METAPHORS IN COFFEE ADVERTISING SLOGANS

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Abstract: Conceptual metaphors are noticeable in everyday life, not just in language but in thought and action. They can be found in many life aspects such as advertisements. Through advertising slogans of products, especially coffee, metaphors are used. This paper aims to identify and analyze both the conceptual metaphors and the creative metaphorical linguistic expressions used in coffee advertising slogans and the possible reasons why a certain source domain is chosen for the coffee target domain. The findings of this paper are that conceptual metaphors are used extensively in coffee advertising slogans to arouse customers' interest. Good and creative coffee advertising slogans depend on well-chosen conceptual metaphors. This expands some new conceptual metaphors in our everyday life since advertising slogans contain brief and short sentences, even not in a full sentence, there could be more than one possible interpretation for each slogan. Different people may have different interpretations. No matter the understanding achieved, the advertising slogans main focus is to deliver a positive message and to promote the products.

Keywords: metaphor, conceptual metaphors, advertising slogans

Abstrak: *Metafora konseptual terlihat dalam kehidupan sehari-hari, tidak hanya dalam bahasa tetapi dalam pemikiran dan tindakan. Mereka dapat ditemukan dalam banyak aspek kehidupan seperti iklan. Melalui slogan iklan produk, terutama kopi, metafora digunakan. Makalah ini bertujuan untuk mengidentifikasi dan menganalisis metafora konseptual dan ekspresi linguistik metaforis kreatif yang digunakan dalam slogan iklan kopi dan kemungkinan alasan mengapa domain sumber tertentu dipilih untuk domain target kopi. Temuan dari makalah ini adalah bahwa metafora konseptual digunakan secara luas dalam slogan iklan kopi untuk membangkitkan minat pelanggan. Slogan iklan kopi yang baik dan kreatif bergantung pada metafora konseptual yang dipilih dengan baik. Hal ini memperluas beberapa metafora konseptual baru dalam kehidupan kita sehari-hari karena slogan iklan berisi kalimat singkat dan singkat, bahkan tidak dalam kalimat penuh, mungkin ada lebih dari satu interpretasi untuk setiap slogan. Orang yang berbeda mungkin memiliki interpretasi yang berbeda pula. Terlepas dari pengertian yang dicapai, fokus utama slogan iklan adalah untuk menyampaikan pesan positif dan mempromosikan produk.*

Kata Kunci: Metafora, Metafora konseptual, Slogan iklan

1. INTRODUCTION

The areas of linguistic semantics do not only deal with 'literal' meaning, but also with semantic phenomena that called 'figurative' or 'non-literal' meaning, such as metaphor. The study of non-literal meaning, especially metaphor, has become much more important in recent years, partly because "semanticists have begun to realize how prevalent it is in everyday language"(Hurford, Heasley, & Smith, 2007, p. 328). Metaphor is noticeable in everyday life, not just in language but in thought and action. "Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature"(Lakoff & Johnson, 1980, p. 4). In other words, our reasoning or opinions, emotion and action are conceptualized and structured metaphorically.

Metaphors are applied in many kinds of people fields' life such as, politics, education, economy, entertainment, industry, and other fields. As the development of today's media industry and commercialization in many aspects of human's life, advertising, as one of the most efficient way to publicize and sell products such as food or beverages, is taking a role as a part of people's everyday life. It is impossible for us not to encounter a single advertisement. Advertisements are everywhere. The advertisements power of selling and publication depend on the power of words used. Here, the conceptual metaphors are taking part. An appropriate and well-chosen metaphor will play important role in selling a certain product.

Some previous studies focusing on metaphors in advertising have been conducted. For instance Tjirakusuma (2013) has conducted a research focuses on pictorial metaphors in food and beverages advertising discourse. She revealed through the use of conceptual metaphors in pictures that are more interesting and eye catching than the verbal ones, advertisers do not need to say their real purpose of selling the products and usually these pictorial metaphors (Tjitrakusuma, 2013). Another study conducted by Charles Forceville (2000) about pictorial metaphors in computer advertisements. He found that computer advertisements make extensive use of pictorial metaphors. By using a pictorial metaphor is thus an economical way of both attracting attention and making a positive claim about a product (Forceville, 2000).

It seems that among the previous studies, there is less attention in the use of conceptual metaphors in the slogans of advertising. The power of words used in slogans of advertising perhaps is the most influential aspect. Among many types of advertisements, this study mainly focuses on the slogans in the field of coffee advertising and discusses the metaphors used in those slogans. The aims are to: identify and analyze both the conceptual metaphors and the creative metaphorical linguistic expressions used in coffee advertising slogans and the possible reasons why a certain source domain is chosen for coffee target domain.

This paper covers introduction for the first part, and the next is theoretical framework. The third section is a brief description of the method, and discussion is the fourth. The last part will be the conclusion.

2. METHODOLOGY

This paper uses a qualitative method through identification and analysis. First, the coffee advertising slogans from the source are selected. After that, the metaphorical use of words and expressions is identified. Then the theory of conceptual metaphors will be applied in the analysis and discussion of those metaphorical expressions.

In the discussion, the writer will use four points of metaphors; conceptual metaphors, conceptual domains in metaphors, conceptual metaphors and metaphorical expressions, types of metaphors, and creative metaphors.

2.1 Conceptual Metaphors

So, what are conceptual metaphors? According to the metaphors general review from *Metaphors We Live By*(Lakoff & Johnson, 1980, pp. 116-117) in *A Glossary of Semantics and Pragmatics* (Cruse, 2006, p. 31) and *Semantics: A Coursebook* (Hurford et al., 2007, p. 331), "metaphors are conceptual (mental) operations reflected in human language that enable speakers to structure and construe abstract areas of knowledge and experience in more concrete experiential terms". The basic idea is a conceptual metaphor is a figurative comparison in which one idea (conceptual domain) is understood in terms of another (Nordquist, 2015).

Nordquist (2015) elaborates that the word metaphor itself is a metaphor, coming from a Greek word meaning "to transfer" or "to carry across". So, metaphors carry or transfer a meaning from one word to another. Metaphors imply a comparison which is made between two different things that actually have something in common.

2.2 Conceptual Domains in Metaphors.

Related to the view of metaphors elaboration, we have to understand the knowledge areas of conceptual domains in metaphors. There are two kinds of domains or areas knowledge in metaphors. They are the source domain and target domain (Hurford et al., 2007, p. 331), (Lakoff & Johnson, 1980, p. 266).

A source domain is the conceptual domain from which we draw metaphorical expressions to understand another conceptual domain. It is typically understood through our sensory experiences in and with the concrete or physical world around us. The other domain called a target domain is the conceptual domain that we try to understand through the use of source domain. It is typically abstract area of knowledge that we try to understand.

There is a kind of conceptual mapping or projection between source domain and target domain in which areas knowledge of source domain are mapped or projected to areas knowledge of target domain in order to construe and structure the target domain in a way that makes it more accessible to human understanding (Hurford et al., 2007, p. 331). In this process, Nordquist (2015) describes "in understanding one domain in terms of another domain involves a set of fixed correspondences". To know a conceptual metaphor is to know the set of mappings or projections that applies to a given source-target pairings(Kovecses, 2010).

2.3 Conceptual Metaphors and Metaphorical Expressions.

There is a difference between metaphorical expressions and what Lakoff and Johnson (1980) called conceptual metaphors, "which is considered to be synonymous with metaphorical concept" (Kertész, 2004, p. 48). According to Kertész (2004), the relationship between metaphorical expressions and conceptual metaphors or metaphorical concepts deals with three aspects:

a. The linguistic manifestations of conceptual metaphors are metaphorical expressions.

"Metaphors as linguistic expressions are possible precisely because there are metaphors in a person's conceptual system"

(Lakoff & Johnson, 1980, p. 6). Conceptual metaphors do not function individually, but through a network of metaphorical expressions. This illustration taken from *Cognitive Semantics and Scientific Knowledge* (2004) by AndrásKertész may give a better understanding:

Conceptual metaphor: LOVE IS A JOURNEY

Metaphorical expressions:

> *This relationship is foundering,*
> *We are going nowhere,*
> *This relationship is a dead-end street,*
> *we are at a crossroads, etc.*

There is a mapping or projection between the source domain, a journey, and the target domain, love. When a journey is mapped or projected onto love, the two domains correspond to each other in a way which enables us to interpret love as a journey. And those metaphorical expressions above construed from the conceptual metaphor of LOVE IS A JOURNEY.

a. Since metaphorical expressions are connected and tied in a certain and systematic way with conceptual metaphors, "*we can use metaphorical linguistic expressions to study the nature of metaphorical concepts and to gain an understanding of the metaphorical structure of our activities*" (Lakoff & Johnson, 1980, p. 7).

b. Conceptual metaphors facilitate generalizations of metaphorical expressions in everyday language use. "*Without conceptual metaphor a large range of generalizations cannot be stated*" (Lakoff, 1990, p. 42)

2.4 Types of Metaphors.

According to George Lakoff and Mark Johnson in their book Metaphors We Live By (1980), there are three kinds of metaphors; structural metaphors, orientational metaphors, and ontological metaphors.

a. Structural Metaphors.

Structural metaphors are abstract metaphorical systems in which an entire (typically abstract) complex mental concept is structured in terms of some other (usually more concrete) concept (Hurford et al., 2007, p. 333). Lakoff and Johnson stated that structural metaphors are cases where one concept is metaphorically structured in terms of another. Source domains here are providing frameworks for target domain (Knowles & Moon, 2004).

From metaphorical expressions illustrated by Hurford et al. (2007) as the following: *(1) Her point of view is indefensible. (2) They attacked everything we said. (3) I finally won/lost the argument. (4) She defended her claim that the moon is habitable. (5) We demolished their argument. (6) My strategy against their argument was weak. (7) Our criticism of his claim was right on target.* , we can see the words like defend, attack, win, lose, demolish, etc. Those words provide evidence that argument activities are conceptualized in terms of something that we understand more readily, namely, physical conflict or war activities. Therefore, English has the structural metaphor ARGUMENT IS WAR (Hurford et al., 2007, p. 333), (Lakoff & Johnson, 1980, pp. 62-63).

b.   Orientational Metaphors.

The second type of conceptual metaphors is orientational metaphors. Orientational metaphors give concepts spatial orientation by associating an abstract knowledge area with some aspect of experiential knowledge grounded in how human beings understand their orientation in physical space, i.e. UP-DOWN, FRONT-BACK, IN-OUT, ON-OFF, etc (Hurford et al., 2007, p. 335), (Lakoff & Johnson, 1980, p. 15). In other words, an orientational metaphor is a figurative language that involves spatial relationships. Orientational metaphors deal with both physical and culture elements (Lakoff & Johnson, 1980, p. 18). So we could associate that UP is positive and DOWN is negative.

Such the following metaphorical expressions as: *(1) I'm feeling up today, (2) That movie boosted my spirits, (3) Her spirits rose at the news*, depicts that the subjects are in a physically UP position. Lakoff and Johnson call this metaphor HAPPY IS UP. Another example of orientational metaphors suggested by Lakoff and Johnson is *John is at a peak of health*. The expression shows that John's health is in a physically UP position. Its conceptual metaphor called HEALTH IS UP. While in other expression such *He came down with the flu*, his health is in a physically DOWN position. Its conceptual metaphor called HEALTH IS DOWN.

c.   Ontological Metaphors.

The last type of metaphors according to Lakoff and Johnson is ontological metaphors. Ontological metaphors help structure our understanding of abstract concepts and experiences, such as events, activities, emotions, ideas, etc., in terms of our experience with actual physical objects and substances in the real world (Hurford et al., 2007, p. 336). In other words, ontological metaphor is a figurative comparison in which something concrete is projected onto something abstract (Nordquist, 2015). This metaphors provides ways of viewing events, activities, emotions, etc, as entities and substances to understand the concept better (Lakoff & Johnson, 1980, p. 26).

Lakoff and Johnshon use the conceptual metaphor INFLATION IS AN ENTITY to elaborate how ontological metaphor works. Inflation refers to a monetary inflation, and entity refers to a physical entity. Here, viewing a monetary inflation as a physical entity allows us to refer it, quantify it, and identify it as the following metaphorical expressions: *(1) Inflation is lowering our standard of living. (2) Inflation is increasing every year. (3) The negative aspects of inflation far outweigh the positive ones. (4) Inflation is ruining our economy. (5) We have to fight inflation or it will conquer us*. We can quantify it as seen from example number (1), identify a particular aspect of it (3), see it as a cause (1, 4), and act with respect to it (5).

Another kind of ontological metaphor treats abstraction as though they were physical containers or borders. It is called container metaphor. (Hurford et al., 2007, p. 337). We treat bounded objects, e. g. human beings, land areas, or things, as though they were physical containers with overt boundaries. We also

conceptualize our visual field as a container and conceptualize what we see as being inside it (Lakoff & Johnson, 1980, p. 31).

The example of container metaphor can be seen in these expressions: (*1) We live in a field by the lake, (2) They travelled out of their home state, (3) I'm going to drive to Kansas next week*. From the examples, we can identify the relevant aspects of each, as for the examples shows a field out of lake, out of their home state, and Kansas are construed as a container object. While in an expression as *John and Mary are in love*, we can see that the state of being in love is construed as a container. Given that a bounded physical space is a CONTAINER and that our field of vision correlates with that bounded physical space, Lakoff and Johnson state that the metaphorical concept VISUAL FIELDS ARE CONTAINERS emerges naturally. So, we can draw some metaphorical expressions such as*: (1) The ship is coming into view. (2) I have him in sight. (3) I can't see him—the tree is in the way. He's out of sight now.*

The other common type of ontological metaphor that allows us to comprehend a wide variety of experiences with nonhuman entities in terms of human motivations, characteristics, and activities called personification (Lakoff & Johnson, 1980, p. 34). Personification is a particular subtype of ontological metaphor in which an abstract entity is construed as though it were a physical object which is then further specified as being a person (Hurford et al., 2007, p. 337).

Some examples of personification are: *(1) That theory explains everything you need to know about metaphor. (2) I think that life has cheated me out of any hope of happiness. (3) Cancer finally caught up with him.* In each of these examples we are seeing something nonhuman as human. Theory, life, inflation, and cancer are not humans, but they are given qualities of human beings such as explaining, cheating, and catching up.

2.5 Creative Metaphors.

Metaphors can be regarded as "an essential characteristic of the creativity of language" or "deviant and parasitic upon normal use"(Ortony, 1993, p. 2). The using of metaphors in creative works such as literary works, advertisements and films are a bit different from metaphors in our everyday life. They are usually more creative and new. Creative people such as advertisers usually create creative metaphors to meet various needs. As a result, there is akind of creative metaphors belong to a distinct and independent category from ordinary metaphors. This view is only partially true. When talented people create new metaphors for their creative works, they do not simply leave the ordinary metaphors behind. On the other hand, they make use of a great deal of conventional and everyday metaphors. Actually "everyday language and the everyday conceptual system contribute a great deal" to their works (Kovecses, 2010, p. 43).

3. RESULTS

The role of verbal metaphors plays an important part in advertising. A creative advertisement upon well-chosen verbal metaphors, of course, gives a positive message to people. The selling power kind of depends on the conceptual metaphors. Slogans are one of the most important components of advertisements, mostly contain of conceptual metaphors. Products usually use slogans in long term without much change. Slogans are often simple, eye-catching, and abbreviated. The words in slogans are easy to be remembered because they do not contain a full or complete sentence. That is why; slogans can be understood in several different ways.

Some say coffee is like cigars; once you smoke a good one, you cannot go back to smoking lousy ones. Once you taste great coffee, you cannot go back to drinking what you drank before. Due to winning a curiosity of coffee buyers, advertisers make creative slogans in coffee products. At least, by concerning on the coffee slogans, people are motivated and want to try the products. Using conceptual metaphors in coffee that conceptualized on certain source domains like friendship, home, character, taste, and being in up condition, is a great choice in making influential advertising slogans.

In this section, conceptual metaphors in coffee advertising slogans from online searching through internet ("Database - Marketing and Advertising Slogans, Mottos, Taglines," 2015), ("Slogans," 2015) are identified and analyzed. The possible understanding of the coffee slogans is also further discussed.

3.1 COFFEE IS FRIENDSHIP

One advertising slogan by (1) Pan American Coffee Bureau: *Good Coffee is Like Friendship: Rich, Warm, and Strong*, utilize people common knowledge about friendship. "Friendship is a relationship of mutual affection between two or more people. Friendship is a stronger form of interpersonal bond than an association" ("Wikipedia," 2015).Here, the word friendship is chosen by advertisers to be mapped onto coffee. The word friendship and coffee corresponds each other in a way that enables us to interpret by having a cup of Pan American Coffee Bureau, the coffee drinkers are expected to feel a friendship experience with the Pan American Coffee Bureau. With the rich, warm, and strong taste, the coffee drinkers will be bonded with Pan American Coffee Bureau, which will accompany them in their days. In this case, the conceptual concept COFFEE IS FRIENDSHIP can be gained through the metaphorical expression *Good Coffee is Like Friendship: Rich, Warm, and Strong.*

3.2 COFFEE IS HOME

Three coffee advertising slogans selected and identified from *http://www.textart.ru/advertising/slogans/*("Dat abase - Marketing and Advertising Slogans, Mottos, Taglines," 2015):(1) Taylors of Harrogate Coffee: *Home of the World's Finest Coffee.,* (2) Koffiehuis Coffee, South Africa: *Come Home to Koffiehuis.,* (3) Nescafe Cappuccino: *Great Cappuccino Just Came Home.*, address coffee as home. The slogans

used by advertisers to utilizing the word home as the basic need of human beings. "A home is a dwelling-place used as a permanent or semi-permanent residence for an individual, family, household or several families in a tribe" ("Wikipedia," 2015). A house is different with a home. A house is more concrete. House refers to a building in which someone lives. In contrast, a home can refer either to a building or to any location that a person thinks of as the place where she lives and that belongs to her. Feeling has an important part in the word home.

The word home is projected onto coffee. The word coffee is conceptualized by the word home and they correspond each other. Through the correspondence we can interpret coffee as a home. By having sips of a cup of Taylors of Harrogate Coffee, Koffiehuis Coffee, or Nescafe Cappuccino, the coffee drinkers will have an experience of world's finest coffee or cappuccino. It is expected that the coffee drinkers are also getting addicted with those three coffees. That is why when they have other tastes of coffee, they are expected to have a feeling onto those three coffees. They surely are hoped to always get back and remember those three coffees, because Taylors of Harrogate Coffee, Koffiehuis Coffee, or Nescafe Cappuccino is the home coffee. In this case the three metaphorical expressions: *Home of the World's Finest Coffee., Come Home to Koffiehuis.,* and *Great Cappuccino Just Came Home.,* can be generalized through a conceptual metaphor COFFEE IS HOME.

3.3 COFFEE IS CHARACTER

A conceptual metaphor COFFEE IS CHARACTER can be generalized from some metaphorical expressions used in coffee advertising slogans such as: (1) Nescafe Blend 37 Coffee: *A Cup of Character*., (2) Nescafe Blend 37 Coffee: *Richer, Darker, Distinctly Continental.*, and (3) Nescafe Espresso: *Short, Dark, and Intense.* Character as a people common knowledge is chosen by advertisers. Character, then, projected onto coffee. Character is seen as a personality trait ("Wikipedia," 2015). Advertisers utilize character as a personality trait to conceptualize coffee.

Through the correspondence of character and coffee, we can interpret that coffee as character. According to the 5th slogan, we can draw an understanding that by having Nescafe Blend 37 Coffee or Nescafe Espresso, coffee drinkers are expected to reveal their great characters. They can be seen as a rich, dark, distinctly continental, intense or maybe adventurous. Of course, the slogans motivate them to be more confident with their own character.

3.4 COFFEE IS TASTE

When we are talking about coffee, our main point will be addressed to taste. Whether the coffee is great or bad will always make us curious to try. There are so many coffee slogans use taste as their source domain, to give framework for the coffee products. It can be shown on the following numerous coffee slogans: (1) Mellow Roast Coffee: *Great Coffee Taste without Bitterness*., (2) Nescafe Cap Colombie Coffee: *A Rare Experience in Taste*.,

(3) Nescafe Alta Rica Coffee: *A Bold Adventure in Taste.*, (4) Mellelo Coffee Roaster in Medford, Oregon, USA: *We're Big on Taste.*, (5) Nescafe Original: *Unlock Our Great Taste.*, (13) Nescafe Original: *Start the Day with the Great Taste.*, (6) Nescafe Instant Coffee: *More Beans. More Taste.*,(7) Burgil Coffee: *Life's Too Short for Bad Coffee.*

The slogans emphasize on how we can understand each coffee through each taste. "Taste is one of the senses, namely the physical ability to detect flavors" ("Wikipedia," 2015). By having Mellow Roast Coffee, coffee drinkers will experience great sweet coffee without bitterness. Nescafe Cap Colombie Coffee offers a rare taste in coffee that cannot be found in others; while Burgil Coffee emphasizes that life will be too short for bad coffee that is why coffee drinkers need great taste coffee in Burgil Cooffee. COOFEE IS TASTE also works in other examples given.

3.5 COFFEE IS UP

Coffee always refers to caffeine. "Caffeine is a chemical, found for example in tea and coffee, which is a stimulant (= something which makes people more active)" (Walter, 2008). Advertisers utilize the component of coffee, caffeine; to emphasize that by having coffee will make coffee drinkers are in UP condition. It can be illustrated with these coffee slogans: (1) Utica Coffee Roasting Company: Wake the Hell Up!,(2) Folgers Coffee: The Best Part of Waking Up., (3) Tchibo, German Brand: Tchibo. Awaken the Senses, (4) Nescafe Gold Blend: Awaken Your Senses, (5) Kenco Rappor Instant Coffee: Live Now, Sleep Later. Those coffee slogans apply the conceptual metaphor COFFEE IS UP to make coffee drinkers interested in their products.

4. CONCLUSION

Conceptual metaphors are used extensively in coffee advertising slogans to arouse customers' interest. Some common aspects or knowledge of people are conceptualized onto the word coffee. Well-chosen conceptual metaphors, of course, play a very important role in creating creative metaphorical expressions for coffee advertising slogans to promote the coffee products. This expands some new conceptual metaphors in our everyday life.

Since advertising slogans contain brief, simple and abbreviated sentences, there could be more than one possible interpretation for each slogan. Different people may have different interpretation. No matter the understanding achieved, the advertising slogans main focus is to deliver a positive message to people about their products.

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