A PRAGMATIC ANALYSIS ON METAPHORS
IN CIGARETTE ADVERTISEMENTS

By

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ABSTRACT

The title of this research is **: A PRAGMATIC ANALYSIS ON METAPHORS ON CIGARETTE ADVERTISEMENTS.** *The objective of this study is to analyse the use of metaphor in cigarette advertisement in the view off pragmatic. This is due to the cigarette advertisement is not allowed to advertise their products because cigarette is very dangerous for the cobsumer's health. Therefore, the advertisers use metaphors to hide the real meanings. Thus, teenagers or youths will find difficulties in interpreting the meanings of metaphors used in cigarettes advertisement. This is qualitative research, therefore, it uses descriptive methods using the theories of Yule's, Levinson's, and Thomas. Yules's and Thomas describe about the functions of the illocutionary force of the speech acts; while Nielson and Storik describe the classification of metaphors, added by Levinson's theory that describes about kinds of metaphors and the way too interpret their meanings. After the analysis was executed, the writer found that directives and reoresentatives are mostly used in cigarette advertisement, while in the classification of metaphors, personification are mostly used and kind of metaphors that are mostly used in cigarette advertisement are nominal metaphors.*

Kata kunci : metafor, advertisement, speech acts,locution, illocutionary, perlocutinary acts.

A. Rationale

There are varieties of language which are used to advertise goods or services. In Indonesia, although most of the advertisements use the Indonesian language, several advertisements use English. Cigarette is one of the products, which is often advertised by means of English because cigarette is one of the products produced in almost all countries in the world. There are a lot of brands of cigarettes spread in the world and they lead the producer to reach the global market.

Language in advertising is always interesting to be analyzed. The language of advertising in cigarette, is chosen as a focus of the analysis. There are several reasons why cigarette becomes the focus of the analysis. First, cigarette is a product whose consumers are limited by age. Cigarette is usually

the metaphorical equation and then to show how the concept to clarify, resembles what is already familiar.

As stated above that figures of speech are used extensively and effectively to express the ideas and feelings in an impressive manner. On the contrary, metaphor is pervasive in everyday life, not only in language but in thought and action. It is actually fundamentally metaphorical in nature, but people are unaware about this. It can be seen in the concept of a word *"argument"* and the conceptual metaphor : *"Argument is War"* This metaphor is reflected in the use of everyday language by a wide range of expressions such as the following examples :

a. Your claims are *indefensible.*
b. He *attacked every weak point* in my argument.

Therefore*, Argument is war,* will be understood and accepted in everyday use of language because metaphor means metaphorical concept and people have already got that conceptual system in their mind.

The Classification of Metaphor

According to Levin (1977;78), the two most famous and influential of metaphor received from classical antiquity are those of Aristotle and Quintilian. Aristotle writes :*"Metaphor is the application of the strange term either transferred from the genus and applied to the species or from the species and applied to a genus, or from one species to another or else by analogy"* (Levin, 1977:78). And Quintilian divides metaphor into four classes; Firstly, the substitution of one living

thing for another. Secondly, inanimate things may be substituted for inanimate or inanimate for animate or animate for inanimate. In cigarette advertising, it can be concluded that animate based on Levin's model are human being, animal and plant; whereas inanimate can be physical or abstract. The physical ones can be stone, ice, snow and many more, while the abstract one can be the taste or flavor.

This theory is considered appropriate for this research because in cigarette advertisement is highly used. Nilsen (1978:174) classifies object into two categories, namely abstract and concrete. Concrete items can be divided into non-living and living. Living things can be divided into plants and animate being. Animate beings are either human-type or animal-type. Those concepts are similar with Levin model based on Katz's theory. Then, the metaphorical process can be seen as the following examples that bases on Nilsen's classification (1969 ;170):

1. *"Deification : giving someone or something godlike characteristics".*
2. **"** *Personification : giving an animal or a thing human characteristics".*
3. *Animalification : giving someone or something animal characteristics"* *great perfume born in America*"., it could be either personification or animalification.
4. **"** *Plantification : giving someone or something plant-like characteristics*
5. *Reification : making an abstract thing concrete". Pun* are sometimes related to reification.

consumed by adult . This forces the producers to advertise the product carefully. Second, cigarette is considered as a dangerous product for consumer's health and it will be more dangerous if this product is consumed by female, especially pregnant woman, so the rule of making advertisement itself is different from the ones in making other products. Cigarette advertisers realize the above conditions, so they make advertisement in such a way to attract consumers without breaking the rules of society. One of them is by means of metaphor to describe their products.

Metaphor is one of figurative languages which is usually used to compare or to draw an analogy of something to another one or the general things to special ones. " *Metaphor is a comparison of two dissimilar items that shows how one might have of the qualities of the other.* " (Wikipedia), An example is give as an illustration : "*He is really a wild beast*".It is also defined that "*metaphor is the application of name or descriptive term to another object which is not literally applicable.*" this is an example: "*The moon is a balloon*". *Metaphor is a word or a phrase which establishes a comparison or analogy between one object or idea and another.*" As an illustration, it is an example : " *My love is love is a flower*" suggests *delicacy and beauty.*"*The King of the jungle* refers to "*a lion*" that supposed to have the most authority and strongest than other animals live in the jungle.

In cigarette advertisements there are a lot of objects or things that can be compared to the products, such as human being, animal and plant. This fact enhances the idea that language use in cigarette advertisement is unique and interesting to be analyzed.

Formulation of the Study

Advertising is one way to introduce the products from producers to consumers. Using metaphor in advertising the product is not easy because not all readers understand metaphor. Therefore, it causes some problems which will be described in this study, they are:

1. What classification of speech acts are mostly used in cigarette advertisement?

2. What metaphors are found in the cigarette advertisement? (based on its classification)

3. What kind of metaphors that are mostly used in cigarette advertisement?

B. Theoretical Review

Several theories that are used in this research is the theory of metaphor, meaning and advertisment :

Metaphor

Metaphor is a kind of figures of speech. Figures of speech are extensively used in poetry to express the ideas and feelings in an impressive manner. In this research, it is concentrated only on the discussion of metaphor in cigarette advertisement.

Based on Goddard (1998 : 83) in her book entitled "Language of Advertising" says : "*Metaphor is a word or phrase which establishes a comparison or analogy between one object or idea and another*". While Hairston (1986:268) in her book "Contemporary Composition" states that :"*Metaphor works by setting up* associations*, but it operates more directly and specifically*". The key to creating metaphors is to find a well-known process or object to use as one part of

Kinds of Metaphor

1. According to Miller (1979) in Levinson (1983 : 152) claims the tripartite classification of metaphors. First, **nominal metaphors**, metaphors like *:"Iago is an eel "* have the form BE (x,y). the it must be constructed into a corresponding simile in line with the following rule :

BE (x, y) + > ∃F ∃G (SIMILAR (F(x), G(y))

" Iago 's ability to get out of difficult situations is like an eel's ability to wriggle off hooks"

The second kind of metaphors are **predicative metaphors,** it is also called **structural metaphors** (Johson and Lakoff, 1980:14) , this can be seen in the following example : *" Mrs. Gandhi steamed ahead".*
To understand the above metaphors, it must be constructed into a corresponding complex simile in accordance with the following rule :

G(x) + >∃f ∃G (SIMILAR (f(x), g(y))

It means that metaphors of the xGs kind (with metaphorical predicates) are interpreted as : "There is a property F and an entity y such that x F ing is like y G ing'. So it must be reconstructed with another predicate and another entity so that once again two propositions may be found to be compared. Thus the rule will produce a simile like (a) and the more specific ally something like (b) as the following :

(a) *Mrs. Gandhi is doing something which is like something steaming ahead, or*

(b) *Mrs. Gandhi's progress in the elections is like a ship steaming ahead.*

The third kind of metaphors are **sentential metaphors** : some metaphors, like B's remark in (c), are not categorically false (the same as in which *Iago cannot really be an eel, or Mrs. Gandhi cannot really steam ahead;* rather

they are identified by being irrelevant to the surrounding discourse when literally construed :

(c) *A : What kind of mood did you find the boss in?*
B : The lion roared

A sentence of the conceptual form G (y) is interpreted utilizing the following rule :

(d) *G(y) +> ∃F ∃x (SIMILAR (F(x), G(y)))*

It means given an irrelevant proposition y Gs interpret it as: "There is another property F and another entity x such that the proposition 'xFs' is similar to 'yGs'(and 'xFs' is relevant to the discourse)'.

Thus based on the rule above B might be interpreted as (e) and the more specific is in the context (f) as follows :

(e) The lion's roaring is like something doing something

(f) The lion's roaring is like the boss displaying anger.

So, according to Levinson (1983:153), there are three rules to understand three kinds of metaphors as shown in the above examples are by converting metaphors into simile form.

Another kind of metaphor that should be included is orientational metaphors that does not structure one concept in terms of another but instead organizes a whole system of concepts with respect to another, since most of them have to do with spatial orientation : *up-down, in-out, front-back, on-off, deep-shallow, central –peripheral.*

Pragmatics

People do not always or even usually say what they mean. Speakers frequently mean much more than their words actually say.

Some other examples : I might say *'It's hot in here!,* but what I meant is: *"Please open*

the window!" or "Is it all right if I open the window ?" or "You're wasting electricity!" People can mean something quite different from what their words say, or even just the opposite. For instance, to someone who has borrowed my car for the weekend and returned it with no petrol in the tank, I might say : "it was nice of you to fill the car up!" Or "What a shame you couldn't find the petrol tank!" (Thomas; 1995:1).

If a single group of words such as It's hot in here! Could mean so many different things at different times, how do we work out what it actually does mean on one specific occasion? And why don't people jut say what they mean?. These, and many other issues, are addressed within the area of linguistics known as **pragmatics**. Wray et al. say that pragmatics deals with the hidden messages. (1998:115).

It has a very close relationship with this research that discussing about the advertisement and metaphor. In advertisement, it is related to what the advertiser wants to convey or what message that the advertiser wants to deliver to the customers, and it is called the speech act or the speaker's intention that is also known as force of an utterance (Thomas ; 1995:2).

According to Austin in Thomas (1995 :49) made a three-fold distinction, namely :

Locution : the actual word uttered
Illocution : the force or the intention behind the words.
Prelocution : the effect of the illocution on the hearer
For example : I might say : It's really cold outside and windy ! (locution), meaning : Please close the

door! (illocution) or "Would you give a cup of tea, please? And prelocutionary effect might be that someone closes the door or give the speaker a cup of tea

Classification of the Speech Acts

One general classification system lists five types of general functions performed by speech acts: declaration, representatives, expressives, directives, and commissives. (Yule; 2000:53).

Meaning

The theory of meaning that the writer will apply is theory that is based on semantic study taken from Hurford (1983:3) states meaning is meant " be equivalent to". There are two kind of meanings : "literal and figurative". Hawkes and Chandler (2003 :124) differentiates between figurative and literal meaning." Figurative language is language which doesn't mean what it says .... in contrast to literal language which is at least intended to be, or taken as purely denotative." According to Evans and Gibbs (2006:287) literal meaning is 'precise' and 'lucid'.

C. Method and Technique of Study

The method used to analyze the metaphor in cigarette advertisement in this research is descriptive method. John W. Crestwell says qualitative research is descriptive in that the researcher is interested in the process, meaning, and understanding gain through words, or pictures (1994:145). Bogdan and Biklen also have the same opininon, they state "Qualitative research is

descriptive. The data collected is in the form of words or pictures rather than number."

The writer searchers data from the internet e-magazine. There are 30 data that contain metaphors to be analyzed. In this research, the data obtained, are analyzed by using the theory of Speech Acts, Yule's (2000), the theory of metaphor of Levinson (1997), and Thomas (1995), the theory of meaning from Hurford (1983), Grice (1957). The steps in analyzing the data are as follows :

1. The data are collected from the internet. Those are randomly chosen.

2. All cigarette advertisement that uses English language are collected

3. Several cigarette advertisements that have been collected that containing metaphor weather they use animate or inanimate objects are separated as the data.

4. The utterances on the headlines slogans are analyzed using the theory that has been mentioned above.

5. The classification of metaphors are analyzed.

6. Kinds of metaphors are analyzed.

D. Findings and Discussions

The followings are some examples of data analysis taken from the writer's thesis :

Functions of the Speech Acts in Cigarette Advertisements :

Representatives
Data A4 KC1
It contains **Welcome to Our House.**. This is a warm greeting of the advertisers to consumers who want to come to their house, and the house referred to is the taste contains in the cigarette as written on the slogan **The House of Menthol.** In this case, the advertisers as the speakers believe that by coming to the house of menthol or by smoking **Kool** cigarette, the consumers will come and experience the menthol taste of the cigarette they produce.

Declaratives
Data A45 TC
The phrases written on the headlines, a woman says *:"Considering all I'd heard, I decided to either quit or smoke True. I smoke True!"*This is considered as declarative. The advertisers of this product would like to convey an example of some one who has chosen to continue smoking because of their healthy product that is safe for their health, their product contains low tar and low nicotine as written on the slogan :" The low tar the low nicotine. Think about it". Therefore, their product is not dangerous. Actually both the advertisers and consumers are aware that smoking is dangerous for people's health. But the producers create something new so that people can continue smoking without getting afraid of the danger.

Directives
A32 WN
The phrases written on the headlines: **Leave The Bull Behind.** It is directive. In this case, the advertisers would like to convey the message to the consumers to leave the bull behind, because a "bull" is regarded as a quite strong-male animal from the ox family. The bull has an analogy with a strong additive cigarette. The

advertisers suggested to leave a strong additive cigarette and choose their product because their cigarette is additive free as shown on the slogan : *Additive free*.

Based on the findings, there are only 2 declaratives, 19 directives and 34 representatives. While commissives and expressives cannot be found.

The Classification of Metaphors in Cigarette Advertisements
Personification :
A2 JC

Based on this data, the topic that is being talked about :

Jade : [Noun]; (physical)(natural)(non-living); the metaphor that is being compared : Lust : [Noun]; (abstract) (Perceptual) (Non-living)

This a comparison of Jade as an inanimate (noun, physical) with lust (noun, abstract). Lust means a strong sexual desire. It is a human being or animal characteristics. Thus, it can be concluded as both personification or animalification. Generally, it is just regarded as personification.

By using the same method above, it can be found some other classification of the five. But there are only 4 classification found,There is no deification.

Kinds of Metaphors that are Mostly Used in Cigarette Advertisements
A8 MC

It is a comparison between two dissimilar objects, the cigarette branded Misty and its taste that is colorful like a rainbow.

The comparison can be described as follows :
Misty is a rainbow

Misty cigarette has a very colorful tastes like various color found in rainbow. This is straight comparison, the metaphor of this kind is called nominal metaphor.

These two kinds of natural phenomenon have each own literal and figurative meaning. Literally, the word 'misty' means cloud of water vapour in the air, less thick than fog and not so light than haze. While rainbow means : the curve of many beautiful colors seen in the sky when the sun shine through the rain. Due to the close relation between misty and rainbow that is after the water drops in the air, the cloud will emerge; then after the cloud disappear, the rainbow with a beautiful color will appear. Therefore, the meaning of *"Find Your own Rainbow"* written on the slogans means find the curve of many beautiful colors in the sky hen the sunshine through the rain.

Figuratively, that slogan means find the colorful taste in Misty cigarette. Because by smoking misty cigarette, the smokers will feel colorful or cheerful as when they see various beautiful colors of rainbow.

By using the same method 30 nominal metaphors are found and 1 structural, and zero for sentential metaphor.

E. Conclusions

Based on the findings explained above, the conclusions can be drawn as follows :
1. The speech acts used in cigarette advertisements fulfill the function of the advertisement, those are : to inform, to

direct and to persuade the consumers to buy the products.

2. Personification is mostly used in cigarette advertisement. The characteristics of people or animals are considered to be more interesting and challenging and also they are more familiar to all people in general.

3. Nominal metaphors are mostly used. It indicates that the advertisers like using simplest sentence because nominal metaphor occur in nominal sentence that sometimes also called simple sentence. The comparison that occurs in nominal sentence is a straight comparison. The advertisers use these kind of comparison in nominal sentence in order to be understood easily by the readers. Besides, either the headlines or the slogan mostly use phrases not sentences; therefore structural and sentential metaphors are hardly used in advertisement.

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