

## Theoretical Perspectives of Conceptual Metaphor in Selected Advertisements

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### Abstract

This study aims to investigate the work of conceptual metaphor in advertisements within the field of discourse analysis. It tackles the nature, a manifestation of metaphor in advertisements. It also deals with the types of conceptual metaphor within conceptual domains. It hypothesized that there are many types of conceptual metaphor, and both conceptual metaphor theory combined with relevance theory is complementary to conceptual metaphor. In the discourse analysis of this research, conceptual theory and relevance theory were used as a model of analysis. The aim of this research the application of conceptual metaphors in selected advisements.

*Keywords:* conceptual metaphor, types of conceptual metaphor, relevance theory, advertisement

### Introduction

Metaphor is generally seen as one of the characteristics of language. Danesi (2004:115) states that metaphor “the use of a word or phrase denoting one kind of idea in place of another word or phrase for the purpose of suggesting a likeness between the two” for example love is rose ” Language specialists had massively inspected this alluring conversation in its verbal appearances. With the growing charmed of cognitive researchers inside the subject in any case, the metaphor has been re-imagined as a cognitive system that structures our contemplations and behavior rather than basically a lingo wonde

However, Lakoff and Johnson (1980,11) deal with individuals utilize metaphors, they don't indiscriminately think of an object and relate it to their subject. individuals take after metaphor designs and frameworks that underlie they utilize of metaphors. Evans and Green (2006: 294) state that thus, speakers cannot utilize a conceptual domain at any rate to portray a particular topic. For example, consider the following discourse when two individuals are examining their relationship status and one of them says “We’ll fair ought to go our isolated ways” or “We’re fair turning our wheels”. There must be a framework that administers that odd relationship between marriage and ways or wheels.

According to Gibbs & Cameron(2008:39), there are two essential components that play a significant part with metaphors. One is the socio-cultural and the other figurative is more cognitive. The socio-cultural part is critical since, depending on the specific way of talking and communicating by diverse discourse communities, the metaphors utilized by individuals can change.

Additionally, Steen( 1999:02) says that numerous of expressions that one utilizes to talk or communicate is based on conceptual metaphors, which means that one communicates through metaphors with which one considers.

### Types of Metaphor

In “Metaphors” “We Live By ”(1980:78), George Lakoff and Mark Johnson identify three overlapping categories of conceptual metaphors:

### **Oriental Metaphor**

Kövecses (2002,33) distinguishes three primary sorts of metaphors: orientational, ontological, and structural. The cognitive task of the orientational metaphor is to form a set of target concepts coherent in one's conceptual framework. The orientational metaphor is that it presents a metaphor with fundamental human uncommon introductions such as up-down. The upward introduction is ordinarily related to a positive evaluation whereas the essences of the descending introduction are basically negative. Underneath are a few orientational metaphors in our ordinary language:

- 1- "More is up; less is down: Speak up, please. Keep your voice down, please".
- 2- "Healthy is up; sick is down: Lazarus rose from the dead. He fell ill".
- 3- "Conscious is up; unconscious is down: Wake up. He sank into a coma".(Kövecses, 2002,36)

### **Ontological Metaphor**

Cazeaux, (2007:101) separates between the simple metaphor and the ontological one claiming that the simple one only associates a physical concept with a metaphysical one while the ontological metaphor structures an encounter as openness to transposition. Lakoff and Johnson (1980,23) contend that the significance of the ontological metaphor lies in its capacity to let us get our claim encounters in terms of substances and objects. This way one would be able to choose parts of his/her encounter and treat them were discrete substances of a uniform kind. Underneath are a few metaphors given by Lakoff and Johnson to clarify what the ontological metaphor does:

- 1- "His emotional health has deteriorated recently. (Identifying Aspects)"
- 2- "The pressure of his responsibilities caused his breakdown. He did it out of anger".

### **Structural Metaphor**

Kövecses (2002,33) states that structural metaphors, the source domain gives a huge information structure for the target concept. The most cognitive work of basic metaphors is that they offer assistance speakers to get it a certain target by implies of the structure of a certain source through the method of conceptual mapping between components of the two domains. For occurrence, the concept of time is interpreted in terms of movement and domain and this could be outlined in the following examples:

- 1- "The time will come when . . ."
- 2- "The time has long since gone when . . ."
- 3- "The time for action has arrived. "

### **Conceptual Metaphor Theory (CMT)**

The thought of conceptual metaphor was firstly investigated by G. Lakoff and M.Johnso. It was primarily based on verbal communication as they created their work 'Metaphors we live by': Our conceptual framework in this way plays a central part in characterizing our regular substances.

Since communication is based on the same conceptual framework that one utilizes in thinking and acting, language is a vital source of proof for what that framework is like. (Lakoff & Johnson, 1980: 124). At first, CMT's claims were generally based on verbal metaphors. However, an additional arrangement of studies has moreover illustrated that metaphors can moreover happen non-verbally and multimodality (Fauconnier & Turner, 2002:53).

One of the most highlights of conceptual metaphors is the extension of meaning. That's to say, they bring almost modern implications to our discussions (Evans & Green, 2006,38). Underneath are a few cases of one's regular language where one subliminally utilizes representations whereas considering of them as being strict discourse with no metaphorical language utilized:

- 1- There is no painless way to get inflation down. We now have an excellent foundation on which to build.
  - 2- Politicians are being blamed for the ills of society.
  - 3- Her career was in ruins.
  - 4- How could any man ever understand the workings of a woman's mind?
  - 5- Let's hope he can keep the team on the road to success.
- (Kovecses,2002,121)

### **Culture-Specificity of Metaphor**

Kovecses (2000:79) claims that there are wide social errors between any two societies, which make the contention for generally substantial conceptual metaphors impossible. In conducting their consider on the Japanese, English and Arabic languages, Kuroda and Suzuki (1989:50) famous that a survey composed in one language cannot effectively be deciphered to another without significant fluctuations from the source or unique dialect. In their consideration, they found how respondents' answers on certain inquiries are surrounded depending on what language is utilized and whether or not the respondents are local or auxiliary clients of the same.

In one case study by Gibson and Zellmer-Bruhn (2001:68), it was set up that the concept of cooperation changes over organizations and societies. The study was conducted in four distinct geographic areas of six diverse multinational companies. Dodd (2002:38) advertised comparative back for the social specificity of metaphors. In his investigation of the grounded social show of US business, he has given a conception that had a uniquely American depiction, which he had starkly differentiated with European mental business models and others.

### **Conceptual Metaphor and Advertisements**

To attract viewers' attention, consideration, promoters have progressively utilized conceptual metaphors. In fact, conceptual metaphor plays a critical part in publicizing, as Kovecses focuses out, "Part of the offering control of notice depends on how well-chosen the conceptual metaphor is that the picture and/or the words utilized within the promotion endeavor to bring out in individuals. A fittingly chosen metaphor may work ponders in advancing the deal of an item" (Kovecses, 2002:59).

Lakoff and Johnson's comes about of study are significantly noteworthy, since they not fair demonstrate that metaphor could be cognitive implies and a mode of thought, but too appear in case metaphors are on a very basic level conceptual in nature, at that point they must show themselves in nonlinguistic zones other than the linguistic range. In his book *Representation: A down to earth presentation*, Kovecses advertised twelve cases where conceptual metaphors show themselves or are realized, such as motion pictures and acting, cartoons, drawings, figures, buildings, promotions, images, myths, and so on, but a great case in point is publicizing, as "a major appearance of conceptual metaphors are advertisements(Grady, 2007:98). By and large, notices are isolated into verbal notices, pictorial notices, radio promotions, tv promotions, etc. (Ibid)

The application of metaphor in promoting has stirred near consideration paid by a couple of scholars and postgraduates domestic and overseas. In terms of inquiring about

substance, a few scholars have as it was paid consideration to verbal metaphor (e.g. Keiko Tanaka, 1996), a few have as it was emphasized pictorial metaphor (e.g. Charles Forceville, 1996), but few individuals have examined both of them together; as for hypothetical system, a few ponder have managed with single hypothetical system and there exist a few abandons in them.

For instance, a few studies about have as it was demonstrated that there certainly exist conceptual metaphors in publicizing, but they have not uncovered how conceptual metaphors work successfully in publicizing for the reason of inducing the gathering of people into buying the items advertised (e.g. Lars Hermeren, 1999; Fan Yingxia, 2008), a few inquiries about have connected significance hypothesis to analyze metaphors in publicizing, but they have deciphered metaphor as inferring solid and frail implicatures, and have not respected it as mappings over conceptual domain (e.g. Wu Xiuming, 2007). Hence, this paper tries to answer the following questions: how does the promoter plan their notice beneath the direction of conceptual metaphor? How does the gathering of people examined and decipher the conceptual metaphors in publicizing? How does the promoter ensure to communicate suitable data to the gathering of people when he plans notices? How does metaphor work? or what is working component of metaphor, usually a disputable issue? In one, the comparison hypothesis, the substitution hypothesis and the interaction hypothesis all point at translating the profitable prepare of metaphorical implications, specifically, working component of metaphor. These hypotheses from distinctive sides uncover a few characteristics of the working component of metaphor (Shu Ding tooth, 2002:109).

According to Lakoff (1993:120), metaphors are mappings over conceptual domains, and each mapping could be a settled set of ontological correspondences between substances in a source domain and substances in a target domain.

### **Relevance Theory and Metaphor in Advertising**

In 1986, Sperber and Wilson co-authored a book *Importance: Communication and Cognition*. Ever since the dissemination of the book, pragmatics in particular and other disciplines such as phonetics in common, rationale, logic, writing and brain research have been underneath the noteworthy effect of relevance theory. Relevance theory may be a hypothesis of communication in common. Advancing may be a shape of communication which passes on viable data around things or organizations between the promoters and the gathering of individuals. Since advancing may be a kind of communication between the advertiser and the arranged buyer, the relevance theory need to in rule work for promoting as well.

Sperber and Wilson (1986:94) hold that each act of communication is an ostensive-inferential plan, hence, publicizing to boot an ostensive-inferential prepare. For the promoter, he has to get diverse media as ostensive shocks to make commonly show to the gather of spectators the edifying ponder nearly things publicized. For a gathering of people, based on cognitive setting, he has to accumulate the teacher think passed on by the sponsor... Promoting may be a kind of communication which focuses to impact the beneficiary (the potential buyer) to buy the things or organizations advanced by the communicator (the promoter) or to grasp the thoughts supported by the take note. In orchestrate to realize this reason, the sponsor without a doubt has the deliberate to make appear or more appear to the potential customer a set of doubts which are related to the things or organizations or thoughts he progresses. But because it was edifying consider itself cannot fulfill the advertiser's objective for on the off chance that because it was he has this teacher ponder but does not make it commonly appear, this edifying ponder will never be seen by the beneficiary. So when creating a notice, the promoter constantly

incorporates a communicative deliberate. From this dialog, one can see that the communication included in publicizing is ostensive-inferential communication in nature. (Ibid.)

In arrange to actuate the gathering of people into buying things advanced, the promoter as regularly as conceivable passes on a grouping of media. In verbal advertisements, expressions or sentences are utilized as ostensive jars; in pictorial takes note, pictures are utilized as ostensive jars, and in Tv takes note, music, colors, can be utilized as ostensive jars. But for words, music, and pictures, allegorical dialect can be as well utilized as ostensive boosts, such as resemblance, frivolity, moral story, exemplification, and so on, for an event, a Chinese fertilizer company called Shandong Kingenta Natural Planning Co, Ltd. epitomizes its controlled release fertilizer as an ace. On account of the basic parts of metaphor in publicizing, it is clear that the sponsors apply the metaphor to publicizing. (Grady, 2007:110)

Sperber and Wilson (2001:153) see that drawing within the audience's thought and planning the audience's thought to the communicator's educator energetically are two prerequisites for an ostensive jar. Concurring to Sperber and Wilson, metaphors (and other shapes of metaphorical language) are deciphered concurring to the same guidelines as strict enunciations; they are relevance-driven in nature and deliver a wealthier set of acceptances than demanding enunciations (Vyvyan Evans & Melanie Green 2006:459). By inferences of metaphors in publicizing, the gathering of people can get strong and frail implicatures around things publicized. In this way, metaphors compensate the hearer's extra taking care of brought with a wealthier set of pertinent impacts than an demanding expression: 'the more broad the expand of potential implicatures and the more critical the hearer's obligation for building them, the more dazzling the effect, the more inventive the metaphor' (Sperber and Wilson, 1995: 236)

Insignificance theory, the setting could be an impressively imperative concept that needs to be said in this proposal to form an investigation of conceptual metaphor in advertising. Agreeing to the conventional see, the setting is about an all-inclusive category which ranges from linguistic information, information around the world, social and social foundation where communication happens to such situational components as the time and out of communication, and the mode of communication. (Ibid.)

In spite of the fact that conceptual metaphor theory is of awesome significance, there are many surrenders in it. One of them is that it ignores the limitation of cognitive setting on the understanding of metaphor, hence has no thoughts to decide which mappings are chosen and does not successfully bring into full play the particular influential parts of conceptual metaphors in promoting, whereas significance translates metaphor as determining solid and powerless implicatures and does not respect it as mappings over conceptual domain. Hence, one can see relevance theory is complementary to conceptual metaphor theory, particularly when the conceptual metaphor is connected in publicizing. (Goozi, 1999:19)

## **Methodology**

### **Data description**

In terms of conceptual metaphor theory, this paper presents a few illustrations of cases where conceptual metaphor is utilized in a few chosen commercial promotions: verbal notices and pictorial promotions to form a talk analysis of conceptual metaphor, taking into consideration relevance theory being complementary to conceptual metaphor theory as models of the investigation.

### Data Analysis

1. "Over 200 years of careful breeding produced this champion" (Zhao Jing, 1992)

"Example 1 is the caption of a verbal advertisement for Hine X.O. At to begin with locating, this caption will get the audience's consideration since they are inquisitive almost what kind of winner that needs cautious breeding for such a long time, to be specific over 200 a long time. At that point, the interest of the gathering of people will be stirred so that they are likely to study the body of the notice to induce encourage data. The body of the notice is as takes after:

Each once in a while, a genuinely incredible horse. A horse predetermined to gotten to be a preeminent winner on the racecourse and to pass into legend. A Nijinsky or an Aride, a Ruddy Rum or a Shirgar – wonderful creatures who stay unchallenged in their lifetimes. Such a horse is the result of the cautious breeding of the bluest of bloodlines that can be followed for eras. And from the day of its birth, the youthful horse will be affectionately sustained and cared for, fastidiously formed into a winner.

So it is with Hine X.O., the winner of fine cognacs, the choice of authorities. Set up in heart of the Cognac locale of France in 1763, the house of Hine has remained unswervingly loyal to the measures of quality set down by its author, Thomas Hine. Since the eighteenth century, each drop of Hine cognac has been affectionately developed beneath the careful eye of one man, the cellar master, whose faculties are his bequest and whose uncommon gifts can be followed back through six eras of the Hine family. Hine X.O. an exhaustive bred winner of development, delicacy, and artfulness. A cognac of exceptional quality, to be relished with regard and boundless delight. HINE clears out nothing to be wanted".

After reading the body of the verbal advertisement, the audience get to know that the advertiser extreme to say that Hine X.O could be a wonderful horse like a Nijinsky, an Aride, a Ruddy Rum or a Shirgar, and he or she will get a structural metaphor: HINE X.O Could Be a Wonderful HORSE, in which the target space "HINE X.O" is somewhat organized, caught on, performed, and talked almost in terms of the source domain.

Within the case of the source domain, there are numerous highlights or suspicions, and what highlights or presumptions are mapped onto the target domain? At that point a few of the assumptions or mappings within the broad entry "an eminent horse" will be exceedingly enacted based on contextual information. For case, a wonderful horse may be a wonderful animal like a Nijinsky, an Aride, a Ruddy Rum or a Shirgar; an eminent horse may be an incomparable winner on the racecourse and remains unchallenged in its lifetime; an extraordinary horse will be lovingly nurtured and cared for. All these presumptions are what one calls involved premises which should be given by the peruser. And after that handling Case 1 in this expanded setting can make the group of onlookers get a few of implicatures which are unequivocally anticipated by the advertiser:

- (1) a. Hine X.O has the best quality of fine cognacs.
- b. Hine X.O remains incomparable in fierce competitions.
- c. Hine X.O is produced by elaborate procedures.

- (2) a. Drinking Hine X.O can give you a feeling of maturity, dignity, and delicacy.
- b. Drinking Hine X.O can give you indefinite pleasure.

These frail implicatures are enacted by the advertiser, but the audience must take an expansive share of duty in inferring them. It is conceivable for diverse perusers to induce distinctive powerless implicatures to balanced their additional handling exertion and hence accomplish ideal pertinence. But the implicatures in (1) will be gotten by everybody who

peruses this notice, for they are emphatically sponsored by the promoter, and without the recuperation of these implicatures, the communication would be an add up to disappointment. The induction of the implicatures in (1) and (2) makes it possible for the gathering of people to urge the verifiable meaning of this advertisement.

It is generally accepted that distinctive individuals have diverse cognitive situations and preparing capacities, and why the promoter and we are so beyond any doubt approximately that by perusing the over case, the peruser will not supply the taking after suspicions as of the embroiled premises:

(3) a. Sometimes, a superb horse fails in a race.  
 b. Riding a super horse can give you a possibility of being injured and in turn, he gets the following implicated conclusions:

(4) a. Sometimes, the quality of Hine X.O is somewhat lowered.  
 b. Drinking too much Hine X.O does harm to your health.

It can also be clarified within the relevance theory. The cognitive rule of relevance states that human cognition tends to be equipped to the maximization of relevance. The human cognitive system is organized within the way that it, as it were, picks out and forms the data which has the most noteworthy positive cognitive impacts for the littlest handling exertion. What's more, one has expressed that it is commonly shown to the advertiser and the gathering of people that the promoter is attempting to persuade the gathering of people to purchase the advanced item or benefit, so the foremost significant and preparing beneficial presumptions in this setting will be the positive things related to a sublime horse, not the negative things.

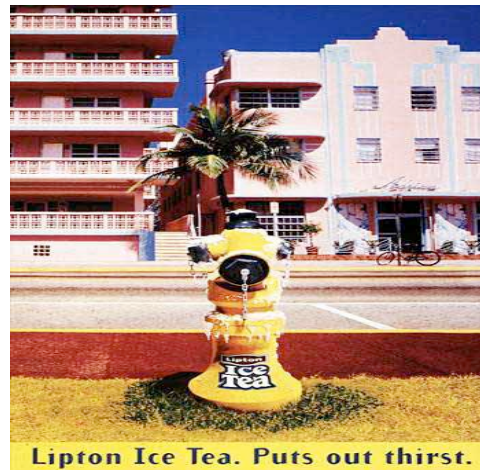
2. "Treat your lips with Estee Lander's new perfect lipstick. The secret is in our inclusive new Hydra moist Complex. It puts a true skin care-formula with a weightless "web" of lasting color. Laboratory tests show that the longer you wear it, the longer your lips stay moist, soft and comfortable. The most sensational place to wear satin on your lips". (Hu Wen-hui, 2005)

Typically frequently a notice of progressing the bargain of Estee Lauder lipstick. In this advertisements, the promoter infers to advance Estee Lander lipstick, wonderment clients and impact them into securing the thing advanced. With a structural metaphor, ESTEE LANDER LIPSTICK IS Shiny silk in his or her judgment skills, the sponsor laid out the verbal advertisements indicated in Case 2 as an appearance of the conceptual metaphor. According to relevance theory account, the verbal advertisements is communicated by the support as an ostensive boost, and customers are authorized to anticipate that the promoter is indicating for perfect noteworthiness in communicating Case 2. Customers hence acknowledge that the promoter uncommon some other interpretation and draws upon wide data and important data in organizing to create acceptance. Concurring to the relevance theory (Laboratory tests show up that the longer you wear it, the longer your lips stay soggy, sensitive and comfortable.), at that point the gathering of individuals can encourage get the taking after presumptions:

(1) a. "Estee Lander lipstick makes your lip feel soft."  
 b. "Estee Lander lipstick makes your lip comfortable".

These implicatures are unequivocally supported by the sponsor for the reason that these are the primary things which come to the audience's intellect and are steady with the guideline of significance, and in case the sponsor does not propose these presumptions to be inferred, he ought to have reworded his articulation to dispense with them.

“Example 3: A pictorial advertisement about Lipton Ice Tea



This is an advertisement for Lipton Ice Tea. In the picture, there are two tall buildings, in front of which there stands a fire plug with the trademark of Lipton Ice Tea on it and there are some words at the bottom of the picture. From this, it is not difficult for the audience to get a structural metaphor: Lipton ice tea is a fireplug

However, in the event that judged as it was by this picture, the audience is still not beyond any doubt of what the promoter needs to say almost Lipton Ice Tea, for "fireplug" can give a wide run of presumptions, and without any assist data, no particular suspicion can be ended up striking within the audience's cognitive environment, and hence the group of onlookers cannot accomplish ideal significance. So this metaphor ought to be put into a few contexts if it needs to attain ideal relevance... Then in arrange to draw the audience's consideration to the most point the promotion is driving at, the promoter produces a few words at the foot of the picture: "Lipton Ice Tea. Puts out thirsty". Based on exhaustive information, a fireplug may be an instrument utilized by firefighters to put out a fire, so "put out" is gathered to have a place to the space of FIREPLUG. To clarify this point, a sentence is cited here from progressed learner's English-Chinese Dictionary(2004:1401) the 6th version :

Firefighters before long put the fire out... In any case, in this advertisement, the state "put out" is utilized to structure the space LIPTON ICE TEA: Lipton Ice Tea puts out thirst. Within the over setting, the group of onlookers can get the taking after solid implicature: (1) Lipton Ice Tea can extinguish your thirst. (2) Lipton Ice Tea must be a need wherever you go, particularly in hot days.



“Example 4: A pictorial advertisement about a car, Red diamond”



The over picture is ruled by the traces of two people, a man, and a woman, a ring, on the finest of which there's a reddish car, a trademark, Red diamond, and a verbal component. The position of a rosy car on a ring and the car's trademark, Reddiamond suffice to provoke basic allegory CAR IS Precious stone.

This picture will draw within the audience's thought at to start with find, for it goes against people's common data. It is our common sense that a gem is continuously joined to a ring, be that because it may, in this picture a ruddy car is organized on the put where a precious stone got to commonly be anticipated. The buyers vivaciously have to know why the rosy car is put on the put of a gem. Since this can be frequently a carefully laid out advertisement, it is freakish for the support to make a botch by putting a reddish car there. In case buyers see at the picture carefully, scrutinizing the verbal components inside the promotion, they will see regularly a notice nearly a car, Red diamond. At that point, the gather of spectators can draw the conclusion that in this pictorial metaphor, the misplaced parcel is the auxiliary subject, a valuable stone. And subsequently, the gathering of individuals will find that the metaphor pointing by this purposeful anecdote is or perhaps innovative, for one more frequently than not

To standard individuals, cars and jewels are completely two distinctive things. But here, the audience will be constrained by the communicator to see the likenesses between these two things since they accept by creating this metaphor the communicator is attempting to make it ideally significant to them. At that point looking in their exhaustive passages, the audience may discover that a jewel is ordinarily an image of magnificence, nobleness, and exorbitance. So the gathering of people can get the solid implicature:

- (1) Red diamond is beautiful, noble and costly. the advertiser can be verbalized as "a car is a diamond".
- (2) Red diamond gives a sense of intimacy and romance.

In this pictorial advertisement, the source domain Jewel has a number of characteristics which shift from individual to individual. In order to make the audience get what the advertisement truly implies, the advertiser provides a full set to assist the audience to infer the advertiser's instructive deliberate. In this portion, a profound examination of conceptual metaphor has been made in two verbal advertisement nuts and three pictorial promotions to develop the understanding of the nature and appearances of representation, to create it clear how conceptual metaphor works viably in advertising for

the reason of inducing the group of onlookers into buying the items publicized, and to assist Chinese sponsors to realize the critical parts of conceptual metaphors in promoting plans and originalities.

### Results

Through the significant investigation of conceptual metaphors, this paper has arrived to result that conceptual metaphor theory, combined with relevance theory being complementary to conceptual metaphor theory is able to decode the specific persuasive parts of conceptual metaphors in commercial publicizing. To begin with, the easily activated mappings between the two domains interior metaphor deliver a crucial bridge for down to commerce acceptance. The cognitive run the show and communicative run the show raised by significance theory oblige the activated mappings interior metaphor, choosing which mappings are ordered in a given setting. the moment, relevance theory holds that metaphor is deciphered as deciding strong and frail implicatures interior it, rejecting a reality: metaphor, as a cognitive, infers and a mode of thought human animals utilize as regularly as conceivable, contrasts from other metaphorical marvels

### Conclusion

It can be concluded that because of its ubiquity in the day to day communication over languages and societies, the term "metaphor" has been utilized in numerous applications beyond its unique nature as typified in its exceptionally historical underpinnings.

Additionally, individuals used to characterize metaphors as linguistic expressions utilized to convey certain messages in many ways. In any case, Lakoff and Johnson set that metaphors have more to do with our thoughts and activities. This leads to the conclusion that when one uses a certain metaphor about the object "X" it changes his/her recognition of that object and consequently that metaphor controls the way one interacts with "X".

However, there are many types of conceptual metaphors: ontological, structural, and orientational ones.

the communication which happens in publicizing is ostensive-inferential in nature between sponsors and their gathering of individuals. As a cognitive infers, conceptual metaphors are associated with supports to arrange and make advancements. As signs of conceptual metaphors, verbal and pictorial metaphor are utilized as ostensive shocks to drag in and hold the audience's thought to the advertiser's educator think. In publicizing communication, the mapping handle over conceptual domains interior conceptual metaphor is the strategy of the audience's seeking out for perfect relevance in lively cognitive setting and inferring the advertiser's communicative intention This paper in because it was restricted to verbal promotions and pictorial advancements in which conceptual metaphors play an extremely imperative portion.

In spite of the fact that conceptual metaphor theory is of remarkable significance, there are many surrenders in it. One of them is that it ignores the limitation of cognitive setting on the understanding of metaphor , hence has no thoughts to decide which mappings are chosen and does not successfully bring into full play the particular influential parts of conceptual metaphors in promoting, whereas significance translates metaphor as determining solid and powerless implicatures and does not respect it as mappings over conceptual domain . Hence, one can see relevance theory is complementary to conceptual metaphor theory, particularly when the conceptual metaphor is connected in publicizing.

#### Recommendations for Future Research

There is no doubt that future inquiries on the subject of cross-cultural studies on metaphor are still needed. It could provide considerable help to students or educators who

may attempt to work with this subject in the future by providing studies about non-verbal manifestations or pictorial metaphor in ads and studying the role of multimodal metaphor in commercial ads.

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