

The application of Metaphor in advertising discourses

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Abstract: *Metaphor frequently assumes a leading role in advertising language because it influences consumers' desires and emotions and motivates them to take action. Only the beneficial and essential qualities of the good or service, or its merits, are updated with its assistance, making it challenging for customers to assess them impartially. In this article, it is paid attention to advertising metaphorical models. metaphors are regarded as "a fast and powerful means to convey an idea," and in advertisements, they contribute to the following: the brightness of the advertising image; the recipient's ease of understanding of the advertisement; identification through stereotypes; and the speed of communication (short texts provide more information more quickly). Accordingly, a metaphor is described as a concealed comparison that is made by referring to one thing by name while exposing a significant aspect of the other.*

Keywords: *Metaphors, advertising, linguistics, metaphorologists.*

Introduction

Metaphors can be applied in the copy or headline. The use of metaphors in commercial discourse has numerous benefits. Metaphor is defined as "an expression that uses language to describe a person or object" and is the "outcome of an operation carried out upon the literal meaning of the utterance." This conventional definition of metaphor had been in use for generations; even though it is now considered "false" and out of date, the dictionary entry nevertheless retains this

traditional interpretation of metaphor.¹

"A combination of two ideas (presented in the forms of words or nonverbal images) in relationship to one another such that one idea is used to organize or conceptualize the other" is what Kaplan (1992) defines as a metaphor. Metaphor is defined as "an expression which describes a person or an object in a literary way" by Walter and Woodford (2005).²

Literature reviews

In advertising literature, metaphors have mostly been conceptual. In order to assist academics in framing how meaning is generated through visual arguments in advertising, Scott (1994) has argued for a theory of visual rhetoric. According to Pawlowski, Badzinski, and Mitchell (1998), children's cognitive development influences their ability to understand metaphors in advertisements, which has an impact on memory. They discovered that, in contrast to literal ads, there was a tiny benefit in retention and perception, despite the possibility that young readers may have trouble understanding metaphors. [2;76]

Modern viewpoints on metaphor

G.N. Sklyarevskaya claims that Aristotle was the reason metaphor started to be seen as an essential part of language for nominative, communicative, and cognitive functions.³

Quintilian believed that metaphor was something that nature itself bestowed upon humans. Cicero views metaphor as a means of constructing meanings that language is unable to convey. Theophrastus also views metaphor as a way to fill up the word deficit. Consequently, the use of metaphor in scientific discourse was frowned upon in antiquity due to the uncertainty it produced. A.A. Richards asserted that metaphor was an extraneous technique that adorned language rather than an actuality of language.

Though its essence, uses, and other issues have been researched since the

¹ <https://core.ac.uk/download/pdf/236304329.pdf>

² Cheronon, T. (2019). *The Use Of Metaphors In Advertising* (Doctoral dissertation, University of Nairobi).

³ <https://rsglobal.pl/index.php/ijitss/article/view/2610>
www.pedagoglar.org

1960s of the XX century, metaphor started to be seen as a tool for comprehending the world in the 20th century. This is the appropriate place to announce the name of American logician and philosopher M. Black. His work as the pioneering investigator of metaphor introduced the terms "focus" and "frame" to the field of linguistics. The development of metaphorical terms, according to M. Black, is what gave rise to proverbs, parables, allegories, puzzles, and other literary devices.

An easy place to start when talking about metaphors is with Barcelona's definition: The cognitive process known as metaphor allows one experimental area to be partially "mapped," or projected, onto another, so that the second domain can be somewhat comprehended in terms of the first. The domain onto which the source is mapped is known as the target or recipient domain, while the domain that is mapped is known as the source or donor domain. This is essentially the cognitive notion of metaphor that other cognitive linguists like George Lakoff, Mark Turner, and Mark Johnson have advanced.

Kövecses, one of the most important Hungarian metaphorologists, offers a comparable explanation: Metaphor is defined as "understanding one conceptual domain in terms of another conceptual domain" in the cognitive linguistic perspective. The conceptual realm that provides us with metaphorical expressions is known as the source domain, and the conceptual domain that is comprehended in this manner is known as the target domain. A set of fixed correspondences between a source and a target domain—technically referred to as mappings—is necessary to understand one domain in terms of another. [4;3]

Conclusion

Thus, the metaphor effectively and clearly applies the principle of individualization by highlighting the objects' originality and uniqueness, revealing their similarities only from a particular perspective, and concentrating all attention on a single detail that is currently visible to us. A metaphor is therefore the best tool for imposing one's point of view, together with its associated vision and description of reality, which is only achievable from a certain vantage point, and for selecting suitable nomenclature and classification schemes for real-world objects.

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