

## Metaphor and Entertainment

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# Metaphor and Entertainment

A Corpus-Based Approach to Language in  
Chinese Online News

Chong Han

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*To Jintan Han and Jun Shen*

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# Conventions

1. This book uses the term ‘Mandarin Chinese’ or ‘Chinese’ to refer to the standard simplified Chinese writing system used in Mainland China, or the People’s Republic of China (PRC). *Hànyǔ Pīnyīn* is adopted here as the standard Romanisation system for this official standard simplified Chinese writing system. It is noteworthy that all data collected for this study are taken from [www.people.com.cn](http://www.people.com.cn), a news portal in Mainland China, and thus the primary writing system it uses is the official standard simplified Chinese characters. This online news portal now also has a traditional Chinese version and many foreign language versions. For this study, only its simplified Chinese version was accessed.
2. All the Chinese examples in this book (except the long news excerpts) are presented in both Chinese characters and idiomatic English translation. Unless otherwise stated, all translations are mine.

In the examples, the metaphorical expressions are highlighted in bold. In order to preserve the original morphological structure and meaning of the Chinese metaphorical expressions as much as possible, literal translations are given in brackets whenever necessary. The literal translations are then followed by idiomatic English translations. The corresponding Chinese expressions are given in the endnotes.

Example:

“The wedding ceremony of Norika Fujiwara caused (**‘a hot tide’** audience ratings’=) audience ratings to **skyrocket.**”

3. In the running text, individual words or phrases that are intended as metaphorical are presented in italic pinyin, followed by a bracket in which the corresponding Chinese characters, morpheme-by-morpheme glosses and free English translations are given.

Example:

*lāfēng* (拉风, pull-wind > overwhelmingly attention-grabbing)

4. Both conceptual metaphors that represent the abstract thoughts underlying metaphors and conceptual domains are shown in upper case.

Example: ENTHUSIASM IS FIRE; BUSINESS IS WAR