

**METAPHOR IN ADVERTISING SLOGANS:**

**A COGNITIVE SEMANTIC PERSPECTIVE**

**BY**

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## CERTIFICATION

This is to certify that the research work for this thesis and the subsequent preparation of this research by **Bintah Tahir (SPS/11/MEN/00038)** were carried out under my supervision.

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## **TABLE OF CONTENT**

Title page  
Declaration  
Dedication  
Acknowledgement  
Table of content  
Abstract

### **CHAPTER ONE**

#### **GENERAL INTRODUCTION**

1.1 Introduction  
1.2 Background of the Study  
1.3 Statement of the Problem  
1.3 Aim and Objectives  
1.4 scope and Delimitation  
1.5 Research Questions  
1.6 Significance of the Study

### **CHAPTER TWO**

#### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

2.1 Introduction  
2.2 Cognitive Linguistics  
2.3 Cognitive Semantics  
2.4 Metaphor

2.5 Metaphor in advertising

2.6 Psycholinguistic Theories of Metaphor Comprehension

2.7 Advertisement and sales Promotion

2.8 Theoretical frame work

### **CHAPTER THREE**

#### **RESEARCH METHODOLOGY**

3.1 Introduction

3.2 Data source

3.3 Sample of variables

3.4 Research instrument

3.5 analytical procedure

### **CHAPTER FOUR**

#### **PRESENTATION AND ANALYSIS OF DATA**

4.1 Introduction

4.2 Presentation of data

4.3 Data Analysis

4.4 Metaphor Comprehension

4.5 Discussions

4.6 Findings

### **CHAPTER FIVE**

#### **SUMMARY AND CONCLUSION**

5.1 Introduction

5.2 Summary of the Chapters

5.3 Recommendations

5.4 Conclusions

References

Appendix I

Appendix II

## **ABSTRACT**

This study seeks to examine how metaphor, a multifaceted concept, is used in the language of mass media advertising, especially with regard to the extent, pattern and reason for such use. Specifically, the research is a cognitive semantic study of metaphor in advert slogans of two Nigerian newspapers: the Daily Trust and This Day newspapers of 2013 edition. The study identified components of metaphor in the slogans through Richards (1991) metaphor classification (topic-vehicle-ground) and the various methods of metaphor comprehension through the three psycholinguistic theories of metaphor comprehension: the Anomaly View (1975), the Comparison View (1988) and Interactionist View (1962). The study was designed into two parts, firstly, to subject the selected advert slogans to metaphoric analysis (topic-vehicle-ground) and the second, to find out which among the three psycholinguistic theories of metaphor comprehension is applied by the target audience. In conclusion, the findings were that all the advert slogans prove to be metaphoric but in different degrees: Transparent Metaphors and Opaque Metaphors, and from the outcome of the questionnaire, the comparison view was frequently applied in metaphor comprehension.

## **CHAPTER ONE**

### **GENERAL INTRODUCTION**

#### **1.1 INTRODUCTION**

This is the study on metaphor use in advert slogans, which is an expression of an understanding of one concept in terms of another concept, where there is some similarity or correlation between the two (Lakoff 1987). The other key concepts in the study are Advertising slogans and cognitive semantics where advert slogans are unique phrases that claimed to be the most effective means of drawing attention to one or more products in an advertising campaign (Sharp 1984) and cognitive semantics refer to the way the mind processes language in relation to meaning within a context (Talmy 2000). This study of metaphor under cognitive semantics framework assumes that metaphor is quite frequent in speech and writing (Gibbs 1994). and that it has 3 parts namely Topic, vehicle and Ground (Richards 1990) and the metaphor comprehension and understanding are of various ways (a blend of 3 psycholinguistics theories) namely The Anomaly view (Campbell 1975). The Comparison view (Gentner 1988) and The Interactionist view (Black 1979). The study's main objective is to carry out a metaphoric analysis of the selected advert slogans, to find out what they (advert slogans) share such as the linguistics characteristics and lastly, how consumers comprehend and perceive the metaphors.

#### **1.2 BACKGROUND OF THE STUDY**

The magical power of metaphor in joining the like and unlike, familiar and unfamiliar as well as combinations and associations are more likely to be remembered than the ordinary use of language. These metaphorical comparisons are used in advertising to generate belief or to enhance the image of a product or service (Robins 2007). Metaphors are a source of creative



communication they are fast, powerful and effective, they were traditionally viewed as figures of speech characteristics of language alone but with the increasing interest of cognitive scientists, metaphor has been redefined as a cognitive system that structures our thoughts and behavior rather than a language phenomenon. (Lakoff and Jonson 1980). In advertising, products and services are introduced and promoted for sale and to build a brand loyalty, but when metaphor is incorporated in the advert it enhances the image of the product/services more. Infact, the use of metaphor helps to achieve many objectives which include; gaining consumer attention, evoking imagery and provoking comparisons. Marketers spend considerable time and money developing metaphors to achieve their marketing objectives. But it remains a mystery how consumers process metaphors, this may be because the language contain deeply embedded metaphorical structures which influence meaning and meaning creation (Richards 1991).

The way the language of advertising is structured is made to contain hidden messages and exaggerated expressions in order to paint a vivid picture, and not every consumer can comprehend such expressions. This may be the reason why in 2004 Red Bull an energy drink company whose slogan was: "it gives you wings" was fined millions of dollars in compensation to some consumers who alleged that the slogan was false and misleading. This is usually the outcome of misunderstanding of metaphoric advert slogans, and therefore presents a problem worthy of study. Not every one finds metaphoric advert slogans to be clear and easy to understand. This research is an attempt to find out what metaphor comprises of in relation to lexical and semantic properties as well as the issue of comprehension and perception relevant to understanding the effectiveness of the metaphorical slogan.

### **1.3 STATEMENT OF THE PROBLEM**

Advert slogans such as; Diamond bank: Diamond your bank, Etisalat: Now You're talking, Honda: The power of dreams, Oando: The energy to inspire, HP: Make it matter etc bring about the purpose of this research to investigate how often metaphor appears in them (advert slogans) and to identify the characteristics of metaphor in the slogans selected. It further investigates how consumers comprehend metaphor, this is because understanding metaphor is a complex process that involves a hidden meaning where two unrelated entities are compared in such a way that they ironically share an underlying meaning. this process of comprehension involves a cognitive operation of analogical reasoning in which new meaning is created (Richards, 1991), but it seems the meaning creation is not uniform. Every consumer is unique in his/her perception abilities and is something to be researched upon, the problem of comprehension needs addressing because one can argue that there is a gap of knowledge in the understanding of metaphor. My work is restricted to an academic purpose not for marketers; it will probably open doors for future researches in this field of cognitive semantics.

### **1.3 AIM AND OBJECTIVES**

The aim of this research is to identify media advert slogans that have metaphorical qualities, subject them to analysis using (Richards1990) metaphor categorization, into (topic, vehicle and ground) and then identify how metaphor is comprehended and perceived using the 3 psycholinguistic theories of metaphor: The anomaly view, the comparison view and the interactionist view.

The objectives of the study are:

1. to carry out a metaphoric analysis of some selected advert slogans.

2. to find out if the advert slogans share the same linguistic characteristics, and
3. to find out how the metaphors are comprehended and perceived.

#### **1.4 SCOPE AND DELIMITATION**

The research work is especially restricted to the linguistic analysis of metaphor in mass media advertising especially newspapers. The advert slogans are for various products/brands found in the print (in some selected Nigerian newspapers): (*This Day* and *Daily Trust* of 2013 editions). The two newspapers were selected because they are both reputable newspaper publications in Nigeria, where *This day* newspaper has its headquarters located in the southern part of the country and *The daily trust* newspaper in the northern part. That does not mean there are no reputable newspapers in eastern part, but due to time and resources the research will focus on the two selected ones.

#### **1.5 RESEARCH QUESTIONS**

The following are used to guide this study:

1. Do all advert slogans have metaphoric qualities?
2. Do all advert slogans share the same linguistic characteristics?
3. How are metaphors perceived and comprehended by target audiences and consumers of the advertised products?

#### **1.6 SIGNIFICANCE OF THE STUDY**

The aim of an advert is to sell products and ideas by persuading the readers or listeners to buy that particular product. In this case, the slogan is carefully designed and thoughtfully planned to attract many people towards the advert. The use of metaphorical adverts seems to be more

persuasive and ideally, they should be easy to understand and in a clear language but in reality many adverts are opaque, they may not be comprehended as their creator intended, the consumers may even find it difficult to understand (Philips 1997). In this case, this research attempts to unravel why copywriters choose metaphorical adverts to sell products and how the consumers comprehend such adverts through metaphor analysis using the tools of cognitive semantics. The research will be significant to cognitive semantics and mass communication department for academic purpose.

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.1 INTRODUCTION**

This chapter provides a resume of literature related to the topic of study. It is divided into four parts. The first concerns the concept of cognitive linguistic which is divided into two main areas: the cognitive (approach to) grammar and the cognitive semantics where the latter is part of the topic of research. The second part comprises the main topic of research i.e Metaphor, Metaphor in advertisement and the metaphor perception/comprehension theories, the third part discuss advertisement and sales promotion while the last part is the theoretical framework applied for the research analysis.

#### **2.2 COGNITIVE LINGUISTICS**

Cognitive linguistic is a modern school of Linguistic thought and practice. It is concerned with investigating the relationship between human language, the mind and socio-physical experience. It originally emerged in the 1970's (Fillmore 1975, Lakoff and Thompson 1975, Rosch 1975) and arose out of dissatisfaction with formal approaches to language which were dominant at that time, in linguistics and philosophy where its origins were in part philosophical in nature. Cognitive linguistic has always been strongly influenced by theories and findings from the other cognitive sciences as they emerged during the 1960's and 1970's particularly cognitive psychology. Nowhere is this clearer than in works relating to human categorization, particularly as adopted by Charles Fillmore in the 1970's (Fillmore 1975) and George Lakoff in the 1980s. Also of importance has been earlier traditions such as Gestalt psychology, as applied notably by Leonard Talmy (2000) and Ronald Langacker (1987). Finally, the neural under pinnings of

language and cognition have had long standing influence on the character and content of cognitive linguistic theories, from early works on how visual biology constraints colour term system (Key and Mac Daniel 1978) to more recent works under the rubric of the neural theory of language (NTL) (Gallese and Lakoff 2005). In recent years, cognitive linguistic theories have become sufficiently sophisticated and detailed to begin making predictions that are testable using the broad range of converging methods from cognitive sciences.

The cognitive linguistic enterprise is characterized by two fundamental commitments (Lakoff 1991). These underlie both the orientation and approaches adopted by practicing cognitive linguistic, and the assumptions and methodologies employed in the two main branches of cognitive linguistic enterprises: Cognitive semantic and cognitive (approaches to) grammar. Cognitive practice can be roughly divided into two main areas of research: cognitive semantics and cognitive (approaches) to grammar. The area of study known as Cognitive semantics is concerned with investigating the relationship between experience, the conceptual system and the semantic structure encoded by language. In specific terms, scholars working in cognitive semantics investigate knowledge representations (conceptual structure) and meaning construction (conceptualization). Cognitive semantics employs language as the lens through which this cognitive phenomenon can be investigated. Consequently, research in cognitive semantics tend to be interested in modeling the human mind as much as it is concerned with investigating linguistics semantics.

The Cognitive (approach to) grammar is concerned with modeling the language system (the mental grammar) rather than the nature of mind parse, however, it does so by taking as its starting points the conclusions of work in cognitive semantics. This follows as meaning is central to cognitive approaches to grammar. It is critical to note that although the study of

cognitive semantics and cognitive( approaches to) grammar are occasionally separate in practice, this by no means implies that their domains of inquiry are anything but tightly linked to most works in cognitive linguistics and find it necessary to investigate both lexical semantics and grammatical organization jointly.

### **2.3 COGNITIVE SEMANTICS**

Cognitive semantics is part of the cognitive linguistics movement. It is typically used as a tool for lexical studies such as those put forth by Leonard Talmy (2000), George Lakoff (1987), Dirk Geeraert (1988) and Bruce Wayne Hawkins (1984). As part of the field of cognitive linguistics, the cognitive semantics approach rejects the formal traditions modularizations of linguistics into phonology, syntax, pragmatics etc, instead it divides semantics (meaning) into meaning constructions and knowledge representation. Therefore, cognitive semantics studies much of the area traditionally devoted to pragmatics as well as semantics. Cognitive theories are typically built on arguments that lexical meaning is conceptual. That is, the meaning of a lexeme (words) is not referent to the entity or relation in the "real world" that the lexeme refers to, but to a concept in the mind based on experience with that entity or relation. An implication of this is that semantics is not objective and also that semantics knowledge is not isolatable from encyclopedic knowledge, (Croft and Cruse 2004).

Cognitive semantics is a different approach to semantics, which could be called psychologically oriented semantics. This approach does not consider the logical structure of language as important for the description of the meaning of language, and tend to discharge notions such as truth-values or strict compositionality. It tries to explain semantic phenomenon by appealing to biological, psychological and even cultural issues. They are less concerned with notions of

reference and try to propose explanations that will fit with everything that we know about cognition, including perception and the role of the body in the structuring of meaning structure (Alwood Gardenfors 1999).

Cognitive semantics: Guiding principles/tenets

1. Semantic structure is conceptual structure
2. conceptual structure is embodied
3. Meaning representation is encyclopedic
4. Meaning construction is conceptual

The cognitive semantics major theories and approaches are outlined below:

1. Image schema theory
2. Encyclopedic semantics
3. Categorization and idealized cognitive models (ICM)
4. Cognitive lexical semantics
5. Conceptual metaphor theory
6. Conceptual metonymy
7. Mental spaces theory
8. Conceptual blending theory.

1. **Image Schema theory:** It is a recurring structure within our cognitive processes which establishes patterns of understanding and reasoning. Image schemas are formed from our bodily interactions, from linguistics experiences and from historical context (Johnson, 1987). They are embodied patterns that take place in and through time. They are multi-



patterns of experiences, not simply visual. For instance consider how the dynamic nature of the containment schema is reflected in the various spatial senses of the English word “out”.

"Out" may be used in cases where clearly defined trajectory leaves a spatially bounded landmark as in:

1a. John went out of the room.

1b. Spot jumped out of the pen.

However, “out” may also be used to indicate those cases where the trajectory is a mass of the area containing landmark.

2a. She poured out the beans.

2b. Roll out the carpet.

Finally, “out” is also often used to describe motion along a linear path.

3. The train started out from Lagos.

It can also describe non-spatial experiences

4a. Leave out that big log there.

**2. Encyclopedic Semantics:** It relates to frame theory developed by Charles J. Fillmore.

This is where words are used as point of access. The basic idea is that one cannot understand the meaning of a single word and have access to all the essential knowledge that relates to the words. For example, one would not be able to understand the word “sell” without knowing anything about commercial transaction, which involve among other things; a seller, a buyer, goods, money and the relationships between the seller, the goods and the money and so on. Thus, the words activate a semantic frame of encyclopedic meaning relating to the specific concept it refers to.

3. **Categorization and Idealized Cognitive Model (ICM):** is the name given in cognitive linguistic to describe phenomenon in which knowledge represented in a semantic field is often a conceptualization of experiences that is not congruent with reality , ICM or frame is a name given in cognitive linguistics to the mental representation known as “meaning”. It is a mental construct which is recruited in a mental space as we think and speak. It has been proposed by scholars such as George Lakoff and Gilles Fauconnier.
4. **Cognitive Lexical Semantics:** Cognitive semantics is a psychologically and cognitive oriented approach to semantics that developed from 1980 onwards, innovations brought to the study of word meaning by cognitive semantic which include: Prototype theory (Rosch 1973) it provides an explanation for the way the word meaning is organized in the mind, conceptual metaphor (Lakoff and Johnson 1980), and frame semantics (Fillmore 1977) where the basic idea is that one cannot understand the meaning of a single word without access to all the essential knowledge that relates to that word.
5. **Conceptual Metaphor Theory:** Lakoff and Johnson (1980) our concepts structure what we perceive.... and how we relate to other people in our conceptual system plays a central role in defining our everyday realities. If we are right to suggest that our conceptual system is largely metaphorical then ..... what we do everyday is very much a matter of metaphor. A metaphor can serve as a vehicle for understanding a concept only by its experimental basis.
6. **Conceptual Metonymy:** Lakoff and Johnson pointed out in their pioneering book “metaphor we live by” that metonymy, akin to metaphor, is not solely a figure of speech, but also conceptual nature. It means that we combine schemas engraved into our brains as concepts that are dependent on our physical perception and experiences of the world.

Metonymy works by calling up domain of usage and an array of associations and transfers them to new domain of usage, indicating a close relationship between the two entities combined e.g the white house denied the rumour (of course you know it was not the building itself that denies the rumour but rather the president of the United States of America).

7. **Mental Spaces Theory:** Are small conceptual packets constructed as we think and talk, for the purpose of local understanding and action.... (They) operate in working memory but are built up partly by activating structures available from long-term memory (Fauconnier and Turner 2002). The theory of mental spaces is primarily a theory of referential structure meaning in this frame depends on our ability to delimit the orbit of references (Coulson 2001).
8. **Conceptual Blending Theory:** The theory was brought to prominence by Gilles Fauconnier and Mark Turner in “the way we think”: conceptual blending and the mind have hidden complexities. They defined conceptual blending as a deep cognitive activity that makes new meanings out of old. It assume that meaning construction involves the selective integration or blending of conceptual elements and employs the theoretical construct and conceptual integration networks to account for these processes e.g blending theory can be seen as a development of mental spaces theory and it is also influenced by conceptual method of theory, however, unlike the latter, blending theory focuses specifically on the dynamic construction of meaning.

## 2.4 METAPHOR

There are two traditional positions on metaphor in language: classical and romantic view.

**The classical view:** This is so called since it can be traced back to Aristotle writings on metaphor. It sees metaphor as a kind of decorative addition to ordinary plain language, it also views metaphor as a rhetorical device to be used at certain times to gain certain effects. In this view metaphor is often seen as a departure from literal language.

**The Romantic View:** It is associated with eighteenth and nineteenth century romantic views of the imagination. It takes different views of metaphor. In this view, metaphor is integral to language and thought as a way of experiencing the world. The important characteristics of cognitive semantics are central role in thought and language assigned to metaphor. This cognitive semantics can be seen as an extension of the romantic views, in emphasizing the important role of metaphor in ordinary language.

Metaphor comes from the Greek, which has to do with sharing common action and pursuit or change and bearing meaning to carry or transfer. The sharing or transfer of meaning is from a secondary subject usually called the **TOPIC**, The shared **GROUND** of the metaphor includes those qualities of the topic and vehicle that together form the essence of the figurative interpretation. For examples, the metaphor “cats are dictators” cat is the topic, dictators are the vehicle and the ground includes the endless demand and ingratitude that characterize many house hold feline.

Despite the variety of approaches to metaphor as a phenomenon, its views on its nature and structure are essentially alike. Aristotle in his “on the Art of Poetry wrote that one should see similarities in order to create a good metaphor (Aristotle 1984:669). His definition of metaphor

as a transfer of a noun from one object to another within a category from (genus to species, from species to genus, and from specie to specie and from category to another by analogy) lay the foundation for the classical definition of metaphor as transfer (transportation) of a name of an object/phenomenon to another object/phenomenon on the basis of similarities between them. This postulate made it possible to view metaphor as a three component structure on the analogy with simile: the *Premium*, *Secundum* and *Tertium comparitionis* (termed by I.A Richards: the Topic, vehicle and ground) were assumed to be present in metaphor (Richards 1990 (1936)). However, metaphor was regarded as a condensed, abbreviated or elliptical simile because it is not infrequent that either the name of the topic or the vehicle is implicit in metaphors, or the name of the ground is “in absentia” on a regular basis.

Contemporary theories argue for the impossibilities of doing without metaphor (Leary 1995). They suggest that “without Parallel analogies between them, the unity of our experience or experiences itself would not be possible”. All language and thought processes are systematic. The languages we use to talk metaphors are metaphorical concepts (Lakoff and Johnson, 1980). Metaphor plays a key role in creative thinking that is particularly important in public and commercial communications. It is found that metaphor increases the persuasive power of speeches (Siltanen 1981). It is contended that metaphor changes people attitude more because it appeals to senses, enliven the discourse and makes it easier to attend to the arguments of the message (Siltanen 1981). (Fiske 1982) suggest that the most powerful metaphor is those in which differences between elements are emphasized similarities down played.

The study of metaphor has long been of interest to the disciplines: Philosophy (Johnson 1981), Psychology (Billow 1977), Linguistics (Lakoff and Johnson 1980), literary criticism (Johnson 1981) and Aesthetic study of the visual arts (Arnheim 1969). However, despite this long history

of scholarship, theoretical issues about metaphor are far from being resolved. In fact interest in the study of metaphor has increased in other disciplines enough to prompt. (Johnson 1981) to comment that *"we are in the midst of Metaphormania, only three decades ago the situation was just opposite; poets created metaphors, everybody used them and philosophers (Linguistics and Psycholinguistic) etc ignored them; the mass of the people may be more likely to be exposed to new metaphors through promotions than through poetry (pg ix).*

### **METAPHOR IN RELATION TO OTHER RHETORICAL FIGURES OF SPEECH**

Figures of speech are a set of tools essential for all writers, conveying complex ideas can be virtually impossible without an image or analogy. Indeed, the process is probably central to thought itself. Every day language is riddled with metaphor so deeply embedded that they are often overlooked.

They serve two roles:

- a. ornamentation: they give beauty and variety to what we wish to say and lift from a common place monotonous level, without it our writing would be boring.
- b. Clearness: a complex subject can best be conveyed by analogy there are three(3) major figures of speech.
  - Similarity: Simile, metaphor, hyperbole, allegory, personification.
  - Contrast: Irony, hyperbole, euphemism, pun.
  - Association: Metaphor, repetition etc.

Most definitions of metaphor portray it as a type of analogy and is closely related to other rhetorical figures of speech that achieve their effects via association, comparison or resemblance including allegory, hyperbole and simile (see Lakoff and Johnson 1980). Metaphor, like other types of analogy can usefully be distinguished from metonymy as one of two fundamental modes of thought, metaphor and analogy both work by bringing together two concepts from different conceptual domains, where as metonymy works by using one element. from a given domain to refer to another closely related element. Thus metaphor creates new links between otherwise distinct conceptual domains where metonymy rely on existing links within them (Cohen 1979). Metaphors are indeed highly appreciated post modern device, because they are obvious vehicles for ambiguity. A living metaphor always carries dual meanings, the literal or sentence meaning and the conveyed or utterance meaning. Ambiguity is a grammatical metaphor and metaphorical ambiguity occurs when the metaphor is taken literally (Rusche 2003).

## **2.5 METAPHOR IN ADVERTISING**

The human mind works best in patterns, it continually searches for lines and relationship. No matter how long an impression or thought lies buried, patterned associations will often trigger memory to full recall of long stored items; or put in another way, ideas and images that do not start independently in the mind, but as links in the chain, there is one before and one after. This partially explains the magical power of metaphor in joining like and unlike, familiar to unfamiliar. Strange combinations and associations are more likely to be remembered than the ordinary. The imagination never stops working, the constraint process of reflection association, rationalization and analyzation realizes and abstract, plains and predicts, accepts and rejects etc. (Robbins 2007).

Furthermore, words in metaphor language denotes something different from what they really mean, this can be achieved through comparison of seemingly unrelated things by stating one is same as another. This helps us to see similarities and connections which would remain unrevealed if not put into sight by metaphor. Metaphoric language can be found anywhere, but to a different extent, it is largely present in literature especially poetry also in advertising. It has a striking and memorable quality which suits it for slogan (Leech 1966). Metaphor has two parts; topic and vehicle (Richards 1990). “The topic” is the subject of the metaphor ‘the general drift’ or underlying idea which the metaphor expresses. ‘The vehicle’ is the basic analogy which is used to embody or carry the topic. For example, the advert slogan ‘Nissan trucks: The hard body’. The brand name is the topic and the slogan is the vehicle or concept with which the topic is compared, the topic and the vehicle interact and their transaction generates the meaning of the metaphor. (Hawke, 1972) ‘The ground’ is usually implicit the receiver must discern the resemblance on his/her own. In the above example, the product or brand and the referent i.e Nissan trucks and the hard body have no prior intrinsic relationship but are paired together arbitrarily and metaphorically by marketers (Richard 1990).

The contemporary theory: ‘conceptual metaphor theory’ (Lakoff and Johnson 1980) sees metaphor as a foundation to our conception systems on (sitting of conceptual domains), in which ‘domain’ is understood in terms of another where the conceptual domain is any coherent organization of experiences. Using the Nissan advert slogan; Nissan trucks: the hard body; the brand name ‘Nissan trucks’ is the domain 1, while the hard body is the domain 2, the conceptual domain is generated by comparing of Nissan Trucks and the hard body; to get the meaning of the metaphor. To illustrate the effectiveness of a metaphorical slogan using the slogan Nissan Truck: the hard body, which is expected to be able to see how trucks might be meaningfully



relied to people who have fit, hard, muscled bodies. An effective metaphor should also persuade consumers that a product or services has desirable characteristics, 'the hard body' metaphor came to encourage consumers to infer Nissan trucks to have the characteristics. They infer Nissan trucks to have the characteristics of a fit body including strength, endurance, vigor, longevity, freedom from ills and good looks. So if a consumer make favorable inferences, their attitude to the product should improve.

## **2.6 PSYCHOLINGUISTIC THEORIES OF METAPHOR COMPREHENSION**

Psycholinguistic or psychology of language is the study of the physiological and neurobiological factors that enable humans to acquire, use and understand language, initial forays into psycholinguistic were largely philosophical ventures, due mainly to a lack of cohesive data on how the human brain functions (Pronko, 1946). Modern research makes use of biology,neurosciences, cognitive sciences and information theory to study how the brain processes language. There are a number of sub-disciplines; for examples as non-invasive techniques to study the neurological workings of the brain became more and more used,neurolinguistics has become a field of its own, possible to generate a grammatical psycholinguistics that covers the cognitive processes that makes it possible to generate a grammatical and meaningful sentence out of vocabulary and grammatical structures as well as the process that make it possible to understand utterances, words, text etc.

The central questions in research on metaphor are how metaphors are understood. In the past metaphor was viewed as peripheral aspect of communication, secondary in status to literal language. Early models of metaphor comprehension treated metaphor as deviations from proper literal language as literal false expression that violate that usual norms of communication,

current models view metaphor positively as a normal part of language. However, theories differ in exactly how metaphor is processed. The two important variables in the study of metaphor are comprehensibility and aptness: comprehensibility is merely whether people grasp the metaphors intended meaning and has often been measured in past studies as simple rating of how understandable a metaphor seems (Katz, Paivio and Marschark 1985). Aptness is the construct that seems to be unique to the metaphor literature. Apt metaphor are usually described as good, pleasing and appropriate metaphor (Katz, Paivio and Marschark 1985).

The first theory is the **Anomaly view**: it is perhaps the least developed account of metaphor comprehension and aptness of the 3 to be reviewed. Essentially, the emphasis in the anomaly view is on dissimilarity between topic and vehicle. Anomaly theorists have focused on attempting to account for how people understand literally meaningless statements such as ‘Chevys are the heartbeat of our country’ scholars within this perspective tend to be linguistic theorists who see a metaphor occurring when the rules of a grammar are violated by a literally untrue assertion e.g (Campbell 1975, Chomsky 1964, Katz 1964, Ziff 1964). Most of these scholars theories focus on how linguistics rules are dropped, loosened or changed to allow the topic and vehicle of the metaphor to be compared, at least at a more abstract level.

In their view, the motive for the process is to reduce the anomaly created by the comparison of unlike concepts. Anomaly theorists tend to focus on dissimilarities as the source of aptness in metaphor (Campbell 1975). To these scholars differences create tension, that better metaphors will compare dissimilar concepts at least to the point where the metaphor becomes incomprehensible.

**The Comparison view:** it has a long history in the literature on metaphor and a number of different versions of this view have been advanced (Johnson 1981). In its simplest form this view asserts that we comprehend a metaphor of the form A and B merely by finding the similarities between the concepts will be perceived as more apt to the extent that the two things compared have more attributes in common.

Recent version of the comparison view have been advanced by Johnson and Malgady (1979) and Ortony (1979). Johnson and Malgady (1979) advanced a relatively simple model of metaphor comprehension that begins with the assumption that the meaning of a word can be represented by a set of features. When two words are combined in a metaphor, the meaning of the word of the feature sets or vectors for the words making up the compound. They suggest that, the shared features of metaphor are 'raised in salience' in the resulting representation of the compound. They acknowledge that, their model says nothing about how features are more likely to be matched than others.

However, this shortcoming has long been a focus of criticism of the comprehension view. Tourangeau and Sternberg (1981) share this criticism but go further by pointing that the meaning of a metaphor often is more than the sum of the two terms shared characteristics, particularly if the focus is a literally shared characteristics ,for example, the metaphor: 'men are wolves' encourages us to see that both men and wolves are predatory in different ways. The features are only similar and therefore not exactly matched in similarity. In fact the metaphor encourages us to raise the probability that attributes such "voracious, ruthless and insatiably murderous" apply to men,ofcourse would likely disagree that the last mentioned attribute characterize wolves. Thus,a metaphor may create meaning beyond the usual meanings of

matching attributes, according to Tourangeau and Sternberg a metaphor may be more than the sum of its parts.

**The Interactionist View:** (Black 1979) interactionist theory of metaphor comprehension argue that the topic and vehicle of a metaphor intersection of the two concept features sets. The interactionist view emphasizes that a metaphor comparison may encourage the perceiver to re-interpret the topic and the vehicle. The meaning of the metaphor results not just from a feature by feature matching of a literal features of topic and vehicle but from matching of characteristics in each concept that may be created by a metaphor itself, for example, the metaphor ‘1988’ Jaguar x56; A new breed of cat prowls the road’, encourages perceiver to reinterpret the literal meaning of ‘cat’ prowling for good to include elements of status competition instead of competition for food, and to include elements of elegance, grace and sophistication that might otherwise not be salient aspects of the image of cat prowling.

## **2.7 ADVERTISEMENT AND SALES PROMOTION**

Collins English Dictionary ([www.collinsdictionary.com](http://www.collinsdictionary.com)) defines Advertisement as a form of marketing communication used to encourage, persuade or manipulate an audience (viewer’s readers or listeners) to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offerings. Sales promotions are another way to advertise, they are double purposed because they are used to gather information about what type of customers one draws in and where they are and to jump start sales. Sales promotions and advertisements are part of marketing which are used in companies to achieve their goals mainly to persuade the consumer to purchase or receive services (Aaker and Myers,1987).

Advertisement convinces consumers to buy using elegant, well phrased language, in contrast, sales promotion uses incentives in the form of gift to influence consumers to buy (Kotler, 1967). Therefore, we may concur with (Stapleton,1984) that there is a difference between sales promotion and advertisement not only in actual practice, but also in matters of emphasis to him the former is devoted to inciting people to buy and buy now and to remind them (often at the critical decision-making stage) of the benefits of an immediate purchase!. We have come to accept advertisements, in whatever form as part and parcel of our lives. However, due to its nature it frequently generates controversy (Reekie, 1974), Its language has contributed a lot in perpetuating this controversy. This may be attributed to the fact that the language of advert like sales promotion is that of persuasive communication. This is when words or rather the concepts such as words represents, are carefully chosen to obtain the maximum desired effect.

However, according to Leech (1966) ‘we must be cautious in looking for a general connection between language and selling power’ he advises that the best that we can do is to point out where the language use reveals a ‘clear motivation in terms of selling tactics’ best be seen in terms of the huge amount of money (such as a 1 million naira bonanza) and the large number of domestic appliance (such as Fridges, cooking set etc) being offered as prizes to be won,inshort, sales promotion seems to exhibit the principle of unreserved positiveness that governs advertising.

## **2.8 THEORETICAL FRAMEWORK**

This study shall have as its theoretical framework the theory of metaphor classification by Richards (1990). He classifies metaphor into **topic-vehicle –ground** where **the topic** is the subject of the metaphor, the underlying idea which the metaphor expresses, **the vehicle** is the

basic analogy which is used to embody the topic while **the ground** is the point of transaction or intersection between topic and vehicle that generates the meaning of the metaphor. It shall also have a blend of three theories/approaches of metaphor perception/comprehension i.e psycholinguistic theories; the anomaly view, the comparison view and the interactionist view.

**The Anomaly view:** assumes that metaphor always involves incompatible or contradictory meanings (Campbell 1975). In this view a search for figurative meaning begins after the literal interpretation fails (Searles 1979). The greater the dissimilarities between topic and vehicle, the more metaphorical the statement will seem to be up to some extreme point where true anomaly occurs (Katz, Paivio and Merschark 1985).

**The Comparison view:** states that metaphor comprehension involves a person recognizing similarities between the topic and vehicle and then constructing analogy; structural features of topic and vehicle on the functional relationships and resemblance between them or both (Gentner 1988, Glucksberg and Keyser 1990, Ortony 1979, Tversky 1977).

**The Interactionist view:** Supposes that in metaphor, we have two thoughts of different things active together and supported by a single word or phrase whose meaning is a resultant of their interaction (Black 1962). The interactionist theory view metaphor comprehension as a selection interplay between networks of characteristics or relationship that underline the topic and vehicle. Both similarities and differences influence the interaction (Koen 1965). The listener/reader idiosyncratically selects, eliminates or organizes elements of vehicle, underlying network and applies them to topic, creating a new basis for comparison that may be unique and surprising (Black 1979).

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

This chapter deals with the research design that is how the research is conducted. Under it the following would be discussed: Data source, sample of variables, research instrument as well as the analytical procedure.

#### 3.2 DATA SOURCE

The data for this study are advert slogans of different themes, obtained through manual collection. Some of the adverts are well known while others are not that prominent, created for different companies and brands. They were obtained from the print media specifically Nigerian newspapers: *This Day Newspaper* and *The Daily Trust Newspaper* of 2013 edition respectively. The two newspapers were selected because they are both reputable newspaper publications in Nigeria where *This Day Newspaper* has its headquarters located in the southern part of the country and the *Daily Trust Newspaper* in the northern part.

#### 3.3 SAMPLE OF VARIABLES

The sample size of the variables (advert slogans) were obtained as follows:

- Approximate No. of adverts per newspaper =7
  - Number of newspaper edition per week =5
  - Number of weeks in a year =52
- (7x5x52=1820 adverts per newspaper)

To get the variables size for the two newspapers (*This Day and the Daily Trust*)

$$1820 \times 2 = \underline{3640}$$

From the variables size of 3640 adverts, a sample size was obtained using Morgan and Krejcie's (1970) sampling procedure where 351 adverts are used for the analysis.

The researcher employed the systematic data collection method and the sample (advert slogans) was grouped according to the similarities of the products or services. In the process of collecting samples, it was realized that many adverts were repeated multiple times which may be due to the company's scheduling of advert campaign, this is because the timing of adverts and duration of an advert campaign are two crucial factors in designing a successful campaign. There is need for continuity in order to spread adverts at a steady level over the entire planning period often monthly or yearly, for the researcher to maintain the limit of his/her sample size (2013 editions), the adverts that appeared multiple times were included and added to meet the expected total size.

### **3.4 RESEARCH INSTRUMENT**

The research is designed to firstly study and subject the advert slogans to metaphoric analysis and secondly, to apply the three psycholinguistic theories of metaphor perception to the advert slogans in order to find out how the metaphors in the slogan are comprehended by the target audience. In the second aspect of the analysis, the researcher may not want to over rely on his/her beliefs because there may be some other elements that might be missing in the interpretations of the metaphor perceptions and the only way to confirm this is by collecting variables from human subjects and it will be done through a questionnaire.

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information, from respondents. In conclusion, this study will apply two data collection instruments where the first aspect of the analysis applies the context analysis which is a tool or a technique for making inferences by objectively and systematically



identifying specified characteristics of messages and the second aspect shall begin with analyzing of various ways a metaphor is comprehended in advert slogans which are: **the Anomaly view**, the **comparison view** and **the interactionist view**. This will later be backed up with the outcome of the questionnaire.

### **3.5 ANALYTICAL PROCEDURE**

Ajala (1996) opines that data analysis entails making a summary of the data collected in such a manner that they yield answer to the research questions. She further says that the process of data analysis involves the sorting out of responses, coding of the data and description of the data.

The analysis is divided into two parts. The first examines the selected advert slogans in a tabular form to a metaphoric analysis using Richards (1990) Metaphor analysis into:

**Topic**: Subject of the metaphor, brand or Product name

**Vehicle**: The basic analogy, the slogan that carries the message.

**Ground**: Point of interaction between topic and vehicle that generates meaning

This will be done by comparing the slogan to literal language where the words denote common or dictionary meaning i.e without exaggeration or change of subject in question, this may help explore some hidden lexical features of the slogan. The second part of the analysis further explores how the brain processes metaphor with the guide of the psycholinguistics theories of metaphor perception/comprehension, and the variables for the analysis include;

**The Anomaly view:** (Campbell 1975): compares the incompatible/dissimilar features between topic and vehicle to generate meaning (ground)

**The Comparisons View:** (Gentner 1988): compares the compatible or similar features between topic and vehicle to generate meaning (ground).

**The Interactionist View:** (Black 1962): compares both similar and dissimilar features between topic and vehicle to generate meaning (ground).

The analysis is demonstrated in a tabular form as well. Twenty human subjects were selected randomly for the second part of the analysis. The number of the respondents (20) needed not be higher for a successful and objective analysis. In summary the first part of the analysis examines the slogan for features or metaphor, as well as the extra features they possess, while the second part is to find out how the brain processes the advert slogans especially if there is metaphor present. The analysis is conducted through the instrument i.e questionnaire.

## CHAPTER FOUR

### PRESENTATION AND ANALYSIS OF DATA

#### 4.1 INTRODUCTION

This chapter presents the analysis of data obtained during the study which are the advert slogans of two Nigerian Newspapers of 2013 editions: *This Day* and *The Daily Trust Newspapers*. The advert slogans selected for analysis are numbered 1-73. Altogether 73 adverts will be used for the analysis in the study instead of 351. This is because most of the advertisements appeared multiple times due to the company's campaign scheduling design and some of the advertisements appeared in both newspapers.

#### 4.2 PRESENTATION OF DATA

The 73 advert slogans are arranged according to the products being advertised.

#### **THIS DAY NEWSPAPER 2013**

**Table 4. 1 (a) Advert Slogans by category in *This day***

FINANCIAL INSTITUTIONS / SERVICES	SLOGANS
1. Diamond bank	1. Diamond your bank
2. Access bank	2. A passion for excellence
3. Skye bank	3. Expanding your world
4. Fidelity bank	4. We are Fidelity, we keep our words
5. FIRS (Federal Inland Revenue Services)	5. It pays to pay your tax
6. Zenith Bank	6. In your best interest
7. First bank	7. Truly the best

8. Sterling bank	8. The one customer bank
9. UBA	9. Strictly by invitation
10. FCMB (First City Monument Bank)	10. My bank and I
11. Eco bank	11. The Pan African bank
12. KeyStone Bank	12. New Horizon
13. Standard Chartered Bank	13. Here for good
14. Unity Bank	14. Succeeding together
15. Guaranty trust bank	15. Proudly African, truly international
16. Premium Pensions	16. The future starts now
17. Aso savings and loans	17. Built around you
<b>AUTOMOBILES</b>	
18. Honda	18. The power of dreams
19. Honda CRV	19. True greatness in every detail
20. Mercedes Benz	20. Engineered to perfection
21. Kia motors	21. The power to surprise
22. Porsche cars	22. Experience more
23. Skoda cars	23. Bigger, bolder, better
24. Volkswagen	24. Das auto
25. Audi	25. Truth in Engineering
26. Audi A6	26. Truth in Engineering
27. Audi Q3	27. Truth in Engineering
28. Hyundai	28. New thinking, new possibilities
29. Hyundai ix35	29. New thinking, new possibilities

30. Hyundai santafe	30. New thinking, new possibilities
31. Hyundai Elentra	31. New thinking, new possibilities
32. Nissan Teana	32. Your reliable partner
33. Nissan Almera	33. Your reliable partner
34. Nissan Urvan	34. Your reliable partner
<b>FOOD ITEMS</b>	
35. Amstel malta	35. A toast to Africa's best
36. Mr. Biggs	36. Always good
37. Luna Milk	37. Adding a smile to life
<b>MOBILE NETWORK &amp; SERVICE PROVIDERS</b>	
38. Etisalat	38. Non you're talking
39. MTN	39. Everywhere you go
<b>AVIATION SERVICES</b>	
40. Dana Air	40. The smartest way to fly
41. IRS	41. Now you can go to places
42. Arik Air	42. Fly world class
<b>PETROLEUM COMPANY</b>	
43. Oando	43. The energy to inspire
44. Techno oil	44. The future of energy
45. Total	45. You know of energy
46. Exxon mobil	46. Talking on the world's toughest energy-callings

OTHERS	
47. HP	47. Make it matter
48. Samsung	48. Creating happier homes
49. Dangote	49. A promise of strength

### **THE DAILY TRUST NEWSPAPERS 2013**

**Table 4.1 (b): Advert Slogans by category in *Daily Trust***

FINANCIAL INSTITUTIONS/SERVICES	SLOGANS
50. Stanbic IBTC bank	50. Moving forward
51. Pal Pensions	51. Your pal your life
AUTOMOBILE	
52. Toyota	52. Superior quality
53. Toyota RAV4	53. Superior quality
54. Toyota Hilux	54. Superior quality
55. Toyota Yaris	55. Superior quality
56. Toyota Fortuner	56. Superior quality
57. Ford	57. Go further
FOOD ITEMS	
58. Dano Milk	58. Milk the way
59. Chivita premium	59. Sip in nature's finest
60. Golden penny pasta	60. Today the world dances to one tune
61. Bournvita	61. The best start for today and tomorrow

62. Maggi cubes	62. Everywoman is a star
63. Golden vita	63. Healthy food, healthy body
64. Sunola oil	64. Let's make life healthier
65. Indomie noodles	65. Tasty, nutritious, good for you
66. Nestle	66. Good food, good life
<b>AVIATION</b>	
67. Kabo Air	67. Let's go
<b>OTHERS</b>	
68. MRS	68. Strength of the stallion
69. L.G	69. Life's good
70. Tell Digital	70. A world of possibilities
71. Johnson Plc	71. A family company
72. Vitafoam	72. The fine art of living
73. Infinity tyres	73. Welcome to infinity world

### 4.3 DATA ANALYSIS

First analysis of advert slogans using Richards (1990) metaphor classification into topic-vehicle-ground. This will be presented in a table with the gloss; analyzed by describing the topic (the subject), the vehicle (the basic analogy) and the ground (point of interaction between topic and vehicle to generate meaning) and lastly the explanatory note about the slogans, that will help explore some internal elements such as lexical features, syntactic features, sentence structure as well as rhetorical devices.

#### 4.3.1 METAPHOR ANALYSIS THIS DAY NEWSPAPER

S/NO	SLOGAN	TOPIC	VEHICLE	GROUND	COMMENT
1.	Diamond Bank: Diamond your bank	Diamond bank	Diamond your bank	Diamond (banking institution) and diamond (gemstone) combined to generate meaning	This is a direct comparison of metaphoric nature between a diamond (precious stone) and the banking inst. There is also deliberate repetition of the word “ <i>diamond</i> ” which qualifies it to be “ <i>anaphoric</i> ,” giving it some rhythm in the slogan and empathy too which has a lot to do with the psychology to draw attention.
2.	Access Bank: a passion of excellence	Access Bank	A passion of excellence	Matching access bank (banking institution) with the quality “ <i>excellence</i> ” which is an outstanding feature of superiority and enhancement.	The slogan describes the banking institution. To possess the quality of being superior in providing their services. The name of the bank “ <i>access</i> ” is a right to obtain or make use of or take advantage of something such as services or membership and the slogan emphasizes the quality of the services one can get.



3.	Skye Bank: expanding your world	Skye Bank	Expanding your world.	Skye bank (banking institution) is joined with the quality “ <i>expansion</i> ” i.e the action of becoming larger or more extensive	Skye is place name called “ <i>the Isle of skye</i> ” a mountainous island of the North-West coast of Scotland. The name Skye bank is metaphoric; it denotes the expanse over any given point on the earth. If applied to the banking institution it portrays an addition to normal services rendered.
4.	Fidelity Bank: we are fidelity we keep our words.	Fidelity bank	We are fidelity we keep our words.	Fidelity bank (banking institution) is being matched with the quality “honesty” ( <i>metonymy</i> )	The name of the bank carries the quality it is compared with. Fidelity bank (banking institution) is compared with the quality “fidelity” meaning a strict observance of promise or loyalty; it is the substitution of the name of the attribute of the bank.
5.	FIRS (federal inland revenue services): it pays to pay your tax	FIRS	It pays to pay your tax	FIRS (services) matched with a piece of advice “ <i>it pays to pay your tax</i> ”	The slogan is intended to exhort the potential customers to act, to buy or to consume. This is because the slogan is the producer’s last battle field to get people moved. The use of imperative sentence makes a slogan direct in order to achieve the ideal effect.

6.	Zenith Bank: In your best interest	Zenith Bank	In your best interest	Matching of Zenith bank (banking institution) with the ambiguous word “ <i>interest</i> ” to generate meaning.	The name of the bank “ <i>Zenith</i> ” means the highest point in the heavens by celestial body. The name metaphorically implies that the bank is the best among the rest, and when the topic is combined with the vehicle, the meaning is not clear, because the vehicle “ <i>interest</i> ” appears ambiguous where: interest (n) is a profit in money that is made on capital interest (v) to induce or persuade to participate whichever way you interpret it, it shows optimum services for the consumers.
7.	First bank: Truly the best	First bank	Truly the best	The banking inst. Is matched with the quality “ <i>best</i> ”	Starting with the name of the bank “ <i>first</i> ” means “ <i>to be before others with respect to time, order, rank and importance</i> ” and to match it with the quality “ <i>best</i> ” portrays it to be the most excellent and outstanding and the quality is expressed “ <i>interjectionally</i> ” with “ <i>truly</i> ” making it more important.

8.	Sterling Bank: The one customer bank	Sterling Bank	The one customer bank	The bank is matched with a declarative sentence that reassures banker's loyalty.	“ <i>Sterling</i> ” refers to a grade of silver that is valued as a precious metal. It is used in currency coin, sterling may also be referred to British money. That is why the name projects some form of superiority, and if applied to the bank, it gives it the quality of value. The slogan on the other hand gives a reassurance to customers about their importance in the institution, it is the best way to make them feel special for the institution to progress.
9.	UBA: strictly by invitation	UBA (United Bank of Africa)	Strictly by invitation	The matching of the bank with an enticing request to participate	The topic is matched with the vehicle “UBA” (banking institution) and "strictly by invitation" to attract, allure and entice customers to the bank. It creates a feeling of importance on the customers' part, because the bank makes it look like they select important customers.

10.	FCMB: My bank and I	FCMB (First City Monument Bank)	My bank and I	The vehicle uses the possessive pronoun “my” to show a personal relationship between the bank and its customer.	“ My Bank and I” contains a hidden message that portrays how customers can access the bank anywhere even in the comfort of their homes, such as internet banking, online shopping etc. It also shows how the customers accept the bank because of the use of pronoun “my” shows the bank is part of the customers.
11.	Ecobank: The Pan African Bank	Ecobank	The Pan African Bank	The meaning is created when the topic and vehicle are matched. Ecobank and a declarative phrase that explains what the bank stands for.	Eco from the economic perspective stands for ECOWAS which is a goal to merge all west African currencies to create a common one. It extends its meaning through the vehicle that calls the bank” the Pan African bank” which is an ideology or movement that encourage African solidarity.
12.	Keystone Bank: New Horizon	Key Stone bank	New Horizon	Keystone bank is matched with “new horizon” that gives the banking institution A new look, new	Keystone in architecture is a piece that holds other pieces together in an arch. It is what things depend upon. The vehicle 'new horizon' extends its meaning to have a wide range of

				experience etc.	perception or experience. This motivates customers to patronize the bank.
13.	Standard Chartered Bank: Here for Good	Standard Chartered Bank	Here for Good	In the topic "standard" Implies something established by authority Which is being matched with a promise or pledge to be there for good.	When a pledge or promise is made in anything, it becomes an obligation and there is no bailing out. The vehicle reassures customer about the institution's guaranty.
14.	Unity Bank: Succeeding together	Unity Bank	Succeeding together	The topic "unity bank" is joined with the vehicle 'succeeding together' where the vehicle extends what the institution is built upon which is 'unity' and togetherness to succeed.	Every institution needs success that measures the achievement of goals. The vehicle shows the importance of the customer where it is portrayed that success depends on their participation in the institution.
15.	Guaranty Trust Bank: Proudly African, Truly international	Guaranty Trust Bank	Proudly African, Truly International	The topic gives the ultimate pledge of the institution which is dependability while the	Guaranty is a formal assurance of delivering quality services to customers, and the vehicle describes how the institution expands worldwide

				vehicle extends its meaning by describing the achievements of being accessible worldwide.	showing its roots ' <i>Africa</i> ' and developing internationally.
16.	Premium Pensions: The Future Start now	Premium Pensions	The future starts now.	Premium Pensions from the name of the company, (Premium Pension) one can deduce the functions it entails which is the regular payment of fixed sum/grant against retirement from services. It is matched with the vehicle 'the future starts now' which reassures customers of a good start after retirement.	The vehicle here defines the topic's functions of regular payments against retirement where it reassures that life does not end after retirement but a very good beginning when you are with premium pensions.
17.	Aso Savings and Loans Plc: Built	Aso Savings and Loans Plc	Built around you	The mortgage industry is defined in three (3)	The vehicle is ambiguous which firstly shows the location of the houses to be

	around you			words “built around you” to reassure customers that the company is accessible and it shows the proximity of the houses being sold.	mortgaged out and that they are accessible. Secondly, the company itself is always there, closely. The topic “Aso” bears from the Abuja rock Aso rock.....
18.	Honda: The power of Dreams	Honda Automobile	The power of dreams	The automobile “Honda” is matched with ‘the power of dreams’ which is metaphoric	"The power of dreams" is a metaphor, 'the dream' is not necessarily the literal dream (images, ideas and sensation that occur involuntarily in the mind during certain stages of sleep) but a hope, aspiration or fancy.
19.	Honda CRV: The greatness in every Detail.	Honda CRV	The greatness in every detail	The Topic (automobile) is matched with a hyperbolic statement "the greatness in every detail". It gives a vivid picture of the car's performance and appearance.	The use of hyperbole is an obvious and intentional exaggeration to catch the eye of the customer, once one believe in the quality of the automobile, it may move you to buy.

20.	Mercedes Benz: Engineered to perfection	Mercedes Benz	Engineered to perfection	The Topic here is matched with hyperbolic expression that gives it an ultimate quality.	Hyperbole is also a particular type of metaphor, one that relies on overstatement which may help arouse the interest of a buyer.
21.	Kia Motors: The power to surprise	Kia Motors	The power to Surprise	Kia motors are matched with an exaggerated quality ‘power to surprise’ which is used to create effects on the customers.	The vehicle is used hyperbolically to emphasize the car’s capabilities which include its discounted prices, entering into the luxury car sequence and lastly offering 5 years warranty which is the only company that offers such warranty (the maximum warranty is 3 years).
22.	Porsche cars: experience more	Porsche cars	Experience more	The vehicle stretches the truth to make the statement emphatic. The topic is matched with the verb ‘ <i>experience</i> ’	The vehicle is also hyperbolic which gives the idea of variety of experiences in two words, such as experiencing the thrill, the history, the technology itself and even the food of the Porsche car.
23.	Skoda Cars: Bigger, Bolder, Better	Skoda cars	Bigger, Bolder, Better	The matching here is of the automobile and the qualities of the car which explains it in	This is alliteration; repetition of consonants that emphasizes the word with the repeated sounds. There is also use of unqualified comparison to avoid



				three (3) rhyming words.	defining other products with no mentioning of the rivals' names.
24.	Volkswagen: Das Auto	Volkswagen	Das Auto	The vehicle introduces the car in a foreign language literally translated as “ <i>the Car</i> ” which metaphorically contains a hidden message. The car means “ <i>what people want</i> ”.	The automobile is a German car, uses Dutch language to deliver its message to the population, the vehicle arouse interest and demonstrate freshness of expression. The car contains a hidden message to reaffirm the brands commitment to bring innovative, responsible and value driven auto making to people.
25.	Audi motors: Truth in Engineering	Audi motors	Truth in Engineering	The slogan is more of reassurance to the buyer, it is matched with the topic to give it a new look.	It is metaphoric because the campaign conveyed to car buyers that Audi is somehow new and different despite the fact that the model brand is both old and common place.
26.	Hyundai: New thinking, New possibilities	Hyundai motors	New thinking, New possibilities	The automobile is matched with the quality of being ‘new’, but the quality is emphasized through sound effects, adding musical interest.	Alliteration is used here to send home the message and repetition of consonants to create rhythm.

27.	Nissan: Your reliable partner	Nissan motors	Your reliable partner	The automobile is matched with a metaphor 'to encourage and inspire' consumers to buy.	'Partner' here is not like the literal partner (a friend who shares common interest or a companion) but a metaphoric partner (an inanimate friend). There is also personification of the topic.
28.	Amstel Malta: a toast to Africa's best	Amstel Malta	A toast to Africa's best	The drink is matched with a quality ' <i>best</i> ' that gives it class.	The vehicle 'a toast to Africa's best' gives the drink a picture of top quality, champion of African drinks. Toast on the other hand is a ritual in which a drink is taken as expression of honor and goodwill. It is an ambiguous word, here, the toast could be for the drink itself or the verbal expression accompanying the drink.
29.	Mr. Biggs: Always Good	Mr. Biggs	Always good	The fast food restaurant is matched with the quality 'good' which means something excellent, worthy and commendable.	The adverb 'always' is used to indicate the universal application of the product or to include as many potential customers as possible or rather to emphasize the company's commitment.

30.	Luna milk: adding a smile to life	Luna milk	Adding a smile to life	The topic is matched with a statement that gives it some human qualities or abilities (personification).	This is where an inanimate object (the product) is portrayed to be endowed with human qualities or abilities.
31.	Etisalat: Now You are talking	Etisalat mobile network provider.	Now you are talking	The mobile network is matched with the 'metaphor' for its good network and connectivity to provide efficient services.	The vehicle 'now you are talking' is a metaphoric statement that may show how efficient the mobile network is or to make an unqualified comparison showing that it is with Etisalat that one can get efficiency.
32.	MTN: everywhere you go.	MTN mobile network provider.	Everywhere you go	The mobile network is matched with the metaphor for its wide coverage	The metaphor shows how wide MTN coverage is because the adverb 'everywhere' means all places or directions.
33.	Dana Air: the smartest way to fly	Dana Air	The smartest way to fly	The topic is introduced by the vehicle with a declarative sentence which is in an active communicative form that is meant more for the speakers' wants and needs.	The vehicle contains an unqualified comparison where the company's rivals are not mentioned. The superlative adjective 'smartest' is used to compare multiple groups of things.

34.	Arik Air: fly world class	Arik Air	Fly world class	The vehicle is an elliptical statement left for the reader to complete.	Ellipsis is the omission of one or more words which must be supplied by the reader, which might be "fly world class and you will never regret it".
35.	IRS: Now you can go places	IRS airlines	Now you can go places	The topic is matched with an expression of command (imperative sentence)	The command sentence here does not specifically identify the subject in which the direction is commanded. The slogan is indirectly comparing IRS Airlines with other airlines
36.	Oando: The energy to inspire	Oando	The energy to inspire	There is ambiguity in the vehicle, the word 'energy' is open to more than one interpretation..	The word ' <i>energy</i> ' is either an ability or strength. It can also be power, from heat, electricity etc. it is believed that Oando is a coinage 'O' and 'O' making Oando.
37.	Techno-Oil: the future of energy	Techno-Oil	The future of energy	The topic Techno-Oil is a coined word, which is a combination of 'technology and oil, matched with a short simple sentence that has a hyperbolic quality.	The slogan 'future of energy' is one considered with regards to growth, advancement or development among other energy companies (hyperbole) exaggerating the company's potentials.

38.	Total: You know where to turn	Total	You know where to turn	The brand name is joined with an imperative sentence to move the potential customer to act by patronizing the product.	The use of the second person addressee 'you' tends to shorten the distance between the products/produce and the consumers as if the advert was speaking to you face to face making sincere promises.
39.	Exxon Mobil: Taking on the world's toughest energy challenges.	Exxon Mobil	Taking on the world's toughest energy challenges.	The slogan portrays the company to possess the quality of bravery for taking on the world's toughest energy challenges.	It is seen as one of the best and largest oil and gas companies in the world where it explores, produces, supplies, transport and market around the world. It has a world record of producing more than 6 million barrels per day.
40.	HP: Make it matter.	HP	Make it matter	The brand name HP is an acronym for Hewlett Packard, it is matched with the quality of <i>'importance'</i>	The vehicle at syntactic level is a short, simple, every day sentence that enables it to travel fast because anyone can remember it. It also means that the company believes not only in technology but also in the power of people when technology works on them to do things that matter, such as medical information technology, distance education etc.

41.	Samsung: creating happier homes	Samsung	Creating happier homes	The electronic company is compared with a quality, ability or capacity to create happier homes.	This is personification, where the electronics(inanimate objects) are portrayed to have abilities, power or capacity to create happiness.
42.	Dangote Cement: A power of strength	Dangote Cement	A power of strength	This is a direct comparison between the cement company and the quality ' <i>strength</i> '.	The slogan is meant to give the company's product a picture of strength and durability for customers to patronize.
43.	Stanbic IBTC Bank: moving forward	Stanbic IBTC Bank	Moving forward	The topic which is a pensions company (Stanbic IBT bank) where IBTC is an acronym for 'investment bank trust and company' matched with an inspirational, uplifting phrase.	Use of phrase in a slogan is better than using a sentence, this is because they are beyond the power to do any addition or substitution. ' <i>Moving forward</i> ' is a phrase aimed to enhance the client's life securities by making the right choice in their pensions.
44.	Pal Pension: Your Pal your life	Pal Pension	Your Pal, your life	This is another pension services company where the slogan promotes the	One of the best techniques for bringing in the brand name is to make the slogan rhyme with it. A slogan is better if it

				use of rhythm and mentions the brand name in it.	reflects the brand's personality. At the semantic level, Pal Pensions become part of your life because it shapes it (the life), by preparing a customer with a comfortable (after retirement) life. Pal also means a friend or companion that may have a positive impact on one's life.
45.	Toyota: Superior quality	Toyota automobiles	superior quality	The automobile is matched with the quality of being superior	This is a typical 'unqualified comparison by abiding by the rules of advertisement where one does not mention one's competing partner, but all the same portrays one's products to be superior over the rest.
46.	Ford: Go further	Ford cars	Go further	The automobile is matched with a ambiguous, imperative phrase, which comes as a form of command	The ambiguity in the vehicle could be the company calling on their customers to try the new innovations by purchasing their new products/models. It could also be about the company's new philosophy to make their innovations available to everyone not just few people.

47.	Dano Milk: Milk the way	Dano Milk	Milk the way	The product is matched with an anaphoric expression that repeats the word “milk” for poetic effect. It is also a form of personification of the topic “milk”	“Milk the way” is personification of the milk, where attributes of human characteristics are applied to an inanimate being to draw the attention of consumers to the products.
48.	Chivita Premium: Sip on nature's finest	Chivita premium	Sip nature’s finest	The topic is matched with a hyperbolic statement to catch the attention of the consumer.	'Nature’s finest’ is an extravagant phrase used to exaggerate the quality of the drink, done to emphasize the product’s superiority.
49.	Golden Penny pasta: Today the world dances to one tune	Golden Penny pasta.	Today the world dances to one tune	The topic is matched with an idiomatic expression ‘to dance to one tune’ is to share something in common.	The product is portrayed to be accepted by all. If the world dances to one tune, then the pasta should be loved and consumed by all with no exceptions.
50.	Bournvita: the best start for today and tomorrow	Bournvita	The best start for today and tomorrow	The product is explained in the vehicle as an energy giving drink, that helps start the day and every other day full of energy.	The vehicle is a metaphor for an energy giving drink portrayed to be the best start of the day and every other day which is what every human needs.



51.	Maggi Star Cubes: Every Woman is a star	Maggi Star Cubes	Every Woman is a star	The vehicle is an elliptical statement left for the reader to complete.	Ellipsis is the omission of one or more words which must be supplied by the reader such as; "every woman is a star if maggi star is in her cooking", secondly, the use of 'every' in a slogan indicates the universal application of the products to include all women no matter their age, race or culture.
52.	Golden Vita: Healthy food, healthy body.	Golden Vita	Healthy food, healthy body.	The product is matched with a rhythmic expression.	The slogan uses an alliteration (reoccurrence of initial consonant sounds), that helps to achieve a strong beating rhythm needed to make it a repeatable expression.
53.	Sunola Oil: Let's make life healthier	Sunola Oil	Let's make life healthier	The vehicle is an elliptical statement left for the reader to complete.	The completion might be ' <i>let's make life healthier by using Sunola oil</i> '. It is also an imperative statement that calls upon consumers to join the producers by eating healthy with Sunola oil.
54.	Indomie noodles: tasty, nutritious good for you	Indomie noodles	Tasty, nutritious, good for you	There is a matching of an alliterated phrase that creates rhythm in the vehicle	The use of rhythm attracts attention and prompts customers to relax and understand the message entailed in the slogan.

55.	Nestle: Good food, Good life.	Nestle foods	Good food, Good life.	The brand is matched with an alliteration that shows the features of the products in a rhythmic tone	The alliteration here is the reflection of same starting sounds in several words of the sentence.
56.	Kabo Air: safety, comfortable, reliable	Kabo Air	Safety, comfortable, reliable	The vehicle lists what to expect when one patronizes the services of the airline, the list is designed with rhythm to attract attention.	Alliteration that uses different starting sounds.
57.	Shell: Let's go	Shell Petroleum Company	Let's go	The slogan sounds like a command to push, persuade people to turn to Shell for a great future of energy.	'Let's go' is an imperative phrase that is meant to push customers into realizing or understanding what Shell has to offer in people's lives because energy is vital in our daily lives.
58.	MRS: Strength of the stallion	MRS	Strength of the stallion	The topic is matched with a typical metaphor, that matches the product with a stallion, a sign of strength, power and endurance.	This is a typical analogy between two unlike entities (an oil company and a "stallion" a symbol of strength). This compression gives the topic a new meaning that make customers see the products as good, durable and powerful.

59.	LG: Life's Good	LG	Life's Good	The acronym LG stands for 'lucky goldstar' an electronic company. the topic is matched with a hyperbolic phrase "life's good".	"Life's good" portrays the product as good for the consumer, that it makes life easier and happier. Life is not that good in reality, but the vehicle exaggerates life to be good in order to draw customer's attention and to relate the phrase 'life's good' to the products.
60.	Tell digital: A world of possibilities	Tell digital	A world of possibilities	The software company is compared using a direct metaphorical statement, that it is a world of possibilities whose function is to build connections and create opportunities in a digital world.	The vehicle is a direct metaphor to give an implied comparison between two unlike things that actually have something in common.
61.	Johnson Plc: A family company	Johnson Plc	A family company	The company is matched with a noun phrase stating the company's category which deals with house hold supplies.	The slogan is an introduction of the company. It is a noun phrase which makes it easier to memorize.

62.	Vitafoam: the fine art of living	Vitafoam	The fine art of living	The vehicle compares the foam factory with a quality of beauty/aesthetics i.e 'fine arts of living'.	The vehicle gives the products a quality of beauty to life, beauty in the sense of comfort, luxury, etc.
63.	Infinity Tyres: Welcome to infinity world	Infinity Tyres	Welcome to infinity world	The vehicle is metonymous where the name of the product 'infinity' is substituted in the vehicle 'infinity world'. It portrays that the products has limitless functions.	Infinity is ambiguous here. It may be the product itself or the unlimited function of the product. Welcome to either the company or to their durable products.

The above analysis of the slogans were performed to depict the anatomy of metaphor which includes topic-vehicle-ground as provided by Richards (1990) Metaphor classifications. This was presented in a tabular form where the first column is the Topic (the product or service being advertised) the second column is the vehicle i.e the slogan itself which carries the weight of the comparison and the third column is the ground (the meaning or outcome of the topic/vehicle interaction). Finally, the last column is the comment, which is the explanation or discussions of the slogan's internal elements such as:

1. The lexical features: monosyllabic words, simple words, compound words, coinages etc.
2. Syntactic features: imperative, interrogative, exclamatory sentence etc.
3. Sentence structure: Ellipsis, Sentence fragments, simple sentence etc.
4. Rhetorical device: metaphor, simile, personification, hyperbole, repetition, alliteration etc.

#### **4.4 METAPHOR COMPREHENSION**

The second part of the analysis explores the various ways in which metaphor is comprehended using the 3 psycholinguistic theories of metaphor comprehension: Anomaly view, Comparison view and Interactionist view. Findings are based on the outcome of the questionnaire. A total of 20 subjects were selected randomly to take part in the exercise and it was designed to cover all the requirements such as: selection from both sexes, all ages, different professions, etc. In section B of the questionnaire, 10 questions were designed into two parts (I and II). The first part (I) was asked to verify the respondents understanding of the slogan as a whole, the method they (respondents) apply in comprehending the slogans through matching the topic and vehicle of the slogans, and these methods are the three (3) psycholinguistic theories:

1. The Anomaly view (Campbell 1975). Assumes that metaphor always involve incompatible or contradictory meanings. The greater the dissimilarities between topic and vehicle, the more metaphorical the statement will seem.
2. The Comparison view (Gentner 1988), states that metaphor comprehension involves a person recognizing similarities between the topic and vehicle and then constructing analogy.
3. The Interactionist view (Black 1979) supposes that in metaphor, there are two thoughts of different things active together and supported by a single word or phrase whose meaning is a resultant of their interactions. Both similarities and differences influence the interaction.

In the questionnaire, the bio-data section was designed to explain further. The respondents were grouped to cover both sexes (10 from each group (male and female), age categories (16-25, 26-35, 36-45, 46-above) with five (5) respondents from each group. The educational background and professions were of various sorts which include: students, teachers, doctors, lawyers, architects, engineers, civil servants, housewives etc. The questionnaire was specially targeted at persons who can read and understand well constructed messages such as adverts.

## Questionnaire Response

### 4.4.1 Data Result

**table 4.3: Metaphor Comprehension based on the Questionnaire Responses**

S/NO	SLOGANS	COMPARISON VIEW (SIMILAR FEATURES)	ANOMALY VIEW (DISSIMILAR FEATURES)	INTERACTION VIEW (BOTH SIMILAR AND DISSIMILARITIES)	NONE OF THE ABOVE	NON RESPONSIVE	TOTAL
1.	Diamond bank: diamond your Bank	15	3	2	1	-	21
2.	L.G: Life's good	10	4	4	2	-	20
3.	MTN: Everywhere you go	15	3	1	1	-	20
4.	Nissan Almera: Your reliable partner	9	5	4	-	1	19
5.	Keystone Bank: New horizon	12	2	4	-	2	20
6.	Arik Air: fly world class	16	1	3	-	-	20
7.	Oando Oil: the energy to inspire	15	3	2	-	1	21
8.	Dangote Oil: a power of Strength	16	2	2	-	-	20
9.	Infinity Tyres: welcome to infinity world	14	3	-	1	1	19
10.	Nestle Foods: Good food, good life	16	4	-	-	-	20

From the above table, the results of the questionnaire were arranged in a tabular form as follows:

1<sup>st</sup> Column: the name of the product and the slogan.

2nd Column: the Comparison view (joining of similar features).

3rd Column: the anomaly view (joining the dissimilar features).

4th Column: interactionist view (joining of both similar and dissimilar features).

5th Column: contains the 'none of the above' option.

6th Column: is the 'non responsive' column.

The outcome of the questionnaire revealed that the responses adopting:

- 1) The comparison view were 138 responses
- 2) The anomaly view were 30 responses
- 3) The Interactionist were 22 responses
- 4) None of the above were 5 responses
- 5) Non Responsive were 5 responses

The total sum for responses per slogan = 200

Responses per comprehension theory = 200.

## **4.5 DISCUSSIONS**

The researcher carried out a metaphoric analysis on the selected advert slogans as the first part of the research analysis. Using Richards (1990) metaphor classification into topic-vehicle-ground. The claim was that metaphor creates new meanings that sit between the topic and vehicle, the topic is the abstract concept, the vehicle is more concrete whilst the meaning of the



metaphor lies in the ground between the two. From the analysis of 73 advert slogans in this chapter, the researcher was able to subject the slogans into metaphoric analysis and the metaphor prominence in the slogans was not uniform. In the findings, the slogans were grouped as:

- 1.Transparent Metaphor-containing advert slogans[explicit]
- 2.Opaque Metaphor-containing advert slogans [implicit]

Transparent advert slogans are direct comparison between two unlike things that actually have something important in common. They are transparent because one can see clearly the two entities being compared or clearly stated, such as in the following:

1. Diamond Bank- diamond your bank
2. Nissan – your reliable partner
3. Toyota- superior quality
4. MRS- strength of a stallion
5. Tell Digital: a world of possibilities
6. Infinity Tyres: welcome to infinity world
7. Nestle: good food, good life
8. Vitafoam: the fine art of living
9. Samsung: creating happier homes
10. Sterling Bank: the one customer bank
11. Keystone Bank: new horizon
12. FCMB: my bank and I
13. Eco-Bank: the pan African Bank
14. First Bank: truly the best

15. Guaranty trust bank: proudly African, truly international
16. Skoda Cars: bigger, bolder, better.
17. Arick Air: fly world class
18. Pal Pensions: your pal, your life
19. Skye Bank: expanding your bank
20. Fidelity Bank: we are fidelity, we keep our words.
21. Chivita Premium: Sip on nature's fines
22. Golden Vita: healthy food, healthy body.
23. Nestle: good food, good life
24. Hyundai: new thinking, new possibilities
25. Johnson Plc. : A family company
26. Dangote: a promise of strength
27. Access Bank: a passion for excellence

The second group is the opaque category. These are the slogans that contain indirect or implicit metaphors and they are subtle comparisons. The terms being compared are not so specifically explained. They are :

1. Zenith Bank: In your best interest
2. Standard Chartered Bank: here for good
3. Unity Bank: succeeding together
4. Premium Pension: the future starts now
5. Aso savings and Loans: built around you
6. Porsche cars: experience more
7. Volkswagen: Das auto

8. Audi: Truth in engineering
9. Amstel Malta: a toast to African's best
10. Mr. Biggs: always good
11. Luna milk: adding a smile to life
12. Etisalat: now you're talking
13. MTN: everywhere you go
14. Dana Air: The smartest way to fly.
15. IRS: now you can go places
16. Total : You know where to turn
17. Exxon Mobil: Taking on the world's toughest energy challenges
18. HP: make it matter
19. Stanbic IBTC bank: moving forward
20. Ford: go further
21. Dano Milk: milk the way
22. Golden Penny pasta: today the world dances to one tune
23. Maggi cubes: everywoman is a star
24. Audi: truth in engineering
25. Honda: the power of dreams
26. Honda CRV: true greatness in every detail
27. FIRS: it pays to pay your tax
28. Bourvita: the best start for today and tomorrow
29. Sunola Oil: let's make life healthier
30. LG: life's good

### 31. UBA: strictly by invitation

This approximates what is was discussed in chapter two concerning the metaphor characteristics as implicit or explicit (see <http://figurativelanguage.net/metaphor.html>). The implicit is more or less an opaque metaphor that is not clear or not able to be seen through. The two objects being compared are not clearly stated especially when the structure of metaphor is applied i.e

**Topic:** subject of the metaphor/product name.

**Vehicle:** the basic analogy the slogan that carries the message.

**Ground:** Point of interaction between topic and vehicle to generate meaning.

S/NO	TOPIC	VEHICLE	GROUND
1.	Standard Chartered bank	Here for good	Meaning generated when the banking institution is compared with " <i>here for good</i> "
2.	HP	Make it matter	A technology company and an expression. " <i>Make it matter</i> ".
3.	Ford	Go Further	An automobile and the phrase " <i>go further</i> "

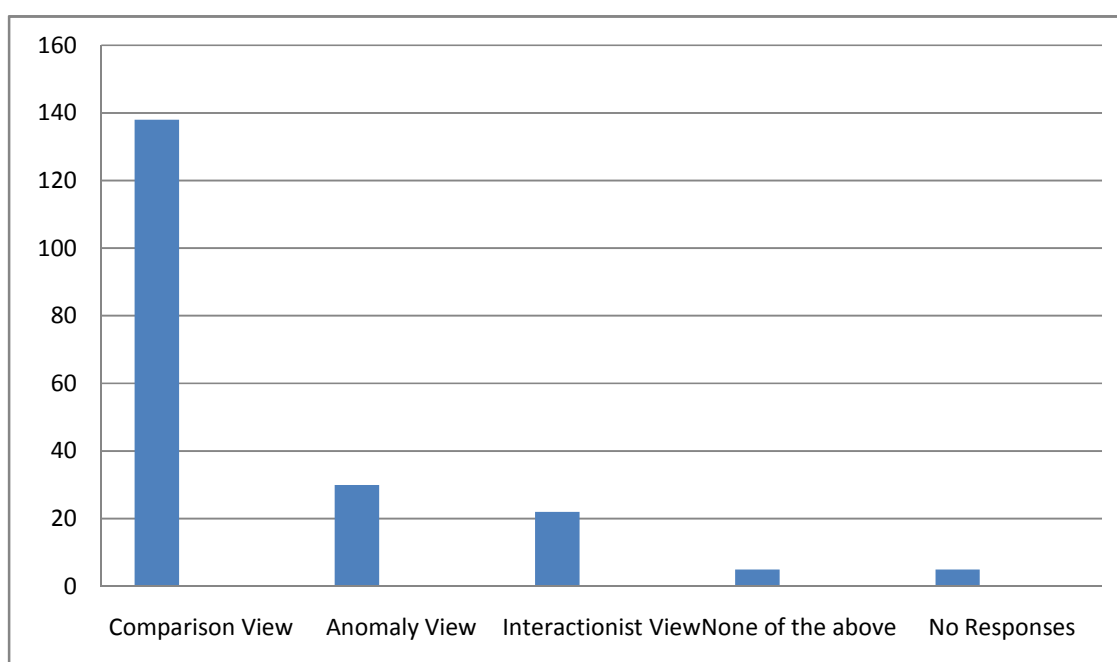
From the above table, the reader/consumer is expected to grasp the message using his/her own experiences to make the connections. As for the explicit/ transparent metaphor the characteristics being compared are clearly stated.

S/NO	TOPIC	VEHICLE	GROUND
1.	Diamond bank	Diamond your bank	Diamond bank (banking institution and diamond Gemstone).
2.	Dangote cement	A promise of strength	Dangote cement and quality " <i>strength</i> " durability etc.
3.	Nissan automobile	Your reliable partner	Nissan automobile and a noun ' <i>partner</i> '.

From these two categories, it can be concluded that all the advert slogans examined in this study are metaphoric whether directly or indirectly. Metaphors can also be used to represent any rhetorical figure of speech which are able to achieve their effects by resemblance, comparison or just some kind of association. For instance, in a broader sense they would be hyperboles, metonymy or simile. These are all kinds of metaphors that involve ‘transfer’.

The findings of the second part of the analysis are explained more using the following charts:.

**Figure 4.1 Metaphor Comprehension**



From the above chart, it has been found that from the three psycholinguistic theories: Anomaly view (comparing dissimilar features) Comparison view (comparing similar features), Interactionist view( comparing both similar and dissimilar features). The respondents applied the comparison view the most in the comprehension of the metaphoric slogans, with the total of 138 responses, followed by the Anomaly view with 30 responses and lastly the interactionist view with twenty two (22) responses. It can be concluded from the results that the comparison view is probably the method of comprehension that is mostly employed by consumers in decoding the slogans before they decide to patronize the products/services.

#### **4.7. FINDINGS**

It is obvious the most newspapers advert slogans contain metaphor and they help increase the persuasive power of advertisements, these metaphors are used in such a way that they appeal to the customer. the study thrives on the assumption that metaphor is vital in advertising campaigns, it observed that metaphor is used both consciously and unconsciously because the world is becoming deeply metaphorical.

The study was able to find out that all advert slogans contain qualities of metaphor where some are prominent, others are less and the study came up with two groups of metaphor i.e Transparent metaphor-containing advert slogans (explicit metaphors) and opaque metaphor-containing advert slogans (implicit metaphors). The advert slogans share similar characteristics which include rhetorical devices that are related through their effects of association, comparison or resemblance such as simile which compare two unlike entities using either 'like or as'. Irony is like a metaphor, a tool of humour in order to deprecate an idea. Others are related through their effects of association: like repetitions, contrast: like hyperbole, euphemism or pun. Resemblance:

like simile, allegory and personification. They also share features concerning: syntactic features, sentence features as well as lexical features. These are extra features that come along with a metaphor. Lastly, the comprehension and perception of metaphor that was tested in the second part of the analysis and guided by a blend of three psycholinguistic theories (The anomaly view, The comparison view and Interactionist view). Found out that the comparison view was applied the most in retrieving meanings of the slogans because little is known about the impact of consumers' type of processing of metaphoric slogans.

The Comparison view which involves bringing out similar features between the topic and vehicle had 138 responses, the Anomaly view that compares dissimilar features had 30 responses and lastly, interactionist view that compares both similar and dissimilar features came up with 22 responses. This indicates that the comparison view may frequently be applied by the target audience to comprehend metaphoric advert slogans.

## **CHAPTER FIVE**

### **SUMMARY AND CONCLUSION**

#### **5.1 INTRODUCTION**

The previous chapter dealt with the analysis and interpretation of data. This chapter is a summary of the entire study in this research, where all the loose ends are tied up, to give an overview of the research processes, summary of the chapters, recommendations and the conclusions.

#### **5.2 SUMMARY OF THE CHAPTERS**

Chapter one of this research dealt with a general background of the study. It is believed that metaphors are a source of creative communication; they are fast, powerful and effective, they were traditionally viewed as figure of speech characteristics of language alone but with the increasing interest of cognitive scientists, metaphor has been redefined as a cognitive system that structures our thoughts and behavior. The interest of this research is the use of metaphor in advert slogans and how these metaphors are comprehended by consumers of the products. In this same chapter the following research questions were raised:

1. Do all advert slogans have metaphoric qualities?
2. Do all advert slogans share the same linguistic characteristics?
3. How are the metaphors perceived and comprehended by target audiences and consumers of the advertised products.

One of the major reasons for this research is to examine how the metaphor is used in the language of mass media advertising especially regarding the extent, pattern and reasons for such use and also exploring the various ways the metaphors are comprehended by the target audience.



Chapter two is an authorial review of literature relevant to the field of cognitive linguistics (cognitive semantics), metaphor, psycholinguistics and lastly advertisement (slogans). The chapter focuses on historical background of metaphor and its role in advertisement. The theoretical framework adopted Richards (1990) metaphor categorization (Topic-vehicle-ground). The topic is the abstract concept; the vehicle is more concrete whilst the meaning of the metaphor lies in the ground between the two. Another framework adopted was the psycholinguistic theories of metaphor comprehension; the Anomaly view (Campbell 1975, Chomsky 1964, Katz 1969, Ziff 1964). The comparison view (Johnson and Malgady 1979, Ortony 1979 and the Interactionist view (Black 1979).

Chapter three focused on the methodology of the study, including features of quantitative research, research design and population of the study, samples and sampling technique, instrumentations and analytical procedures.

Chapter four presented the analysis of data based on Richards (1991) metaphor categorization into (topic-vehicle-ground) to subject all the selected advert slogans to metaphoric categorization, and secondly the psycholinguistic theories of metaphor comprehension (the Anomaly view, the comparison view and the interactionist view) to examine how the target audience comprehend metaphoric slogans. The chapter also featured a presentation, analysis and discussion of data attributes and findings. The data were analysed by presenting the advert slogans and carried out a metaphoric analysis on them into topic-vehicle-ground and lastly the discussions of the slogan's internal elements. The analysis which was on metaphor comprehension was conducted through the instrument (questionnaire) in order to examine how the target audience understood the metaphoric slogans.

Finally, in chapter five, there features a summary of the research with conclusions drawn and recommendations offered.

### **5.3 RECOMMENDATIONS**

it is recommended that advertisers who choose to employ metaphor in their marketing campaign should compose a transparent/explicit metaphor which brings out the characteristics being compared in the slogans. This makes the advert clear and easily comprehensible, it is only when the consumers understand the message that the product/ service get to be patronized.

It is also recommended to copywriters to create a metaphoric slogans that will appeal more to comparison view which is among the three psycholinguistic theories of metaphor comprehension. It is the most frequent method used by respondents in this study in order to understand the hidden message of the metaphoric slogans.

### **5.4 CONCLUSION**

This research project has been able to carry out a metaphoric analysis of selected advert slogans and the linguistic features they share, thereby making them eligible for analysis done in chapter 4. This was conducted to confirm the presence of metaphor in the advert slogans and the extra features they share such as; lexical features, syntactic features, sentence as well as rhetorical devices. These are some other features that come along with a metaphor especially in advert. The research also brings to light the various ways consumers comprehend/perceive metaphors and might open the eyes of many to the wonders of metaphor because the aspect of comprehension has always been left out. Marketers are always eager to find more effective ways to persuade consumers but are not so keen to know how these ways are accepted or understood. This reason was the motivation for this study.

In conclusion, it can be seen that language has a way of being manipulated to achieve a particular purpose because metaphor services as a vehicle of persuasion in advertisements, depending on how they are composed to create the desired effects. These desired effects also depend on how the consumers comprehend the metaphors. One may safely say that no single theory provides a comprehensive account of how people understand metaphorical language and this work cannot claim to have touched all the metaphor comprehension theories. Therefore to opens a door for more research on metaphor comprehension or understanding.

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