AN ANALYSIS OF METAPHOR IN *PEOPLE* MAGAZINE'S ADVERTISEMENTS

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ABSTRACT

The objectives of this research were to find out the five concepts of lexical metaphor, namely: Noun-noun, noun-verb, noun-adjective, sound concepts, social concepts and the dominant one used in *People* Magazine's advertisements. This research was conducted by using qualitative descriptive design. It took fifty advertisements taken randomly from *People* magazines which were published in March 2011 until December 2011. The result of analyzing found five concepts of lexical metaphor were used in the advertisements in *People* Magazine, they were: noun-noun, noun-verb, noun-adjective, sound concepts and social concepts.

INTRODUCTION

Background of the Study

A language is considered to be a system of communicating with other people by using sounds, symbols and words in expressing a meaning, idea or thought. This language can be used in many forms, primarily through oral and written communications as well as using expressions through body language. One of the ways of giving information through written language is through advertisement. At present, advertisement plays an important role for human being, especially in business activities. People use advertisements to promote their products so that the customers are interested to buy them.

Beside the general category of text, there are may be descriptive information about the product, other text serves the purpose of catching the readers' attention, typically contains of the discourse that consist of short phrases, utterances and sentences that act

as a kind of slogan and finally the name of the company and the name of product. The company's copywriters sometimes use the ungrammatical sentences, idioms, repetitions, and metaphors in their advertising texts so the readers have to create the meaning in their minds. This study focused on the use of metaphor in People Magazine's advertisement of how the copywriters put the metaphor into sentences, obtain the consumers' curiosities and then turn them into an eagerness to buy the product.

Research Questions

1. What kinds of lexical metaphor are used in the *People* magazine's advertisements?
2. What is the dominant lexical metaphor found in the *People* magazine's advertisements?
3. What is the implication of the dominant lexical metaphor that is found in the *People* magazine's advertisements?

Conceptual Framework

Lexical Metaphor

Metaphorical expressions are often used in social communications. Lexical metaphor is one of the expressions that often found in society. Metaphor in SFL refers to representing meaning or interpreting meaning from two perspectives.

In SFL, language is viewed as a social semiotics. There are two poles of coding experience, the unmarked or congruent which is also known as a usual representation whereas the marked or incongruent one is called the unusual or the metaphorical representation (Saragih, 2001:162).

Halliday (1994) elaborated that metaphor in SFL form is a general form of interpretations as the representative of social symptoms that involves the shifts of meanings. One of the characteristics of language as social symptoms according to SFL is that language is functional in social context. Firstly, language is structured appropriately with the human needs of language. Secondly, the functions of language itself include three points, to picture, to exchange and to combine human's experience. These three functions called language metafunctions.

A language user changes their experience in life (non-linguistics experience) into linguistic experience. Non-linguistics experience could be the reality or event that

happens in daily life. That experience realized into linguistics experience by three elements, they are process, participants, and circumstances.

Lexical metaphor can be formed with various realizations to clarify a phenomenon from two perspectives. According to Saragih (2001), lexical metaphor is classified into five concepts namely; noun-noun, noun-verb, noun-adjective, sound concepts, and social concepts.

Noun – Noun

This concept is to view a feature of one noun being applied to another noun. This concept is often found in social communication.

e.g.: We don't find the **root** of the **problem**

Source: Plants have roots, which is the main core in the growth of a plant.

Target: A problem must have a cause.

e.g.: He lives at the **foot** of the **mountain**

Source: Foot is the part of human's body, to walk and stand.

Target: The lowest part of the mountain or the bottom.

Noun – Verb

The concept is to compare the verb that still relates to noun.

e.g.: He **throws** his **opinion** in the meeting.

Source: The word throw is usually used for stone or hard things that can be thrown.

Target: To be said or to be told to everybody

e.g.: They **arrived** on their **agreement.**

Source: To get to a place or the end of a journey

Target: The agreement is achieved or they finally get to the goal.

Noun – Adjective

To compare noun and adjective that still relates to the noun.

e.g.: Linda always has **bright ideas**

Source: Bright is related to weather or the characteristic of the sun

Target: The idea is clever

e.g.: The party of the **golden age** of a movie

Source: Related to the shine of a gold, made of gold

Target: Celebrating the movie's year of success.

Comparing Two Social Concepts

Lexical metaphor could be realized by comparing two social concepts or ideology into two communities. For example: during the reign of President of the United States the 37th, R. Nixon was alleged for the scandal of corruption that popular as *watergate* scandal. Another corruption scandal comes from Bill Clinton, called *freshwatergate*. Since then, the morpheme *gate* was used for any corruption scandals including Indonesia. For example, in President Abdurrahman Wahid scandals, the metaphor *gate* is used in some corruption cases like buloggate, bruneigate, borobudurgate. It means that the metaphorical form of the word *gate* refers to the corruption scandal in America and in Indonesia.

Sound Concepts

Lexical metaphor could be realized only from sound. The sound "hus.. hus.." is usually used for animals, like chicken, dog, or cat to make them go away. When a number of children interrupt someone and he/she will say "hus..hus.. Go away kids!" means that the "hus..." is a metaphoric form referring to ask the children to go away and not interrupting him/her. So the children are considered as animals.

Advertisement

Jannedy, Polleto and Weldon (1994:240) states that advertising is a business in which language is used to persuade people to do things, for example, to buy some product or vote for someone or believe things, such as that some corporation is trustworthy or that some political philosophy is a good one.

Advertisement is a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand.

Advertising is used by many people, for instance by commercial firms trying to sell products and services, by politicians and political interest groups to sell ideas or persuade voters, by non-profit organizations to raise funds, solicit volunteers or

influence the actions of viewers and by governments seeking to encourage or discourage particular activities.

The forms, the media and the message that advertising takes in which advertisements appear are as varied as the advertisers themselves. The visual and verbal commercial messages that are a part of advertising are intended to attract attention and produce some response by the viewer. Advertisements are delivered to the readers/audiences through various media, such as newspaper, magazines, television, radios, billboards, Internet sites and many more.

Magazine

A magazine as the part of printed media is different from a newspaper. Unlike the daily, a magazine covers more features and there are usually more sections than in a newspaper. A magazine is periodical publication, usually bound with a paper, covers, containing miscellaneous articles or pieces in prose and verse, often with illustration.

Based on Wikipedia, magazine can distributed through the mail, through sales by newsstands or bookstores, or through free distributions at selected pick-up locations. There are three sales models for magazine distributions, they are as follows:

1. Paid Circulation: The magazine sold to the readers for a price, either on a per-issue basis or by subscriptions. For example like Cosmopolitan, People, In Style, Vogue, etc. which is weekly or monthly issues and has its own price for the subscription.

2. Free Circulation: No cover price and issues are given away, like in street dispensers

3. Controlled Circulations: Industry-based publications distributed only to qualifying readers, often for free and determined by some form of survey.

People Magazine

The concept for People has been attributed to Andrew Heiskell, Time, Inc.'s chief executive officer at the time and the former publisher of the weekly Life magazine. The founding managing editor of People was Richard B. (Dick) Stolley, a former assistant managing editor at Life and the journalist who acquired the Zapruder

tapes of the John F. Kennedy assassination for Time, Inc. in 1963. People's first publisher was Richard J. (Dick) Durrell, another Time, Inc. veteran.

People Magazine is a monthly American magazine of celebrity and human-interest stories. It was first issued in March 4, 1974 in the United States. The magazine runs purely the mix of celebrity issues and life stories include articles of relationship and sex, self-improvement, as well as beauty and fashion tips.

People magazine is best known for its yearly special issues namely "Most Beautiful People", "The Best Dressed", and "The Sexiest Man Alive". There are also view editions of *People* magazine such as *Teen People* focused in interests of teenagers and *People Style Watch* that focused on celebrity style, fashion, and beauty.

Based on Wikipedia (http://en.wikipedia.org/wiki/People_(magazine)), until April 2011, People Magazine's readers reaches 13.5 million people all over the world. It was also named "Magazine of the Year" by Advertising Age for its excellence in editorial, circulation and advertising.

METHODOLOGY
Research Design

In this study, the most appropriate method to be used in analyzing data is qualitative descriptive method. Qualitative research involves analysis of data such as words, for examples from interviews, transcripts, documents or even personal experience materials such as journals.

A main task is to explicate the ways people in particular settings come to understand and qualitative data are not so much about "behavior" as they are about actions which carry with them intentions and meanings, lead to consequences. Qualitative research involves analysis of data such as words, for examples from interviews, transcripts, documents or even personal experience materials such as journals.

The Source of Data

The data of this research were collected from the advertisements of *People* magazines which were published from March 2011 until December 2011. There were 50 advertisements to be the samples of the study.

Technique of Collecting Data

The data of this study were collected from the advertisements of People magazines which were published from March 2011 until December 2011. The advertisements were analyzed based on the theory of metaphor in SFL, particularly the lexical metaphor.

Technique for Data Analysis

The data are analyzed by the following procedures.

1. Identifying the types of lexical metaphor in the advertisements.

2. Classifying Lexical Metaphor into their types: Lexical metaphor by comparing noun and noun, noun and verb, noun and adjective, by two social concepts and by sound.

2. Counting the types of lexical metaphor used in People's advertisements.

3. Determining the dominant type of lexical metaphor

4. Describing the implication and explaining the findings.

RESULT AND DISCUSSION

The data of the study were collected and selected from the advertisements in *People* Magazine which were published from March 2011 until December 2011. There were 50 advertisements used as the sample.

Table 4.1 below shows that the total number of lexical metaphor in advertisements was 50. Five concepts of the lexical metaphor occur in 50 lexical metaphors in the advertisements namely Noun - Noun with the frequency (14%), Noun – Verb (44%), Noun – Adjective (26%), Sound Concepts (12%) and Comparing Two Social Concepts (4%).

Table 4.1 The Distribution of Concepts of Lexical Metaphor in *People* Magazine's Advertisements

No	Lexical Metaphor	Frequency	Percentage
1	Noun – Noun	7	14 %
2	Noun – Verb	22	44 %
3	Noun – Adjective	13	26 %

4	Sound Concepts	6	12 %
5	Two Social Concepts	2	4 %

After identifying, classifying and determining the concepts of lexical metaphor in the advertisements in People Magazine, the research findings are formulated as follows:

1. The five concepts of lexical metaphor based on the systemic functional linguistics theory were applied in 50 advertisements in People Magazines. The percentage of the concepts of lexical metaphor in 50 advertisements was noun-noun concepts (14%), following with noun-verb (44%), noun-adjective (26%), sound concepts (12%), and social concepts (4%).

2. The dominant concept of lexical metaphor that is found in 50 advertisements in People Magazines is noun–verb concept with percentage (44%).

3. the most dominant use of lexical metaphor concepts are noun-verb concept with the percentage 44%. It implies that most of the copywriters tend to express their creativities as an event that move or alive and having a certain process. The use of noun-verb concept itself is to create rhetorical effects of the slogans in the advertisements. The copywriters hope that the metaphorical sentences and the rhetorical effects could arouse the interest of the readers to buy the products.

The analysis above shows that the use of lexical metaphor in People Magazine advertisements is really works in the context of selling and persuading. The use of noun-verb concept is likely to see things that happen as a certain process or alive. The point of using this concept is that the taglines of the advertisements are much more fun and creative, and could bring the curiosity of the readers to understand the meaning.

In the art of marketing, the customers are attended to be persuade in looking the advertisement rather than come to the store. So it is important to keep the advertising copywriters to be creative in each production in advertisements.

CONCLUSIONS AND SUGGESTIONS

Conclusions

After analyzing the lexical metaphor in People Magazine's advertisements, the conclusions were drawn as follows:

1. The five concept of lexical metaphor are found in the advertisements, namely noun –noun, noun – verb, noun – adjective, sound concepts, and social concepts. This study found 7 noun–noun concepts, 22 noun–verb concepts, 13 noun–adjective concepts, 6 sound concepts and 2 social concepts.

2. Noun–verb concept was dominantly used in the advertisements. Most of the tagline of the advertisement put the verb to compare with noun.

3. It shows that the use of noun-verb concept is likely to see things that happen as a certain process or alive. The point of using this concept is that the taglines of the advertisements are much more fun and creative, more like a puzzle for the customers to solve and it makes the advertisement more interesting. The customers are also tempted to buy the product.

Suggestions

With reference to the conclusions, suggestions are staged as the following.

1. It is suggested that other researchers should conduct further researches about the use of lexical metaphor in detailed analysis to enrich the information and knowledge about it and to help people with the research.

2. It is suggested that the copywriters of advertisement companies should design their advertisement as good as possible in order to make the readers understand the use of lexical metaphor in the advertisement so the customer will be attracted to buy the product.

3. It is suggested that not only the students but also everyone should have a good knowledge of the use of lexical metaphor in presenting their ideas.

4. The findings of this research can be used to give a better understanding for students, especially the students of English and Literature Department of the use of lexical metaphor.

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