
8	Repetition	1	2.3
	Total	43	100%

The table presented above displays the results of the analysis of figurative language styles utilized in business news articles using Gorys Keraf's (2009) theory. According to the table, the researcher identified only six distinct language styles. That are 1 simile, 16 metaphor, 2 prolepsis, 8 personification, 15 parallelism and 1 repetition. It is shows that in a business news, is not always an ordinary statement used in a sentence. There is a tendency to employ a figurative language. For example, the following sentences were extracted from news article 1:

> Arguing that the merger was "great for customers, great for the country and great for competition", Margherita Della Valle, Vodafone's newly promoted chief, said the "world has really moved on from seven years ago". In an announcement that analysts said "reads like an overt pitch to convince" the competition watchdog and Ofcom, the regulator, which both opposed the O2-Three merger in 2016, the companies said the deal would "level the playing field".

Figure 1 Finding of simile figurative language style

The above sentence contain direct comparison between 2 things, "reads" and an ""overt pitch to convince. It implies that the announcement is similar to a persuasive sales pitch. It is refers that the announcement has a clear and purposeful attempt to convince the audience. The use of the word "like" indicates a direct comparison between 2 things.

> Karen Egan, head of mobile at Enders Analysis, said last month that "the downward financial spiral of Three UK, and Vodafone to an extent, is signalling that the market is overcrowded and cannot support four nationwide players at these revenue levels and with an expanding cost base".

Figure 2 Finding of metaphor figurative language style

The phrase "the downward financial spiral" refers to a continuous decline in revenue and ever-increasing costs, highlighting the worsening situation of the companies. The use of this metaphor in this sentence is painting an image of worsening financial position for Three UK and Vodafone. It present the idea that their financial downfall is currently ongoing and becoming more serious just like a downward spiral.

> Miguel Fernandez, the chief executive, said the business was reviewing its workforce and real estate portfolio to cut costs. "Tupperware has embarked on a journey to turn around our operations and today marks a critical step in addressing our capital and liquidity position," he said.
>
> "The company is doing everything in its power to mitigate the impacts of recent events, and we are taking immediate action to seek additional financing and address our financial position."

Figure 3 Finding of personification figurative language style

The sentence personifies the Tupperware Company as if it were a human and giving a human action that is embark on journey. Just like human typically embarks on journey, by associating this action with Tupperware Company, a nonhuman entity, personification is used.

> Thames Water may need billions of pounds of cash injections from its shareholders in the years to come if it is to remain financially resilient, cut its £14 billion debt mountain and invest in reducing sewage pollution and leaks from the mains supply network.

Figure 4 Finding of prolepsis figurative language style

The sentence show a future act or anticipation by stating a potential concern about the need for a shareholder injection of funds. The sentence present a variety of reasons why Thames Water need such an injection funds, including to maintain financial resilience, reduce debt and invest in company infrastructure improvement. By stating the need of money injection from shareholders, it is show a possibility of financial challenges that Thames Water may face.

> "In a crisis like this, what does the CBI need to do? The board and the management need to declare whether they want to fight or flight." he said. "If they want to fight, they've got to win back the soul, the hearts and minds of the employees, and they've got to get the members back on board."

Figure 6 Finding of parallelism figurative language style

The sentence contains similar grammatical and express similar ideas. There are 3 parallel phrases connected by coordinate conjunction that is "and". The 3 similar phrases show by "they've got to" followed by "win back the soul" "win back the hearts and minds of the employees" and "get the members back on board". This parallel structure emphasizes various actions need to be done in order to gain success for an organization.

> He said that during the development and launch of the company's loyalty scheme, its ethos had been " 'it's not about our customers' loyalty to us, it's about our loyalty to our customer'. By investing in your customer, you drive longer-term loyalty, value and profit."

Figure 7 Finding of parallelism figurative language style

The sentence contains repetition of the word "loyalty" to emphasize the strong bond and mutual loyalty between the company and its customers.

Research Question #2 What the figurative language styles frequently used in the business news of The Times website?

Among the 15 selected articles, the researcher identified a total of 43 figurative language styles. The most prevalent language style was metaphor, comprising 16 findings, accounting for 37.2% of the total. Following closely was parallelism with 15 findings, representing 34.9% of the styles found. In third place was prolepsis with 8 findings, making up 18.6% of the total. Personification was observed in 2 findings or 4.7% of the language styles. Lastly, repetition and simile each appeared only once, each contributing 2.3% to the overall count. As mentioned before, it shown that the frequently used figurative language style in the business news of The Times website is metaphor.

Discussion

This research has addressed and provided a conclusive response to the research question: "What is the frequently used figurative language style in the business news on The Times website?" The prevalent language style employed by The Times is metaphor. Metaphor, by its very nature, facilitates comparisons between seemingly unrelated elements by highlighting shared characteristics. In this context, metaphors play an important role in explaining the intended meanings, thereby aiding in the effective communication of business news. Metaphor accomplish this by drawing connections between words or phrases. Metaphors serve as a bridge for The Times, allowing them to connect unfamiliar or abstract concepts with familiar ones, thus enhancing readers' understanding. Through the use of metaphors, The Times provides a visual or conceptual framework that helps make sense of intricate or abstract ideas, ultimately offering clarity in their business reporting.

In previous research, various areas of figurative language in both oral and written communication were widely explored. These studies have explored a wide variety of communication platforms, including magazines, sport news, daily newspaper and business news. The previous research conducted by Sharma (2008) analyzed the kind of language used in three English business news: The Rising Nepal, The Kathmandu Post, and The Himalaya Times. This previous research focuses on the sentence types, tense, voice, aspect, word class and special vocabulary items. On the other hand, this research is focused on examining the figurative language style frequently used in business news at The Times website.

This research demonstrates that employing metaphor as the figurative language in business news enhances the clarity of information being delivered and effectively emphasizes the intended message. This findings is in line with the characteristic of business news presented by Hayes (2013) that employs clarity in business news. By employing metaphor, The Times conveys complex ideas or concepts through more relatable and understandable words or phrases. In addition, a vivid imagination upon unfamiliar words or phrases engage reader imagination, resulting in a deeper understanding of the news message. By employing these figurative language styles, The Times ensured that the news article was delivered with clarity and effectiveness to the reader.

CONCLUSION

Upon completing the analysis, this current research has yielded definitive conclusions. The findings of this research have addressed the 2 statements of research problems raised earlier. In this research, the researcher proposes that the 6 language styles found are metaphor, parallelism, and prolepsis, personification, repetition and simile. On the other hand, periphrasis and pleonasm are notably absent in the examined business news at The Times website. Moreover, the figurative language style the most frequently used in the business news at The Times website is metaphor. The use of metaphor figurative language style in business news at The Times website is to deliver complex ideas or phrases in a more understandable and clear way. By drawing a comparison between unrelated ideas to more common ideas. Using parallelism in a business news aims to connect the ideas and enhance the impact of memorability. Prolepsis language style forecasts upcoming trends, events or market shifts in a business. It provides readers a forward-looking perspective, challenge, insight in the business field. The use of personification could evoke emotions and create a more compelling narrative in business news. By giving human traits to an object, it can create empathy, sympathy, enthusiasm, or other emotional sense from readers. The use of repetition in the business narrative emphasizes the key points of the news. By repeating essential information, the readers are likely to recall the important message of the news. Finally, the use of simile in this research is aligning comparison between 2 common things directly shown in a sentence.

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