Contrastive Analysis and Modeling of Multi-modality Metaphor in English and Chinese Commercial Advertisements

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Abstract
Since 2009, multi-modality metaphor has begun to rise in China and has become a new direction for the development of conceptual metaphor. Scholars both at home and abroad have paid much attention to the metaphor in commercial advertising. In recent years, more scholars have made a comparative study of metaphors in Chinese and American commercial advertisements, but the main analysis objects are metaphors expressed in text patterns in commercial advertisements, and few in modal metaphors. Based on a self-built micro control corpus, this paper studies the multimodal metaphors in English and Chinese commercials. It is found that the characteristics of multimodal metaphor in Chinese and English commercial advertisements are both the same and different. The deep reason is the difference between Chinese and Western cultural perspectives. The cognitive interpretation of multimodal metaphors in English and Chinese advertisements plays a great role in improving the concepts of conceptual metaphor and multimodal metaphor. At the same time, it can also promote the idea of advertising creativity to a great extent.

Key words: English and Chinese commercials, Multimodal metaphors, Cultural views

1. Introduction
After putting forward the idea of “thinking of metaphor” in the book “the metaphor we depend on for survival” written by Lakeoff and Johnson, Metaphorical studies have been carried out in linguistics, psychology and other disciplines. More than 30 years of research, a large number of linguists have a profound understanding of the study of metaphor in speech, and made a more outstanding contribution. However, Lakeoff and Johnson have said that metaphor is a way of thinking and behavior. If we study it from the perspective of language alone, we can’t further study and grasp the theory of metaphor, so multimodal metaphor is generated. “Learn and draw knowledge from other disciplines, and strive to extend conceptual metaphor to pure linguistics to interdisciplinary multi model research platform” (Zhao Xiufeng, 2011). It has also become a new breakthrough in the study of metaphor in the future of linguists. Advertising discourse, which is more common in applied discourse, and has a strong commercial atmosphere, also embodies the characteristics of interdisciplinary and multimodal. Therefore, from a linguistic perspective, multimodal metaphor analysis for advertising discourse will help us to have a deeper understanding of multimodal metaphor and get a whole new theoretical research achievement. From the perspective of business value, multimodal metaphor analysis of advertising discourse is helpful for advertisers to create more connotations and tastes, and capture commercial advertising of consumers’ purchase tendency, so as to create economic value and social value.

The clue to the multimodal metaphor study is the language class (advertising, comic, film, etc.) , in which the earliest and most extensive language classes are advertised. Image metaphors in plane advertising are divided into four categories: alternative image metaphor, grafted image metaphor, contrastive image metaphor and graphic metaphor forceville. Koller believes that corporate brands tend to carry out conceptual representation and communication through the metaphor of BRANDS ARE PEOPLE. From the perspective of system function, Feng Dezheng makes a more comprehensive interpretation of the construction and classification of multimodal metaphors in plane advertising. Zhang Hui and Zhan Weiwei discussed the interaction process of multimodal metaphor and metonymy in print advertisements, and emphasized the important role of multimodal metonymy in the process of conceptual construction. Cross modal mapping means that the source domain and the target domain belong to different modes, including the two cases of source domain in image, target domain in text, and source field in text, target domain in image. Cross modal mapping means that the source domain and the target domain belong to different modes, including the two cases of source domain in image, target domain in text, and source field in text, target domain in image. In Figure 1, we assume that A1 and B1 are the target and source fields in the text. A2 and B2 are the target and source fields in the image, then the cross modal mapping is the mapping of A1B2 and A2B1 represented by the dotted arrow. Such metaphors are called A1B2 and A2B1 metaphors. That is the so-called multimodal metaphors.
Figure 1 schematic map of multi-modality metaphorical mapping

2. A comparative analysis of multimodal metaphors in English and Chinese commercial advertisements

The multimodal metaphors of commercial advertisements are divided into three types, namely, single peak mapping, cross modal mapping and multi-mode mapping. Data analysis shows that cross modal mapping is the most widely used in commercial advertising, and the mappings of multimodal transport are not mapped to single peak. At present, commercial advertising in China is more inclined to use multimodal mapping of a variety of single modal mappings, while multi-mode mapping is more popular than single mode in American commercials. But most of the multimodal metaphors are represented by single modal mapping. Therefore, the use of multimodal metaphor in American commercial advertisements is a mode that plays a supplementary role in a metaphor based on one mode. In fact, in commercial advertising in China and in the United States, the meaning of each model is to realize the relationship between life and information. For example, in the lens, a boy want to cross the road, when he walked on the road, his body displayed on the glass, and then he was knocked down by a car, and the body smashed the glass. What these dynamic graphs are to express is that in the face of a car, a pedestrian is a weak person. In the end, there is a phrase “life is fragile” on the screen. Then we will find the relationship between life and glass. “Life is like glass” is what the advertisement wants to convey, so that people can understand how to value life. Another example of the United States on the two advertisements of drunken driving:

(1) Friends don’t let friends drive drunk.
(2) Thanks to you, my life’s wreck.

The first advertisement tries to advise people not to be drunk driving from the perspective of friendship. The second advertisement means that alcohol driving leads to fragmented life, so as to advise people to keep away from drunk driving. These two advertisements are mapped using multimodal transport, and this cross modal mapping can arouse the thinking, make people have to pay attention to the advertisement. Commercial advertising is a multi-modal discourse combining images, language, text and music.

The next table is a comparative analysis of data collected from the television or web sites of the Chinese and American authorities from September 2010 to September 2016. The 97 advertisements in the United States have produced 175 metaphors, 108 advertisements in China and 180 metaphors. Compared with the use of metaphors in Chinese and American commercial advertisements, it is not difficult to find the difference in the use of multimodal metaphors in Chinese and American commercials. The collection of website TV is authoritative, such as CCTV, Chinese commercial advertising website and advertising committee website.

| Table 1 Comparison of Chinese and American commercial advertising with multimodal metaphor model |
|---------------------------------------------------------------|------------------|------------------|------------------|
| **Mode** | **USA(175)** | **China(180)** | **Total(355)** |
| **Percenta ge** | **Percenta ge** | **Percenta ge** |
| **Mono modality mapping** | Mobile picture | 16 | 54.82% | 39 | 66.60% | 56 | 62.71% |
| | Language pattern | 15 | 45.18% | 21 | 33.40% | 35 | 37.42% |
| **Cross modal mapping** | Motion picture and sound | 7 | 6.21% | 3 | 2.34% | 9 | 4.90% |
| | Sound and language patterns | 4 | 4.12% | 6 | 7.81% | 10 | 5.71% |
| | Language patterns and dynamic graphs | 87 | 89.69% | 81 | 89.94% | 168 | 89.92% |
| **Multimodal transport** | Motion picture and sound | 7 | 13.11% | 2 | 6.67% | 7 | 10.21% |
It can be seen from table 1 that the application patterns of dynamic maps, words and sounds are used more in commercial advertising. In the single mode of reference, the use of language patterns in American commercials is less than that of dynamic maps. As far as commercial advertising is concerned, language patterns are generally expressed directly, while metaphors are expressed by using a dynamic graph. In cross modal mapping, the frequency of American commercial ad maps is a little higher than the use of language. In Chinese commercial advertising, the choice of language mode is relatively high, which is a certain difference from the United States. American commercial advertisements like to use some movie music or other voice, while Chinese commercial advertising voice mode is seldom used and spoken directly.

For example, in the late twentieth Century, the AAMA Association in the United States made a more meaningful commercial advertisement in order to publicize AIDS. The first picture is a candle flame that swings in the wind, and the fire suddenly becomes smaller and will be extinguished. At this time the candle was covered by a glass cover, and the flames were getting smaller and smaller. A sudden hand took the glass cover and took the flames with fine hands. In the advertisement, most people have already understood the deep meaning of the advertisement. But there was a sudden sound of out of the picture. “Away from people and the society of AIDS patients will die faster, when you have time, please give them a helping hand, and you have the time to make the life the value of existence”. In this advertisement, the burning candle is used to metaphoric AIDS patients, coupled with vivid images and music, it allow people to see the vulnerability of candles in the burning. The role of the final sounds is to arouse people’s association with the advertisement, enabling people to pay attention to AIDS and achieve the purpose of commercial advertising.

According to the comparative analysis of two advertisements, the obtained results are shown in table:

1. Multimodal metaphors are ubiquitous in commercial advertisements in the United States and China, and more than one multimodal metaphor can be found in a commercial advertisement. In the study of 199 commercial advertisements, there are 353 multimodal metaphors.
2. The main models used in commercial advertising are dynamic maps, sound and language patterns. The use of sound is less used in the multimodal metaphor of commercial advertising.
3. Some functions and contents of commercial advertisements have been drawn from many studies. The purpose of commercial advertising is the common interests of people, which has strong publicity.

3. Modeling of multi-modality metaphorical cognition in English and Chinese commercial advertisements

We will examine the implementation of multimodal metaphors in text and images by mapping. We first distinguish between cross modal mappings, single modal mappings and multimodal mappings. From the point view of system function, the multimodal metaphorical type made up of text image is an alternative system. We use the system network to represent this selection system. As shown in Figure 2.
Based on self-built micro control corpus, this paper will make a contrastive analysis of the commonalities and differences between multimodal metaphors in English and Chinese automotive print advertisements to reveal the regularity, characteristics and similarities and differences of multimodal metaphors in English and Chinese different cultural backgrounds, so as to enrich the theory and practice of multimodal metaphor and conceptual metaphor research, and provides a useful reference for the development and improvement of the theory of automotive graphic advertisement.

3.1. Research objects

We choose auto plane advertising as the research object, mainly for the following two points: First, the previous study of multi-modal metaphors in advertising focuses on some abstract categories such as services, brands, ideas, and so on. The analysis of a specific product (the fact that the actual product is the main description in the advertisement) is rare. Second, Chinese and foreign joint venture car companies are very common. The study of multimodal metaphor in automobile plane advertising is conducive to the cultural reference and thinking reference of all parties. We used a network search method to build a micro control corpus with 144 Auto Plane ads. The construction of the corpus has gone through the following steps: First, common search engines such as Baidu, Sogou and Google have been used to collect a large number of auto print ads and divide them into the two parts of the UK and the Han Dynasty. Second, the advertising materials that contain both the image and the text are selected. And it identifies the advertisements with metaphors. Third, in order to make the number equal, after the artificial deletion, the final determination of the English and Chinese automobile plane advertising language is 72.

3.2. Research methods

This article mainly adopts the method of combining description and interpretation, and strives to give consideration to the specific analysis and deep interpretation of typical cases at the same time. First, we use the description method to classify the multimodal metaphors in English and Chinese automobile print advertisement corpus based on the Siwon domain, and calculate the number and proportion of each kind of metaphor. Then we use the interpretive method to analyze the similarities and differences between Chinese and English multimodal metaphors in Chinese and English automobile advertisements from the perspective of similarities and differences between Chinese culture and Western culture and thinking. Meanwhile, we will further explain the cognitive motivation behind them.

3.3. Research results

The types of multimodal metaphors in English and Chinese auto plane advertisements. After analyzing the advertising corpus in a self-built corpus one by one, based on the Siwon domain, we divide the multimodal metaphor into 8 categories: Human metaphor, animal metaphor, drug metaphor, architectural metaphor, game metaphor, art metaphor, plant metaphor and food metaphor. The multimodal metaphor of English auto plane advertising is divided into 6 categories: animal metaphor, human metaphor, drug metaphor, architectural metaphor, game metaphor and plant metaphor. We attribute the specific quantity and proportion of metaphors in English and Chinese to table 2.
As is shown in Table 2, in the multimodal metaphor of Chinese automobile advertisement, the highest frequency is human metaphor, followed by animal metaphor, and the total of the two is 54, accounting for 75%. Among the multimodal metaphors of English auto plane advertising, the highest frequency is animal metaphor, followed by human metaphor, the total of the two is 62, accounting for 86.1%. In Chinese and English combined projects, the highest frequency of human metaphors and animal metaphors is 58. The proportion of each accounted for 40.3%, and the total of the two were 116, accounting for 80.6%. In addition, there are a few drug metaphors, architectural metaphors, game metaphors and plant metaphors in English and Chinese advertising corpus, while art metaphors and food metaphors only appear in Chinese advertising corpus. From the analysis of the above data, it can be seen that the categories of multimodal metaphors in English and Chinese auto plane ads are roughly the same and all tend to be highly concentrated. Human metaphor and animal metaphor are two main categories of multimodal metaphors in English and Chinese automobile plane advertisements, but the dominant categories in Chinese advertisements are human metaphors, while the dominant category in English advertisements is animal metaphors.

<table>
<thead>
<tr>
<th>Source domain</th>
<th>Chinese</th>
<th>Percentage(%)</th>
<th>English</th>
<th>Percentage(%)</th>
<th>Total</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human beings</td>
<td>43</td>
<td>58.5</td>
<td>15</td>
<td>22.0</td>
<td>58</td>
<td>40.4</td>
</tr>
<tr>
<td>Animal</td>
<td>13</td>
<td>16.9</td>
<td>45</td>
<td>63.7</td>
<td>58</td>
<td>40.4</td>
</tr>
<tr>
<td>medicine</td>
<td>5</td>
<td>5.8</td>
<td>3</td>
<td>5.4</td>
<td>8</td>
<td>5.7</td>
</tr>
<tr>
<td>Architecture</td>
<td>5</td>
<td>5.8</td>
<td>2</td>
<td>4.0</td>
<td>7</td>
<td>5.0</td>
</tr>
<tr>
<td>Game</td>
<td>4</td>
<td>4.4</td>
<td>2</td>
<td>2.6</td>
<td>6</td>
<td>3.6</td>
</tr>
<tr>
<td>Artwork</td>
<td>4</td>
<td>4.4</td>
<td></td>
<td></td>
<td>4</td>
<td>2.3</td>
</tr>
<tr>
<td>Botany</td>
<td>3</td>
<td>3.0</td>
<td>1</td>
<td>2.5</td>
<td>4</td>
<td>2.3</td>
</tr>
<tr>
<td>Food</td>
<td>3</td>
<td>3.0</td>
<td></td>
<td></td>
<td>3</td>
<td>1.6</td>
</tr>
</tbody>
</table>

3.4. Discussion and analysis

Common analysis: our study shows that both human and animal are used as the main Siwon domain in the multimodal metaphor of English and Chinese auto plane advertising. This is because in the early stage of the development of language and thinking, in order to express some external things and abstract concepts, people often take “nearly taken from the body, far from the objects”, and the “body” refers to the human self. No matter the Chinese nationality or the English nationality, at the early stage of its social development, it is most closely related to human beings, and it is also the most familiar “thing” that humans are familiar with. It may be considered an animal. Being familiar with unfamiliarity is one of the basic ways of human thinking, so the animal is the main source of the Siwon domain in metaphorical thinking. The analysis of English and Chinese auto plane advertisements shows that: In addition to humans and animals themselves, more people or animals are regarded as Siwon domains, such as athletes, heroes, models, dancers, swordsmen in human beings, and the tiger, the rabbit, the peacock, the leopard, the camel in the animal. This is because in the long term population development, all kinds of people and animals have accumulated some outstanding characteristics, such as athletes’ strength, the elegance of their models, the prestige and supremacy of the tiger, the dexterity and intelligence of the rabbits. With the continuous development of society, these characteristics gradually integrate into the people's thinking, and then become the solidified knowledge structure to be used to understand his objects and abstract concepts.

Difference analysis: our study shows that in the English and Chinese auto plane advertising multimodal metaphor, the highest frequency of metaphorical categories is different. Although the human metaphor and the animal metaphor are the main categories of English and Chinese ads for the multimodal metaphor, but from the statistics of Table 1, it is easy to see that in Chinese advertising corpus, human metaphor has absolute advantage. In English advertising corpus, animal metaphor is in the leading position. The difference between Chinese and western traditional cultural concepts determines the difference. The Chinese traditional culture advocates “the unity of heaven and man, the fusion of things and things”, the heaven is all things, and person is one of them. The person who is the subject of cognition and the heaven which is the object of cognition are interdependent and cannot be cut apart. In comparison, the western traditional culture thinks “the human center”, namely, the basic relationship between human beings and all things is opposites and separate. All things in the world are dispatched by human beings. Under the guidance of this thought, the western traditional view of animal think that animal in essence is a tool for human use. The car is one of the main transportation tools in modern times, and it also has the attribute of tool. It is a natural choice for westerners to use well known animal to metaphor a car. In addition, cultural experience plays a different role in the recognition of the multi-modality metaphor of English and Chinese automobile plane advertisements in the Siwon domain. In the Chinese auto plane advertising corpus, the recognition of the 16 multimodal metaphors in Siwon domain requires the involvement of cultural experience in different degrees.
4. Conclusion

As a new development of metaphorical research and multimodal discourse analysis, multimodal metaphorical theory needs to be improved in many aspects. Multimodal discourse analysis can provide an important method for interpreting the realization of metaphor in images and multimodal discourse. Based on the conceptual metaphor theory of cognitive linguistics, this paper makes a contrastive analysis of the multimodal metaphors in English and Chinese auto plane advertisements. The analysis shows that human metaphors and animal metaphors are the main categories of multimodal metaphors in English and Chinese Plane Advertisements. But human metaphor occupies the dominant position in Chinese plane advertising, and animal metaphor has the highest frequency in English plane advertising. The Siwon domains in the multimodal metaphors of English and Chinese print advertisements are specific objects, and the recognition of Siwon’s domain in some Chinese print advertisements requires the involvement of relevant cultural experience. However, the recognition of Siwon domain in the multimodal metaphor of English auto advertising is rarely linked to cultural experience. The basic generality derives from the roughly similar physical experience of human beings, and the difference is from “the unity of heaven and man” in China and “the two points of the subject and the guest” in the West.

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