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AN INVESTIGATION INTO LINGUISTIC FEATURES OF METAPHOR USES IN ENGLISH AND VIETNAMESE ADVERTISEMENTS

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CHAPTER 1
INTRODUCTION

1.1. RATIONALE

Metaphor is an outstanding linguistic phenomenon in language at present and it is concerned by many linguists. They pay much attention to metaphor because they would like to find out its real nature in communication. In fact, more and more people have used metaphor effectively.

Metaphor is, at present, not considered only as rhetoric in literature and poetry; on the other hand, it is used pervasively and turns up in different fields relating to language and communication. Due to metaphor's effectiveness and importance in practice, there are many learners and linguists have cared and studied it. Recently there has been a field which metaphor is used more and more; that is advertising. Why is metaphor used more and more in advertisements? That is an interesting question making me curious. And, so far hardly has there been any full study on this field. That is reason why I choose the topic *"An Investigation into Linguistic Features of Metaphor Uses in English and Vietnamese Advertisements"* for my study.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims of the study

- To understand more about metaphor and its uses in advertisements
- To find out the possible differences and similarities in terms of the semantic and lexical choice features of the metaphorical expressions in English and Vietnamese
- To improve knowledge and effective use of metaphor in advertisements, translation, and communication in general

1.2.2. Objectives of the study

- To describe the semantic and lexical choice features of the metaphorical expressions
- To contrast these features in English and Vietnamese to find out the similarities and differences between two languages
- To suggest some implications of the findings for teaching and learning English and Vietnamese as foreign languages, especially in teaching translation

1.3. SCOPE OF THE STUDY

This study will observe and describe some commonly used metaphors in English and Vietnamese advertisements. The metaphorical expressions will be analyzed in semantic and lexical aspects basing on cognitive view.

Within the limit of the study, both spoken and written forms of advertisements in English and Vietnamese are taken into consideration. The data for study is based on the English and Vietnamese advertisements collected from products, on television, on websites, on radio, in newspapers, magazines, posters, etc.

1.4. RESEARCH QUESTIONS

1. What are the semantic features of the metaphorical expressions used in English and Vietnamese Advertisements?
2. What are the lexical features of the metaphorical expressions used in English and Vietnamese Advertisements?
3. What are similarities and differences in using metaphor in English and Vietnamese Advertisements?

1.5. SIGNIFICANCE OF THE STUDY

The aim of the research is to study on the semantic and lexical features of the metaphorical expressions in advertisements; therefore,

the study will be sure to provide useful information and knowledge to help the use of metaphor in advertisements as well as in cross-cultural communication better.

1.6. ORGANIZATION OF THE STUDY

Chapter 1, *Introduction*, consists of rationale, aims and objectives, scope of study, research questions and organization of study.

Chapter 2, *Literature and theoretical background*, provides a brief literature review and theoretical background for the matters of study.

Chapter 3, *Research design and methodology*, presents research method, hypotheses and procedure of data collection and analysis.

Chapter 4, *Findings and discussion*, discusses in the result of the data analysis, then gives similarities and differences of the semantic and lexical features of metaphorical expressions in advertisements.

Chapter 5, *Conclusion*

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. REVIEW OF PREVIOUS STUDIES

In the Western countries, Richards [67] proposed the alternative view that *the meaning of a metaphor is the product of "an interaction" between the meanings of the vehicle and tenor*. Max Black [43] took *metaphor as a prediction whose expression is a sentence*. George Lakoff and Mark Tuner acted for contemporary theory of metaphors. They point out that "*the word has come to mean across domain mapping in the conceptual system*". In their research, they also mention some basic semantic concepts that are metaphorical and identify a number of "*basic conceptual metaphors*" that pervade discourse in Western culture.

In Vietnam, there are many traditional linguists that have their own viewpoints on metaphor. For example, Đinh Trọng Lạc [20] studied the process of Retoric and Metaphor; Hữu Đạt [7] in "*Phong cách học và phong cách chức năng Tiếng Việt*" refered to Metaphor all of kinds; Nguyễn Đức Tồn [32] in the article "*Để giúp thêm cho việc day khái niệm ẩn dụ*" gave his own definition about metaphor; Phan Văn Hòa [12] talked about "*Metaphor and grammatical metaphor*", and so forth.

2.2. THEORETICAL BACKGROUND

2.2.1. Rhetoric

Rhetoric is a branch of general linguistics which is regarded as a language science. It deals with the results of act of communication [56]. It means that Rhetoric takes into consideration of the "output of the act of communication".

2.2.2. Metaphor

Definition

Up to now, a lot of linguists and researchers have given out a variety of definitions on metaphor. And, here are the selected definitions on metaphor which are the closest to its nature.

"*Metaphor can be defined as the mapping of one conceptual domain onto a dissimilar conceptual domain.*" [60]

"*Ẩn dụ là phép thay thế tên gọi của sự vật, hiện tượng này bằng tên gọi của sự vật, hiện tượng khác loại dựa trên cơ sở liên tưởng đồng nhất hóa chúng theo đặc điểm, thuộc tính nào đó cùng có ở chúng*". [32]

According to I.A Richards [67], a metaphor is composed of two main parts: **the tenor** and **the vehicle**. The tenor is the implied idea or the hidden subject of the comparison; the vehicle is the

metaphorical word(s) or image(s) by which the tenor is conveyed. These two parts are combined together basing on the common ground between them. For example:

> *"All the world's a stage,*
> *And all the men and women merely players*
> *They have their exits and their entrances."*

<div align="right">(William Shakespeare)</div>

2.2.3. Conceptual metaphor
2.2.3.1. Definition

In studies of metaphor, the representation of any coherent segment of experience, such as the concepts of love or journeys, a conceptual domain that is understood in terms of another is called a conceptual metaphor.

In other words, in the cognitive linguistic view, metaphor is defined as understanding *one conceptual domain* in terms of *another conceptual domain.* Examples of this include when we talk and think about *life* in terms of *journeys*, about *arguments* in terms of *wars*, about *love* also in terms of *journeys*, about *theories* in terms of *buildings*, about *ideas* in terms of *food,* about *social organizations* in terms of *plants*, and many others. A convenient shorthand way of capturing this view of metaphor is the following: CONCEPTUAL DOMAIN (A) is CONCEPTUAL DOMAIN (B), which is what is called a conceptual metaphor. This idea, and a detailed examination of the underlying processes, was first extensively explored by George Lakoff and Mark Johnson in "Metaphors We Live By". Cognitive scientists often study subjects similar to conceptual metaphor under the label of "analogy". For example:

- o *Life is a journey.*
- o *Argument is a war.*

2.2.3.2. Mappings

A mapping is the systematic set of correspondences that exist between constituent elements of the source and the target domain. Many elements of target concepts come from source domains and are not preexisting. To know a conceptual metaphor is to know the set of mappings that applies to a given source-target pairing.

We can see that the set of concept in which words and expressions is borrowed is called *"Source Model"*, while the concept which is the borrowers is called *"Target Model"* as shown in the examples.

Source Model	*Target Model*
[JOURNEY]	**[LIFE]**
Traveler	She *went* through life with a good heart.
Destinations	He knows where he is *going* in life.
Routes	I don't know which *path* to take.
Impediments to travel	He worked his *way* around many obstacles.

2.2.3.3. Parts of Metaphor

A conceptual metaphor consists of *two conceptual domains*. The conceptual domain from which we draw metaphorical expressions to understand another conceptual domain is called the *source domain,* while the conceptual domain that is understood this way is the *target domain* [59].

2.2.3.4. Functions of Metaphor

Scholars, e.g., Fainsilber or Ortony, have found out three reasons why metaphors are used. First, there is the so-called inexpressibility hypothesis. That means that metaphors are used for expressions that are not easy to explain with literal language. This refers mostly to abstract ideas. The second reason is called

compactness hypothesis. This hypothesis says that people can express ideas more detailed and compact with metaphors. The last hypothesis, called *vividness hypothesis*, says that by metaphors, expressions are made clearer and livened up.

2.2.3.5. Classification of Metaphors

Lakoff and Johnson divided the metaphorical concepts into three groups which are presented as follows:

a. Structural metaphors

The group of structural metaphors is said to be the biggest group. Different parts of experiences which are complex but too abstract are conceptualised with the help of simple but known experiences, e.g. the example DISCUSSION IS WAR.

- o *a rhetorical fought out battle*
- o *a guerrilla warfare of words*

In these examples, one tries to explain the abstract concept discussion with the help of the concrete concept war and typical words which are linked to it.

b. Orientational metaphors

Another group is the orientational metaphors. Those metaphors are based on the orientation in space. Therefore, a spatial relationship is made for a concept. This relationship is normally based on our experiences of the physical space we have examples:

BEING HAPPY IS UP/BEING SAD IS DOWN

c. Ontological metaphors

The last group, the ontological metaphors, is based on the experience with physical objects. Those experiences can be identified and categorized as entities restricted by a surface. So we can

categorize those things that normally do not have such a boundary by using those entities. We set up artificial boundaries.

There are many kinds of ontological metaphors with different purposes one of them being the concept abstracts are things:

- o *a series of questions*
- o *The world is full of art.*

Another concept is the container metaphors. According to Lakoff and Johnson, human beings are containers with boundaries and an orientation of inside and outside. This orientation is also used for other physical objects. But also non-physical objects (e.g. events, actions, activities, states) can be understood by transforming them into physical objects with definite boundaries.

In the case of activities, states, and emotions that could mean: *He fell **in love.***

*We will be **out of the trouble** soon.*

*The problem will be dealt with **in the next discussion.***

A very important group of ontological metaphors is those that describe something as a person, a personification. There are innumerable examples like:

- o *This theory explains everything.*
- o *The facts are against it.*

2.2.3.6. Metaphor versus Simile and Metonymy

a. Metaphor versus Simile

Metaphor and simile are the two of the best known stylistic devices. Simile in English and Vietnamese is a comparison between two different things that resemble each other in at least one way. Here are some examples to illustrate:

I see men, but they look like trees, walking. [38]

Đẹp như tiên. [7]

b. Metaphor versus Metonymy

As in the case of the contemporary theory of metaphor, Lakoff and Johnson's work entitled *Metaphors We Live By* gives the issue of the usage of metonymy. Lakoff and Johnson defined metonymy as "using one entity to refer to another that is related to it" [59]. Following are some examples:

- o *He's in **dance***
- o ***The Times** hasn't arrived at the press conference yet.*

2.2.4. Advertising

2.2.4.1. Definition of Advertising

A definition given by Cook, G. states: *"Advertising means clearly identifiable, paid for communications in the media, which aims to persuade, inform, or sell. But the world is also used to cover a much broader range of activities – from design to public relations – by what are often the same organizations, using similar skills."* [47]

2.2.4.2. The Aims of Advertising

2.2.4.3. Functions of Advertising

2.2.4.4. Classification of Advertising

2.2.4.5. Typical Features of Advertising Language Viewed from Psychological Perspective.

2.2.5. Metaphor in Advertising

2.2.5.1. Roles of Metaphor in Advertising

Leiss, Kline, and Jhally have used metaphor to study social communication in advertising. They suggest that metaphors in advertisements have become a powerful and commonly used strategy. "Metaphor is the very heart of the basic communication form used in advertising" [64].

2.2.5.2. Types of Metaphors used in Advertising

According to Forceville's work, he has divided metaphors in advertising into three types: verbal metaphors, pictorial metaphors, and a combination of images and words. Within the study, the writer only focuses on verbal metaphors.

CHAPTER 3
METHODS AND PROCEDURES

3.1. RESEARCH DESIGN

Combining descriptive and qualitative methods of study, the paper will treat the common uses of metaphor in use in the two languages. Accordingly, chapter 4 of the paper will collect and classify in terms of metaphor, namely the use of metaphor in advertisements available in both English and Vietnamese. The paper will systematically enumerate lexical choice and analyze semantic features of these specific uses of metaphor which is largely based on the association of similarities of entities concerned.

Besides, differences, similarities, and points of contrast between the two languages will be pinpointed.

3.2. RESEARCH METHOD

The study is carried out under a contrastive analysis. Here, both English and Vietnamese are used as the source and target language so that we can find out contrastive information from a bilateral approach.

3.3. RESEARCH PROCEDURE

3.3.1. Collecting and classifying data

The data for analysis are the samples taken from English and Vietnamese advertisements on different channels if possible. About 500 advertisements both English and Vietnamese will be collected.

The major method to collect data is to survey with the observation of instances of linguistic expressions used to signal metaphors.

3.3.2. Analyzing data

The steps will be carried out here as follows:

Presenting, describing, and analyzing the types of metaphorical expressions in English in comparison with those equivalents in Vietnamese.

CHAPTER 4
DISCUSSION OF FINDINGS

4.1. CONCEPTUAL METAPHORS IN ENGLISH AND VIETNAMESE ADVERTISEMENTS

4.1.1. Semantic Features of Metaphorical Expressions in English and Vietnamese

Through advertisements, we can see both English and Vietnamese advertisers conceptualize domains in advertisements in terms of [JOURNEY], [WAR], [FASHION], [SECRET], etc.

4.1.1.1. Journeys

Let's come to see the following examples:

SABURA: *After all, can you think of **a better way to avoid** manual labour? SABURA*   [38]

*Coca-Cola ... **along the highway to anywhere.***   [80]

Địa ốc SaigonLand: ***Điểm hẹn*** *của sự thành công!*   [38]

*"**Con đường tốt nhất** vào Đại học hàng đầu thế giới."* [107]

Table 4.1. Metaphorical expressions belong to the source model [JOURNEY] in English and in Vietnamese

English	Vietnamese
*Blue Ginger Restaurant: **A nice place to come***	*Anh văn Hội Việt Mỹ: **Khởi đầu** cho sự thành công*

*Hat Council: If you want **to get ahead,** get a hat*	*Địa ốc SaigonLand: **Điểm hẹn** của sự thành công!*
*Pampers: We're right **behind you**. **Every step of the way***	*FPT: **Cùng đi tới** thành công*
*After all, can you think of **a better way to avoid** manual labour? Sabura*	*Trường Nhân lực Quốc tế: **Vững bước đến tương lai!***
*You're invited **on a Journey***	***Con đường tốt nhất** vào Đại học hàng đầu thế giới.*

4.1.1.2. Wars

Some of examples to illustrate the war/fight conceptual metaphor as follows:

Quaker Puffed Rice: ***Shot from Guns****!*   [78]

*You Can **Kill** a Horse but not a Cadillac*   [79]

Milmax Angle 2 với Lactoferrin: ***Lá chắn vững chắc*** *cho thiên thần của bạn*   [38]

Clear: *Trong thế giới của tóc, gàu bắt đầu **xâm chiếm*** [113]

Table 4.2. Metaphorical expressions belong to the source model [WAR] in English and in Vietnamese

English	Vietnamese
*Budweiser Beer: Nothing **beats** a Budweiser*	*Milmax Angle 2 với Lactoferrin: **Lá chắn vững chắc** cho thiên thần của bạn*
*Quaker Puffed Rice: **Shot from Guns**!*	*Kem Nivea Q10 Plus: **Đẩy lùi** mọi dấu hiệu lão hóa*
*You Can **Kill** a Horse but not a Cadillac*	*Kem đánh răng P/S: **Bảo vệ** hôm nay, chắc khỏe ngày mai*
*Prudential Financial: Growing and **protecting** your wealth*	*Thật xứng danh **thủ lĩnh Plasma** siêu việt*

*Nicorette: Nicorette, Nicorette, you can **beat** the cigarette*	*Clear: "Trong thế giới của tóc, gàu bắt đầu **xâm chiếm**…"*

4.1.1.3. Friends

The shown examples in English and Vietnamese:

COX Communications: ***Your Friend*** *in the Digital Age* [78]

*Thái Sơn-**người bạn trung thành** và chuyên nghiệp của bạn* [98]

*Người Lao Động – Tờ báo luôn **đồng hành** với đời sống và việc làm của bạn* [99]

Table 4.3. Metaphorical expressions belong to the source model [FRIEND] in English and in Vietnamese

English	Vietnamese
*IZUSU: **Always besides you***	*Bảo Việt Việt Nam: **Cùng bạn** trên mọi nẻo đường*
*Transcend (USB): Digital life in your hand. Your supplier, Your partner, **Your friend***	*Thái Sơn – **người bạn trung thành** và chuyên nghiệp của bạn*
*Kodak: **Share** moments. **Share** life*	*Bảo hiểm Prudential: Luôn luôn **lắng nghe**, luôn luôn **thấu hiểu***
*Pampers: We're **right behind you.** Every step of the way*	*Người lao động – Tờ báo luôn **đồng hành** với đời sống và việc làm của bạn.*
*Access: **Your Flexible Friend***	*Hãy chọn kỳ nghỉ tuyệt vời cho bạn **cùng Hàng không Singapore**.*

4.1.1.4. Food

Take some advertisements for example:

Doral Cigarettes: ***Taste Me****! **Taste Me***! *Come on and **Taste Me***! [78]

Lifebuoy: *So, doesn't it make sense **to try new lifebuoy***? [9]

Tide: ***Hãy thưởng thức mùi hương buổi sớm*** *và ánh nắng ban mai của Tide* [38]

Dầu nhớt ENEOS: *Đừng để xe bạn **ăn tạp**.* [9]

4.1.1.5. Healthcare

Let's have a look at some examples:

Candy – Refrigerator: *Fresh food and fresh air. **The perfect recipe for a healthy life**. I've chosen. It's Candy* [38]

Club Med resorts: ***The antidote for civilization***. [78]

Sức khỏe mỗi ngày, *hạnh phúc bền lâu* [38]

Sữa Ensure Gold: ***Vì sức khỏe vàng*** *của người thân yêu* [38]

4.1.1.6. Light

The light metaphor turns up in English and in Vietnamese:

Kiwi Shoe Polish: *When your shoes **shine**, **so do you*** [38]

*C'mon Colman's, **light my fire*** [76]

Enfa Grow A$^+$: *Bé học giỏi hơn, **tương lai sáng hơn*** [76]

*Hãy để Missha "**thắp sáng vẻ đẹp**" của bạn* [76]

4.1.1.7. Fashions

The structural mapping between the target model and the source model [FASHION] is the same in both languages:

Fila: *Functional … **Fashionable** … Formidable* [38]

Siemens: ***Designed*** *For Life* [38]

Ford Focus S: ***Phong cách mới,*** *đầy cá tính* [9]

Honda Spacy: *Đậm **phong cách**. Thật **thời trang**. Rất **thịnh hành*** [38]

4.1.1.8. Gifts

The following is some examples:

Kleenex: ***Thank goodness for Kleenex*** [38]

Arpege perfume*: Promise her anything, but **give her Arpege**!* [82]

This mapping is more common and explicit than in Vietnamese:

Nước khoáng thiên nhiên Thạch Bích: ***Quà tặng vô giá*** *của thời gian* [38]

*"Sự quan tâm chăm sóc ân cần, những bài thuốc an toàn hiệu quả là những **món quà tinh thần** quý giá..."* [104]

4.1.1.9. Secrets

Let's have look at the following examples both in English and Vietnamese:

Busch Gardens: *Where **Discover** Is a Real Adventure* [38]

Dầu gội PANTENE: *Chính bạn là **người khám phá*** [38]

Biore: *Chúng ta hãy cùng **khám phá** Biore nhé* [9]

4.1.1.10. Magic

Here, the advertising language is presented in terms of magic.

Heineken Beer: *Hãy đắm say **nét đẹp Phương Đông huyền bí** và **một sức hút "HÀ LAN" mãnh liệt*** [38]

Touch of Sweden: *Could your hands use **a small miracle**?* [38]

Enchanteuer: ***Phép màu huyền diệu*** *của tình yêu* [103]

4.1.1.11. Persons

Here are some examples:

Jaguar: ***Born*** *to Perform* [38]

Seiko: It ***works, sleeps, wakes up,*** *and **goes to work*** [38]

Kem Acnes: ***Thật hiểu*** *làn da* [38]

Diana Ultra M – ***Nuông chiều*** *siêu con gái.* [105]

4.1.1.12. Keys

Here are some examples in English and in Vietnamese:

IBM**:** *e-business **Solutions*** [78]

Cadillac: ***a new measure*** of automotive supremacy [79]

Sacombank: ***Chìa khóa*** *mở cửa thành công* [38]

Vitanol: ***Giải pháp*** *trị gàu mới* [38]

4.1.1.13. Containers

The following examples are linguistic realizations of this metaphor:

Vauxhall: ***Put*** *the Fun Back **Into Driving*** [78]

Tic Tacs: *Put a Tic Tac in your mouth and **get** a bang **out of life***. [83]

Nước khoáng Wells: ***Mang*** *thiên nhiên **vào cuộc sống*** [38]

Table 4.9. Metaphorical expressions belong to the source model [CONTAINER] in English and in Vietnamese

English	Vietnamese
*Colgate: The world leader **in oral care***	*Nước khoáng Wells: **Mang** thiên nhiên **vào cuộc sống***
*Lipton Tea: Lipton's **gets into more hot water** than anything*	*Dell^TM: Cùng Dell^TM thành công hơn **trong kinh doanh**.*
*Vauxhall: **Put** the Fun Back **Into Driving***	*Kem dưỡng da Nivea: Vẻ đẹp tự nhiên **đầy sức sống***
*Commercial Union Insurance: We won't make a drama **out of a crisis***	*"Để tránh **rơi vào tình trạng stress**, bạn nên ăn uống đâyg đủ dưỡng chất hay đơn giản them một viên Berocca vào buổi sáng."*
*Access Credit Card: Access **takes** the waiting **out of wanting***	*"Căn hộ chất lượng cao – mức giá **trong tầm tay**."*

4.1.1.14. Entities

Let's have a look at the following examples:

Mercedes: ***The pursuit for perfection*** *has no finish line.* [38]

Shure: ***Pure soul. Pure vision****. All me* [38]

Bia Đại Việt: *Bia **của những khát khao*** [38]

Du học Hàn Quốc: ***Tầm nhìn mới****, **tương lai mới*** [38]

4.1.1.15. Up-down schema

Some examples for illustration:

Sandals: *Sandals – the small heel **steps up in status*** [38]

The Times: ***Top*** *people take the Times* [76]

Sữa tắm Romano: *Khẳng định **đẳng cấp** phái mạnh* [38]

Mì Gấu đỏ: ***Đỉnh cao*** *của chất lượng* [38]

Table 4.10. Metaphorical expressions belong to the source model
[UP-DOWN] in English and in Vietnamese

English	Vietnamese
Colgate: The world **leader** in oral care	"...cùng vươn **tới đỉnh cao**."
Bounty Towels: The Quicker Picker-**Upper**	Bia Saigòn: Có thể bạn không cao nhưng người khác cũng phải **ngước nhìn**
Sandals: Sandals – the small heel **steps up in status**	Sữa tắm Romano: Khẳng định **đẳng cấp** phái mạnh
Budweiser: **The King** of Beers	Mì Gấu đỏ: **Đỉnh cao** của chất lượng
Accenture: **High** Performance, Delivered.	Khu đô thị cao cấp Hưng Phú: **Nâng cao** giá trị cuộc sống

4.1.1.16. Precious

Here the source model [PRECIOUS] is used to depict and emphasize the crucial importance of products and services:

Sữa Ensure Gold: *Vì **sức khỏe vàng** của người thân yêu* [38]

Đại tiệc vàng *mừng **sinh nhật vàng** lần thứ 11* [102]

Cơ hội vàng *để đầu tư.* [102]

From these above examples, we recognize that "significant" is conceptualized as "precious" through the metaphorical expressions "***vàng***". The source model is only found in Vietnamese.

4.1.1.17. Ideas

Contrary to the source model [PRECIOUS], the model [IDEA] is merely seen in English.

Panasonic: *For pure living, **Ideas for life*** [38]

Northern Telecom: ***Technology*** *the world calls on* [38]

Senior Service cigarettes: ***A product of the master mind*** [76]

4.1.1.18. Summary

4.1.2. Lexical Features of Metaphorical Expressions in English and Vietnamese

4.1.2.1. Metaphor Nouns

Metaphor nouns functioning as subjects:

Peugeot: *The **Lion** Leaps from Strength to Strength* [78]

EGLO đèn nội và ngoại thất: ***Ánh sáng*** *là cuộc sống* [38]

Metaphor nouns functioning as objects:

Red Bull: *It Gives You **Wings**.* [78]

Enfa Mama: *Hãy nhớ, bạn đang mang trong mình **một mầm sống** yêu thương, **một sinh linh** quí giá của cuộc đời.* [38]

Metaphor nouns function as objects of prepositions:

Bounty: *A Taste of **Paradise*** [78]

*"Trước những **tai nạn** bất ngờ xảy ra cho laptop..."* [107]

Metaphor nouns are used as compliments:

Budweiser: *The **King** of Beers* [78]

*"Nhân sâm là **món quà** vô giá mà tạo hóa đã ban tặng cho con người..."* [104]

4.1.2.2. Summary

4.1.2.3. Metaphor Verbs

Metaphor verbs function as predicatives:

Nestcafé: ***Awaken** your senses* [38]

Sacombank: ***Ươm mầm** cho những ước mơ* [38]

Metaphor verbs function as objects:

Clear: *Trong thế giới của tóc, gàu bắt đầu **xâm chiếm*** [113]

Dầu nhớt ENEOS: *Đừng để xe bạn **ăn tạp**.* [9]

4.1.2.4. Summary

4.1.2.5. Metaphor Adjvectives

Metaphor adjectives fuction as predicatives:

Strand cigarettes: *You're never **alone** with a Strand.* [77]

MiLo: *Thức uống dinh dưỡng **giàu** năng lượng* [38]

Metaphor adjectives function as attributives:

AT & T Telecommunications: ***Smart** phone smarts* [38]

Enfa Grow A[+]: *Bé học giỏi hơn, tương lai **sáng hơn*** [38]

4.1.2.6. Summary

4.1.2.7. Metaphor Prepositions

Beside these traditional metaphors, prepositions can also be used as metaphors. The following is some examples:

Pampers: *We're right **behind** you. Every step of the way* [38]

Lux: *"...đắm mình **trong** hương thơm quyến rũ của Lux.* [38]

*Căn hộ chất lượng cao – mức giá **trong** tầm tay.* [107]

4.1.2.8. Summary

From the findings, discuss, and analysis above, we can see that English and Vietnamese share the similarities in using metaphor nouns, verbs, adjectives, and prepositions in advertising language. Among kinds of these metaphors, metaphor nouns are used most productively and most commonly.

4.2. CONCEPTUAL METAPHORS ARE USED MOST COMMONLY IN ENGLISH AND VIETNAMESE

4.2.1. Conceptual Metaphors are Used most Commonly in English

From the samples studied, we find that all three types of conceptual metaphors are used in advertising via different source models, but their frequency is not the same. The statistics are shown in the table 4.13 below:

Table 4.13. Frequency of occurrence of types of conceptual metaphors in English

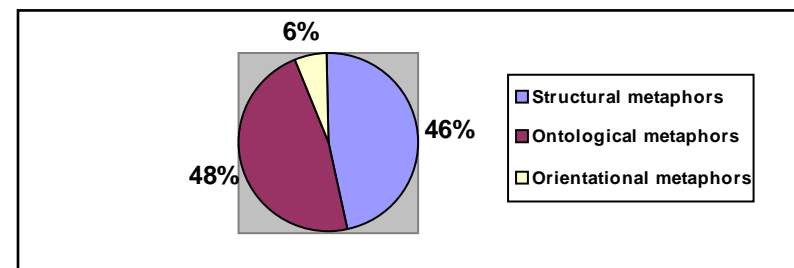| Type of metaphor	Quantity	Percentage
Structural metaphors	116	46.4%
Ontological metaphors	119	47.6 %
Orientational metaphors	15	6%
Total	250	100.00

Figure 4.1. Frequency of occurrence of types of conceptual metaphors in English

With the percentage 47%, the Ontological metaphors are, in fact, used most in English.

4.2.2. Conceptual Metaphors are used most Commonly in Vietnamese

While the Ontological metaphors are used most commonly in English, the Structural metaphors are most employed in Vietnamese as shown in the table 4.14 below.

Table 4.14. Frequency of occurrence of types of conceptual metaphors in Vietnamese

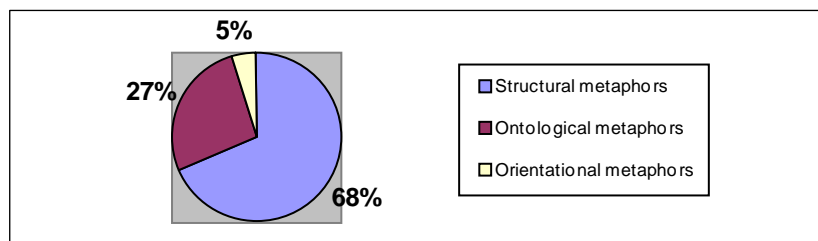| Type of metaphor	Quantity	Percentage
Structural metaphors	171	68.4%
Ontological metaphors	67	26.8%
Orientational metaphors	12	4.8%
Total	250	100.00

Figure 4.2. Frequency of occurrence of types of conceptual metaphors in Vietnamese

4.2.3. Summary

In general, although there are differences in terms of the frequency of occurrence of conceptual metaphors in English and Vietnamese, linguistic features are almost analogous in two languages.

CHAPTER 5
CONCLUSION AND IMPLICATIONS

5.1. CONCLUSION

Generally, this study has carried out on the basis of the Conceptual Metaphor Theory established by cognitive linguists Lakoff and Johnson and focused on the conceptual metaphors that are used in advertising language in English and Vietnamese. Also, within this study, the semantic and lexical choice features of the conceptual metaphors are examined.

With the findings and analysis, the study has found the clearest answers to the research questions. The author has dealt with the sematic and lexical choice features of metaphors by showing examples and analyzing these examples specifically and thoroughly in the cognitive view to meet the aims and objectives mentioned in the chapter 1.

As what we have found, discussed, and analysed above, we can see that advertising language both English and Vietnamese has shared most common features about semantics and lexical choices. From the findings and discussion, we realize that conceptual metaphors play an important role in advertising. The advertisers have taken the advantage of metaphor's high meaning transference to serve their advertising aims. As a result, the advertisers have used metaphors in advertisements in order to make advertising language more exciting, interesting, lively, and persuasive with the aim at drawing the consumers' attention, persuading them to buy their products and services as many as possible.

Although there are some differences about the conceptual domains used metaphorically and lexical choices in advertising

between two languages: English and Vietnamese, which is not much, these two languages almost share similarities in semantic and lexical features. Therefore, we can come to conclusion that in the light of the cognitive view, conceptual metaphors always exist in advertising in both English and Vietnamese and are an indispensable part of modern life.

5.2. FURTHER IMPLICATIONS FOR TEACHING AND LEARNING CONCERNING THE USE OF METAPHORICAL EXPRESSIONS

5.2.1. For Foreign Language Learners

The result of the study is maybe beneficial to learners of both languages. The contrastive analysis will offer them a clearer insight into metaphor uses. Moreover, the study helps learners enrich their knowledge about conceptual metaphors in the conceptual metaphor theory (CMT). With comprehension of the mappings between two the conceptual domains based on CMT: the source domain and the target domain, this helps students conceptualize and recall linguistic expressions better than the traditional ones. It is that helps students write and translate better.

5.2.2. For Foreign Language Teachers

This thesis maybe help teachers have deeper insight into the the contrastive analysis between English and Vietnamese in terms of metaphor. The study provides teachers with the additional source that is necessary in meeting students' studying needs. As the whole, with further knowledge, Teachers can encourage their students to learn and perceive language through practising and applying metaphor.

5.2.3. For Advertisers

The study can help advertisers with important information and necessary knowledge about using metaphor in advertising. From the knowledge caught, they can apply into designing and writing advertising slogans and advertisements effectively. The advertisers can use metaphors in advertisements to arouse consumers' attention and persuade them to buy products and services as much as possible.

5.3. LIMITATION OF THE THESIS

The paper is carried out on the basis of the limited data source. In spite of personal efforts, the analysis is not clear here and there. With limited and personal ability, some weaknesses are inevitable. I would be very grateful to those that take interest in the topic and work. Any comment, advice, and adjustment are very valuable to make this paper more fulfilled, clearer, and more perfect.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

This study has been carried out to analyze the similarities and differences in semantic and lexical choice features of metaphor uses in English and Vietnamese advertisements, but it is only small part, not the whole because of limited time and ability. If I had enough such conditions, I might finish my ambition. So, I would like to suggest some further reseaches on the following aspects:

- Metaphorical expressions should be seen in pragmatics and syntax.

- Metaphor verbs should be paid more attention.

- Cross-culture studies of metaphor in advertising should be studied.

- Metaphorical expressions in advertising should be analyzed on other data sources.