

MULTIMODAL METAPHOR IN ADVERTISEMENT

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Abstract

Metaphor based on the cognitive linguistic view can be defined as a tool which allows us to understand one conceptual domain in terms of another. What usually happens is that we use a physical. What we need to comprehend, is the target domain. It means that human cognition is organized in conceptual schema. Rodriguez (2015) stated that multimodal needs a mental comprehension process which differs from processing visual or verbal concepts alone. Metaphor has been used in many advertising. The metaphor can be interpreted differently from one to others. This paper was to present an analysis of visual metaphors, and to illustrate the existence of a possible of multimodal metaphors in advertising. Multimodal needs a mental comprehension process which differs from processing visual or verbal concepts alone. In this case this study only focuses on the analysis of multimodality metaphor which found in some advertisements. In analyzing the multimodal metaphors in commercial advertising, corpus private static adverts from the TV were selected. All of the pictures presented are a verbal part.

Keywords: Metaphor, multimodal, advertisement.

Introduction

Metaphor is very much use in figure of speech or writing containing an implicit or hidden comparison which applied to another but then have some common characteristics between them. Christopher (2013) in Rodriguez (2015) said that metaphors are so powerful they upset our expectation of the boring, literal connection between ideas, and force our brain to work harder to understand the writer's intent. Furthermore, as stated by Ritchie (2013) metaphor can be defined as seeing, experiencing, or talking about something in terms of something else. Nowadays, it also develops within the cognitive linguistics which is as stated by Evans et. al. In Rodriguez (2015) it explores the relationship between human language, the mind and socio-physical experience. How linguistics knowledge gives the relation to the world knowledge is one of the interesting things.

Metaphor, based on the cognitive linguistic view, can be defined as a tool which allows us to understand one conceptual domain in terms of another (Lakoff & Johnson in Rodriguez, 2015). What usually happens is that we use a physical or a simple concept we have understood in order to comprehend something that abstract or

more complex. As proposed by Gibbs (2008) metaphor is not simply an ornamental aspect of language, but a fundamental scheme by which people conceptualize the world and their own activities. That physical or simple concept can be mentioned as the source domain while the abstract concept, or what we need to comprehend, is the target domain. It means that human cognition is organized in conceptual schemas. As stated by Lakoff and Turner (1989 in Forceville 2007), “constitute cognitive models of some aspect of the world, models that we use in comprehending our experience and in reasoning about it. Cognitive models are not conscious models; they are unconscious and used automatically and effortlessly”. Moreover, many of the expressions that we use to speak or communicate are based on conceptual metaphors, which signify that we communicate through metaphors with which we think (Steen, 1999 in Rodriguez, 2015). In addition, Silvestre-López (2009) in Rodriguez (2015) said that metaphors are actually cognitive tools that help us structure our thoughts and our world experience.

During this decade, metaphor has been used in many advertising. As stated by Kannan and Tyagi (2013) advertising is the best way to communicate to the customers which help them about the brand in the market and variety products that useful for them. The language choice to convey the specific message in advertising is made creatively so that studies of metaphor have large demonstration on it.

The mode refers to a sign system interpretable because of a specific perception process (Forceville in Rodriguez, 2015). Mono-modal metaphor defined as “metaphor” whose to term are predominantly or exclusively rendered in the same mode while multimodal metaphor begins with the overness that two phenomena can or must be understood as being in an identity relation (Forceville, 2007). The same idea with Rodriguez (2015) Mono-modality is a typical characteristic of verbal texts, through which facts, information and knowledge have been transmitted to later generations. Additionally, it can also be possible in other ways; for instance, we can also transmit an idea visually, through a picture, a photo or an image. Multimodal needs a mental comprehension process which differs from processing visual or verbal concepts alone. In this case this study only focuses on the analysis of multimodality metaphor which found in some advertisement.

In further study Rodriguez (2015) investigated that there are some metaphors that can be interpreted differently from one person to another and they cannot be classified as mono-modal or multimodal because they give a blurred depiction of themselves. These blurred metaphors create a continuum between mono-modality and multimodality and are named borderline cases. Moreover, apart from the metaphor used to advertise a product, some of the images used in advertising were also found to conceal a series of metonymic projections. The metonymies analyzed here happened to be part of the verbal reinforcement and helped the audience to understand the intended message of the advert.

Literature Review

Monomodality

Monomodality is a typical characteristic of verbal texts, through which facts, information and knowledge have been transmitted to later generations. However, monomodality can also be possible in other ways; for instance, we can also transmit an idea visually, through a picture, a photo or an image. Multimodal metaphors are those 'whose target and source are each represented exclusively and predominantly in different modes' (Forceville, 2006: 384); for example, metaphors whose target domain is verbal and source domain is visual, or the other way around. This needs a mental comprehension process which differs from processing visual or verbal concepts alone (Rodriguez, 2016)

According to Forceville (2006) in Rodriguez (2015), if a product is only advertised visually, it has to be divided into source and target domain. It is necessary to consider which part of the image is the source and which is the target, carrying out the analysis by mapping the concepts. However, in order to analyze a multimodal image, it has to be divided into the different modes it contains. For example, a multimodal image containing a visual part and a verbal part would be divided into these two different modes, later considering where the source and the target domain are.

Research Method

Lakoff and Johnson's well-known definition of metaphor in Rodriguez (2015) as "understanding and experiencing one kind of thing in terms of another" (1980: 5) points towards the first criterion that needs to be fulfilled for something to be called a metaphor: two "things" are involved. Secondly, it is generally agreed upon in metaphor studies that the two "things" of a metaphor are not reversible. In analysing the multimodal metaphors in commercial advertising, a corpus private static adverts from the TV were selected. All of the pictures presented a verbal part. Then, the advertising is analysed based on the cognitive analysis, source and target.

Result and Discussion

1. Cognitive analysis:

Metaphor: Nature is a good life

Source : a good life

Target : Nature

Modality : Multimodal verbal representation of the source visual representation of the target.

2. Cognitive analysis:

Metaphor: flat life isn't colourful

Source : colourful

Target : flat life

Modality : Multimodal verbal representation of the target visual representation of the source.

3. Cognitive analysis:

Metaphor: good day has many flavours

Source : many flavours

- Target : good day
Modality : Multimodal verbal representation of the target visual representation of the source.
4. Cognitive analysis:
Metaphor: hug is 100% of nourishments
Source : 100% of nourishments
Target : hug
Modality : Multimodal verbal representation of the source visual representation of the target.
5. Cognitive analysis:
Metaphor: fresh is a glass of ice
Source : a glass of ice
Target : fresh
Modality : Multimodal verbal representation of the target visual representation of the source.
6. Cognitive analysis:
Metaphor: super is gatot kaca
Source : gatot kaca
Target : super
Modality : Multimodal verbal representation of the target visual representation of the source.
7. Cognitive analysis:
Metaphor: cool is winter outfit
Source : winter outfit
Target : cool
Modality : Multimodal verbal representation of the source visual representation of the target.
8. Cognitive analysis:
Metaphor: adventure is a run in the beach
Source : a run in the beach
Target : adventure
Modality : Multimodal verbal representation of the target visual representation of the source.
9. Cognitive analysis:
Metaphor: life is an earth
Source : an earth
Target : life
Modality : Multimodal verbal representation of the target visual representation of the source.
10. Cognitive analysis:
Metaphor: Lamp needs sleeping
Source : sleeping
Target : lamp
Modality : Multimodal verbal representation of the source visual representation of the target.

According to Renau & Girón-Garcia (2015), the virtual world (target domain) usually takes the pattern of the real world (source domain). Therefore, a logical metaphor and, thus, a logical mapping of this metaphor would be carried out from the real world (source domain) to the virtual world (target domain). However, the analysis of this image suggests that the verbal part, which represents the virtual world, is presented as a source domain while the visual part, which represents the real world, is considered the target domain.

Conclusions

The main goal of this paper was to present an analysis of visual metaphors, and to illustrate the existence of a possible of multimodal metaphors in advertising. As suggested during the analysis, there is a set of images which present a visual metaphor that was reinforced by the use of language. This use of language is essential to understand the metaphor, but it is never presented as a source or a target domain. Therefore, it can be concluded that the pictures presenting this pattern must be considered borderline cases.

In analyzing, it can also be stated that a distinction between mono-modal and multimodal metaphors is not clear yet. As proposed by Lakoff and Turner 1989 in Forceville 2007 “constitute cognitive models of some aspect of the world, models that we use in comprehending our experience and in reasoning about it. It is well known that each person has a different perception of the world. This is one of the reasons why the metaphor can be interpreted differently from one to another. Besides they cannot be classified as mono-modal or multimodal because they give a blurred depiction of themselves. Moreover, apart from the metaphor used to advertise a product, some of the images used in advertising were also found. It contains of virtual world (target domain) real world (source domain).

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Appendixes

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(3)



(4)



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