



Losing a WAR or Winning a GAME: Two Conceptualizations of Covid-19

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Abstract:

In this paper the authors discuss how COVID-19 is thought of or talked about in terms of two different source domains: WAR and SPORTS. More precisely, the study raises the question of whether there are any differences in the conceptualization of COVID-19 pandemic in two different contexts. In the first context people including those who work in the medical field are trying to understand the nature of a novel, unknown virus. In the second context covid-19 becomes somehow controllable after developing a vaccine. Respectively, the findings of the study reveal that there are two conceptualizations in the context of Covid-19 pandemic. The first relates to the source domain of WAR and the second draws on SPORTS domain. The WAR domain is conceptually used when speakers/writers feel that they are in a weaker position or that the virus is extremely lethal leading them to sickness, death and simply to the unknown. On the other side, the SPORTS domain is conceptually used when speakers/writers feel that they are in control of the virus whether through developing vaccines or through understanding its nature. Thus, the findings of the study help revealing the role of conceptual metaphors as a tool for reflecting how global health crises affect how people may alter the way they think/talk according to the social, health and cognitive changes that they may experience.

Keywords: Conceptual metaphor, WAR metaphors, SPORTS metaphors, COVID-19 pandemic, Health discourse.



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1. Introduction

Conceptual metaphor theory (CMT) is one of the main theories within cognitive semantics. Its main claim is that the human conceptual system is metaphorically structured; hence, its pervasiveness both in language and thought. As for the present study, the authors attempt to investigate conceptual metaphors of WAR and SPORTS source domains within covid-19 health communication. The study at hand is divided into sections. The introductory sections sheds light on the theoretical framework adopted in the study, the nature of the discourse, the socio-temporal context as well as the aims and research questions of the study. The second section deals with previous research related to the present study. The third section presents the method and procedure for data analysis. The fourth section is dedicated to the analysis, findings and discussion followed by a fifth concluding section.

1.1 Conceptual Metaphor and Health Communication

Conceptual metaphor is considered to be one of the indirectness strategies used in communication. It is used as a tool to uncover concealed ideologies and indirectly persuade others with certain viewpoints (Gami, 2015). As an indirect strategy a conceptual metaphor is, it has been concluded that it plays a great role in mitigating messages communicated between doctors and patients in health discourse. According to Ervas et al (2017) metaphors are considered to be a tool for communicating implicit content from doctors to patients. It is also considered as a tool for patient education because of the mappings between concrete source domains to other abstract target ones (Semino et al, 2018; Kövecses, 2002).

Additionally, conceptual metaphors work as a framing device and perspective changer in health communication. Metaphors have the power to influence people's interpretation through what is called the metaphor's "framing effect" (Black, 1954) in which the mappings allow for the restructuring of the domains by "selecting, emphasizing, suppressing, and organizing their features" (Ervas et al., 2017, p. 100). In health communication, such frames occur through a selective



process that filters patients' perceptions and concepts to interpret the disease and its development (pp.100-103).

1.2 Covid-19 Pandemic

In December 2019, an unknown virus causing pneumonia was reported in Wuhan, China. It was then proved to be a novel coronavirus related to SARS-CoV, and therefore named severe acute respiratory syndrome coronavirus 2(SARS-CoV-2) (Ciotti et al., 2020). The global spread of the virus and the massive number of deaths recorded led the World Health Organization (WHO) to declare a pandemic on 12 March 2020. Accordingly, governments around the globe started to take actions in an attempt to face the pandemic including total or partial lockdown, curfew and awareness campaigns. WHO then issued a comprehensive package of technical guidance online with advice to all countries on how to detect and face the virus.

1.3 Conceptual Metaphor Theory

CMT is one of the earliest theoretical frameworks to be developed in cognitive semantics. It reflects the relationship between language, mind and embodied experience. It was first presented by Lakoff and Johnson (1980) in which they state that metaphor is not just a stylistic feature of language but also of thought. They claim that our conceptual system is metaphorically structured.

From a cognitive-semantic viewpoint, a metaphor is defined as understanding one conceptual domain in terms of another. It involves a source domain and a target domain. The source domain is the concrete conceptual domain which provides structure by virtue of metaphor to talk about or think of another more abstract concept which is the target domain. Such structuring is achieved by cross-domain mappings projecting structure from the source domain onto the target domain thus establishing a conventional link at the conceptual level. These cross-domain mappings persist in long-term memory and serve to structure the target domain in terms of the source domain (kövecses, 2010; Evans, 2007; Lakoff, 1993; Lakoff & Johnson, 1980, 2003).

The following formula explains what a conceptual metaphor is:

CONCEPTUAL TARGET DOMAIN IS CONCEPTUAL SOURCE
DOMAIN

Thus, we tend to understand a conceptual domain (the target domain) in terms of another conceptual domain (the source domain) in which a conceptual domain is defined as “any coherent organization of experience” (kövecses, 2010, p.4).

2. Aims and Questions of the study

The authors of the study aim at revealing: (1) The nature of WAR and SPORTS metaphors elicited from WHO official website during covid-19 pandemic and their functions, and (2) The role of the temporal context of covid-19 pandemic on the WHO officials' conceptualization.

Accordingly, the research questions can be formulated as follows:

- 1) What are the WAR and SPORTS metaphors that are deduced from covid-19 health discourse? And what are their functions?
- 2) Does the temporal context affect the WHO officials' conceptualizations of covid-19 pandemic and related concepts?

3. Review of Literature

3.1 WAR Metaphors in the COVID-19 Pandemic

The literature of studying the conceptual metaphors in relation to the covid-19 pandemic reveals that the metaphor COVID-19 IS WAR is widely unconsciously used in different contexts and in different linguistic genres. Some researchers study it in the world leaders' discourse in which it proves to have political as well as awareness functions (Bates, 2020; Abdel-Qader & Al-Khanji, 2022). Others prove that the WAR metaphors in the pandemic related discourse sets the whole world at WAR against one enemy (the virus) or against other countries (Bates, 2020; Amaireh, 2022). Additionally, WAR metaphors are studied in newspaper and infosphere articles in which they prove to be tools for reflecting hidden ideologies (Al Husain, 2020; Amaireh (2022). Last but not least, some researchers study the social effects of WAR metaphors on covid-19 patients and whole citizens as well (Cakmak et al, 2022; Benti & Novareseq, 2022).

Nevertheless, Isaacs & Priesz (2021) claim that conceptualizing COVID-19 in terms of WAR may have some positives as well as some negatives. They claim that the metaphor COVID-19 IS WAR may encourage an “all-in-this-together” mentality resulting in unifying the

public behind their health heroes or may help people recognize the threat of the virus resulting in them taking adequate personal protection. Nonetheless, Isaacs & Priesz (2021) also claim that using the metaphor has some negatives as well. The metaphor, Isaacs & Priesz (2021) suggest, may increase the sense of fear as a consequence of wars instead of assuaging it. In this context, Pedrini (2021) also claims that WAR metaphors are most frequently used to conceptualize the “general state of danger” of the covid-19 pandemic (p.147). Thus, stressing feelings of danger and fear may have negative influences on people during pandemics.

In another study for analyzing the CMs in the rhetoric of former President Donald Trump, Bates (2020) claims that Trump’s usage of the CM SARS-COV-2 IS WAR functions as a tool for shaping the public’s understanding of a novel reality led by a virus. According to Bates (2020), Trump depends on a number of source domains including WAR, WARTIME PRESIDENT, ENEMY, SOLDIERS, HOMEFRONT and VICTORY. For each source domain a cognitive target is entailed. For example, WARS requires “an enemy,” “sacrifice on the home front,” “soldiers,” and “victory.” Nonetheless, Bates (2020) concludes that the entailments chosen by Trump to complete the CM leads to rhetorical incoherence and undermine policy response to the virus. One example is that, according to Bates (2020), Trump’s entailments of the WAR metaphors suggest that Trump undermines civilian presidents for THE WAR AGAINST COVID-19 requires A WARTIME PRESIDENT.

Abdel-Qader and Al-Khanji (2022) study the conceptual metaphors in the speeches of the American President Joe Biden. More precisely, they study the most frequent CMs in Biden’s speeches and their functions. One of the findings of the study reveal that WAR is one of the most frequently used source domains in the President’s speeches about covid-19. The study concludes that metaphors like COVID-19 IS AN ENEMY, AMERICANS ARE FIGHTERS, VIRUS IS A KILLER and THE PANDEMIC IS A WAR in which MASKS & TESTS ARE WEAPONS, LEADERS ARE FIGHTERS and DOCTORS ARE SOLDIERS are deduced from Biden’s speeches. Moreover, the study reveals that the main function of such metaphors is to make his people realize how dangerous this virus is and to persuade them to keep their masks on and to take the vaccine.

Studied in newspapers articles, the CM COVID-19 IS WAR is also deduced in which it is politicized reflecting hidden ideologies. Amaireh (2022) studies the metaphorical language of the coronavirus disease in the Jordan Times newspaper published in English. The study concludes that the metaphor COVID-19 IS WAR is highly used to frame the pandemic. The findings of the study reveal that not only does the CM COVID-19 IS WAR represent a war against the disease, but also a war between countries. For example, the conceptualization of the fight against COVID-19 in terms of WAR is drawn by using many lexical items that are related to the domain of WAR. These lexical items include “hit,” “battle and battling,” “warriors,” and “fight.” Moreover, the study reveals that the CM is also politicized in conceptualizing the WAR AGAINST COVID-19 as A WAR AGAINST CHINA as represented in the attack of the former American President Donald Trump towards China accusing it of covering-up information about the disease outbreak resulting in spreading the virus worldwide.

The literature also reveals that the events of the pandemic are described as events of war. For example, Repetskaya & Ivanova (2022) study the conceptual metaphors in economic news during the pandemic. They conclude that the events related to the covid-19 pandemic are conceptualized in terms of MILITARY OPERATIONS. (e.g. “Scotland’s battle against coronavirus is on a knife edge”). Additionally, Repetskaya & Ivanova (2022) claim that the verbs belonging to the source domain of WAR are always used to describe the struggle with the virus and the effects of it on the society. For example, “hit to growth,” “attack”, “fight against coronavirus/COVID-19”, “defend” and “strike” are regularly encountered in economic news.

Additionally, others study conceptual metaphors in infosphere online news articles and stories during the covid-19 pandemic. For example, Al Husain (2020) studies CMs in public pages and forums, social networks sites, blogs and news portals. He concludes that COVID-19 is conceptualized as AN ENEMY through the use of WAR metaphors. The WAR metaphors, according to Al Hussain (2020), is a recurrent metaphor which functions as a tool to create the image of the virus in the recipients’ minds as an intruder, a harmful and a dangerous agent that needs to be defeated. Also, the study concludes that COVID-19 PATIENTS are also conceptualized as SOLDIERS IN A BATTLE. This metaphor, concludes Al Husain (2020), reflects how the

military operations, combat and missions against COVID-19 extends from individual patients to humanity in the infosphere online news articles (e.g. “The great battle of humanity,” “Israeli fears ... The battle against Corona is difficult and needs time,” “Europe in a battle against the Corona Virus”).

Others study the metaphoric perception of covid-19 patients. For instance, Cakmak et al, (2022) study how patients diagnosed with covid-19 express their views on treatment, family relationships, and mental health. Regarding the patients’ perception of their treatment of covid-19, Cakmak et al, (2022) conclude that the patients unconsciously use WAR/ARMY metaphors within the theme of survival. According to Cakmak et al, (2022), the patients expressed that if they take the medicine, as in war, they will be able to “fight the enemy and defeat him.”

Additionally, Benxi & Novarese (2022) study the social consequences of using WAR metaphors in the context of the covid-19 pandemic. They hypothesized that the use of the metaphor in this context is harmful to democratic societies for it may lead the citizens to accept limited civil liberties and authoritarian policies, a hypothesis that many intellectuals have raised. The findings of the study reveal that there is not enough evidence that support claims of direct limitation on civil liberties.

3.2 SPORTS Metaphors in the COVID-19 Pandemic

Repetskaya & Ivanova (2022) study the metaphoric concepts that are most used to describe the events and the consequences of the covid-19 pandemic. They claim that SPORTS metaphors are one of the most frequently used metaphors in the pandemic context. Repetskaya & Ivanova (2022) conclude that SPORTS metaphors are used mainly to describe the “competitive struggle” of the pharmaceutical companies which work on developing a vaccine against covid-19. (e.g. “The two large vaccine makers have lagged behind in the race ...”).

Likewise, Pedrini (2021) studies the conceptual metaphors in Italian, English, German and Russian mass media during the coronavirus pandemic. She analyzes the metaphors in articles, online videos of TV channels and podcasts concerning the international attempts to develop a vaccine dating from the beginning of the

pandemic till January 2021. The findings of the study reveal that SPORTS metaphors are one of the most frequent metaphors used in the data. It is also concluded that SPORTS/RACES source domain is confined to the context of having a vaccine that best works against coronavirus. For example, metaphors of RACE including HORSE/CAR RACE are used to conceptualize the speed at which research for developing a covid-19 vaccine has to be conducted as well as to conceptualize the competition between countries for receiving a vaccine.

Moreover, Vlastou (2021) claims that SPORTS metaphors are used to talk about COVID-19 reflecting how complicating, exhausting and challenging the virus is. Vlastou (2021) studies the conceptual metaphors in online Greek news articles. The findings of the study reveal that metaphors like COVID-19 IS A RACE/MARATHON, TREATING COVID-19 IS PLAYING GAMES and COVID-19 IS A FOOTBALL GAME are concluded from the data. Again, studying SPORTS metaphors related to covid-19, Wicke & Bolognesi (2020) conclude that people on Twitter extensively use GAME and its subdivision SOCCER GAME as source domains to talk about the virus. In so doing, Wicke & Bolognesi (2020) claim, civilians are given the chance to facilitate communication related to the Covid-19 pandemic including their feelings, opinions and beliefs.

4. Method

The authors aim at presenting how THE CORONAVIRUS DISEASE and other pandemic concepts are being spoken/written or thought of in terms of WAR and SPORTS domains in different periods during the pandemic: at the beginning of the pandemic and after developing a vaccine. The data includes different kinds of health discourse mainly from <https://www.who.int/home>, the official website of the World Health Organization (WHO). Accordingly, it includes 1) speeches and statements of Tedros Adhanom Ghebreyesus, director-general of the World Health Organization (WHO), 2) science conversations with WHO experts who explain the science related to covid-19 audio series and, 3) WHO covid-19 infographics.

The procedure of data analysis consists of three main steps. The first is to divide sources of data into sources at the beginning of the pandemic and sources after developing a vaccine. Accordingly, two

main phases of the covid-19 pandemic can be detected. The first phase starts from discovering a novel coronavirus in Wuhan, China in December 2019 and ends with serious trials for developing covid-19 vaccines. During this first phase, millions of people all over the world are killed by the coronavirus in spite of the world's policy of lockdown and curfew. The second phase begins when the Pfizer-BioNTech COVID-19 Vaccine has been available under emergency use authorization (EUA) in individuals 16 years of age and older on December 11, 2020, and the authorization was expanded to include those 12 through 15 years of age on May 10, 2021. Such EUAs can be used by the FDA to provide access to medical products such as medicines to illnesses or vaccines to viruses when their use may outweigh the known and potential risks of the products (www.fda.gov). By then, millions of people around the world have been given a covid-19 vaccine with up to two or three vaccine doses. As a result, countries around the world have restored their normal lives before the pandemic and the policies of either lockdown or curfew have been given up.

The second step is to identify the WAR and SPORTS metaphors in the selected data following the MIP explained below. In order to answer the research questions mentioned in the Introduction section above, the selected corpus is read for metaphor detection using The Pragglejaz Group's (2007) metaphor identification procedure (MIP). The MIP consists of four main steps:

1. Read the entire text–discourse to establish a general understanding of the meaning.
2. Determine the lexical units in the text–discourse
3. (a) For each lexical unit in the text, establish its meaning in context, that is, how it applies to an entity, relation, or attribute in the situation evoked by the text (contextual meaning). Take into account what comes before and after the lexical unit.
(b) For each lexical unit, determine if it has a more basic contemporary meaning in other contexts than the one in the given context. For our purposes, basic meanings tend to be
 - More concrete; what they evoke is easier to imagine, see, hear, feel, smell, and taste.
 - Related to bodily action.



- More precise (as opposed to vague)
- Historically older.

Basic meanings are not necessarily the most frequent meanings of the lexical unit.

- (c) If the lexical unit has a more basic current–contemporary meaning in other contexts than the given context, decide whether the contextual meaning contrasts with the basic meaning but can be understood in comparison with it.

4. If yes, mark the lexical unit as metaphorical.

After identifying the metaphorical lexical units, the conceptual metaphors related to WAR and SPORTS source domains are identified and are written in small capital letters as in the following example, COVID-19 IS WAR.

The third step is to interpret the findings and relate them to the aim and the questions of the study.

5. Results and Discussion

5.1 Findings related to Covid-19 WAR metaphors in the data

Table 1 below presents the WAR metaphors that are deduced from the data. As shown from the table, 13 concepts from the domain of WAR are used to talk about COVID-19 related pandemic concepts. Concepts like WAR, (DEFEATED)ARMY, SOLDIERS, ENEMY, CRIMINAL/KILLER, MILITARY ACTIONS, WEAPON versus COUNTERWEAPON, A WINNING BATTLE versus A LOSING BATTLE, AIR FORCE PILOT and THE FIRST LINE OF DEFENCE are all elicited from the data. Such concepts belong to the domain of WAR in which they are unconsciously used to talk/think about covid-19 pandemic concepts. The covid-19 pandemic concepts that are deduced from the data include HERD IMMUNITY, VACCINATED PEOPLE, COVID-19 VACCINATION, COVID-19 VARIANTS AND DELTA, PRECAUTIONARY MEASURES, WHO OFFICIALS, OUR IMMUNE SYSTEM AND THE T-CELLS, THE SPIKE PROTIEN OF CORONAVIRUS as well as COVID-19 PANDEMIC.

Moreover, a recurrent metaphor is entailed from all of the deduced WAR metaphors. As shown in Table 1, the metaphor COVID-19 PANDEMIC IS WAR is entailed because of the nature of the

mappings between source and target domains. In other words, the mappings between the source and target domains include every element of a war. They include two opposing entities: our army and the enemy army, police officers and killers or criminals, military plans, weapons and counter weapons, a losing battle and a winning battle and the first line of defense and enemy soldiers.

Also, the second column in Table 1 shows the temporal context of each example. As mentioned in the Method section above, the temporal context of the covid-19 pandemic is divided into two phases: the beginning of the pandemic and after developing a vaccine. The analysis of the selected data shows that WAR metaphors are concluded in both temporal contexts.

There are 19 WAR metaphors that are elicited from 9 excerpts of the selected data. On the one hand, 3 instances of WAR metaphors are concluded within the first covid-19 pandemic phase. On the other hand, 16 instances of them are concluded in the second phase.

Within the first pandemic phase, the first two WAR metaphor examples (Please see Appendix A for more information) are used within the context of herd immunity on August 28, 2020. In examples 1& 2 , Dr Soumya Swaminathan, WHO's Chief Scientist, is asked to explain herd immunity and its relation to coronavirus for “the vaccine is far away” (See Appendix A, Lines 11-12). She states that if there are 95% of the population have immunity of a virus or antibodies then herd immunity is achieved even if there are still 5% of the population don't have immunity against the virus. In this context, Swaminathan conceptualizes VACCINATED PEOPLE AGAINST CORONAVIRUS in terms of THE FIRST LINE OF DEFENSE AT WAR. Nonetheless, she adds that NATURAL HERD IMMUNITY IS A LOSING BATTLE in which COVID-19 VACCINATION IS A WINNING BATTLE (See Appendix A, Lines 13-25). Hence, the entailed metaphor COVID-19 PANDEMIC IS WAR.

Additionally, Table 1 shows a number of WAR metaphors within the second pandemic phase. First, on June 4, 2021, Swaminathan is again asked about the potential side effects of the vaccines on fertility. In this context, as elicited from example 3 (See Appendix A, Lines 31-34), she conceptualizes COVID-19 VACCINE in terms of A WEAPON and THE SPIKE PROTEIN OF CORONAVIRUS in terms of A COUNTER WEAPON in order to explain the technique of which covid-



19 vaccines work; hence the metaphor COVID-19 PANDEMIC IS WAR. In so doing, not only does Swaminathan explain how the vaccines under development work but also negates misinformation about vaccines and infertility.

Second, on July 1, 2021, Swaminathan explains again the importance of vaccinating people. In so doing, she conceptualizes A WAR between DELTA VARIANT and OUR IMMUNE SYSTEM in which the VACCINATION IS A MILITARY ACTION so that we be able to “protect [ourselves] against the Delta and other variants of COVID” (See Appendix A, Lines 37-48).

Third, on July 5, 2021, Dr Maria Van Kerkhove, one of the WHO science experts explains what the public should do in order to stay safe. Again, the metaphor COVID-19 PANDEMIC IS WAR can be inferred from her speech (See example 5 & 6 in Appendix A) in which she conceptualizes PRECAUTIONARY MEASURES in terms of MILITARY ACTIONS/PLANS. Moreover, in example 7 (See Appendix A, Lines 87-92) DELTA VARIANT is conceptualized in terms of A CRIMINAL/KILLER and AN AIR FORCE PILOT in which the WHO OFFICIALS are conceptualized in terms of SOLDIERS/POLICE OFFICERS.

Fourth, on February 25, 2022, Swaminathan is asked to explain how the body develops immunity when it encounters a new virus like coronavirus (See Appendix A, Lines 93-110). In answering the question, Swaminathan conceptualizes OUR IMMUNE SYSTEM in terms of AN ARMY or ARMY SOLDIERS who “get activated’ and start to produce “antibodies ... to overcome the virus and eliminate the infection,” hence, CORONAVIRUS IS A DEFEATED ENEMY. Finally, on March 22, 2022, in the context of “tracking variants” of coronavirus, Kerkhove speaks about the WHO’S “control strategy” like maintaining “health services like surveillance ... [and] counter-measures” (See Appendix A, Lines 111-117). In so doing, she conceptualizes WHO’S OFFICIALS in terms of SOLDIERS IN A BATTLE FIELD in which CORONAVIRUS VARIANTS ARE ENEMIES and the ACTIONS TO STAY HEALTHY ARE MILITARY PLANS. Again, the metaphor COVID-19 PANDEMIC IS WAR can be inferred.

Table 1
WAR Metaphors and their Pandemic Phases



Example	The Name of the Mapping	Pandemic Period/Phase	Entailed Metaphors
(1)	VACCINATED PEOPLE AGAINST CORONAVIRUS ARE THE FIRST LINE OF DEFENSE AT WAR	28/8/2020 1 st phase	COVID-19 PANDEMIC IS WAR
(2)	NATURAL HERD IMMUNITY IS A LOSING BATTLE Vs. COVID-19 VACCINATION IS A WINNING BATTLE	28/8/2020 1 st phase	COVID-19 PANDEMIC IS WAR
(3)	COVID-19 VACCINE IS A WEAPON Vs. THE SPIKE PROTEIN OF CORONAVIRUS IS A COUNTER WEAPON	4/6/2021 2 nd phase	COVID-19 PANDEMIC IS WAR
(4)	DELTA VARIANT IS AN ENEMY SOLDIER OUR IMMUNE SYSTEM IS AN ARMY COVID-19 VACCINATION IS A MILITARY ACTION	1/7/2021 2 nd phase	COVID-19 PANDEMIC IS WAR
(5)	PRECAUTIONARY MEASURES ARE MILITARY ACTIONS/PLANS/TOOLS	5/7/2021 2 nd phase	COVID-19 PANDEMIC IS WAR
(6)	PRECAUTIONARY MEASURES ARE MILITARY ACTIONS/PLANS/TOOLS	5/7/2021 2 nd phase	COVID-19 PANDEMIC IS WAR
(7)	DELTA VARIANT IS A CRIMINAL/KILLER WHO OFFICIALS ARE SOLDIERS/POLICE OFFICERS DELTA VARIANT IS AN AIR FORCE PILOT	5/7/2021 2 nd phase	COVID-19 PANDEMIC IS WAR
(8)	OUR IMMUNE SYSTEM IS AN ARMY ANTIBODIES/T-CELLS ARE SOLDIERS IN A BATTLE FIELD Vs. CORONAVIRUS IS A	25/2/2022 2 nd phase	COVID-19 PANDEMIC IS WAR



	DEFEATED ENEMY		
(9)	CORONAVIRUS VARIANTS ARE ENEMIES WHO OFFICIALS ARE SOLDIERS ACTIONS TO STAY HEALTHY ARE MILITARY PLANS	22/3/2022 2nd phase	COVID-19 PANDEMIC IS WAR

Note: This table shows the conceptual metaphors of the source domain of WAR that are deduced from the data in the first column. The second column presents the pandemic phase of the source of data from which each metaphor is concluded. In the third column, the entailed metaphors of each WAR metaphor are also presented.

5.2 Findings related to Covid-19 SPORTS metaphors in the data

Concerning the SPORTS metaphors that are concluded from the selected data, Table 2 presents 6 conceptual metaphors all of which belong to the second phase of covid-19 pandemic. The first four instances of SPORTS metaphors are elicited from two WHO infographics published on July 30, 2021. The temporal context of these particular infographics is the sporting events all over the world. Because of covid-19 pandemic and its consequences of lockdown and curfew, many major sporting events were canceled or postponed. And with the FDA approval to the emergency use of covid-19 vaccines on December 11, 2020 (See the Method section above), the year 2021 has witnessed major sports events, mostly the international senior competitions (www.topendsports.com).

As shown in Table 2, the first two conceptual metaphors are elicited from an infographic that says “*Be a champion in the fight against COVID-19. COVID-19 is not taking a timeout. Neither should you. Watch your favorite games at home*” (See Appendix B, Example 1). The slogan of this infographic invites people to watch their favorite sports teams at home. Published by WHO on July 30, 2021, the infographic implies two conceptual metaphors. The first is COVID-19 PANDEMIC IS A SPORTS COMPETITION. In this metaphor, covid-19 pandemic is conceptualized in terms of a kind of a sports event. This entails 3 other metaphors: (1) HEALTHY PEOPLE DURING COVID-19 PANDEMIC ARE ATHLETE WINNERS, (2) INFECTED PEOPLE WITH

CORONAVIRUS ARE ATHLETE LOSERS, and (3) CORONAVIRUS IS AN ATHLETE PLAYER. Of course any sportive competition involves two opposing players/teams in which one player/team wins and the other one loses the game. Accordingly, the WHO officials are trying to urge people to stay healthy during the sporting events that are taking place in the year 2021. The second metaphor that may be concluded from the first infographic (See Appendix B) is COVID-19 IS A BASKETBALL MATCH. This time the metaphorical expression involves “a *timeout*.” It implies a team sport like that of basketball. Here, the WHO officials urge people not to take a rest because covid-19 is not taking a rest either although it is normal to take one between matches; hence, HEALTHY PEOPLE DURING COVID-19 PANDEMIC ARE BASKETBALL PLAYERS WHO DON'T REST.

Moreover, the second two conceptual metaphors presented in Table 2 are elicited from another infographic (See Appendix B, Example 2). The infographic comprises two utterances. The first utterance says “We’re all on the same team in bringing an end to the spread of COVID-19.” The second is “Outdoor venues are safer than indoor places. If you have plans to attend sporting events or gatherings, do your part and score with prevention measures.” In both utterances, the WHO officials conceptualize COVID-19 PANDEMIC in terms of A TEAM SPORT MATCH. In metaphor no. 3 (See Table 2), the metaphor COVID-19 PANDEMIC IS A TEAM SPORT MATCH entails two other metaphors: PEOPLE AROUND THE WORLD ARE MEMBERS OF A SPORTS TEAM Vs. CORONAVIRUS AND VARIANTS ARE MEMBERS OF AN OPPOSING SPORTS TEAM. Here, THE PANDEMIC is conceptualized in terms of AN OPPOSING SPORTS TEAM in which “we” as PEOPLE AROUND THE WORLD have to “score” to win the match. The thing that leads to the metaphor comprised in metaphor no. 4 which is STAYING HEALTHY DURING COVID-19 PANDEMIC IS SCORING THE WINNING GOAL IN A SPORT MATCH.

Moreover, examples 3 & 4 (See Appendix B) are utterances taken from Dr Tedros Adhanom Ghebreyesus’s, WHO Director-General, opening remarks at the media briefing on September, 2022. Both utterances comprise the metaphors COVID-19 PANDEMIC IS A MARATHON/A RUNNING RACE and OVERCOMING COVID-19 PANDEMIC IS CROSSING THE FINISH LINE OF A RUNNING RACE/



WINNING A MARATHON. Ghebreyesus in both utterances gives people a warning as well as a hope. Being “*in a better position to end the pandemic*” (Appendix B, Line 2) and seeing “*the finish line*” (Appendix B, Line 6), people are given hope by Ghebreyesus to actually overcome the pandemic. However, because there is “still a risk of more variants, deaths, disruption and uncertainty,” Ghebreyesus warns people not to give up the precautionary measures. In so doing, he conceptualizes STAYING HEALTHY/ALIVE DURING THE PANDEMIC IS WINNING A CHAMPIONSHIP/A GOLDEN MEDAL (Table 2, metaphor no. 6).

Table 2
SPORTS Metaphors and their Pandemic Phases

Example	The Name of the Mapping	Pandemic Period/Phase	Entailed Metaphors
(1)	COVID-19 PANDEMIC IS A SPORTS COMPETITION	30/7/2021 2 nd phase	HEALTHY PEOPLE DURING COVID-19 PANDEMIC ARE ATHLETE WINNERS INFECTED PEOPLE WITH CORONAVIRUS ARE ATHLETE LOSERS CORONAVIRUS IS AN ATHLETE PLAYER
(2)	COVID-19 PANDEMIC IS A BASKETBALL MATCH	30/7/2021 2 nd phase	HEALTHY PEOPLE DURING COVID-19 PANDEMIC ARE BASKETBALL PLAYERS WHO DON'T REST
(3)	COVID-19 PANDEMIC IS A TEAM SPORT MATCH	30/7/2021 2 nd phase	PEOPLE AROUND THE WORLD ARE MEMBERS OF A SPORTS TEAM Vs. CORONAVIRUS AND VARIANTS ARE MEMBERS OF AN OPPOSING SPORTS TEAM
(4)	COVID-19 PANDEMIC IS A TEAM SPORT MATCH	30/7/2021 2 nd phase	STAYING HEALTHY DURING COVID-19 PANDEMIC IS SCORING



			THE WINNING GOAL IN A SPORT MATCH
(5)	COVID-19 PANDEMIC IS A MARATHON/A RUNNING RACE OVERCOMING COVID-19 PANDEMIC IS CROSSING THE FINISH LINE OF A RUNNING RACE/ WINNING A MARATHON	14/9/2022 2 nd phase	PEOPLE ARE ATHLETE RUNNERS Vs. CORONAVIRUS IS AN OPPOSING ATHLETE RUNNER
(6)	COVID-19 PANDEMIC IS A MARATHON/A RUNNING RACE OVERCOMING COVID-19 PANDEMIC IS CROSSING THE FINISH LINE OF A RUNNING RACE/ WINNING A MARATHON STAYING HEALTHY/ALIVE DURING THE PANDEMIC IS WINNING A CHAMPIONSHIP/A GOLDEN MEDAL	14/9/2022 2 nd phase	PEOPLE ARE ATHLETE RUNNERS Vs. CORONAVIRUS IS AN OPPOSING ATHLETE RUNNER

Note: This table shows the conceptual metaphors of the source domain of SPORTS that are deduced from the data in the first column. The second column presents the pandemic phase of the source of data from which each metaphor is concluded. In the third column, the entailed metaphors of each SPORTS metaphor are also presented.

6. Discussion

The purpose of this study is to gain a better understanding of the nature of WAR and SPORTS metaphors in the context of covid-19 pandemic as used by WHO officials. The study also sheds light on the functions of such metaphors. Another purpose of the study is to show the role of the temporal context in altering the WHO officials' conceptualization of the pandemic. The results of the present study give comprehensible answers to the research questions introduced in

the introduction section above. Moreover, there are three key findings of the present study. First, the data analysis shows how WAR metaphors function as a tool for (1) stressing the importance of a vaccine during covid-19 pandemic, (2) simplifying complex scientific matters for the public, and (3) shaping the public's awareness concerning how to stay healthy during the pandemic. Second, the findings also show how SPORTS metaphors function as a tool for (1) urging people to be patient and never give up in their fight against the virus, (2) stressing the fact that ending the pandemic is not an individual responsibility but rather a collective one, and (3) reassuring the public that the pandemic is about to end soon. Third, the findings show that the covid-19 pandemic phase can affect the WHO officials' conceptualizations of the pandemic due to changes in the social-scientific context.

6.1 Results related to the first research question: What are the WAR and SPORTS metaphors that are deduced from covid-19 health discourse? And what are their functions?

Concerning the WAR and SPORTS metaphors that are concluded from the selected data, Tables 1 & 2 above present the name of the mapping, its pandemic phase, and the entailed metaphors based on each example's context. Table 1 presents the WAR metaphors in which all of the elements of a war are included. There are ARMIES, BATTLES, SOLDIERS, THE FIRST LINE OF DEFENSE, WEAPONS, MILITARY ACTIONS/PLANS, and KILLERS. All of these source domains are used unconsciously to conceptualize covid-19 pandemic and all of its related concepts. Accordingly, the metaphor COVID-19 PANDEMIC IS WAR is entailed from the overall elicited metaphors.

Additionally, the findings highlight the functions of the WAR metaphors in the data. The data analysis shows that WAR metaphors have three main functions in health communication. First, metaphors like VACCINATED PEOPLE AGAINST CORONAVIRUS ARE THE FIRST LINE OF DEFENSE AT WAR (Table 1, metaphor no. 1), NATURAL HERD IMMUNITY IS A LOSING BATTLE versus COVID-19 VACCINATION IS A WINNING BATTLE (Table 1, metaphors no. 2), DELTA VARIANT IS AN ENEMY SOLDIER, OUR IMMUNE SYSTEM IS AN ARMY and COVID-19 VACCINATION IS A MILITARY ACTION

(Table 1, metaphors no. 4) are used to highlight the importance of vaccination against coronavirus. WHO science experts indirectly use WAR metaphors in order to make a conceptual relation between the scourges of war and the probable catastrophic consequences of covid-19 pandemic. Such mappings stress the seriousness of the pandemic situation; hence, the necessity for developing a vaccine.

Second, another function of WAR metaphors in the data is to show for the public in a simple way the scientific techniques used in developing covid-19 vaccines as well as negates some misinformation about the effects of the vaccines on infertility. For example, the metaphors COVID-19 VACCINE IS A WEAPON versus THE SPIKE PROTEIN OF CORONAVIRUS IS A COUNTER WEAPON (Table 1, metaphors no. 3), the WHO expert again unconsciously chooses to talk about abstract scientific matters in terms of concrete source domain such as WEAPONS and COUNTER WEAPONS. Accordingly, WAR metaphors are used in the covid-19 pandemic to simplify for the public complex scientific matters.

Another example that shows the role of WAR metaphors in simplifying complex scientific topics for the ordinary people is presented in the metaphors OUR IMMUNE SYSTEM IS AN ARMY, ANTIBODIES/T-CELLS ARE SOLDIERS IN A BATTLE FIELD and CORONAVIRUS IS A DEFEATED ENEMY (See Table 1, example 8). Here, the WHO expert explains what happens in the body when in encounters a novel virus like coronavirus. Accordingly, the unseen system of our immunity is being talked about concrete source domain like WAR.

Third, the findings of the study also show how WAR metaphors function as a tool for shaping the public's awareness on how to stay healthy during a pandemic. In examples 5 & 6 presented in Table 1, the WHO science expert conceptualizes PRECAUTIONARY MEASURES in terms of MILITARY ACTIONS/PLANS. Again, in so doing, she relates the seriousness of the scourges of a concrete source domain like WAR to the momentous effects of the PRECAUTIONARY MEASURES as the target domain on the public's lives and health.

As for the SPORTS metaphors that are elicited from the data, Table 2 presents 6 metaphors all of which conceptualize the target domain of COVID-19 PANDEMIC in terms of different SPORTING

source domains. Throughout the data, COVID-19 PANDEMIC is being talked about/thought of in terms of A SPORTS COMPETITION, A BASKETBALL MATCH/A TEAM SPORTS MATCH and A MARATHON. Such cases of metaphors have two different functions. First, conceptualizing COVID-19 PANDEMIC in terms of A SPORTS COMPETITION and A BASKETBALL MATCH functions as a tool for motivating people to stay healthy and to have patience in ending the pandemic as shown in example no. 1 (*“Be a champion in the fight against COVID-19”*)(See Appendix B). Moreover, conceptualizing COVID-19 PANDEMIC in terms of A BASKETBALL MATCH functions as a tool for stressing the idea that ending the covid-19 pandemic is not a matter of individual responsibility but collective responsibility. For example, in the second infographic as presented in Appendix B, the use of the pronoun “We” implies a shared responsibility in surviving the pandemic.

Second, conceptualizing COVID-19 PANDEMIC in terms of A MARATHON functions as a tool for reassuring the public that the pandemic is about to end soon. As presented in Table 2, examples 5 & 6 present the metaphor COVID-19 PANDEMIC IS A MARATHON/A RUNNING RACE. Both examples are elicited from the WHO General-Director’s opening remarks at the media briefing on September, 2022. In this metaphor, the WHO General-Director’s utterances (See Appendix B, Lines 1-9) conceptualize the COMPETITION between PEOPLE and CORONAVIRUS in terms of A RUNNING RACE. Nonetheless, the race has taken almost 3 years now since its beginning in December, 2019. Accordingly, the WHO General-Director unconsciously feels the urge to encourage people to hold on a little longer and reassure them that *“We can see the finish line [and] we are in a winning position.”*

6.2 Results related to the second research question: Does the temporal context affect the WHO officials’ conceptualizations of covid-19 pandemic and related concepts?

Concerning the second research question of the study, the data analysis strongly implies that the temporal context affects the WHO officials’ conceptualizations of the pandemic and related concepts. To begin with, the data analysis reveals that the WHO officials’ use of WAR metaphors is confined more to negative ideas than to positive

ones. As shown in Table 2, the first 3 metaphors are elicited from the first pandemic phase. All 3 metaphors hold negative overtone for they stress the concept of LOSING A WAR in the context of natural herd immunity as opposed to a vaccine immunity.

As opposed to the first phase WAR metaphors that are deduced from the data, all of the concluded SPORTS metaphors belong only to the second phase of the pandemic. In other words, the SPORTS metaphors are only used after the emergency use authorization (EUA) of the Pfizer-BioNTech COVID-19 Vaccine on December 11, 2020. As discussed in the previous section, SPORTS metaphors function as a tool for encouraging people to continue “fighting against” the pandemic and giving people hope that the pandemic crisis is about to end for there is now a better chance to overcome coronavirus after developing a vaccine. Moreover, 4 instances of SPORTS metaphors are deduced from two infographics reflecting a change in the social context. Both infographics are published on July 30, 2021 in the lead-up to the 2021 major postponed sportive events. In addition to that, metaphors like OVERCOMING COVID-19 PANDEMIC IS CROSSING THE FINISH LINE OF A RUNNING RACE/ WINNING A MARATHON and STAYING HEALTHY/ALIVE DURING THE PANDEMIC IS WINNING A CHAMPIONSHIP/A GOLDEN MEDAL hold positive connotations that reflect scientific context changes, again, with the use of the Pfizer-BioNTech COVID-19 Vaccine.

6.3 Linking findings to previous research

The pattern of results concerning WAR metaphors related to coronavirus is consistent with the previous literature that concludes that such metaphors focus on the sense of fear that is always associated with wars (Isaacs & Priesz, 2021; Pedrini, 2021). Moreover, the findings of WAR metaphors are consistent the works of Bates (2020) and Abdel-Qader & Al-Khanji (2022) which conclude that WAR metaphors may function as an awareness tool for the public to know the dangers and nature of the pandemic as well as the importance of a vaccine.

Additionally, whereas previous literature of covid-19 SPORTS metaphors conclude that SPORTS metaphors are used mainly to describe the “competitive struggle” of the pharmaceutical companies which work on developing a vaccine against covid-19 (Repetskaya &

Ivanova, 2022; Pedrini, 2021), the present study reveals that SPORTS metaphors are used as an indirect motivation tool for the public to stay healthy and have patience, a reassuring tool for the public that the pandemic is ending soon and as an awareness tool for stressing the idea that ending the covid-19 pandemic is not a matter of individual responsibility but collective responsibility.

7. Conclusion

In summary, the main conclusions of the present study can be presented in the following points:

- The present study contributes to a growing body of research suggesting that conceptual metaphors are one of the conventional ways in which people unconsciously use in health communication.
- WAR metaphors within covid-19 pandemic may function as:
 - an awareness tool for stressing the importance of a covid-19 vaccine and for staying healthy during a pandemic,
 - a tool for simplifying to the public complex scientific matters concerning the pandemic,
 - and a tool for correcting false information about coronavirus during the pandemic.
- SPORTS metaphors are used as an indirect strategy for motivating people to stay healthy and have patience and for reassuring people that the pandemic is coming to an end.
- Finally, the temporal context influences health experts' conceptualization about coronavirus in particular and the pandemic in general in health communication based on social and scientific context-changes.



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Appendix A

Examples for WAR Metaphors in the Data

Example	Transcript of Excerpts from Episode #1 - Herd immunity 28 August 2020 Science conversation	Line No.
(1)	<p>Vismita: Soumya, we are hearing a lot about herd immunity. So let's start with, please tell us what is herd immunity?</p> <p>Soumya: So, let's take an example, of a disease like measles, which is a very common childhood infectious illness caused by measles virus, for which there is a very effective vaccine. Now, we say that to achieve herd immunity in the population, for measles, you need about 95% of the people to have immunity or antibodies. Even if you have 5% of children not vaccinated, these others actually have enough protection in the population to prevent the measles virus from actually going from one person to the next. <i>So it's really like having a barrier of people who are protected, who break that chain of transmission</i>. So, you don't need every single person in the area, in the population, to necessarily be protected.</p>	1 2 3 4 5 6 7 8 9 10
(2)	<p>Vismita: Is it the right way to think about herd immunity in the context of COVID to say the vaccine is far away, why don't we just let everyone get infected?</p> <p>Soumya: So, the SARS-CoV-2 virus is a highly transmissible virus. We think it needs at least 60 to 70% of the population to have immunity <i>to really break the chain of transmission</i>. <i>If you allow this to happen naturally, it will take a long time, of course, but more importantly, it's going to do a lot of collateral damage</i>. So even if 1% of people who get infected are ultimately going to die, then this can add up to a huge number of people, if we look at the global population. And that is why we believe it's not a good idea to try to achieve herd immunity <i>by just letting the infection run wild in the population and infect a lot of people and that we should talk about herd immunity in the context of a vaccine</i>.</p> <p>Vismita: So, let me come to the vaccine now. So, our strategy is to vaccinate enough people</p>	11 12 13 14 15 16 17 18 19 20 21 22



rather than just letting people get infected. Is that where the science is now? 23
Soumya: That's right. Because with a vaccine you can achieve immunity and herd immunity 24
safely. *Through natural infection, we could also achieve it at some point, but it would 25*
be at great human cost. And so naturally, the better choice is doing it through a vaccine.

Transcript of Excerpts from Episode #41 - Vaccines, pregnancy, menstruation,
lactation and fertility 4 June 2021 | Science conversation

- (3) **Vismita Gupta-Smith:** Soumya, we hear a lot of misinformation about vaccines and fertility 26
and infertility. Could you please explain the science behind this? 27
Dr Soumya Swaminathan: 28
Yes, it's a common myth. And I should start by saying that there is absolutely no scientific 29
evidence or truth behind this concern that vaccines somehow interfere with fertility, either in 30
men or in women, because *what vaccines do is they stimulate an immune response against 31*
that particular protein or antigen of that virus or bacteria. So in this case, the COVID vaccine 32
stimulates both antibody response and a cell mediated immune response against the spike 33
protein of the SARS-CoV-2 virus. So, there is no way in which they could interfere with the 34
functioning of the reproductive organs in either men or women. So, I think people can rest 35
assured that these vaccines in no way interfere with fertility. 36

Transcript of Excerpts from Episode #44 – Delta variant and Vaccines
1 July 2021 | Science conversation

- (4) **Dr Soumya Swaminathan:** So we're talking here about the Delta variant, which is the fourth 37
variant of concern described by WHO because it's both more transmissible than the previous 38
variant and also *has been able to resist the antibodies that we have in our blood. So what that 39*
means is that you need a higher level of antibodies to overcome this variant as compared to, 40
let's say, the Alpha variant. Now, the good news is that all of the WHO emergency use listed 41
vaccines do protect against developing severe disease, hospitalization and death due to the 42
Delta variant. So there are studies now from countries where there is a predominance of Delta 43
variant to show that people who've been vaccinated are much less likely to end up in hospital. 44
And you need the full course of vaccination in order to give you that full immunity to protect 45
you against the Delta variant. So the important thing is if you have access to a vaccine that's 46
approved by WHO, please do take it and take the full course so that you can be protected 47
both against the Delta and other variants of COVID. 48

Transcript of Excerpts from Episode #45 – Delta variant
5 July 2021 | Science conversation

- (5) **Vismita Gupta-Smith:** Maria, do our risks change? And also, *should we change our tactics and 49*
protective measures depending on what situations we find ourselves in? For instance, we 50
could be in a country or a city which has high vaccination, or we could be in a setting where 51
there is low vaccination. 52
Dr Maria Van Kerkhove: Too many people around the world are not yet vaccinated or have 53
not yet received the full vaccination course. And so, people remain susceptible to infection 54
and they may remain susceptible to severe disease and death. This is why we continue to 55
recommend *to take a comprehensive approach* using all of the tools that we have at our 56
disposal to prevent ourselves from getting infected in the first place. And if we are infected, 57



- to pass the virus to others. At the present time, we recommend to continue to adhere, *to reinforce adherence to all of the measures that we have, all of the tools that we have at our disposal*. Follow the local guidance that's issued in your area and make sure that you take control over what you do every day and reduce your opportunities for getting infected. So remember, this is a dynamic situation and we're learning more every day about these variants of concern. So for the time being, do everything that you can to keep yourself safe and keep up with the latest information.
- (6) **Vismita Gupta-Smith:** So Maria, different countries of the world are in different stages of this pandemic. How can we assess our risk wherever we live to protect ourselves from the Delta variant?
- Dr Maria Van Kerkhove:** So, this is a very important question. Knowing your risk helps you to take the measures to lower your risk every single day. *There are many things that you can do yourself that can keep yourself protected and keep your loved ones protected against this virus, including the Delta variant. This includes making sure you have clean hands and wearing a mask, making sure that mask covers your nose and your mouth and that you have clean hands when you put on your mask and you take off your mask. It involves avoiding crowded spaces, keeping your distance from others, making sure that if you are indoors, you are in a room that has good ventilation. And in many respects that's as simple as opening a window or two windows so that you have good airflow. Taking all of those measures will reduce the possibility of exposure to the virus and reduce the possibility of you getting infected. In addition, when it's your turn, get vaccinated.* We know that the vaccines are incredibly effective of preventing severe disease and death. And so, when it is your turn make sure that you take that opportunity and you get vaccinated and you get the full doses. If you are required to get two doses, make sure you go back for that second dose so that *you could be fully protected against severe disease and death.*
- (7) **Vismita Gupta-Smith:** Hello and welcome to Science in 5. I'm Vismita Gupta-Smith and we're talking about the Delta variant today. Our expert today is Dr. Maria Van Kerkhove. Maria, welcome. My first question to you is explain to us, please, what we know now in July 2021 about the Delta variant.
- Dr Maria Van Kerkhove:** So, *the Delta variant is a variant of concern that WHO is tracking and monitoring around the world.* It's a variant of concern because we know it has increased transmissibility. This has been demonstrated by several countries. And we know that where the Delta variant is identified, *it really rapidly takes off and spreads between people more efficiently than even the Alpha variant that was first detected around December, January 2021.*

Transcript of Excerpts from Episode #67 - Understanding immunity
25 February 2022 | Science conversation

- (8) **Vismita Gupta-Smith:** We are talking about how *our body develops immunity when it encounters a new virus* like SARS-CoV-2, which causes COVID-19. Hello and welcome to Science in 5, I'm Vismita Gupta-Smith. We are talking to Dr. Soumya Swaminathan, WHO's Chief Scientist. Welcome, Soumya. Soumya, explain to us how the body develops immunity when it encounters a new virus like SARS-CoV-2.
- Dr. Soumya Swaminathan:** So our immune system is actually amazing. It's versatile, but it's also complex. And *when the body is exposed to a new virus like the SARS-CoV-2 virus, which it's never seen before, the immune system does get activated and there are many things which start happening. The first and the most rapid response is the production of antibodies. And this is also accompanied by messages that are being sent to other parts of the immune system so that the T-cells or the cell mediated immune response is also activated.* And

ultimately, what happens is that *if the body's immune response is strong, it's able to* 104
overcome the virus and eliminate the infection. But also, it develops a memory response so 105
that the next time the body sees the same virus, it's able to respond much more quickly 106
because the memory cells, both memory B cells and T cells in the body are able to recognize 107
and respond. So we all talk about antibodies all the time. It's one part of the immune system, 108
but it's a much larger and much more complex system which keeps us healthy and, you know, 109
gives us the ability to respond to a lot of infections. 110

Transcript of Excerpts from Episode #69 - COVID 19: Tracking variants 22 March 2022
| Science conversation

- (9) **Dr Maria Van Kerkhove:** But it is fundamental to the *control strategy of COVID-19*. Not only 111
do we need to improve vaccine access, as you hear us talk about a lot, we also need to 112
maintain public health services like *surveillance* and testing and sequencing. And this is 113
critical for us to be able to determine how this virus is changing and importantly, what that 114
means for us in terms of our *counter-measures*, looking at public health and social measures, 115
looking at the use of antivirals and looking at different therapeutics, as well as ensuring that 116
the COVID-19 vaccines remain effective. 117

Appendix B

Examples for SPORTS Metaphors in the Data

(1)

Be a champion in the fight 30/7/2021
against COVID-19.

COVID-19 is not taking a timeout.
Neither should you.

Watch your favorite
games at home.



(2)

We're all on the same team in bringing an end to the spread of COVID-19.

30/7/2021

Outdoor venues are safer than indoor places. If you have plans to attend sporting events or gatherings, do your part and score with prevention measures.



	Transcript of Excerpts of WHO Director-General's opening remarks at the media briefing– 14 September 2022	Line No.
(3)	Last week, the number of weekly reported deaths from Covid-19 was the lowest since March 2020. <i>We have never been in a better position to end the pandemic. We're not there yet, but the end is in sight</i>	1 2 3 4
(4)	A marathon runner does not stop when the finish line comes into view; she runs harder with all the energy she has left. So must we. <i>We can see the finish line, we are in a winning position, but now is the worst time to stop running. Now is the time to run harder and make sure we cross the line and reap the rewards of all our hard work.</i> There is still a risk of more variants, deaths, disruption and uncertainty so let's seize this opportunity.	5 6 7 8 9

خسارة حرب ام فوز مباراة: مفهوميين لكوفيد ١٩

إعداد

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المستخلص:

يناقش الباحثان في هذه الدراسة كيفية التفكير او التكلم عن كوفيد ١٩ في إطار مجالين مختلفين للمصدر وهما الحرب والرياضة، فبالأخص يهدف البحث إلى الإجابة عن التساؤل التالي: هل يوجد اي اختلافات بين التصور المفهومي لكوفيد ١٩ في إطار مجالي المصدر الحرب والرياضة؟ ففي الحالة الأولى، قد اسفرت نتائج البحث عن لجوء الناس ومن بينهم هؤلاء ممن يعملون بالمجال الطبي إلى استخدام الاستعارات المفهومية للحرب في سياق مختلف عنه للرياضة. ففي الحالة الأولى وجد الباحثان بأن يميل الناس إلى استخدام الاستعارات المفهومية للحرب في بداية جائحة كورونا عندما كانوا يحاولون فهم طبيعة فيروس مستجد وصل لمرحلة الوباء حيث يجدون أنفسهم في موقف أضعف من الفيروس نفسه، بينما يميلون إلى استخدام الاستعارات المفهومية للرياضة عندما كانوا أكثر فهما للوباء ويسيطرون عليه بطريقة او بأخرى خصوصا بعد البدء باستخدام تطعيمات تعمل ضد فيروس الكورونا المستجد. ولهذا يمكن القول بأن نتائج هذا البحث تسهم في الكشف عن دور الاستعارات المفهومية كأداة تعكس كيف لأزمة صحية عالمية كجائحة كوفيد ١٩ تؤثر في كيفية تغيير طريقة تفكير الأفراد وفقا للتغيرات الاجتماعية والصحية والمعرفية.

الكلمات الإفتتاحية: الاستعارات المفهومية- استعارات الحرب- استعارات الرياضة- جائحة كوفيد ١٩ – الخطاب الصحي.