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# An Analysis of Conceptual Metaphors in Issue 209 of 11 Freunde Magazine

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**ABSTRACT**
This study aims to identify and classify conceptual metaphors in German-language texts in the magazine 11 Freunde, Edition 209, and to reflect on their implications for German language teaching in Indonesia. The research was conducted at the German Language Education Study Program, Universitas Pendidikan Indonesia, in 2026, through a textual study of the entire verbal content of 11 Freunde Edition 209 (published April 2019, 126 pages) as the research population without partial sampling. The research instrument was the researcher as the main instrument (human instrument), assisted by an analysis table containing metaphorical expressions, translations, metaphor types, source domains, and target domains. Data were analyzed using the Metaphor Identification Procedure and descriptive qualitative techniques. Results show that 51 metaphorical expressions were identified and classified into three types: structural (47.1%), ontological (43.1%), and orientational (9.8%), with structural and ontological types appearing in nearly balanced proportions. Classification by source domain yielded ten overarching categories, with war/violence, nature/living beings, physical objects/construction, and social institutions/professions being the most frequent.

*Keywords: conceptual metaphor, 11 Freund, magazine*

# Analisis Metafora Konseptual dalam Majalah 11 Freunde Edisi 209

**ABSTRAK**
Penelitian ini bertujuan untuk mengidentifikasi dan mengklasifikasikan metafora konseptual dalam teks berbahasa Jerman pada majalah 11 Freunde edisi 209, serta merefleksikan implikasinya bagi pengajaran bahasa Jerman di Indonesia. Penelitian dilaksanakan di lingkungan Program Studi Pendidikan Bahasa Jerman, Universitas Pendidikan Indonesia pada tahun 2026, melalui kajian pustaka terhadap seluruh teks verbal majalah 11 Freunde edisi 209 (terbit April 2019, 126 halaman) sebagai populasi penelitian tanpa pengambilan sampel secara acak. Instrumen penelitian adalah peneliti sendiri (human instrument) yang dibantu oleh tabel analisis data yang memuat ekspresi metaforis, terjemahan, jenis metafora, domain sumber, dan domain target. Data dianalisis menggunakan Metaphor Identification Procedure serta teknik deskriptif kualitatif. Hasil penelitian menunjukkan bahwa 51 ekspresi metaforis teridentifikasi dan diklasifikasikan ke dalam tiga jenis: struktural (47,1%), ontologis (43,1%), dan orientasional (9,8%), dengan ekspresi struktural dan ontologis muncul dalam proporsi yang hampir seimbang. Klasifikasi berdasarkan source domain menghasilkan sepuluh ranah induk, dengan ranah perang/kekerasan, alam/makhluk hidup, objek/konstruksi fisik, dan sosial/institusi/profesi menjadi yang paling sering muncul.

*Kata kunci: metafora konseptual, majalah, 11 Freunde*

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## INTRODUCTION

In the field of cognitive linguistics, conceptual metaphors are understood not merely as figures of speech, but as integral components of the human conceptual system that shape how we think, act, and use language (Lakoff & Johnson, 1980). This perspective has continued to evolve; through his Extended Conceptual Metaphor Theory, Kövecses (2020) expanded this framework by emphasizing the role of context and schematic levels in the formation of metaphors. The mechanism functions by mapping structures from a more concrete domain of experience (the source domain) onto a more abstract domain (the target domain), thereby making complex or difficult-to-grasp concepts easier to communicate. Sweetser (1990) further noted that the metaphorical aspects of semantic structures are shaped by the cultural context of the speakers. Gibbs (2008) asserted that conceptual metaphors are not merely linguistic phenomena but are also cognitive phenomena embedded in the cultural experiences of speakers; consequently, popular texts serve as a significant window into the cognition of native speakers of a language.

In the German language, the use of conceptual metaphors is particularly rich in texts centered on football—a sport that is not merely a game, but a fundamental part of German cultural identity and social life. Kövecses (2010) observed that the domain of sports is highly productive for generating metaphorical expressions, given its concrete, dramatic, and emotional nature. Musolff (2004) demonstrated that metaphors in German-language texts are not neutral; rather, they reflect the attitudes and argumentative tendencies of the community of speakers. For this reason, German-language texts about football serve as a highly relevant subject for observing the metaphorical system of a language in a natural and authentic context. The object of this research specifically encompasses all German-language verbal text within issue 209 of the magazine 11 Freunde.

Based on this, the research poses the following question: what types of conceptual metaphors appear in the German-language texts of 11 Freunde issue 209, and how are they classified according to their source and target domains?

This study aims to identify and categorize these conceptual metaphors and to reflect on their implications for the teaching of German in Indonesia.

This research contributes to the development of applied linguistics—specifically the study of conceptual metaphors within the genre of narrative journalistic texts in German, an area that remains relatively under-researched compared to online commentary or advertising. For German-language education, the study provides a conceptual foundation for developing contextual teaching materials based on "metaphor awareness," which can assist intermediate-level learners and their instructors in understanding thematic vocabulary through authentic texts. For future researchers, these findings serve as a starting point for further studies across different issues or genres of German-language texts.

The analysis of metaphors in this study draws upon the theory of Lakoff and Johnson (1980), which categorizes conceptual metaphors into three types: structural metaphors—metaphors that borrow a conceptual framework from one domain to understand another; orientational metaphors—metaphors related to spatial orientations such as up-down or near-far; and ontological metaphors—metaphors that assign physical or concrete attributes to abstract concepts. Metaphors were identified using the Metaphor Identification Procedure (MIP) developed by the Praggejaz Group (2007), chosen for its systematic and scientifically rigorous approach to determining whether a word or phrase functions metaphorically within its specific context of use. While Steen et al. (2010) developed MIPVU—an advanced iteration of MIP—as an effective tool for narrative texts containing dense metaphorical expressions (such as magazine articles or long-form essays), this study employs the original MIP. This is because the research focuses on the identification and classification of metaphor types at the lexical level, rather than on analyzing the degree of

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metaphor explicitness, which is the primary emphasis of MIPVU.

Research on metaphors within the context of football—both in German and across other languages—has been conducted by various scholars with differing areas of focus. Wilinski (2014) examined German-language online football commentary and discovered a predominance of structural metaphors derived from domains such as physical combat, military conflict, sports, and animal or human behavior. Meanwhile, Kusumaningtyas (2015) analyzed metaphorical expressions in Volkswagen advertisements featured in the EM-2012 (Euro 2012) edition of 11 Freunde magazine, identifying eleven metaphorical linguistic units that draw analogies between product superiority and excellence in football. Beyond the German context, Sukarno (2017) investigated Indonesian-language media texts and identified four types of semantic correspondence between source and target domains; Prayogi et al. (2022) examined metaphors associated with football clubs using the Leipzig University Indonesian language corpus, finding a predominance of orientational metaphors; Ningtyas (2019) analyzed metaphorical meanings in the speech of Indonesian football commentators, identifying metaphors related to humans, inanimate objects, and animals; Al-Hasnawi (2018) investigated patterns of metaphor translation between Arabic and English from a cognitive-pragmatic perspective, discovering that most conceptual mappings are cross-cultural, particularly within universal domains such as war; Alzawaydeh and Alghazo (2018) compared Arabic and English football news headlines, finding that the "FOOTBALL IS WAR" metaphor prevails in both languages; Surahman et al. (2024) studied news texts on the English-language portal Goal.com, observing that three types of metaphors are consistently employed to reinforce the narrative of competition; and Han (2022) explored the "SPORT IS WAR" metaphor within Vietnamese-language football news.

These studies provide a valuable foundation, yet they leave certain gaps. Wilinski's (2014) research is limited to brief, spontaneous online comments, failing to address the narrative writing style found in printed magazines. Although Kusumaningtyas (2015) utilizes *11 Freunde* as a data source, her focus is restricted to advertisements, leaving the magazine's editorial content and primary narratives unexamined. Studies by Sukarno (2017), Al-Hasnawi (2018), Alzawaydeh and Alghazo (2018), Surahman et al. (2024), and Han (2022) focus on Indonesian, Arabic, English, and Vietnamese, respectively; consequently, the mapping of metaphorical systems within German narrative texts remains limited. In Indonesia, research on conceptual metaphors in the German language has thus far largely centered on song lyrics—as seen in the work of Dessiliona and Nur (2018)—and has yet to extend to narrative journalistic texts, such as those found in football magazines. Charteris-Black (2004) demonstrates that analyzing metaphors in authentic texts offers profound insight into the cognitive and cultural mechanisms of a target language, while Deignan (2005) asserts that data derived from naturally occurring texts are essential for the development of metaphor theory.

## METHOD

This study employs a descriptive-analytical qualitative approach, focusing on the linguistic analysis of German-language texts. A qualitative approach was selected because the research aims to gain an in-depth understanding of a linguistic phenomenon—specifically, conceptual metaphors—rather than merely quantifying its frequency through statistical means (Creswell, 2014; Moleong, 2016). The object and population of this study consist of all verbal texts containing metaphorical expressions within the 126 pages of the April 2019 issue (edition 209) of the magazine 11 Freunde. The entire population of texts was analyzed through close reading, without the use of random sampling. Data collection was conducted in 2026 within the German Language

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Education Study Program at the Universitas Pendidikan Indonesia, as part of the researcher's final project.

The research instrument was the researcher, acting as the primary instrument (human instrument), supported by a data analysis table that included German metaphorical expressions, their Indonesian translations, the type of metaphor, the source domain, the target domain, and the corresponding page number. Data collection was carried out using a "read-and-note" technique (close reading)—carefully reading the entire text of the magazine and noting all potentially metaphorical expressions—which were then identified using the Metaphor Identification Procedure (MIP) developed by the Pragglejaz Group (2007). This procedure consists of four stages: reading the text in its entirety to grasp the general meaning; identifying relevant lexical units; examining whether the contextual meaning of each unit differs from its basic, literal meaning; and categorizing the unit as metaphorical if this difference can be understood through a comparison with its basic meaning.

The reading process was conducted repeatedly (intrarater)—five times in total—with an interval of five to seven days between each reading to ensure the consistency and validity of the identification. The data analysis technique employed was descriptive-qualitative: the identified data were organized into an analysis table, and the source domains were then grouped into broader, overarching domains. This process was supported by computational analysis based on semantic proximity and subsequently verified manually by the researcher. As this study is descriptive-qualitative in nature, no inferential statistical tests were used; the results are presented descriptively in terms of frequencies and percentages.

## RESULTS

### 1. Distribution of Metaphor Types

Based on an analysis of the entire text from issue 209 of the magazine 11 Freunde, 51 metaphorical expressions were identified, categorized into three types as follows:

Table 1
Distribution of Metaphor Types

| Type | Count | % |
|---|---|---|
| Structural | 24 | 47.1 |
| Ontological | 22 | 43.1 |
| Orientational | 5 | 9.8 |

### 2. Distribution of Source Domains

The identified metaphorical expressions originate from various source domains, which, upon grouping, yielded the following ten overarching domains:

Table 2
Distribution of source domains

| Overarching Domain | Count | % |
|---|---|---|
| War/Violence | 8 | 15.7 |
| Nature/Living Beings | 7 | 13.7 |
| Objects/Physical Constructions | 6 | 11.8 |
| Society/Institutions/Professions | 6 | 11.8 |
| Machines/Technology/Physics | 5 | 9.8 |
| Arts/Performance | 5 | 9.8 |
| Space/Spatial | 5 | 9.8 |
| Medical | 4 | 7.8 |
| Body/Personification | 3 | 5.9 |
| Transportation/Navigation | 2 | 3.9 |

### 1. Example of Representative Data

Presented below are six examples of German sentences used to explain the concept of a conceptual metaphor.

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Tabel-3
Example of Representative Data

| No. | Germen Sentence | English Sentence | Type | Source >>> Target | Page |
|---|---|---|---|---|---|
| 1 | K l o p p s Pressingmaschine | Klopp's pressing machine | Ontological | Mechanical Equipment >>> Tactical Systems | 26 |
| 2 | fußballerischen Ideen explodierten | explosive footballing ideas | Ontological | Explosives >>> Tactical Innovations | 26 |
| 3 | Die Hansa-Kogge nimmt endlich Fahrt auf" | he Hansa ship finally begins to pick up speed | Structural | Maritime >>> Performance | 67 |
| 4 | Jagten sie regelrecht | relentlessly hunting them down | Structural | Hunting >>> Defensive Approach/Pressing | 26 |
| 5 | im Schatten der Eintracht | in the shadow of Eintracht | Orientational | Spatial/Light >>> Club Status Inferiority | 63 |
| 6 | zu Weltruhm aufstiegen | rising toward global fame | Orientational | Spatial (Above) >>> Reputation/Success | 46 |

## DISCUSSION

### Interpretation of Metaphor Type Distribution

This distribution indicates that structural and ontological metaphors appear in nearly equal proportions—differing by only two instances—whereas orientational metaphors are used far less frequently. These findings align with Wilinski (2014), who also observed a predominance of structural metaphors in German-language online football commentary, though the margin in the present study is much narrower. The similar proportions of structural and ontological metaphors are likely linked to the nature of 11 Freunde, which employs a reflective, essayistic writing style: structural metaphors remain dominant for describing the dynamics of match actions and tactics, while ontological metaphors are effectively used to give concrete form to abstract concepts—such as emotions, pressure, and momentum—making both types primary choices for the authors to strengthen the narrative character of the texts. Orientational metaphors appear much less frequently (9.8%), a pattern consistent with findings from other research on football metaphors, given that the orientational domain is inherently more restricted to spatial relations compared to the structural and ontological domains. As noted by Musolff (2004), the selection of metaphor types in these texts reflects the argumentative and narrative style chosen by the authors to convey the dynamics of a match.

### Interpretation of Source Domain Distribution

The "War/Violence" domain emerges as the most frequent source domain (15.7%), followed by "Nature/Living Beings" (13.7%), while "Objects/Physical Constructions" and "Society/ Institutions/Professions" share the third position (11.8% each). Although "War/Violence" holds a slight lead, the margin over the second most frequent domain is only about two percent; therefore, it cannot be considered absolutely dominant when compared to the other six source domains, which appear with relatively similar frequencies. These findings align with a general

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trend in the "SPORT IS WAR" literature (Han, 2022; Alzawaydeh & Alghazo, 2018), which indicates that war metaphors tend to be prominent in football-related texts. In issue 209 of 11 Freunde, the domain of war indeed emerges as the most productive, though its dominance is less pronounced than in previous studies that focused on news reports or more concise headlines. The presence of various other domains—appearing in comparable proportions—reflects the nature of 11 Freunde as a literary-style magazine that features essays and profiles rather than mere tactical reports; consequently, its writers draw metaphors from a wide range of domains beyond that of war. The inclusion of the "body" domain resonates with Lyra's (2018) findings, which identify body parts as a productive source domain for conceptual metaphors, albeit within a different sociocultural context. Furthermore, these findings distinguish the present study from that of Kusumaningtyas (2015)—who also utilized 11 Freunde as a data source—as her research focused on advertising texts, a genre distinct from the editorial and narrative texts that serve as the primary focus of this study.

**Analysis of Representative Data**

In the case of the expression "fußballerischen Ideen explodierten" ("footballing ideas exploded"), it is categorized as an ontological metaphor. Its basic meaning refers to a physical event—an explosion—characterized by a sudden and intense release of energy; in the given textual context, however, it signifies the abrupt and surprising emergence of tactical ideas or innovations. Following the Metaphor Identification Procedure (MIP), the distinction between the basic, physical sense of an explosion and the contextual sense of the emergence of tactical concepts marks this unit as metaphorical, with the source domain of "explosives" mapped onto the target domain of "tactical innovation." This serves as a quintessential example of an ontological metaphor, as it lends a dramatic, physical form to an abstract concept—tactical creativity—that would otherwise be difficult to describe directly.

The expression "Jagten sie regelrecht" ("literally hunted them down") is categorized as a structural metaphor. Its basic meaning pertains to the act of hunting animals—involving a hunter, a target, and pursuit tactics—whereas in the textual context, it describes how a team defends and applies pressure against an opponent. This is a classic instance of a structural metaphor, as it borrows not merely a single term, but the entire conceptual framework of hunting to help frame and understand the dynamics of a match.

The expression "im Schatten der Eintracht" ("in the shadow of Eintracht") is classified as an orientational metaphor. Its basic meaning refers to a physical position within a darkened area created when an object obstructs a light source; in the textual context, it denotes a state of inferiority regarding the status or reputation of one club when compared to another, more prominent club. Based on the MIP procedure, the distinction between the basic meaning—denoting a spatial position within a dark area—and the contextual meaning—denoting a status of lesser prominence—is what marks the unit as metaphorical; the spatial/light-related source domain is mapped onto the target domain of a club's inferior status. This expression reflects a universal pattern, found in both German and other languages, which associates a position that is unseen or cast in shadow with a state of being less conspicuous or less recognized.

**Pedagogical Implications**

The identified metaphorical patterns could potentially serve as contextual teaching material for intermediate-level (B1) German language learners. Research indicates that "metaphor awareness" can enhance vocabulary retention among foreign language learners (Boers, 2000), and the use of conceptual metaphors has proven effective as a vocabulary teaching strategy (Berendi, Csábi, & Kövecses, 2008). For instance, the expression Motivationsspritze (literally: "motivation injection")—identified as a structural metaphor with a medical source domain—is well-suited for learners who have already encountered

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health-related vocabulary in the textbook Netzwerk Neu B1 (Klett), as they would already be familiar with the literal meaning of the word Spritze before grasping its contextual, metaphorical sense. While this study has not tested the practical application of such material in a classroom setting, it holds potential as an enrichment resource for vocabulary acquisition and the comprehension of authentic texts.

**Strengths, Limitations, and Comparison with Other Studies**

This study offers several advantages over similar research: (1) the subject matter consists of narrative magazine texts, a genre that has received less scholarly attention compared to online commentary (Wilinski, 2014) or advertising texts (Kusumaningtyas, 2015); (2) the analysis encompasses the entire corpus (a thorough "close reading" of 126 pages) rather than relying on a sample; and (3) the reliability of the classification is strengthened through five rounds of repeated intra-rater readings, conducted with time intervals between each session. On the other hand, this study has limitations regarding the scope of its data: the analysis covers only a single issue of the magazine (issue 209). Consequently, generalizing these findings to other issues or other German-language football media should be done with caution, and further research—involving comparisons across different issues or text genres—is warranted.

## CONCLUSION

This study finds that conceptual metaphors in the German-language texts of 11 Freunde magazine (issue 209) appear in three types, with a relatively balanced proportion between structural (47.1%) and ontological (43.1%) metaphors, while orientational metaphors are significantly less frequent (9.8%). At the level of the source domain, the identified metaphorical expressions are classified into ten primary domains, with "War/ Violence" being the most frequent, followed by "Nature/Living Beings," "Objects/Physical Constructions," and "Society/Institutions/ Professions"—all of which appear with comparable frequency. This pattern reflects a tendency within German-language popular culture to frame football events through the lens of warfare, alongside a wide range of other experiential domains. This aligns with the nature of 11 Freunde as a literary-style magazine that presents matches as reflective narratives rather than mere tactical reports. These findings address the research questions and confirm that a media outlet's writing style influences the selection of both the types and the source domains of the metaphors employed.

Future research could compare metaphorical patterns across different issues of 11 Freunde or examine other German-language text genres, such as editorials, advertisements, and commentaries. Regarding pedagogy, the potential for utilizing these findings as contextual teaching material warrants further exploration through practical application in intermediate-level German language instruction.

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