#### **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In the previous chapter, the researcher has mentioned some researchers who studied metaphor. The purpose of this chapter is to introduce the reader about the study of metaphor. The researcher will take a brief history of metaphor in linguistic from different philosophical perspectives. This framework comprises some required the theories to the analysis. The researcher investigated slogan of Asia tourism destination advertisement. This present study combines some theories in order to draw a great result of the analysis.

## 2.1 Theories of Metaphor

Metaphor is a figure of speech which implies comparison between two differences entities, as distinguished from simile, an explicit comparison model by the words "like" or "as". There are most common definitions of metaphor in the study. Firstly, metaphor is a property of words in linguistic aspect. Secondly, metaphor is useful for artistic purpose, for example in poem. Lastly, metaphor is a figure of speech which is used for special effect and part of everyday human communication. The definition of metaphor has been stated by some experts, such as Kovecses (2010: 3-4) who defined that metaphor is large part of the way to speak naturally for everyday purposes. Metaphor is also the abstract and explicit concept of life. In the theory, he emphasized that metaphor is nature of language, which words or other linguistic expressions come from the more concrete conceptual domain. The opinion for the theory of metaphor by Kovecses is not complete explanation for understanding metaphor in the research. The theory still can not be specific reference in metaphor. It is because metaphor is not only about nature of language or word linguistic expression in speaking but also about the important part that has relation with human thought.

In addition to Kovecses's theory, Black (1955: 276-277) also has another theory about metaphor. Black asserts that metaphor is a loose word, which is as a term properly applicable to certain expression without attention to anything likes the thoughts, acts, feelings, and intentions of speakers on which the expression is used. He suggests that metaphor only focuses in the frame. The main focus of the metaphors is remained of the sentence in which that word. It would be good understanding to know about the meaning of metaphor with translated word. Through the black's theory, it still can not be a good reference in understanding metaphor because in metaphor we can not just focus in the sentence or word to understand meaning from metaphor. There are other aspects which are important to make sure about the meaning of metaphor likes though, feelings, and art.

Lakoff and Johnson (1980: 124) view metaphor as a concept of human thought. Metaphor is human conceptual system, the way we think, what we experience, and what we do every day is very much a matter of metaphor. The basic of linguistic aspect, human has found the most ordinary conceptual system as metaphorical in nature. Also, metaphors are that structure how we perceive, how we think, and what we do. The theory is known as "cognitive linguistic view of metaphor". Lakoff and Johnson showed that theory of metaphor is included both in though and in everyday language. Lakoff and Johnson (1980: 134) also emphasized that metaphor is one of our most important tools for exploring to understand what can not be understood totally as our feelings, aesthetic expression, moral practice, and spiritual awareness. The function of metaphor is to better understand certain concept, and not just some artistic or esthetic purpose.

Based on the three theories of linguist above, the researcher concludes that the appropriate theory for conducting the research is from Lakoff and Jonhson linguist (1980), and also Kovecses (2010) who is book writer the second edition from book title "what we live by" by Lakoff and Johnson 1980 about metaphor to support this research. Metaphor is human though that is abstract concept of life, which the part is used to speak naturally for everyday purposes.

# 2.2 Conceptual Metaphor

A conceptual metaphor consists of two conceptual domains, in which one of conceptual domains is understanding another conceptual domain. Conceptual metaphor contained metaphorical linguistic expression, which comes from the language of the more concrete conceptual domain. There are two special names of domains in conceptual metaphor. They are source domain and target domain (kovecess, 2010: 4). The metaphorical linguistic expression is used to study the nature of metaphorical concept and to get understanding of the metaphorical nature in human activity. The metaphorical concept is systematic, and also the language the people use to talk about aspect of the concept is systematic (Lakoff and Johnson, 1980: 456)

## 2.2.1 The Systematic of Metaphorical Concept

According to Lakoff and Johnson (1980: 124-125), conceptual metaphor becomes the basic of linguistic evidence, which most of our ordinary conceptual system is metaphorical in nature. Conceptual system plays a central role in everyday realities, then the way of thinking, what human experience, and what human activity every day is very much a matter of metaphor. There are examples to give some idea of what it means for a concept system to be metaphorical and a concept to structure an everyday activity, the variety example of expression:

The example uses the concept ARGUMENT and the conceptual metaphor ARGUMENT IS WAR.

ARGUMENT IS WAR Your claims are *indefensible*. He *attacked every weak* point in my argument. His criticisms were *right on target*. I *demolished* his argument. I've never *won* an argument with him. You disagree? Okay, *shoot*! If you use that *strategy*, he'II *wipe* you out. He *shot down* all of my argument.

From the example, it is not just talk about arguments in terms of war. Many of the things we do in arguing are partially structured by the concept of war. There are a verbal battle and structure of an argument as attack, defense, counterattack, etc, which reflect this. The ARGUMENT IS WAR metaphor is one that lives by in culture. It structures the actions performed in arguing. Imagining a culture, argument is viewed as a dance, the participants are seen as performers, and the goal is to perform in a balanced and aesthetically pleasing way. In such culture, people would view argument in different perspective. This is an example of what it calls a metaphorical concept, namely ARGUMENT IS WAR, to structure is what we do and how we understand about it, so we argue. The essence of metaphor is understanding and experiencing one kind of thing in terms of another. Argument and war are different kind of things, which it is verbal discourse and armed conflict. ARGUMENT is partially structured, understood, performed, and talked about terms of WAR. So, the concept, the activity, the language are metaphorically structured. This is the ordinary way of talking about use the words in attacked position. The metaphor is not always about the words we use but it is also in our concept of an argument.

## 2.2.2 Conceptual Metaphor as a Set of Mapping

Kovecses (2010: 7-11) argues that conceptual metaphor as set mapping is about the systematic correspondences between the source and the target in the sense that the conceptual elements of B correspond to constituent element of A. However, technically, the conceptual correspondences are often referred to as mappings. Process of metaphorical understanding is the word "understand" as being synonymous in the definition of metaphor to the words *construe* or *conceive*, which it enters us to the real-time, online aspect understanding and can be more easily used in long-term. It is meant that people have conceptual metaphor when we construe a more abstract through a more physical domain in long-term memory or as a result of a historical-cultural process. The word construe in the discussion makes that conceptual metaphor coherent with grammatical construction that it is used in cognitive linguistics, in grammatical contraction also has function as ways construing aspects of experience in the more general sense.

There are examples to give some cases where elements of the source domain are mapped into elements of the target domain, the example variety of expression:

## LOVE IS JOURNEY

This sentence gives three constituent elements of journeys as the travelers, the travel or the journey as such, and the destination. When everyone sees the sentence, he/she will interpret about love, and thinks that the speaker of the sentence has mind lovers, not real as travelers, not only physical journey but also the events in a love relationship, and not only physical destination but also the goal of the love relationship. To give interpretation about sentence, we must map between constituent elements of the source and the target.

Source: JOURNEY		Target: LOVE
The traveler	$\rightarrow$	the lovers
The vehicle	$\rightarrow$	the love relationship itself
The journey	$\rightarrow$	events in the relationship
The distance covered	$\rightarrow$	the progress made
The obstacles encountered	$\rightarrow$	the difficulties experienced
Decisions about which way to go	$\rightarrow$	choices about what to do
The destination of the journey	$\rightarrow$	the goal(s) of the relationship

This is the systematic set of mappings that characterize the LOVE IS JOURNEY conceptual metaphor. Elements of conceptual domain A are in systematic mapped with elements of conceptual domain B. From this discussion, the domain of love did not have these elements before it was structured by the domain of journey. Another thing of evidence for the target of love is not structured independently of any source domains is the following. In the present example, we talk about the *goals* associated with love, but this is just a slightly "disguised" way of talking about destinations given in the source. And the word *goal* has an additional literal use, which it is not just a metaphorical one. This example showed that many elements of target concepts come from source domains and they are not preexisting.

Another example shows how correspondences or mapping make up a conceptual metaphor:

## SOCIAL ORGANIZATIONS ARE PLANTS

Its means of more interpretation:

He works for the local branch of the bank Our company is growing They had to prune the work force. The organization was rooted in the old church. There is now a flourishing black market in software there. His business blossomed when the railways put his establishment within reach of the big city. Employers reaped enormous benefits from cheap foreign labour.

The characterization by the following set of mapping:

Source: PLANT		Targ	get: SOCIAL ORGANIZATION
(a) The whole plant	$\rightarrow$		the entire organization
(b) A part of the plant	$\rightarrow$		a part of the organization
(c) Growth of the plant	$\rightarrow$		development of the organization
(d) Removing a part of the	plants	$\rightarrow$	reducing the organization

(e) The root of the plants  $\longrightarrow$  the origin of the organization (f) The flowering  $\longrightarrow$  the best stage, the most successful stage (e) The fruits or crops  $\longrightarrow$  the beneficial consequences

In the case, constituent elements of plants correspond systematically to constituent elements of social organizations, such as companies, and the word the words about plants that are employed systematically in connection with organization. This correspondence can show in all the mapping, and the matching expression that make them indicate in the plants metaphor are (b) branch, (c) is growing, (d) prune, (e) root, (f) blossom, flower (g) fruits.

In the conclusion, we know that a conceptual metaphor is used in the linguistic expressions that reflect it in such way that we do not violate the mappings that are conventionally fixed for the linguistic community. In other means, there is not any element of B which can be mapped into any element of A. The linguistic expressions used metaphorically must be adaptable established mappings, between the source and the target.

## 2.2.3 Source Domain and Target Domain in Metaphor

Source domain and target domain are included in conceptual metaphors, which are as a set mapping to make understanding about metaphor. The source domain is typically more concrete and more clearly described concepts, whereas the target domain is natural abstract and less described concept. Kovecses (2010: ) defines about the direction of conceptual metaphor and also gives explanation to allow us to understand more in one basic aspect of the cognitive linguistic view of metaphor, which it cases source and target domains.

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#### 2.2.3.1 Source Domain

The most common source domains, there is the list of sources to briefly mention in metaphor research especially in the most frequent sources:

a) The Human Body

The human body is included the source domain because it is clearly delineated. The aspects which are used in metaphorical comprehension involve various part in the body likes the head, face, hands, legs, heart, and etc.

For example: The *heart* of the problem

b) Health and Illness

Both of health and illness frequently constitute metaphorical source domains.

For example: She hurt my feelings

c) Animals

The animals are productive as source domain in metaphor. The body parts of animals are also commonly used in the metaphorical conceptualized of abstract domains. The metaphorical use of animal terms is not limited to human beings.

For example: It will be a *bitch* to pull this boat out of the water.

d) Plants

Plants become the variety of purposes and different things in the concept metaphorically. There are many actions and many different stages of growth in relation to plants. One of the cases is that people cultivate plants for eating, for pleasure, for making things, and so on.

For example: Exports *flourished* last year and He *cultivated* his friendship with her.

e) Buildings and Constructional

Both the static object and the act of building are served as common metaphoric source domain.

For example: A towering genius

f) Machines and Tools

Both the machines and tools are the activities related as metaphorical expression. People use machines and tool to work, play, or for pleasure. For example: The *machine* of democracy

g) Games and Sport

Games and sport are characterized by certain properties that are used for metaphorical purpose. People play and do activities to entertain themselves.

For example: To toy with the idea

h) Money and Economic Transactions

People living in human society have relation in economic transactions of various kinds. The understanding of various abstract things is based on the example:

Spends your time wisely

i) Cooking and Food

Cooking is included a complex process of several elements likes recipe, ingredients, action, and also product. The activity and product are served as a source domain.

For example: what your *recipe* for success?

j) Heat and Cold

Heat and cold are basic human experiences. It is the result of the temperature. We often use the temperature domain metaphorically to talk about attitude people and things. For example: in the *heat* of passion

k) Light and Darkness

Light and darkness are also human experience. The properties of light and darkness often appear as condition when people speak and think metaphorically.

For example: a *dark* mood

1) Forces

Kinds of forces are gravitational, magnetic, electric, etc. And also the forces take many shapes in the physical words like waves, wind, storm, etc. There are many different effects as there are different forces. For example: Don't *push* me

m) Movement and Direction

Movement can involve a change of location. It has connection with direction like forward and backward and up and down. The various kinds are conceptualized metaphorically as movement that involves a change of location. For example: she solved the problem *step by step* 

In the discussion, common source domain includes the various properties of object and substances, such as their shape, color, size, hardness, sharpness, and so on. The representative of the source domain lists gives sense of the most common source domains and the kind of world that our most common metaphor portrays. The objects and substances from the list of source domain are the simple nature of the world that enable people to make use of parts in creating more complex abstract as metaphor.

#### 2.2.3.2 Target Domain

The targets have several sources as the source domains applied to several targets in metaphorical conceptualization. There are the most common target domains:

a) Emotion

The domain of emotion is superior in target domain. Emotion concepts such as fear, love, sadness, and so on are understood by means of conceptual metaphors. For example: He was *bursting* with joy

b) Desire

Desire is similar with emotion in metaphorical conceptualization. For example: she is *hungry for* knowledge.

c) Morality

Moral is such as good and bad, which are understood by means of more concrete source concepts. For example: She *resisted* the temptation.

d) Thought

Rational thought is understood in terms of perception. Human tries to understand the mind by resorting to metaphors in various kinds. For example: she is *grinding out* new ideas.

e) Society / Nation

The concepts of society and nation are complex or calls for metaphorical understanding. For example: *neighboring* countries

f) Politics

Politic has power in the exercise. Political power is conceptualized as physical force. Politic has many variety aspects of further source domains such as games, sport, business, and war. For example: The president *plays* hardball

g) Human relationship

Human relationships include concepts as friendship, love, and marriage. For example: Their friendship is in *full flower*.

h) Communication

Human communication involves a speaker and a hearer. It is viewed in linguistic expression to transfer the message from the speaker to the hearer. For example: That is a *dense* paragraph.

i) Time

Time is difficult concept to understand in the major of metaphor. Time is an object that moves. For example: Christmas is *coming up* soon

j) Life and Death

Life and death are included in every language of the metaphorical concept. For example: The baby will *arrive* soon.

k) Religion

Religion has key aspect in relationship to God. Other aspects of religious experience involve the conceptualization of such nations, life and death, which are necessarily metaphorical.

1) Events and Actions

Events and actions are concepts that comprise a variety of different kinds of events and actions. The aspects of events and actions are understood as movement and force. For example: You are *driving* me nuts.

It can be seen in the discussion that the common target domains are classified as psychological, social groups, personal experience, and so on. The several different sources of information are not permanent to concern in the most common source and target domain. Hence, the conclusion of the conceptual metaphors is unidirectional. It works from concrete to abstract domains. The most common source domains are concrete while the most common targets are abstract concepts.

## 2.3 Metaphor Coherence in Discourse

Lakoff and Johnson (1980: 124-125) argue that metaphorical coherence is in natural discourse. Metaphorical expressions are systematic in ordinary language, while the systematic natural is related to the idea with underlying conceptual structure. It means that the concept, the activity, and the language are metaphorically structured. The essence of metaphor is understanding and experiencing one kind of thing in terms of another. Whereas, Kovecses (2010: 285-289) also argues that metaphor has creativity that appears in discourse. Through conceptual domain of metaphor, the human is creative in language and it is though. One of the aspects of discourse in coherence metaphors is the intertextual or intratextual. Metaphors can either make several different texts coherence with each other or coherence to a single part of discourse.

a) Intertextual Coherence

Intertextual coherence occurs through inheriting and using conceptual metaphor at different historical period. This type of intertextuality is about many other domains within the same historical period. Therefore, metaphor can give coherence across a variety of discourse both historically and simultaneously.

For example: the prayer of bible in bookmark Durham cathedral

Who called your servent Cuthbert From keeping sheep to follow your son And to be *shepherd* of your people

The basic conceptual metaphor in the shepherd is Jesus. Source is the shepherd and target is Jesus. Later, this metaphor God called a simple man, called Cuthbert, and become "shepherd of people". Therefore, in a recent recycling of the metaphor in prayer, the particular values of the metaphor in the text always chance with the appropriate of historical period.

#### b) Intratextual Coherence

Intratextual coherence is the same conceptual metaphor that can give coherence to a single word. The metaphor that structures the discourse not only focuses on conventional conceptual metaphor but also can call a Metaphorical Analogy. Clearly, the metaphor is a common rhetorical function which is assigned to perform in discourse. Conceptual metaphors or metaphorical analogies have the effect of taking over what the people say or think about a subject matter. In addition, conceptual metaphors or metaphorical analogies can become rule of the entire discourse.

For example: The newspaper article

Performance targets are identical to the puissance at the Horse of the Year Show. You know the one-the high-jump competition, where the poor, dumb horse is brought into the ring,......"

In this case, puissance horses are compared "to people", this shows that the elaboration of the metaphorical analogy provides a great deal of structure for the text. Most of the structure of the text is given in the part of metaphor to suggest what the analogy is about. Therefore, metaphorical analogies appear in text in order to get the effect of taking over what someone says or thinks about particular subject matter.

#### 2.4 Metaphors in Advertisement

Forceville (2008: 272-310) states that metaphor is the attractive and the efficient way to make costumers interested in the product. It also makes positive impact for the products, brands, or service in advertisement. Metaphor studies not only about language but also the pictorial or visual metaphor which is developed in the advertisement, particularly in the field of print advertising and billboards. Conceptual metaphor as source domain and target domain is included to play role in the identification and interpretation of the metaphor meaning in advertisement.

## 2.4.1 Types of Metaphors in Advertisement

According to Forceville (2008: 272-310), he suggests that there are three types in the analysis of pictorial metaphor in the printed advertisement and billboards:

- a) Verbal metaphors are textual written language used to convey meaning of the first subject. It means that the word is completely textual and has no contained image to accompany of any kind.
- b) Pictorial metaphors use image for the first element, without words or any text accompanying the visual image. The concept of pictorial metaphor is usually used in the printed advertisement and billboards.
- c) Verbo-pictorial metaphors is a combination of images and words as the primary subject in presentation. Moreover, the combination of the verbal and visual elements can make the meaning of metaphors clear. Nothing stands alone, instead, both of them support each other.

## 2.5 Slogan

According to Foster (2010: 2-23), the main function of the slogan is to convey the key brand message in the mind of the target and to give the message that the company pretends to transmit for the target of audience. Slogan is usually a brief and an easy to memorable statement that is connected with the product. The ability of slogan, as well relevant to communicate the function, leads us to consider it as strategic elements. Slogans are used as part of marketing activity to describe consumer attention, communicate a brand premise and enhance consumer memory of the brand. In addition, there are some characteristics of the slogans in advertisement:

- It should be memorable
- It should recall the brand name
- It should include a key benefit
- It should impart positive feelings for the brand
- It should reflect the brand's personality
- It should be strategic
- It should be competitive
- It should be simple

### 2.6 Tourism destination management

The benefit of tourism can help for sending peace and prosperity to develop countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. Moreover, tourism becomes the important thing in the global economy (Honey and Gilpin, 2009).

Everyone in the world also has interest in travelling in the tourism destination. There are various reasons about why people travel. The variety of reasons is to escape, to explore, to understand, and to participate. In fact, the main point of why people choose the destination to get experience of the place is because it becomes something interesting for the traveler to keep it forever and share with others. This helps the destinations to be put in the strategic place and programs that will be an invitation for visitors as the purpose of their journey. Destination management organizations (DMO) are the only thing recommend for a holistic tourism industry in a place. Moreover, DMO becomes the best serve to facilitate dialogue among the private sector, public sector, and other sector for destination's long tourism. DMO also proves invaluable for supporting tourism development, especially in developing destination where tourism is an important economic driver and mechanism for suitable social capacity building (Stange and Brown, 2010).