

Katrin STROBEL

***HAPPY IS UP – on the Visualisation of Conceptual Metaphors
in Advertising***

The cognitive linguistic approach to metaphor has shown that metaphor can no longer be seen as a figure of speech which is used for its aesthetic delight, but as a way of understanding the world.

When it comes to the analysis of conceptual metaphors in discourse, the role of metaphor in advertising has attracted increasing interest (Ungerer & Schmid 2006: 281ff.; Kövecses 2010: 65). Studies have shown that multimodal metaphors (Forceville 2009) and pictorial metaphors (Forceville 1996) are getting more and more important here. With his analysis of the interaction between the GRABBING metonymy and the INTEREST metaphor in advertising, Ungerer (2003) provides an intriguing cognitive linguistic approach to how conceptual metaphors and metonymies may support the AIDA-formula, a stimulus-response model according to which adverts are to arouse **A**ttention, draw **I**nterest on the positive qualities of a product, awaken **D**esire and finally seduce the consumers to **A**ct, i.e. to buy the product.

The research presented here explores print advertising strategies from a diachronic perspective. Diachronic changes were analysed in terms of the most popular source domains and concepts, with a special focus on INTEREST metaphors and (verbo-)pictorial metaphors.

References

Forceville, Charles

1996 *Pictorial Metaphor in Advertising*. London: Routledge.

2009 Non-verbal and multimodal metaphor in a cognitivist framework: Agendas for research. In: Charles Forceville & Eduardo Urios-Aparisi (eds.), *Multimodal Metaphor*, 19-42. Berlin: Mouton de Gruyter.

Kövecses, Zoltán

2010 *Metaphors: A Practical Introduction*. 2nd ed. Oxford: Oxford University Press.

Ungerer, Friedrich

2003 Muted metaphors and the activation of metonymies in advertising. In: Antonio Barcelona (ed.), *Metaphor and Metonymy at the Crossroads: A Cognitive Perspective*, 321-340. Berlin – New York: Mouton de Gruyter.

Ungerer, Friedrich & Hans-Jörg Schmid

2006 *An Introduction to Cognitive Linguistics*. 2nd ed. London: Longman.

Katrin STROBEL has a Magister's degree (MA) from Heidelberg University in English and German Philology; her Magister's thesis focused on the use of conceptual metaphors in print advertising. She is now a doctoral student at Heidelberg University. She has presented her previous work at the international student conference Cognitive Explorations Into Metaphor and Metonymy VI held at ELTE University Budapest in summer 2014. E-mail: katrinstrobel@gmx.de.

