

ABSTRACT

This study analyzes the conceptual metaphors of love in six selected Western rock songs from the 1960s: “Sunshine of Your Love” by Cream, “Sweet Caroline” by Neil Diamond, “Femme Fatale” by The Velvet Underground & Nico, “Lady Jane” by The Rolling Stones, “Love or Confusion” by Jimi Hendrix, and “Somebody to Love” by Jefferson Airplane. Using Conceptual Metaphor Theory by Lakoff and Johnson as the main theoretical framework, this study examines how love is metaphorically represented in the selected lyrics and how these metaphors support each song’s central theme. This research employs a qualitative descriptive approach. The data were collected from song lyrics obtained from Genius.com and cross-checked with the original audio recordings. The Metaphor Identification Procedure was applied to identify love-related linguistic metaphors, which were then categorized using the conceptual metaphor frameworks of Kövecses, Lakoff and Johnson, and the Master Metaphor List. The findings show fifteen metaphor occurrences grouped into eleven conceptual metaphor types. These metaphors reveal that love in the selected songs is represented through various conceptualizations. The study concludes that conceptual metaphors play an important role in shaping the lyrical meanings and thematic messages of 1960s Western rock songs.

Keywords: conceptual metaphor, love metaphor, song lyrics, 1960s rock music, Conceptual Metaphor Theory.