

## Analysis of Metaphor in Ads From Cognitive Perspective

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### ABSTRACT

Previous researchers at home and abroad mainly drew their attention to studies on eternal forms of ads. Audience's thinking processes of ads were not systematically explained. In recent years, the analysis of ads from a cognitive perspective is promising. Cognitive analysis of ads is meaningful to explore ad receivers' transference of their cognition as a result of the realization of promotion. Metaphor focused on cognitive linguistics. Cognitive linguistics is widely used in advertising communication so as to make advertising promotion go on successfully. The analysis of metaphors in ads will show us functions of metaphor in advertising discourse. Cognitive linguists consider metaphor, which is pervasive in our ordinary language, as a important mechanism of cognition and a mode of thinking of human beings on conceptual level. In this thesis the author takes a cognitive method to analyze ads.

**Keywords:** advertisements; metaphor; cognitive analysis.

### INTRODUCTION

Nowadays, people are confronted with ads whenever they are. The research on advertising is interesting. Many scholars abroad have obtained great achievements on the studies of ads. One of early researches on ads is *English in Advertising* written by leech( leech,1966) . Later, some works talk about it from different perspectives. For instance, vestergaard and Schroder's the *Language of Advertising* (Schroder,1985) relates the structures and functions of ads from the angle of sociolinguistics. It provides some linguistic strategies for advertisers to realize communicative intention. Cook and Tanaka's *Discourse of Advertising* analyzes how to succeed in communication between advertisers and audience by the analysis of written ads from the perspective of pragmatics with the guidance of Relevance Theory. In china, zhao Jing's book *Advertising English*(Zhao Jing,1992) is a representative masterpiece. She analyzes ads' characteristics of lexicon, syntax, and rhetoric, from then on, a large number of scholars follow the step and they discuss ads in a different light. Nibaoyuan's *Rhetoric and Advertising language*(Ni Baoyuan,2001) approaches it from the angle of rhetoric.(Huang Guowen, 2001) explains ads from the perspective of functional grammar. Furthermore, his study takes discourse into consideration. Previous researches draw their attention to external forms of ads. And they mainly concentrate on analyzing ads in aspects of lexicon and sentences and discuss characteristics of ads and functions of persuasion. However, they don't systematically explain the audience's thinking process of ads. In recent years, a new research trend that is the study of ads from a cognitive perspective has appeared. It is meaningful to explore ad receivers' transference of their cognition as a result of the realization of promotion. As a important mechanism of cognition, metaphor is widely discussed in cognitive linguistics. It is also used in advertising communication between advertisers and audience and makes the communication occur successfully. The analysis of metaphors in ads will show us functions of metaphor in advertising discourse. At present, the kind of research is budding. For example, Forceville's *Pictorial Metaphor in Advertising* (1996)focuses on metaphor in ads and touches on the mechanism of people's thinking. It is necessary to make a further study. This thesis consists

of five parts. The first part introduces the background of writing this thesis; The second part introduces metaphor theory, conceptual integration theory, and advertising planning and metaphorical expression strategy. The third part analyzes the application of metaphors in ads from three perspectives, and that are cognitive analysis of ontological metaphors in ads, cognitive analysis of structure metaphor in ads, and cognitive analysis of orientation metaphor in ads. The last part is conclusion.

## THEORETICAL REVIEW

### Introduction to the Metaphor Theory

Metaphor have both a broad and narrow definition. In the broad definition the definer regard all rhetorical language as metaphorical language, and it is controlled by different things. Ancient' Aristotle and modern' George Lakoff and Mark Johnson fall into this school. In the narrow definition the definer thinks that we should distinguish metaphor with other rhetorical language. In this thesis the author uses the former and thinks that metaphor is a kinds of cognitive mechanisms. It can be used to express "A + verb + B" (A and B belong to different conceptual domains). Metaphor can help us to understand and recognize new things by already familiar things, or help us to understand things from a new perspective. Understand working and understanding mechanisms of metaphors is the important prerequisite to determine the cognitive mechanisms of metaphor. In his interaction theory Richards think that metaphor involves two concepts which are Dynamic thinking of ontology and Vehicles so as to a concept definition thus become another parameter of definition. He saw the universality of metaphor, but also pointed out the relative and interactive characteristics of metaphor understanding; but he rejected the similarity between the ontology and the vehicle body. Lakoff and Johnson believe that the conceptual system of dominating our thinking and action naturally is a metaphor. Metaphorical concepts are systematic, but at the same time there are selective nature of part metaphorical meaning and create similar characteristics between ontology and vehicle body.

### Introduction to The Conceptual Integration Theory

Lakoff and Johnson's theory of metaphor reveals the nature of mind of human , but for the metaphorical work and understanding mechanisms of metaphor, we need a further clearer theory --- conceptual integration theory. In 2002 Gilles Fauconnier and Mark Turner published *The Way We Think-Conceptual Blending and the Mind's Hidden Complexities*. In this book they put forward the conceptual blending theory. They admit that metaphorical thinking is a universal cognitive mechanism, pointing out conceptual integration theory can explain another thinking operation mechanism of all imaginative thinking activities included metaphors, and it is full of imagination, but it covers the most simple thinking operation of human.

Its basic elements consist of four mental spaces --- two input spaces, a conceptual generic space, and a conceptual integration space. Two conceptual input spaces represent the domain of ontology and the vehicle body. It can be extracted the common features of the concept, as well metaphor reflects the part features of ontology concepts through metaphor body; two concepts input space representative body metaphor and conceptual domains respectively Vehicles concept belongs features; ch by refraction of generic space , concepts of the two input space has integrated the integration of concept in space, that is the production and comprehension of metaphor. This process occurs in brain of metaphor manufacturers, and it can explain all the imaginative thinking process. In 2004 In the *Space Mapping and Conceptual Blending* Wang xiaohong put forward that it should be added an output space in the process of conceptual blending, representing the result of creative integration process. He also pointed out that in the integration process there are important vertical relationships among the generic space , the integrating space, and the output space. The author use conceptual blending

theories to explain the working and understanding mechanisms of human metaphorical thinking.

### **Introduction to Advertising Planning and Metaphorical Expression Strategy**

Advertising is not only an art but also a science. Art comes from its writing, design and fascinating information presentation; science comes from strategic thinking. Advertising information is not arbitrary moment of inspiration; expression of information is to achieve specific goals. Therefore, the author use specific advertising strategies to achieve communication objectives for each advertisement. Advertising strategies include advertising plans.

In the advertising goals we should firstly clear advertising message which needs to be done. In general, advertising is to establish, modify or enhance the audience's attitude towards the product to make audience try, buy advertising products, and replace the previous brand. Brand advertising will be aimed at creating the image or personality for the product in the minds of your audience. Establish a unique position for the brand in the minds of the audience. Secondly, we need to be clear the advertising information's impacts on the audience. The impact of advertising is hierarchical. The pattern think-feel-do of Michael Ray makes us reach a purchasing state through a series of reflections. We ponder product advertising, and then format its attitude to it, and finally we take action to try or buy products. The impact level is divided into cognitive level, affective level, and conative level. In this mode advertising audiences are active thinkers of advertising information. Brand personality and image can create a sense of familiarity to known products. A brand represents a particular product; it is an image of the hearts of the audience. It can reflect the feelings and attitudes of audience to products. A brand image is a mental image and it may reflect the way that the brand is perceived by the audience. Product personality refers to character of people. Product personality is part of the product image. Behind every good ad it has a creative concept, and one can make the information unique, attract attention and memorable ideas.

JamesWebbYoung in *A Technique for Producing Ideas* pointed out the new idea is a new combination of different concepts, and the ability to combine different concepts derived from the ability to see relationships between different concepts. A new idea is that combine the two previously independent concepts and through this combination we can create a new relation, giving people a new perspective of looking at things, and make people from familiar to become fresh; make people from unfamiliar become familiar. People use liberal and Lenovo's skills in creative thinking; it can be visual, and language may be available. Start from the pictures and language. Of course, a simple drawing and language can express creative thinking.

From above all points we can see that the advertising plan includes the expression of creative thinking, and its forms of expression, including language and pictures. In other words, metaphorical expression is an important part of the advertising strategy.

### **Application of the Metaphors in Advertisements**

Metaphors are interesting and they are omnipresent in our life. People employ lot's of metaphors in their daily life. According to traditional metaphorical theories, metaphor is a kind of figure of speech or play of words. But in the contemporary metaphor theory, metaphor is a cognitive tool which is used to perceive and conduct abstract reasoning. In the cognitive linguists' view, metaphor is the understanding of one conceptual domain. For example, we talk and think about life in terms of stage's death in terms of exits, birth in terms of entrances;

knowledge in terms of wealth and so on. To capture this view of metaphor, in a convenient and short way, we call it conceptual metaphor. In cognitive linguistics, metaphor consists of two conceptual domains: the source domain and the target domain. It is presented by a simple formula; x is y, in which x is the target domain and y is the source domain. The target domain x is understood in terms of the source domain y. For instance, in the case love is a journey, love is the target domain whereas journey is the source domain. Whenever love is compared to journey, the two domains correspond to each other in a way which help us to interpret love as journey and enable us to feel love more exactly and clearly. Conceptual metaphors are classified into three categories: Ontological metaphors, structural metaphors, and orientation metaphors by Lakoff and Johnson. The following is some application of these metaphors in advertisements. Metaphorical thinking of human reflects in the successful and effective advertising, the advertising creators use this metaphor strategy to convey the advertising information effectively to the target audience, and using creative thinking with free association techniques to give the target audience a new perspective. Establish rapidly the chain of the title and metaphor, and generate a new feelings and attitudes to advertising products and locate a special and unique image in the minds of the audience.

Example 1. Sailing automotive batteries slogan: a good horse with a good saddle, a good car with sails.

The advertisement contains an obvious analogy: a good car --- a good horse; Sailing batteries -- good saddle. The "car", "battery" are the ontology, and "horse", "saddle" are as metaphor. The relationship between the "good horse" and "good saddle" is at the end of metaphor. It is a ontology - Vehicles - metaphor bottom metaphor. By the concept shown above, we can see that through the grasp of the psychological ideas of audience advertisers hope to have a good horse which is as the good car. Combining common sayings background --- "People rely on clothes, and horses rely on saddle", and with a good premise that good horse must have a good saddle. The author put forward a novel analogy: the battery Sailing is a good saddle of a good car. Making it easy to understand the purpose of advertising, and the analogy combined with sayings background also attracts new audiences. Let it reach purposes of memorable advertising information and become a classic advertising slogan.

Example 2. Dove chocolate slogan: milk fragrant, silky feel.

From the Dove chocolate advertisement, we can see the creative language of creators of ads and also see the associations inside audiences. It contains a "Ontology" (Dove chocolate with milk) - "Vehicles" is wire with existing metaphors. The reason it qualifies as a classic is that the psychological experience of "silky feel". It is able to describe fine and smooth feeling of chocolate with silk, and it is rich enough to imagine. Make full use of synesthesia experience, and make the power of language reach to the limit.

Example 3. De Beers diamond advertising slogan: (A diamond lasts forever. DeBierres) .

Although this De Beers diamonds advertisement appears only a "ontology" --- but diamonds can give people more connotations, and it makes people not forget.

Background knowledge in the audience's brain --- Diamond is the witness of love and marriage, and men often give diamond to women as marry gifts; so the "diamond" is forever, and the quality of forever is mapped to the concept of love domain. So the audience will get the advertising message: Buying De Beers diamonds will not only get diamond which has a forever quality, and love will be forever like a diamond. It gives diamonds the new value; from another dimension the value of love is raised to a sufficient height. It does give the diamond the most wonderful concept.

Example 4. China Unicom's brand slogan: create a world without distance for you!

In this brand slogan of China Unicom appearing only a “metaphor Body”--- no distance in the world. Good information and communication service allow us to contact with people located anywhere in the world, and this is the meaning of the concept “global village” in information age. And messages expressed in this ad's are: If we have “China Unicom”, we will have the best information services in information age and will have a world without distance. Points of innovation of Advertising information are conveyed clear, and are easy to reach the propaganda purposes in hearts of the audience.

### **Cognitive Analysis of Ontological Metaphors in Ads**

We human beings live in a physical world and our experience gained from human body and all the objects around us provides the physical basis for us to understand the abstract concepts. Besides the directions in the space we live. We can also understand the abstract concepts through these physical things that we can see and touch. This cognitive process is related to ontological metaphors. Just like Orientation metaphors, ontological metaphors are widely used in English advertisements too. In ontological metaphors we treat those abstract things such as thoughts, emotion, and psychological activity as concrete things. That is to say, we treat a abstract concept as an entity in ontological metaphors. These concrete things may cover a very large scale, but in this paper I will mainly focus on human being and container which are often used as source domains in this kind of conceptual metaphor.

#### ***Using food as the source domain***

Now, let's start the analysis from an advertising slogan of Coca cola corporation in which an abstract concept is treated as a concrete thing-food. Most of us may be very familiar with this slogan.

Example 1: *Life tastes good (Coca cola)*

Example 2: *what if night's dinner could become an Ipod. (Ipod The Times Magazine)*

In Example 1 Our discussion only focuses on the ontological metaphor contained in this slogan “Life tastes good” itself. Needless to say, life is an abstract concept. Although we always talk about life, it seems that nearly no one can give us a satisfying description about it. It is very easy for us to describe the shape and taste of an apple, but it is just another case when it comes to life. What is life? Different people have different ideas for we can not see or touch it as we do to an apple. In this advertisement life has become something that can be tasted just as the food we eat. Thus, an abstract thing has been put together with a concrete thing-a certain kind of food. In this conceptual metaphor, life is the target domain and food is the source domain. Therefore Our understanding of life is based on our experience gained from food. Of course, this advertisement aims to advertise the good taste of Coca cola, and more exactly this advertisement should be rewritten as “life with Coca cola tastes good” or “Coca cola makes the life taste good”. In either case, our understanding of life is still based on an entity- food, in the second example the good feeling brought by Ipod music is regarded as food, and this doesn't happen by accident, which proves that food is a very important physical basis for us to express our feeling or emotion.

#### ***Using human being as the source domain***

Besides food, the application of human being as an entity is also typical in English advertisements. On some occasions, our understanding of non-human being things which are

hard to understand are based on our understanding of the motives, features, and activity of a human being. Sometimes, we compare a certain product or the service of an organization such as a company and bank to the activity of a human being. We may have a good understanding of such ontological metaphors from analysis of the following examples.

Example 1: *To save and invest, talk to Natwest. (Natwest bank)*

Example 2: *Come and talk to the listening bank. (Midland bank)*

Example 3: *Commerce bank. Ask. listen. Solve. (commerce bank)*

Example 4: *Because the city never sleeps. (Citibank) (All from how to spend it magazine, 2008)*

These four advertisements all contain such a conceptual metaphor: a bank is a human being, in this conceptual metaphor, the source domain is a human being, and the target domain is a bank. In financial industry, the service quality of bank is the determinant factor for its success and long-run development. Therefore a good bank must learn to win the customer's trust by offering good service. To achieve this goal, a bank has to find the key point in the service. And make break-through at this point. We know that almost all the customers are concerned about their own interests, and they may have much worry before they make the decision to deposit their money or invest in the bank. Under such a circumstance, it is of great significance for the banks to have the ability to understand the requests and worries of their customers. Therefore the first step to attract the customer lies in the bank's communication skills, which enable a bank to understand its customer and make the customer have a understanding of its service. As we know, a good communicator should first be a good listener. Only in this way can a bank know the requests of its customer, and thus offer the service that caters to the demand of the customer. In example 1, 2, and 4 we see that the bank has become a good listener which draws the distance between the bank and its customers closer and makes the customers feel that they are respected and their requests can be met. In these three examples, the human being activity listen is emphasized, and it is the physical basis for us to understand the abstract concept that the bank is concerned about its customers' requests. Basically, the advertisements which use human being as a source domain tend to emphasize a certain activity of human being. We can see this point more clearly when we analyze example 4. In example 4 the source domain for the ontological contained in it is also human being, but the activity of a human being emphasized has changed.

It is easy to see that the activity emphasized in example 4 is sleep, which indicates that the abstract concept to be explained is different from the first three examples. From common sense, we know that a person is not patient or tired when he or she falls asleep during the communication. To a bank, falling asleep during its service means it has a very bad service attitude or it is not competent to supply a 24-hour service. In example 4 we know that Citibank can supply a 24-hour service for its customers, and hence it is very convenient for customers. Therefore, the activity of sleep is emphasized in this advertisement.

Taking human being as the source domain is very popular in designing advertisements. Except for the examples listed and analyzed above, we can also find its application in advertisements related to products such as cosmetics, lotion, camera, wine, electricity, watch, perfume.

Example 1: *chasing army.*

*From small-town American waitress to Hollywood superstar, Miss Adams is enchanting us all. (Amy The Times Magazine)*

Example 2: *Did you know we are exfoliators?*

*That's why clarifying lotions can help refine the appearance of pores, smooth texture, create a healthy glow. (Clinique The Times Magazine)*

Example 3:

*It can capture everything you see. And some things you can't. (Nikon The Times Magazine)*

Example 4: *Is your wine gasping for air?*

*New Rabbit Aerating Power comes to the rescue!*

*Red wine has to "breathe" to realize its full potential in flavor and bouquet. Now you can give wine a breath of fresh aeration without a decanter--with the Rabbit Aerating power, simply...*

*Rabbit Aerating power The New York Style Magazine (2009 women's fashion spring)*

Example 5:

*Love has a color and name (Coutier the New York Style Magazine)*

Example 6:

*when it comes to managing scarce resources, Bosch leads the way. Designed to perform, built to last. (Bosch The Times Magazine)*

Example 7:

*Minute Men. They are on orange alert. (Bell&Ross The New York Times Style Magazine)*

Example 8:

*Introducing the new fragrance for men. (Dolce&GABBANA The Time New York Times Style Magazine)*

Example 9:

*Natural Skin Care Expert (Wilding Care The New York Times Style Magazine)*

In all these examples, we can find that all the products advertised are treated as human beings. In example 1, the product Amy is treated as a charming person that attracts the attention of the women. In example 2, the product has been seen as a person who is specialized in exfoliating dead cells. The product advertised in example 3 has become a person who can help the customer to capture the beautiful scenery. In example 4, wine has been endowed with some features of human being that can breathe. As to example 5, 6, 7, 8 and 9, the products advertised all have some certain features or activities that a human being can have and perform. This has proved the fact that human beings can have and perform. This has proved the fact that human being is often chosen as the source domain in designing advertisements that contain conceptual metaphors. The reason is that we human beings began to recognize the physical world around us firstly from the things that are near to us, and human beings are nearest to us from the time when we are born. In a sense, human being is a very good physical basis for us to understand the world, and basing our understanding of some thing new and unfamiliar on the understanding of a human being is a good method.

### **Cognitive Analysis of Structural Metaphors in advertisements**

Structural metaphor enables us to use one highly structured and clearly delineated construct another concept of the argument and how we carry it out is deeply rooted in our knowledge and experience of the physical world. When carrying out an argument, a debater will always

have his or her enemy:an opponent. He or she will try to defend themselves from being attacked by the opponent. The process of how to win an argument is, to a great extent, the same with the process of winning a war. When the humans and animals are involved in a combat, they will try their best to fight for what they want such as mate, women, food, territory,land and power. No matter how specific their tactics related to war are, they will always follow the same procedures:possessing and defending their territories, attacking the enemy, defending in the war, counterattacking the enemy, retreating from the battle field, and then surrounding the enemy to win the war. In a war, one side will always assemble their army to make analysis about situations, find out the weak points of their enemies and fight hard to win the war. In an argument, both of the two sides will spare no effort to hold their own points of view and defeat their opponents, and in this way they will try to state their premises, cite strong supporting evidence and finally draw a conclusion in the debate. After taking out the whole process of an argument, one side of the debate will be defeated and the other side will be the winner. As lakoff(1980)pointed out, structural metaphor constructs partly the concepts in our daily life and then reflects them in the language we use every day.In the following study, we will have a close look at how these concepts are used in English advertisements by choosing examples from various areas.

### Structural Metaphor: *Skin Care Is a war*

Firstly, in order to make it clear what concepts are metaphorical and how they construct the concepts in our daily life,I will take the concept “skin care”which is often seen in cosmetic advertisements and its corresponding conceptual metaphor English advertisements. We can find that a lot of advertisements of this kind are used in cosmetic product advertising. All the advertisements listed here under contain the structural metaphor:skin care is war.

Example 1: *Defeat the shine!(Biotherm)*

Example 2: *Biotherm T-pur Anti-shine program. (ibid)*

Example 3: *Blemish Control (ibid)*

Example 4: *To combat such blemishes, Biotherm Homme has concentrated its expertise into a line of targeted ultra-effective skin care products... (ibid)*

Example 5:*No cleanser gives you more ways to fight blemishes. (Phisoderm.Cosmo)(All from Slogan Database)*

Example 6: *Cheap and cheerful. Can an anti-wrinkle cream that costs 5 yuan really do the job? It taps into the suspicion that the true content of many creams is a mix of hype and hope. (Amie The Times Magazine)*

It is clear that we don't just talk about skin care in terms of war, but rather we seem to fight or combat in skin care. We can take those factors which cause people's skin to suffer from the problems such as biological aging.UV and free stress as the opponents in this skin-care war. In order to prevent our skin from getting hurt, we have to fight against those opponents. Therefore, we will have target goals and use strategies in this war. Many of the actions we adopt in this skin-care war are partially structured by the concept of a real war. Although this is not a physical battle with real guns in nature, the structure of skin-care war such as “fight”, “protect”, “defeat” and “damage”all reflect the process of a real war. In this way, we understand that the metaphor skin care is war constructs the actions we perform in skin care. In this



conceptual metaphor, war is the source domain that the advertising keeps employing, and it comes from our bodily or cultural experience from a real war. Being involved in the war, we will meet our opponents, and their attacks will cause damage or losses to us. Thus, we have to take the necessary measures to protect ourselves and make counterattacks to defeat them. It's just the same process taken in the skin-care process. Suffering from the troubles with our skin, it is just natural that we imagine the structure of a real war, and hence take those actions just as we perform in the war.

### **Cognitive Analysis of Orientation Metaphors in Ads**

The last kind means organizing a whole system of concepts with respect to one another. Most of orientation metaphors have to do with spatial orientation up-down, in-out, front-back, on-off, deep-shallow, central-peripheral. They are related to people's physical and cultural experience. For experience, Happy is up and sad is down. When we are happy, our physiological representation is up. On the contrary, when we are sad, the representation is down. So there are such expressions:

*She is in high spirits.*  
*His spirits were so low.*

Lakoff & Johnson sum up other orientation metaphors and they point out their physical basis. More is up and less is down because the quantity is related to our observation. It looks higher if we add something more to a container or a pile of goods. High status is up and low status is down because status is correlated with social power and physical power. Being powerful is up. Good is up and bad is down because almost all good things such as happiness, health, and power are up.

#### Persuasive Functions of Orientation metaphors in ads

Example 1: *America's most advanced assembly plant is up and running-hyundai.*  
*(The Atlantic Magazine, Sept, 2005)*

Example 2: *The new Jetta. It's all grown up.--New Jetta.* *(the New Yorker magazine, May 24, 2005)*

Example 3: *Your flagship has come in.-BMW* *(The Atlantic magazine, Nov, 2005)*

Example 4: *The result of a higher mission. Over the past ten years, honda has achieved the highest average fuel economy of any automaker, which makes for better cars. Increased competition to create better technology. And, our ultimate goal, a clear environment.*

We make use of our perception of spatial orientations such as "up" and "down" to understand unfamiliar or abstract things. Words: "up" and "down" stand for positive meanings. Upward orientation tends to go together with positive evaluation, while downward orientation with a negative one...various spatial image schemas are bipolar and bivalent. Thus, whole, center, link, balance, in, goal, front are most regarded as positive, while their opposites, not whole, periphery, no link, imbalance, out, no goal, and back as negative. In example 1--4, up, in and high reflect active trends. Their positive evaluation of image schema strengthens our perception of cars.

## CONCLUSION

In traditional point of view, metaphor was taken as a language phenomenon; while cognitive linguists consider metaphor, which is pervasive in our ordinary language, as a important mechanism of cognition and a mode of thinking of human beings on conceptual level. In this thesis the study takes a qualitative method to analyze ads. In the first part the author introduces the general account of previous researchers on ads. In the second part the author makes an introduction to metaphor theory. In the most important part the author write the application of metaphors in ads from perspective of cognitive linguistics. There are three applications of metaphor: ontology metaphor, structure metaphor, and orientation metaphor. Most data are obtained from an internet database. For enrichment, others are picked up from popular English magazines. On the basis of contemporary metaphor theory and collected data, it attempts to make a systematic examination of metaphors in advertising discourse from a cognitive aspect. Advertisements are a pervasive kind of communication of messages with practical and clear communication aims in today's society. In the common catching and effective advertisements, metaphorical expressions are applied by the ad creators as a strategy to achieve the effective conveyance of the advertised messages or concepts to the target audience. Based on some academic knowledge of advertising and the two cog-linguistic principles, this paper illustrates that metaphors in advertising are a most appropriate example of human metaphorical thinking. And the expressions of metaphor show the creative ideas of the ad creators and help the audience build up conceptual integration networks in their mind while understanding the metaphors.

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