

For this project, I conducted a rhetorical analysis of the British press' coverage of the pandemic. In particular, I focused on the metaphors the press used and how these shaped people's perceptions of the world, and therefore their actions with respect to health and medicine. The framework I used to analyze them was a novel combination and one of my contributions to the field. This framework combined three existing frameworks. In combining them, I argued that two of them were the same, and that a third could be used to understand the implications of the first two.

I relied heavily on UW libraries for this project to find and access sources, in particular my primary sources which I assembled into a database. Creating this dataset was the most challenging part of my project. I recalled from a library orientation that UW has databases of news articles, which I used to find articles to analyze.

In my first attempt, I used Proquest to access *The Guardian*. Using the common field codes and advanced syntax, I came up with the following search:

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publication.Exact("The Guardian (2010-)") AND (PUBDATE(2020) OR  
PUBDATE(2021) OR PUBDATE(202201) OR PUBDATE(202202) OR  
PUBDATE(202203) OR PUBDATE(202204)) AND FULLTEXT(COVID-19) AND  
FULLTEXT(TACTIC) AND PAGE(1). This met my criteria of articles published  
between January 1, 2020 and April 30, 2022 and that were on the front page of the  
newspaper. I also tried an additional search that included more words in the  
FULLTEXT(TACTIC) portion of the search, including WAR, BATTLE, STRATEGY,  
OFFENSE, ENEMY, INVADER, and FIGHT.
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However, after conducting these searches, I realized that Proquest did not have articles from all of the newspapers I was interested in. To maintain a rigorous

methodology and ensure that my search terms were consistent, I needed to access all four newspapers from one database. Therefore, I searched each newspaper in the UW Libraries catalog and recorded the databases where I could access them, in order to find a database that had access to them all. I found that Gale OneFile News had them all.

When searching for articles in Proquest using a more specific search that involved war metaphors, I also realized that many articles were about the Russian invasion of Ukraine and discussed the pandemic only briefly.

I therefore excluded mentions of Russia, Ukraine, and other active wars in my search in Gale which was as follows: ISSN: 01400460 OR 03071235 OR 03077578 OR 02613077 OR 03072681 NOT Entire Document: russia* OR ukrain* OR yemen* OR Afghan* AND Start Page: 1 AND Entire Document: covid* OR pandemic OR virus OR disease OR corona* AND Entire Document: war OR battl* OR tactic! OR strateg* OR retreat* OR offen* OR defen* OR attack OR weapon* OR combat OR enemy OR invad* OR fight*.

This search utilized a number of strategies I learned over the course of my research, including the usefulness of wildcards and booleans. Further, I limited my search to the ISSNs for the newspapers I was interested in.

These advanced search techniques were the most practical skill I developed in this project. Using booleans allowed me to combine several keyword searches into one. Wildcards enabled me to search for several variations of a single word, which saved me from accidentally missing an article because I missed a variation or ending.

I used a variety of methods to acquire secondary sources and read widely. These sources helped me create a literature review. This helped me place my article into broader context. While my professor initially recommended one or two readings, I followed this up by searching for articles from relevant citations and reviewing tables of contents for journals like *Health Communication*, *Metaphor & Symbol*, and *Discourse and Society*. Additionally, my professor shared a copy of a book containing a bibliography of different rhetorical methods. I used this to find other sources and identify the aforementioned journals. I used Interlibrary Loan (ILL) to access a critical book for my project, *Metaphors of Coronavirus: Invisible Enemy or Zombie Apocalypse*, which I found using a large catalog like WorldCat. This book is the only other large study of the metaphors the British press used to describe the pandemic, but it uses a different methodology that puts metaphors on a spectrum to describe their impact, whereas I combine other theories to analyze the implications of metaphors. Additionally, ILL provided access to recent articles from *Metaphor and Symbol* because UW does not subscribe to the most recent 15 months of content from it.

Additionally, I made frequent use of Academic Search Complete. I was interested in pandemic metaphors and metaphors used to describe other diseases. As such, my searches resembled the following specifications:

- Metaphor AND (zika OR covid* OR corona* OR sars OR h1n1 OR AIDS OR HIV)
- metaphor AND pandemic
- ("terministic screen" OR Burke OR burkean OR terminstic OR screen) AND (metaphor OR disease OR rhetoric)

I applied filters for only journals and books, in English, and from peer reviewed journals. These terms allowed me to find existing literature on terministic screens and pandemic metaphors, helping me write my literature review and situate my article in a broader academic context.

I used two other services. The library proxy bookmarklet was a lifesaver on numerous occasions as I began searching journals directly on their own websites. I also requested the library purchase books that I found on WorldCat through using search terms related to my project, including “metaphor”, “corona*”, “communica*” and “pandemic”. These books included *Populism, The Pandemic And The Media: Journalism In The Age Of Covid, Trump, Brexit and Johnson* and *Pandemic and Crisis Discourse: Communicating COVID-19 and Public Health Strategy*.