

**MINISTRY OF EDUCATION AND TRAINING
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**A STUDY ON METAPHORIC EXPRESSIONS
IN ENGLISH TOURISM ADVERTISEMENTS**

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(A SUMMARY)**

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Chapter 1

INTRODUCTION

1.1 RATIONALE

Language is the most powerful mean to communicate in our daily lives. Especially in this modern time with development and information technology, using language skills effectively can give people a lot of benefits.

Nowadays, the World open to all people, travelling around the World becomes an essential need to all of us. Advertisement therefore becomes an indispensable part to travelers. Skills to write an ad and skills to use language in tourism advertisement play the important role to travel agencies. And metaphor device becomes one of the most important language skills we must use in this field.

Using metaphor well in tourism advertisements can cause tourists' curiousness. E.g. as Vietnam tourism slogan: Vietnam, the hidden charm (2013), or Vietnam, the timeless charm (2014). When reading these advertisements, tourists want to discover our country.

In the same way, by selecting most simple and sophisticated words, ads help to transfer meaning and beauty of tourist destinations to reader. Besides, rhetorical device of metaphor is as 'the key to success' or a lubricant solutions as help to transfer meaning well to readers. Actually, by using metaphor in language, ads seem becomes smoother and easy to absorb to mind. Transferring then achieve effectiveness.

Look at below sample:

(1) *Staunton Country Park is **a gem** just outside of Havant, with amazing gardens, a tropical glass house and an Amazonian water lily. Fun for all the family can be found on the ornamental farm with the friendly farmyard animals.* [198]

‘A gem’ normally has ‘a precious or semiprecious stone’ meaning [208]. By using that meaning, Staunton Country Park once reminded and is considered as something very important to this town, look like ‘a gem’ to human beings.

For above reasons, I choose the topic ‘*A Study on Metaphoric Expressions in English Tourism Advertisements*’. And this thesis takes the theory on metaphor by Halliday in *An Introduction to Functional Grammar* as the theoretical base.

1.2 AIMS AND OBJECTIVES

1.2.1 Aims

Help Vietnamese learners of English to cultivate the ability to identify metaphoric expressions in commentary tourism advertisements in English; encourage learners, tourists and who work for tourism, travel agencies and commentators get insight syntactic feature and semantic feature of metaphor meaning in general, and those used in tourism advertising in particular.

1.2.2 Objectives

Describe the syntactic and semantic features of metaphoric expressions in words, phrases; suggesting some implications of the findings for teaching and learning English in school; helping learners, tourists and who work for tourism, travel agencies not only to have more views about tourism language but also how to write tourism advertisement effectively.

1.3 SCOPE OF STUDY

We will focus on syntactic features and semantic features of metaphoric expressions in English tourism advertisements. Samples are extracted from 55 websites on the Internet. Tourism websites are with main domain in The United Kingdom territory.

1.4 RESEARCH QUESTIONS

1. What are the syntactic features of the metaphoric expressions used in English tourism advertisements?
2. What are the semantic features of the metaphoric expressions used in English tourism advertisements?

1.5 SIGNIFICANCE OF THE STUDY

To help Vietnamese learners of English students have more view about metaphoric expressions, so they could apply this rhetorical device into lessons. Besides, to help Vietnamese teachers in their work in teaching tourism English subject, and also help employees who work in tourism has more view about their job, and they could contribute to enhancing national GDP.

Additionally, the study is expected to have an important meaning to development orientation to the tourism city of Danang, and largely a tourism country of Vietnam. Hope this will indirectly help to raise tourism GDP in Vietnam and assist in increasing the number of visitors to Vietnam.

1.6 ORGANIZATION OF THE STUDY

Chapter 1: consists of rationale, the significant of the study, aim, objective, research questions, and organization of the study. **Chapter 2:** reviews the previous studies related to the topic. Moreover, theoretical background such as the definitions of metaphor and metaphorical expression as well as the role and type of metaphoric expressions in advertising are indicated in this chapter also. **Chapter 3:** has five parts: research method, data analysis, description of population and sample, procedure of data collection and reliability and validity. **Chapter 4:** contains the discussion and findings of syntactic features and semantic features of metaphoric expressions in English tourism advertisements. **Chapter 5:** embraces the summary

of the thesis, the implications for metaphoric expressions in teaching, learning, etc. and some limitation of the study, also suggestions for further studies.

Chapter 2

LITERATURE REVIEW

AND THEORETICAL BACKGROUND

2.1 REVIEW OF PREVIOUS STUDY

Metaphoric expression was developed under much linguistics views, yet under light of Halliday [21] with '*An Introduction to Functional Grammar*' (2004), we have newest view. He said: Metaphoric expressions use words, phrases with transfer meaning. By that, an expression will be understood in indirect way or transfer meaning to create a picture or image, or for other special effect. It is called an imaginative or figurative expression.

In Vietnam, Phan Văn Hòa [70] talks about '*Metaphor and Grammatical Metaphor*' and points out metaphor's important roles and functions in communication and in thinking. Đinh Trọng Lạc (1999) contends that there are some similarities between object A and B in representing the metaphoric meaning. Object B is used to refer to object A. It is called metaphor. Nguyễn Đức Tồn [73] in the article '*Để giúp thêm cho việc dạy khái niệm ẩn dụ*' gave a definition of metaphoric expressions like this: Metaphor is a way of replacing names or substituting qualities attributes between them. Other sources of previous studies are Mater researchers.

2.2 THEORETICAL BACKGROUND

2.2.1 Advertising

a. Notions and Aims of Advertising

b. Language of Advertising

2.2.2 Tourism and Tourism Advertisements

a. Definition of Tour

b. Tourism Advertisements

c. Distinctive Function of Tourism Advertising

d. Genetic Structure of Tourism Advertisements

2.2.3 Rhetoric

Rhetoric is a branch of general linguistics that is regarded as a language science. It deals with the results of act of communication [18]. It means that rhetoric takes into consideration of the ‘output of the act of communication’. The most frequent definition of rhetoric is one defined as the ability to write correctly and in a manner calculated to interest the readers [18]. According to Andrea Lansford, rhetoric is the art, practice, and study of human communication. Some other linguistics such as Backman, Mark assumes that:

Rhetoric deals with the artificial structure of reality, which in their compound complexities constitute what we call culture. We do it an injustice to define it simply as communication, et cetera. Rhetoric is itself a structuring art. As an art of persuasion its materials are words or images, sentences and paragraphs, arguments, and examples, all of which are used to organized the responses and actions of an audience. As an attitude about the world, rhetoric underwrites all kinds of processes and methods that aim to produce order out of chaos [41].

According to the Encyclopedia that rhetoric is classically defined the art of speaking in such as manner as to impress the hearers and influence them for or against an opinion existing implicitly or explicitly in any society. It is essential to cultural, political, and social activities as such in so far these demand a display of uninterrupted speech or monologue. As a formalized type of knowledge, it has been studied and practiced by ancient Greeks since the 5th century BC, it was developed by the Sophists of Athens, who learnt it from Sicily,

discussed by Plato and Aristotle – the creator of a systematic and scientist rhetoric – continued by the Alexandrian Hellenists, and later by Romans, for whom the oratorical skill had an ethical bearing as attached to the art of living.

In the popular sense, the word rhetoric has associated with it the stigma of empty, flowery talk, or impressive speech saturated with falsehood. It should be also noted that a rhetorical question is really not intended to elicit an answer; one often regards rhetoric as suspiciously false and dishonest. Rhetoric refers to the art of orators, or persuasive speaking – the art of effective argumentation with the view to influencing opinion.

Metaphor is one of most beautiful and symbolic rhetorical devices in the field of stylistics. It is a type of expressive and figurative language in which one semantic field of reference is carried out over or transferred to another.

2.2.4 Metaphor

a. Definition

a1. Some theories relate to metaphor:

- Aristotle and Plato: Aristotle emphasizes the rhetorical function of metaphor, metaphor also confirmed that operate within the scope of thinking, and Plato emphasized that metaphor is a tool of positive thinking

- Langer (1942), Black (1962), Clark (1973) and other researchers have reaffirmed this and open up different directions proof. Lakoff & Johnson (1980), Lakoff & Turner (1987), also for that metaphorical meaning outside the system based on the cognitive, the system was based on society;

- Sausure (1857- 1913): by the way explain the formation and development of language, Sausure the more we can confirm the

nature of the third metaphor is: It must be said that one of the innovative methods and language development. The very nature of this included on both the nature of thinking (language) and pragmatics (speech)

- Halliday (1985, 2004) indicate the creativity of language, just embodies the organization of speech, or in other words, the operation of language in discourse: grammatical metaphor.

a2. About neo-functions and their function, they usually refer to the following authors:

- **M.A.K. Halliday** (1978). *An Introduction to Functional Grammar*

- **B. Brown & G. Yule** (1983). *Discourse Analysis*

a3. According To **Halliday**, there are 3 metafunctions of language: (1) the ideational, (2) the interpersonal, and (3) the textual.

However, Halliday provide a frame work what seems to me ideally suited to my purposes.

b. Types of metaphor:

- Metaphor: an unusual pairing of two elements that creates tension when one element transfers meaning to another, thus creating a new concept different from what one element would have without the other.

- Pictorial metaphor: a metaphor as defined above where the first element, or subject, is an image rather than words.

- Verbal metaphor: a metaphor as defined above where the primary subject is presented in language rather than images.

- Verbal-Pictorial metaphor: a metaphor as defined above where the first element is presented in language and images; the text and images need not be dependent upon the other for understanding, but they may be supportive of one another.

2.2.5 Types of metaphoric expressions:

a. *Metaphor*

Metaphor has been portrayed as ‘an expression which describes a person or object in a literary way’ (Walter & Woodford) and is the ‘result of some operation performed upon the literal meaning of the utterance’ (Lakoff & Johnson). Actually, it was used in documents to enhance the beauty of language also reach to purpose of writers, especially advertising writers. Moreover, press the metaphor role, Zaltman and Coulter said: ‘without metaphors, we cannot imagine. They are the engines of imagination.’

Phan Văn Hòa (2008) examined an article on metaphor, pragmatic metaphor and grammatical metaphor. He tried to reconfirming that metaphor is an entity to not only affect the growth of languages but also make communication especially effective. It also points out the remarkable process in metaphor investigations: from view that metaphor is only a rhetoric device to the view that metaphor is a common and important device for the development of languages. [70]

b. *Metonymy*

Metonymy is one of the major figures of speech recognized in classical rhetoric. Koch [14, p.140] translated one of the earliest definitions of metonymy of anonymous author that characterized metonymy as ‘*a trop that takes its expression from near and close things*’ by which we can comprehend a word that is not denominated by its proper word.

Galperin [18, p.144] stated ‘*Metonymy is based on a different type of relation between the dictionary and contextual meanings, a relation based not on identification, but on some kind of association connecting the two concepts which these meanings represent*’.

According to Lakoff and Johnson [31] '*Metonymy is a figure of speech, in which one expression is used to refer to the standard referent of a related one*'.

Although some differences in the viewpoints, all linguistics have an agreement on the fact that metonymy process consists of mentally accessing one conceptual entity via another entity, it is not just a figure of speech but it is a part of people's everyday way of thinking.

c. Simile

Simile is the comparison between two objects of different kinds which have at least one point in common, that is, comparing two or more unlike things using *like*, *as* or *as if*, et cetera.

In simile, the quality picked put may be unimportant at first, but it is intensified according to the writers' intention to turn into a telling feature, with a view to giving us a new and unexpected light about the object characterized.

The examples of simile are widespread, that is, they are used condense and intentionally in any saying of people, as well as in any literary works. The one chosen below can well – illustrate the use of this kind of stylistic device:

'The pen is mightier than the sword'

The sword symbolizes for *pen*; this concept is agreed by everyone on earth. The term '*the pen*' and '*the sword*' are compared each other for the quality of sharpness and seriousness.

Finally, the nature of metaphor is implication meanwhile the nature of simile is intensification.

d. Personification

Lakoff and Johnson [31, p.33] in '*Metaphor We Live By*' gave a clear definition of personification. The most obvious ontological metaphors are those where the physical object is further specified as

being a person. This allows us to comprehend a wide variety of experiences with non-human entities in terms of human motivations, characteristics, and activities.

According to Lakoff and Johnson [31, p.34], personification is called *extended metaphor*. It is a general category that covers a wide range of metaphor, each picking out different aspects of a person or way of looking at a person. What they all have in common is that they are extensions of ontology metaphors and that they allow us to make sense of phenomena in the world in human terms – terms that we can understand on the basis of our own motivations, goals, actions and characteristics. By using metaphor, a speaker can compare two things or a person and a thing that seem to be unrelated or are hard to find any relation between them.

Example:

(3) There is a river called a river of no return.

Sometimes it's peaceful and sometimes of no returns.

Love is a traveler on the river of no return. [109]

2.2.6 Metaphoric expressions in Advertising

a. Role of Metaphoric Expressions in Advertising

The study of metaphoric expressions in advertising has been used to gain insight about consumer behavior [51]. Zaltman's Metaphor Elicitation Technique was a research tool developed to define and describe the metaphoric expressions that drive consumer behavior with implication for copy testing [65]. Metaphoric expressions are relevant to the study of advertising because metaphoric expressions are laden with symbols and imagery that might be used creatively in implementing decisions that will animate or bring appropriate reasoning processes and models to life.

Stern also is an advocate of studying symbolism along with metaphoric expressions in advertising. Stern believes that advertising is a metaphoric art, much like poetry. She is more interested in verbo-pictorial metaphoric expressions (in Forceville's terms) than strictly verbal metaphoric expressions since "words alone cannot convey the burden of meaning" [17]. Print, television, and even the Internet's World Wide Web may be more appropriate media as they are not limited to verbal communication. Stern's works, although concerned with visual metaphoric expressions, still concerns the integration of verbal elements.

Homer & Kahle investigated the effects of metaphoric expressions use on persuasion, finding that ads incorporating surrealistic content produced greater recall and purchase intent than other more traditional advertisements. [25]

b. Types of Metaphoric expressions in Advertising

Metaphoric expressions have been classified to distinguish differences in the usage of metaphoric expressions in advertising (Forceville). According to Forceville's works [17], he has divided metaphoric expressions in advertising into three types and been defined as follow. Verbal metaphoric expressions are *textual written language used to convey meaning of the first subject*. Pictorial metaphoric expressions use *images for the first element, without words or any text accompanying the visual image*. A combination of images and words as the primary subject *will result in a verbo-pictorial metaphoric expressions being observed*. Some verbo-pictorial metaphoric expressions may require both the image and the text to support each other for clear understanding while others may not need the assistance of the other to be understood, but both may still be presented for greater clarity. Regardless, if the first subject

contains both words and images, it shall be considered verbo-pictorial metaphoric expressions.

c. Metaphoric expressions in Tourism Advertising

Tourism advertising is characterized by the use of metaphoric expressions, and it possibly derives from the special characteristics of the tourism subject.

Advertising is a central element of the tourism and travel product. Potential tourists shape their views and opinions about the purchase based upon the abstract images of the advertised product. Tourism is a service industry and its products are not easily tested. Customers can not 'try' or see it before the actual purchase. Therefore, they are dependent on the advertising techniques for constructing the images of the product. Consequently, advertising is a vital and central part of the tourism marketing mix. Advertisers display different tourism activities and services to the tourism. Tourism operators use certain images to portray and visualize their product in brochures and other print advertising. Tourism is a fragmented industry and also depends on the products of other industries, such as, for instance, accommodation and transportation. These industries in turn also make their products available to the customers. All types of tourism products depend on the ways in which advertising portrays and shapes the images of those products. These images of the product intend to suggest some opinions and ideas in tourist's minds. The process of image writing and drawing a specific picture of the product should lead to the decision to purchase a product.

2.2.7 Syntactic and Semantic Features

a. Syntactic Features

Syntax could be understood as the study of rules that govern the ways in which words are arranged to show relationship of meaning

within (and some between) sentences. The term comes from *syntaxes*, the Greek word for ‘arrangement’. Syntax can mean the study of how words are classified into the syntactic groups (part of speech/ word classes or syntactic structure types (the grammatical relations) in them, how phrases combine into clauses, clauses into texts, and the syntactic rules which govern the formation of sentences and texts.

Parts of speech is a grammatical classification of words on the basis of many types of criteria such as word order, prosody, function words, inflections, derivational, contrast, meaning, form (how words change their forms, function (how they combine with other words, the same functional significance, the same set of positions in the patterns of single free utterances each word has).

a) Noun Phrase

b) Verb Phrase

c) Adjective Phrase

d) Prepositional Phrase

b. Semantic Features

Finegan in *Language – Its structure and use* (1994) shows that meaning is not a simple notion, but a complex combination of several aspects includes referential meaning, social meaning, and affective meaning. We can distinguish three types of meaning. Referential meaning is the object, notion, or state of affairs described by a word or sentence. Social meaning is the level of meaning that we rely on when we identify certain social characteristics of speakers and situations from the character of the language used. Affective meaning is the emotional connotation that is attached to words and utterances. [16]

a) Connotation

b) Attitudinal

c) *Affective*

d) *Society*

Lexical or semantic field is a set of words with identifiable semantic affinities. It is the organization of related words and expressions into a system which shows their relationship to one another. It is related to the same concept or notion based on association.

For example, lexical field of cook: Cook, bake, steam, boil, fry, broil roast, simmer, sauté, deep-fry, French fry, grill, barbecue, charcoal, poach, stew, braise. There are other semantic fields of weather words, kinship terms, et cetera.

The theory of semantic field/ lexical field (set) was first put forward by such linguists as Ipsen (1924) and Trier (1934). The implication of this approach to the study of lexical relations is that the vocabulary of a language can be divided up into a number of lexical fields exhaustively. It is an approach that is reflected in foreign language courses that use a situational approach, especially nowadays in content-based text-books with the theory of semantic mapping.

2.3 SUMMARY

From mentioned above, we marked theoretical backgrounds of rhetoric, metaphor and syntactic and semantic devices during advertisements in tourism which are used in The United Kingdom

Chapter 3

METHODOLOGY AND PROCEDURES

3.1 RESEARCH METHOD

- *Data collection*
- *Data analysis*

- *Qualitative method*
- *Quantitative method*

3.2 DATA ANALYSIS

The data are analyzed both qualitatively and quantitatively and based on the categories of syntax and semantics.

Then we summarize the study and suggest implications for the process of teaching, learning and working in fields relate to metaphoric expressions in English tourism advertisements.

3.3 DESCRIPTION OF POPULATION AND SAMPLE

To facilitate collecting samples, I relied on the typical characteristics of a metaphor and metaphoric expressions which are shown in chapter two. The population of study was metaphoric expressions from various websites; the corpus also consisted of 150 samples in English tourism ads.

Samples were instances of metaphor expressed by a wide range of metaphoric expressions in particular contexts. I collected tourism ads and then chose metaphoric expressions from them. Analyzing the syntactic and semantic features of metaphoric expressions is the next steps to do in this research. After that, I maintained to categorize them based on figurative metaphor to withdraw their semantic features.

Synthesizing the findings and presenting the qualitative and quantitative information with the figures and tables to demonstrate the analysis. Tables would help to summarize findings and discussions to give a brief view of the findings of the paper.

Examples are grouped to one category to show their related meaning. Such as expressing of *park, trail, spectacular riverside, et cetera*. are grouped into ‘attraction’ segment, or *football, music or food and drink* are grouped into ‘life-style’, also *abbey, church* to

‘religion’. And also since some fair resemblance of metaphoric expressions when they both mentioned *nice places*, for example, such as *sight-seeing, landscape, beauty, et cetera.*, writer tried to arrange them into one category of ‘attraction’ instead of separate them as original. Some quotes looks not belongs to its group, yet its general context do that. And because of such resemblances, the category sometimes has a relative meaning.

3.4 PROCEDURES

The research follows the steps below: Reviewing the previous studies thoroughly and identifying the research scope; Collecting and analyzing ads from above sources, we based on particular criteria of the topic and classify them; Analyzing the syntactic and semantic features of metaphoric expressions in English tourism advertisements; Suggesting implications for teaching, learning and working in field relate to English metaphoric expressions; Indicate limitations of the study.

3.5 RELIABILITY AND VALIDITY

To ensure the reliability of the samples and the results of data collection and data analysis, the phrases in the procedures for collecting data and analyzing the data (as shown in foregoing section) were strictly conformed to. The consistency in the samples chosen and qualitative information was ensured with a set of criteria for sampling so that the instances under investigation were the ones that would not be shown in others’ collection and analysis. As for the validity of the data collection and analysis, the study checked whether the samples observed met the descriptive requirements set out in the objective and in the theoretical background. For the factors mentioned above, the reliability and validity of the study were guaranteed.

Chapter 4

FINDINGS AND DISCUSSIONS

4.1 SYNTACTIC FEATURES OF METAPHORIC EXPRESSIONS IN ENGLISH TOURISM ADVERTISEMENTS

4.1.1. Noun Phrases: a) Art + N; b) Adj + N; c) NP's + N; d) NP + PP (Prep + N/NP); e) N + PP; f) Compound N

4.1.2. Verb Phrases: a) V; b) V + NP; c) V + N/NP + PP; d) V + N/NP + PP; e) V + PP; f) Past Participle/ Present Participle

4.1.3. Adjective Phrases: a) Adj + PP (PREP + N/NP); b) ADJ + NP; c) Compound Adj

4.1.4. Sentences: S + V

4.1.5. Propositional Phrases: Preposition + NP

4.2 SEMANTIC FEATURES OF METAPHORIC EXPRESSIONS IN ENGLISH TOURISM ADVERTISEMENTS

4.2.1 Semantic prosodies of metaphoric expressions in English tourism advertisements:

The first part of semantic feature, we study on semantic prosodies and bring out the meaning of metaphoric expressions in English tourism advertisements, such as analyze and synthesize the meaning ranges they belong to, these are the impact of emotions, attitudes, assessment and society.

a. Connotation

'Connotation' is created to group metaphoric expressions express behavior, feelings after reading advertisement. For example: '*Ireland's offshore islands are a paradise for walkers.*' [80]. Noun phrases 'paradise' normally describes an abode just exists in biblical account or the Garden of Eden. Here, we will get its meaning as an ideal place to be in. In particular, Malt Whisky Trail is considered an ideal place for whisky lovers, and then they will find happiness be in there.

b. Attitudinal

‘Attitudinal’ group is created to talk about attitude of people when they receive information about tourist destinations. With such advertisements, they might show their feelings such as negative, positive approach. E.g.: ‘As ***a perfect antidote to the urban grind***, or a stress free alternative to a noisy and uncomfortable beach holiday, the Brecon Beacons fit the bill.’ [185]. Metaphoric expression ‘a perfect antidote to the urban grind’ talks about effective solution or ‘fit the bill’ to the characters. Be that, the Brecon Beacons seems the best choice instead of ‘a noisy and uncomfortable beach holiday’. The metaphoric expression shows us the prime or a positive attitude to the mountain range Brecon Beacons in South Wales.

c. Affective

Similarly, ‘affective’ or emotiveness group is created for emoting relates to appraise/ ignore and leaving a comment themselves. Such as, ‘*The unimaginable horror of imprisonment in chains in Dublin Castle, that 'dark dismal and fetid prison', became his **living hell** for the next eight months*’. [96]. Sample above mentioned chains of Dublin Castle which were a ghastly place to prisoners’ century 16th. Metaphoric expression in ‘living hell’ portrayed it as a horrible territory, yet an awesome one to visit also.

d. Society

‘Society’ is made to group metaphoric expressions of social elements, such as how much people will visit here or effects of activities to society. Such as, ‘*In the late 20th century, after a prolonged period of unemployment and decline, **the revival of the fortunes of the city** lay in the redevelopment of its dock system.*’ [193]. Sample shows us improvement of Liverpool from an ‘unemployment and decline time’ in the late 20th century to a retail

centre. The metaphoric expression ‘the revival of the fortunes of the city’ portrayed a spectacular growth of the city.

4.2.2 Semantic features of metaphoric expressions in English tourism advertisements:

a. Metaphoric expressions denoting attraction

(2) *The Isle of Skye is **a gem of an island**, lying off the west coast of Scotland, with beautiful mountain scenery, interesting geology, stunning sea lochs and plenty of wildlife.* [170]

‘A gem of an island’ metaphorically displays the meaning and appearance of Isle of Skye in the island. That it plays an important role in showing functions and a highlight in the whole view.

b. Metaphoric expressions denoting culture and heritage

(3) *Discover the stories and characters behind Scotland’s monument and ruins, which honour the country’s legends and **reveal a colourful past**.* [169]

A museum and ruins always are symbol to a cultural depth and this is not an exception. Here, noun phrase ‘a colorful past’ and verb ‘reveal’ seems something attracts us to visit the museum and its ruins; and it seems just by this way, we could know more about long time history of Great Britain. Nowadays, museum and ruins become a heritage for people who live in Scotland.

c. Metaphoric expressions denoting history

(4) *Apparently, the reddish vein running through the brickwork on the outside of the tower **was 'dyed' by the blood of the Jewish victims** as they were mercilessly slaughtered.* [191]

The verb phrase ‘was 'dyed' by the blood of the Jewish victims’ is used to express the meaning of fierce war. Be there, thousands of Jewish victims died unjustly and the ‘reddish vein’ evokes us about

those terrible days always. And it is Cliffords Tower at Yorkshire, England.

d. Metaphoric expressions denoting architecture and archaeological

(5) *The magnificent entrance slab - 'one of the most famous stones in the entire repertory of megalithic art' - is especially satisfying, the confidently executed spiral and lozenge motifs still crisply defined after 5,000 years.* [111]

Noun phrase 'one of the most famous stones in the entire repertory of megalithic art' shows us a sparkle of wonder of Newgrange, Ireland, which started before the Stonehenge or even 4,300-year Pyramids of Egypt. By this noun phrase, the sight of archaeology come and attracts us to see this view.

e. Metaphoric expressions denoting life-style

(6) *Cumbria and the Lake District is fast becoming a food lover's paradise.* [164]

'Paradise' is normally understood as a very beautiful and peaceful place that seems to be perfect, yet it not exists. Here it is used metaphorically to show such meaning. That Cumbria and the *Lake District* are ideal places for food lovers. Be there, they will feel themselves in any room of taste.

f. Metaphoric expressions denoting religion

(7) *It is officially claimed as the seat (cathedra) of both the Church of Ireland and Roman Catholic archbishops of Dublin.* [113]

Talk to 'the seat' normally is said to the chair or other piece of furniture that a person sits on. In this example, 'the seat' is metaphorically aimed to cathedral of religious system of Church

and Roman Catholic as an important meaning to the situation, or a significant one to religious system in Ireland.

g. Metaphoric expressions denoting activity

(8) *With some of the finest beaches in Britain (and winner of the coveted European Blue Flag Award), Bognor Regis is a fantastic place for a family holiday by the seaside. You'll find all the fun and attractions needed for a great family break, or a refreshing weekend visit. On land there's everything from amusement arcades to **crazy golf**, while out to sea you can enjoy scuba diving, sailing, parascending and much more.* [199]

(9) *Classes*

*Your unique culinary point of view **is born** of your experiences and exposures, so don't hesitate to engage with the regional food scene. At job hunting time, you'll have a clear understanding of your place within the local employment market, and you'll have some contacts within the industry.* [210]

When travelling, beside have look on heritage sites and immerse ourselves in history flows, take an apart in local activity or simple join a bicycle tour also very attract tourists. There are a lot activities tourists can join, such as: fishing, cooking class, sport (golf), boating or simply driving experience, horse racing or rugby match or learn to bake, cook or sew at a creative workshop, dance, etc. However, during researching on metaphoric expressions, we see that it seem metaphoric expressions do not applied much, just 3.3% in this case.

Example (8) and (9) show us some common activity in The United Kingdom. In particular, those are walking tour through heritage sites and so sport tour. Actually, UK is one of best country for walking; cycling and her strongest football team also very attract tourists.

By analysing the research, we know that the language using in tourism advertisements selected very carefully. Words, phrases are polished to achieve effect of attract tourist. Metaphoric expressions are applied successful in blowing soul to messages. Yet, via study, we see metaphoric expressions is used much in ads of sight-seeing and history. It seems these are needs tourists have much when travel to a new town. Local activity and religious meaning seem highlights point too, yet metaphoric expressions are not used much in these cases.

Chapter 5

CONCLUSIONS AND IMPLICATIONS

5.1 CONCLUSION

Chapter 1: consists of rationale, the significant of the study, aim, objective, research questions, and organization of the study.

Chapter 2: reviews the previous studies related to the topic. Moreover, theoretical background such as the definitions of metaphor and metaphorical expression as well as the role and type of metaphoric expressions in advertising are indicated in this chapter also.

Chapter 3: has five parts: research method, data analysis, description of population and sample, procedure of data collection and reliability and validity.

Chapter 4: contains the discussion and findings of syntactic features and semantic features of metaphoric expressions in English tourism advertisements. We find some important things:

Syntactically, the metaphorical expressions in English tourism ads are analyzed under phrasal structures. The phrasal structures are categorized into noun phrase, verb phrase, adjective phrase, sentence and prepositional phrase.

Semantically, we concern on two main parts: semantic prosodies and semantic features of metaphoric expressions in English tourism advertisements. There are 4 small sections in first part we need to group to, these are connotation, attitudinal, affective and society. Similarly, there are 6 small segments in semantic features to group to; these are attraction, culture and heritage, architecture and archaeological, history, life-style and religion.

Chapter 5: embraces the summary of the thesis, the implications for metaphoric expressions in teaching, learning, etc. and some limitation of the study, also suggestions for further studies.

5.2 IMPLICATIONS FOR PRACTICAL SOLUTIONS

Interpret and express metaphorical expression seems always a difficult task for Vietnamese learners of English. Therefore, in a certain aspect, to comprehend and use well metaphor device, learners should first equip themselves with knowledge of cultural, religion, and social aspect. In this frame of work, paper is expected to bring some small contributions to field of teaching, learning English, especially in writing skills for Vietnamese learners of foreigner languages, in particular:

Firstly, tourism advertisements are full of terms concerning the history, life style and culture. Therefore, in order to grasp well content of EATds, teachers should provide students basis background of related matters and introduce some metaphoric expressions quoted from articles, and brings them more opportunity to practice.

Secondly, assist Vietnamese learners in writing skill as well as in communication, assist novices whom are on the path master metaphor device and also be a range to practice.

Thirdly, learn and comprehend English version in a certain field seems an easiest way to get ones in another. For example,

grasping well words in range of advertising in English could be a good foundation to grasp words on other fields such as English in bank, English in commercial, etc. And that is always the best way to learn a language.

5.3 LIMITATIONS

As far as I know, metaphoric expressions itself is a broad field comprising a mass of subfields, including speech act theory, conversation analysis, pragmatics and so on. However, this study focuses only on some tourism advertising in terms of layout, lexical features, syntactic and semantic feature.

And because of time-limited, lack of reference documents as well as linguistic knowledge during the paper, the study got certain restriction. Samples selected for analysis are simply chosen from websites and in same style so it has not reached the expected depth as it should.