

THE PERSUASIVE EFFECT OF METAPHOR IN ADVERTISING

Muxtarov Abdirasul Parda o'g'li

Shakhrisabz State Pedagogical Institute

Assistant Teacher in the Department of Foreign Language Theory

Abdirasulmuxtarov2903@gmail.com orcid:0009-0007-2289-4112

Abstract

The goal of advertising is the persuasion of a customer of the merits of a particular product or service. Whatever the strategy advertisers employ in order to influence the consumer, language is the main carrier of the message. Among the components of advertising (visual images, words, logos, brand names, graphic designs and so on), words play a key role since by them the audience is able to grasp the advertising message. This article highlights the importance and types of metaphors as one of the most potent persuasion tactics in advertising communication, and it contributes to our understanding of the persuasive influence of various forms of metaphors in print advertising.

Keywords: persuasive, brainwash, advertising, effect, stylistic devices, metaphor, audience.

Introduction

Today people live in a visually intensive society, in a world of spectacular and exciting images. They are bombarded with an orderly and continuously stream of visual stimulation from all manner of media every day. They see mediated images more often than they read words. As creativity requires breaking conventional associations to create new juxtaposition of familiar objects, And Using objects in an uncommon context to attract the viewer's attention in an effective way to communicate a message. Images surround us everywhere; at home, work, on the subway, on television, and in magazines. Historically, images have played an important role in developing consciousness and the relationship of the self to its surroundings (Helmets, 2004) [4]. Advertising is a strategic way to deliver a persuasive message about a brand and create positive beliefs and feelings about it. Advertising is a complex form of communication that operates with objectives and techniques leading to various types of impact on consumer thoughts, emotions and actions. Advertising is useful also for established products where it can remind loyal customers of the satisfying experience they had with the brand. The English Language is employed in advertising as a means of communicating particular information with the goal of persuading the consumer to take a decision

Metaphor was traditionally viewed as a figure of speech characteristic of language alone. Linguists had massively studied this persuasive rhetoric in its verbal manifestations. With the increasing interest of cognitive scientists in the subject, however, metaphor has been redefined as a cognitive system that structures our thoughts and behavior rather than merely a language phenomenon. A new view of metaphor that challenged the powerful traditional view in a coherent and systematic way was first developed by George Lakoff and Mark Johnson who have put forward the well-known conceptual metaphor theory (CMT)[1]

Objects of advertising

Advertising goals are what a company hopes to achieve by conducting an advertising campaign. Companies usually connect advertising goals to larger company goals such as increased sales,



customers or web traffic. You might connect your goals to timelines or other metrics to measure your success. Consider setting flexible goals to ensure you can update them as you respond to customer feedback and market changes.[2]

A company can usually categorize each goal into one of the three major objectives for advertising:

Informative: Informative advertising uses proven facts or features to advertise products or services. A company might provide a logical reason why a customer might purchase a product.

Persuasive: Persuasive advertising is advertising that strives to convince potential customers why they may benefit from engaging with a brand. Persuasive advertising often appeals to the emotions of the target audience. The main goal of persuasive ads is to influence consumers to make a decision.

Reminder: Reminder advertising, or retentive advertising, is when a company engages with existing customers to remind them about products, services or company values. Companies may use this advertising tactic to encourage repeat customers to continue shopping with them.

Literature Reviews

Metaphor is derived from the Greek words “meta,” meaning “over,” and “pherein,” meaning “to carry,” metaphor is traditionally defined as an implied comparison between two dissimilar objects, such that the comparison results in aspects that normally apply to one object being transferred or carried over to the second object. Metaphor is credited with the capacity to structure, transform, and create new knowledge, as well as evoke emotions, and influence evaluations. Metaphors are linguistic comparisons of the form “A is B.” For example, the expression “Television is poison” consists of two parts A (television) and B (poison). A and B are different concepts or conceptual domains; metaphor links one to the other. The terminology associated with A and B varies from theorist to theorist (e.g., Black, 1962, 1979; Richards, 1936). In keeping with more recent usage, we call A the target and B the base (Gentner, 1982). These terms capture a fundamental feature of metaphor, the notion that meaning is passed from B to A. Three other tropes, simile, analogy, and personification are similar to metaphor in that they also involve comparison of concepts or systems of concepts. Although clearly distinct as linguistic devices, these tropes very likely instantiate cognitive processes similar to those induced by metaphor. Thus, for present purposes we do not distinguish among them. Ortony’s (1979; Ortony, Vondruska, Foss, & Jones, 1985) salience-imbalance theory uses the notion of attribute salience to explain how metaphors are comprehended. Salience is defined as the relative importance of an attribute. Empirically, the first attribute that comes to mind is the most salient, and so on. A metaphorical expression of the type “A is B” is understood by constructing the set of shared attributes, then selecting those attributes that have low salience for the target and high salience for the base. For example, “Encyclopedias are goldmines” is understood by identifying attributes such as “valuable nuggets” and “dig,” which have a high salience for “goldmines” and a low salience for “encyclopedias.” If the two terms are reversed (i.e., “Goldmines are encyclopedias”) then a different set of the shared attributes would be chosen,



because the attributes that would be highly salient for “encyclopedias” would be different.[3] The “trusted authority” character has been ubiquitous in advertising since the dawn of television. This is the guy in the white lab coat, or the doctor-looking character with the stethoscope draped around her neck, that provides “expert” testimony and recommends a Product . Advertisers often use celebrities and other public notables for the same purpose based on the premise that the public notable is respected and generally accepted as being trustworthy. Many advertisers are furthering their branding initiatives by establishing a presence in social media as trusted authorities on topics in their specialty and of interest to online communities. (Boykin, 2009)

Advertising Strategies for Persuasion

1. Keep the audience and the message in mind. Most advertisements obviously want you to purchase a thing or “buy into” an idea. You can identify which strategies are being utilized and why after you have a clear understanding of the content and the audience. What is the message, you ask? What is the advertisement trying to sell the viewer? • Who is in attendance? Does the advertisement play on specific feelings or ideas? What can you infer about the audience from such feelings or convictions?

2. Spot the persuasive techniques. Advertisers strive to make each ad memorable, convincing, and exciting. Characters, slogans, text, and sounds are all part of the persuasive technique. sounds are all part of the persuasive technique. Ask yourself Who appears in the ad? The people who appear in the ad often reflect the target audience or whom members of that audience are likely to admire. Advertisers might choose specific celebrities to endorse products because they want the audience to associate the celebrity with the product. Actors or models might be chosen for many reasons. For example, they might be people just like the audience (plain folk), rebellious or unique (individuality), or “one of the crowd” (bandwagon). • Does the ad appeal to emotion or to logic? Many ads today don’t provide information about the product, and some ads don’t even show the product. Instead, the ads appeal to the audience’s emotions, such as pity, fear, or vanity. For example, commercials for telephone companies often appeal to viewers’ emotions of happiness or nostalgia to leave them with a positive feeling about their product and company. Some ads use humor to persuade an audience. • What language is used? Every word in an ad counts, but not all the words actually inform the audience. Loaded language, including purr, snarl, and weasel words, appeal to the audience’s emotions rather than their reason. Purr words—such as “tasty” and “sensational”—can make a product seem more desirable. • Does the slogan stick? The best slogans are memorable and create an “image” of the product. Slogans are less about the actual product and more about the audience recalling a catchy phrase and associating it with the product .

3. Understand the intended effects on the target audience. Most ads don’t employ just one persuasive technique. They often use several. Each technique is chosen to appeal specifically to the product’s target audience. Ask yourself: Why do I think these techniques were chosen? (ANDREWS, 2013)



Conclusion

The present study has derived the subsequent findings from an examination of conceptual metaphors utilized in advertising media.

1. Ads that use metaphor (sometimes known as "loaded weapons") are likely among the most effective stylistic devices.
2. Together with the conclusions of other writers, some study has shown that well selected metaphors can be used to "brainwash" individuals into buying in both the political and commercial spheres.

This article is a brief glance at the field of metaphor as one of the stylistic devices which plays in persuading the people into buying things advertised. It is worth investigating in-depth in far wider sectors how conceptual metaphors function in other specific advertisements.

References

1. Švažienė, L. (2010). The persuasive effect of metaphor in advertising. Jaunųjų mokslininkų darbai, (2), 111-115.
2. <https://www.indeed.com/career-advice/career-development/goals-of-advertising>
3. Sopory, P., & Dillard, J. P. (2002). The persuasive effects of metaphor: A meta-analysis. Human communication research, 28(3), 382-419.
4. https://journals.ekb.eg/article_102381_c4c5048aa83cadfef3b8db62b9d1ded3.pdf
5. Parda o'g'li, M. A. (2024). THE BENEFITS OF APPLYING INNOVATIVE TECHNIQUES AND TECHNOLOGIES IN THE TEACHING PROCESS. Web of Discoveries: Journal of Analysis and Inventions, 2(6), 1-5.
6. Parda o'g'li, M. A. (2024, June). THE ROLE OF GAMES IN THE TEACHING OF OTHER LANGUAGES. In Proceedings of International Conference on Scientific Research in Natural and Social Sciences (Vol. 3, No. 6, pp. 280-284).

