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UNIVERSITY OF FOREIGN LANGUAGE STUDIES

LÊ THỊ THÙY DƯƠNG

**A STUDY OF CONCEPTUAL METAPHORS USED
IN ENGLISH AND VIETNAMESE COSMETIC
ADVERTISEMENTS**

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Supervisor: TRẦN QUANG HẢI, Ph.D

Examiner 1: Assoc. Prof. Dr. LÂM QUANG ĐÔNG

Examiner 2: Dr. LÊ TẤN THI

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Chapter One

INTRODUCTION

1.1. RATIONALE

Metaphor is understanding and experiencing one kind of thing in terms of another. In the field of cognitive linguistics, metaphor is pervasive in everyday life, not just in language but in thought and action (Lakoff and Johnson, 1980). It structures how we perceive, how we think and what we do.

Metaphor has been applied a lot in advertising industry especially cosmetic advertising. Cosmetic products are advertised in various form of media ranging from traditional magazine to electronic channels. It tries to attract target customers as much as it can by using the language as a tool of convincing. A successful cosmetic advertising is one using conceptual metaphors effectively to prompt customer to buy its products.

Plenty of studies have been carried out to investigate the use of metaphor in advertising. However, there have been not many researches focusing on the use of conceptual metaphor used in cosmetic advertising. For this reason, I decided to conduct a study with the topic: “*A study of Conceptual Metaphors Used in English and Vietnamese Cosmetic Advertisements*”

Through the research, I hope that readers and learners will have some useful knowledge about cognitive metaphors applied in cosmetic advertising.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

The aim of this study is to examine the conceptual metaphors

used in English and Vietnamese cosmetic advertisements. It also discovers some similarities and differences in using conceptual metaphors used in English and Vietnamese cosmetic advertisements. Moreover, this study will be useful for those concerning about conceptual metaphors in advertising

1.2.2. Objectives

With the aforementioned aims, the study attempts to achieve the following objectives:

a. To identify and analyze conceptual metaphors English and Vietnamese cosmetic advertisements.

b. To find out similarities and differences in the use of conceptual metaphors in English and Vietnamese cosmetic advertisements.

c. To make some suggestion for teaching, learning, and translating conceptual metaphors.

1.3. SCOPE OF THE STUDY

The Scope of our study focuses on investigating conceptual metaphors in the advertisements in 2 types of cosmetic commodities for skin and hair from website. Advertisements which do not express any metaphorical concept are not described and analyzed in the study.

1.4. RESEARCH QUESTIONS

In order for all the aforementioned aims and objectives to be achieved, the following research questions are put forward:

The study answers three research questions:

1. How are conceptual metaphors used in English cosmetic advertisements?

2. How are conceptual metaphors used in Vietnamese cosmetic advertisements?

3. What are similarities and differences between conceptual metaphors used in English and Vietnamese cosmetic advertisements?

1.5. SIGNIFICANCE OF THE STUDY

The study investigates conceptual metaphors used in English and Vietnamese cosmetic advertisements. This study makes an attempt to facilitate better understanding of the conceptual metaphors and its application in cosmetic advertising industry. Moreover, the study helps students to understand the similarities and differences of English and Vietnamese cultures in the use of conceptual metaphors

1.6. ORGANIZATION OF THE STUDY

This study consist of 5 main chapters as follows:

- Chapter 1: Introduction of the study
- Chapter 2: Literature review and theoretical background.
- Chapter 3: Research methods and procedures.
- Chapter 4: Findings and discussion.
- Chapter 5: Conclusion and Implications, limitations, and suggestions for further study are dealt with in this chapter.

Chapter Two

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

In recent years, there have been a number of studies on the conceptual metaphor especially in advertising. Below are some examples.

Chennan Yu (2009), from Kristianstad University College, has analyzed metaphors in 20 food advertising slogans.

María Enriqueta Cortés (2014) investigated The Construction of conceptual meaning in print footwear advertisements.

In Vietnam, Bui Thi Kim Ngan (2012) carried out a descriptive analysis of linguistic features of advertising language used in English slogans for food and drink products from semantic approach.

In conclusion, all of these above studies have been explored several aspects of metaphor in Advertising. However, it seems that a few have been done to study the conceptual metaphors in cosmetic advertising field in term of cross-linguistic studies in English and Vietnamese. Therefore, I hope that the study will help Vietnamese learners of English to better understand the use of conceptual metaphors in advertising.

2.2. THEORETICAL BACKGROUND

2.2.1. Cognitive linguistics

Cognitive linguistics is the school of linguistics within cognitive science that conceives language creation, learning and usage as a part of a larger psychological theory of how humans understand the world (Jackendoff, 2007 p. 192). It sees linguistic faculty in terms of more

general cognitive abilities and rejects the notion of independent language-acquisition module as opposed to the syntactocentric approach of generative grammar.

2.2.2. Cognitive Semantics

2.2.2.1. Definition of cognitive semantics

Cognitive semantics is part of cognitive linguistics. According to Evans (2006), cognitive semantics is concerned with the investigating the relationship between human experience, the conceptual system in human mind, and the semantic structure encoded by language.

2.2.2.2. Main tenets of cognitive semantics

As summarized by Evans and Green (2006:157), there are four guiding principles that collectively characterize cognitive semantics as follow:

- Conceptual structure is embodied
- Semantic structure is conceptual structure
- Meaning representation is encyclopedic
- Meaning construction is conceptualization

2.2.3. Conceptual metaphor

2.2.3.1. Definition of conceptual metaphor

According to Lakoff and Johnson (1980), conceptual metaphor is when we understand one conceptual domain in terms of another conceptual domain.

Metaphors are not merely poetic expressions with no relation to meaning. They are “general mappings across conceptual domains” (Lakoff, 1992). This mapping has a common structure: a source domain, a target domain and a relation between the source and the target.

2.2.3.2. *Classification of metaphors*

For Lakoff and Johnson (1980), there are three types of metaphor: Structural metaphor, Orientational metaphor and Ontological metaphor.

a. Structural metaphors

Lakoff and Johnson (1980: 5-61) affirm “*the essence of metaphor is understanding and experiencing one kind of thing in terms of another*”. Structural metaphors, which allow us “...*to use one highly structured and clearly delineated concept to structure another*”, are important in creating new metaphors and metaphorical concepts.

b. Ontological metaphors

Another kind of conceptual metaphors is named ontological metaphors which are less transparently projected from the source domain to the target concept than structural metaphors (Kövécseš, 2002:34). According to Lakoff and Johnson (1980:25), this kind of conceptual metaphor arises because “*our experience of physical objects and substances provides a further basis for understanding*”.

c. Orientational metaphors

Orientational metaphors are defined by Lakoff and Johnson (1980:14) as being metaphors which “...*give a concept a spatial orientation*”. This is the ability of human to organize systems of concepts based on experience about spatialization we have been acquiring during our lives. Kövécseš (2002:35) affirms “...*orientational metaphors provide even less conceptual structure for target concepts than ontological ones*”. The term “orientational metaphors” is derived from the fact that most metaphors deal with human spatial orientations and their main cognitive function is to “...*make a set of target concepts coherent in our conceptual system*”.

2.2.4. Metaphorical mapping

2.2.4.1. Mapping principles

A mapping is the systematic set of correspondences that exist between constituent elements of the source and the target domain.

2.2.4.2. Metaphorical entailment

According to Kövecses (2002), “when rich additional knowledge about a source is mapped onto a target, we call it metaphorical entailment”.

2.2.5. The scope of metaphor

Most source domains do not just apply to one target concept but several. The scope of metaphor focuses on the issue that how many and what kind of target domains a single source concept can characterize. Take source domain of buildings as an example, which applies to several targets

2.2.6. Metaphor and metonymy

Figurative terms do not literally name particular kinds of emotions. They “denote various aspects of emotions concepts” (Kövecses, 2000 p. 4). They can be either metaphorical or metonymical. Metaphor and metonymy are two different types of processes. Metaphor is basically one concept grasped in terms of another one and its primary function is understanding.

Metonymy, on the other hand, has referential role – it provides mental access to a domain through a part of the same domain – part refers to the whole or part stands for another part (Lakoff, et al., 1980 pp. 49-50).

Metaphors and metonymies are not arbitrary but they form conceptual systems. It is on the basis of these systems that we conceptualize our experience (Lakoff, et al., 1980 p. 55).

2.2.7. Advertisements

2.2.7.1. Definitions of advertising

Definitions of advertising released over the years have been numerous, each of those who have proposed to define the concept participating with elements that have helped shape the content of the concept.

Popescu (2004):

Advertising is a communication technique that involves running a complex persuasive process, for whose realizations are used a number of specific tools, able to cause psychological pressure on the concerned public. The initiator of the advertising communication actions is the sponsor, who in order to achieve communication objectives, wants to send an impersonal message to a well-defined audience regarding the enterprise, its products or services

2.2.7.2. Features of advertising

Starting from descriptive analysis of advertising, we can highlight a number of its features:

1. Primarily, advertising is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media).

2. Advertising is persuasive in nature. The goal of those using advertising is to persuade the public to adopt a product, service, idea, etc. (Arens, 2006).

3. Advertising is paid by a sponsor.

2.2.7.3. Functions of Advertising

Advertising may have plenty of functions including economic and social functions (Arens, 2006; Lane, et al., 2011).

2.2.7.4. Structure of Advertisement

Lane et al (2011) argue that the core of advertisement is the promise delivered by the advertisement. This statement refers to the importance of the headline of advertisements. However, more explanation is needed in order to give detailed information of the product.

According Lane et al (2011), most advertisements are presented in a structure beginning with the promise of benefit (the headline) followed by spelling out the promise (the sub-headline, optional), implication of story, proof of claim and action to take.

2.2.8. Cosmetic

According to Oxford Advanced Learner's Dictionary (2009), cosmetic is a substance that you put on your face or body to make it more attractive.

In the U.S, the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition also includes any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this category

Chapter Three

RESEARCH DESIGN AND METHODOLOGY

3.1. METHODOLOGY

In order to achieve the aim, this study makes use of both qualitative and quantitative research design employing descriptive and contrastive analysis method.

Qualitative methods include contrastive analysis and description. Descriptive method is used in the study to provide description of meanings of cosmetic advertisements. Contrastive analysis is also applied in this thesis to find out similarities and, especially, differences between metaphors used cosmetic advertisements in English and those in Vietnamese

Quantitative method is used to calculate the frequency of concepts, types and subtypes of metaphor, and items of cosmetic advertisements used.

3.2. SAMPLING

In order to build up the corpus of the study, I collected data base on the following criteria

- Being a cosmetic advertisement for 2 types of cosmetic commodities for skin, and hair with medium length from 30 words to 200 words collected from websites.
- Containing metaphorical linguistic expressions.
- Being advertised in the US and in Vietnam

3.3. DATA COLLECTION

The relating data in this study was taken from websites of famous and reliable companies manufacturing those products in United States and in Vietnam.

The cosmetic advertisements that did not contain metaphorical

linguistic expressions were left out.

3.4. DATA ANALYSIS

Having chosen Lakoff and Johnson's Conceptual Metaphor Theory as the model of linguistic expressions of Metaphor. The study procedure has followed the subsequent stages

- Picking out a sufficient quantity of samples selectively; about 497 samples in both languages are collected (227 in English and 270 in Vietnamese).

- Investigating and finding out the conceptual metaphors in American and Vietnamese cosmetic advertisements in cognitive linguistics perspective.

- Comparing and pointing out the similar and different expressions of conceptual metaphors used American and Vietnamese cosmetic advertisements, and then give explanation to these.

- Suggesting some implications for teaching, learning and translating conceptual metaphors and for further researches.

3.5. RELIABILITY AND VALIDITY

The quality of the data in this study is reliable for the fact that all English and Vietnamese cosmetic advertisements are totally collected from the websites of famous brands. The findings and conclusions in the study are drawn from the analysis of number and the frequency of samples and proofs concerned without any prejudices and Presuppositions. For this reason, the objectivity of the study is assured.

In term of validity, the samples containing conceptual metaphors are quoted from the authentic sources as mentioned above. All samples in this thesis could be presented in appendix chapter. In addition, the analyses in the study have always been conducted in the light of of theoretical background to ensure the quality of the study.

seen from statistics that structural metaphors account for the highest percentage, making up 82.38% of all three subtypes. Ontological metaphors account for 17.6% with one conceptual metaphor was founded. The lowest frequent type is orientational metaphors with 0 %

4.1.1. SKINCARE IS WAR

The abstract concept SKINCARE is comprehended via the concept WAR, so WAR is the source domain and SKINCARE is the target domain. People's skin to suffer from the problems such as biological aging, harmful UV, stress and environment pollution. These are the opponents or enemies in this skin-care war. In order to win the battle, we need a good protection and an effective strategy.

(4.1) A new Ultimate Multi-Performance Day Cream SPF 25 is a high-performance **anti-aging** moisturizer that revives and recreates the look of youthful skin while enveloping your skin and senses for a beautiful experience [4.18]

(4.28) Với công nghệ trong suốt “Transparency Technology”, Solarine **Chống** Nắng và Bảo Vệ Da nhưng không gây nhờn, không làm bóng da, không làm da trắng bệch vì Solarine là kem chống nắng loại trong suốt. [4.84]

4.1.2. SKINCARE IS CULTIVATION

SKINCARE is also seen as CULTIVATION when skin is a type of plant which is nourished, hydrated then absorb nutrients from skincare product. In the eye of people from two countries, the process of caring Skin is similar to process of nourishing plant.

Some words are used in the field of cultivation are adapted to skincare product advertisements such as “nourish”, “absorb”, “moisture”, “penetrate”, “hydrate”, ect.

(4.41) **Nourishes** skin deeply with **moisture** [4.130]

(4.49) **Nuôi dưỡng** làn da liên tục suốt một đêm với các thành phần cấp nước và dưỡng ẩm sâu ưu việt giúp lấp đầy, làm mờ nếp nhăn, làm da căng mọng tức. [4.142]

4.1.3. SKIN IS PATIENT

In the mind of people from both countries, skin is structuralized in terms of a patient which can have “strong” or “weak” status. Skin also suffer from diseases and need to have medical treatment like a patient. Some method of treatment such as “detoxification” is applied and skin will “restore”, gain the healthy back.

(4.55) How it works. As skin ages, **it loses energy** and becomes **less responsive** to anti-aging ingredients. [4.170]

(4.56) Kem Dưỡng Da Nhân Sâm – Linh Chi – Nhân sâm chứa nhiều chất dinh dưỡng nuôi da cần thiết, **phục hồi sức sống**, xóa tan nếp nhăn, giúp làn da căng **khỏe** và mịn màng, tươi trẻ. [4.176]

4.1.4. SKIN IS LIGHT

Both English and Vietnamese think that a beautiful and healthy skin is bright like light. When we mention *skin is light*, we mean that the languages of light such as the adjectives such as “radiant”, “bright”, “glow”, “luminosity”. Let us consider these examples:

(4.60) Skin looks **radiant** [4.186]

(4.70) Thành phần của Snowball Cleanser được chọn lọc kỹ càng, với 2 nguyên liệu vàng cho da là **CHIẾT XUẤT VỎ CÂY LIỄU TRẮNG** và **DỊCH NHẦY ỐC SÊN** giúp da **trắng sáng** [4.202]

4.1.5. SKIN IS SATIN

Satin is described as smooth, soft and glossy fabric, usually of silk, produced by a weave in which the threads of the warp are caught and looped by the weft only at certain intervals. In American and

Vietnamese cosmetic advertisements, skin is metaphorically understood as satin when it combines with adjectives “smooth”, “soft”

(4.74) Skin looks radiant and **smooth**. [4.208]

(4.81) Kem Dưỡng Da Bốn Mùa IDEAL 10g Công thức không nhờn thấm nhanh vào da, cho da **mềm mại, mịn màng** mà không để lại cảm giác nhờn dính, có thể dùng Lana IDEAL làm kem nền trang điểm, [4.220]

4.2. CONCEPTUAL METAPHORS IN HAIR CARE PRODUCT ADVERTISEMENTS IN ENGLISH AND VIETNAMESE.

In researching conceptual metaphors in hair care product advertisements, my investigation concerns with seven conceptual metaphors as follows:

HAIR CARE IS WAR

HAIR IS PATIENT

HAIR CARE IS CULTIVATION HAIR CARE PRODUCT IS RICH MAN

HAIR IS SILK

HAIR IS SUN

HAIR CARE PRODUCT IS WATER

I will presents the specific number and percentage of each type of conceptual metaphors in hair care product advertisements in both languages in the table below.

Table 4.2. Occurrence and percentage of each type of conceptual metaphor in hair care product advertisements in English and Vietnamese

Conceptual metaphors	Occurrence								
	Structural metaphors			Ontological metaphors			Orientational metaphors		
	E	V	T	E	V	T	E	V	T
HAIR CARE IS WAR	33	34	67						

Conceptual metaphors	Occurrence								
	Structural metaphors			Ontological metaphors			Orientational metaphors		
	E	V	T	E	V	T	E	V	T
HAIR IS PATIENT				52	23	75			
HAIR CARE IS CULTIVATION	21	10	31						
HAIR CARE PRODUCT IS RICH MAN				13	3	16			
HAIR IS SILK	35	23	58						
HAIR IS SUN	18	0	18						
HAIR CARE PRODUCT IS WATER	4	1	5						
Total			179			91			
Percentage			66.30			33.70			

Table 4.2 shows the occurrence and percentage of each type of conceptual metaphors in hair care product in English and Vietnamese. It can be seen from statistics that structural metaphors account for the highest percentage, making up 66.33% of all three subtypes. Ontological metaphors account for 33.70% with one conceptual metaphor was founded. No orientational metaphor is founded.

4.2.1. HAIRCARE IS WAR

The HAIRCARE can be described by using some expressions related to war in that these war terms can well reflect the intensity of haircare. Some linguistic expressions of war terms are commonly

found in hair care products advertisements such as: “anti”, “target”, “damage”, “barrier”, “protect”, “strengthen”, “prevent”, “powerful”, “reinforce”. Dandruff, UV, breakage, pollution is conceived as enemies who hair should fight against.

(4.86) Sometimes little flakes on the shoulders can make us feel self-conscious, sending us looking for **anti-dandruff** products. [4.253]

(4.101) Sự kết hợp hoàn hảo của chiết xuất gừng và sả giúp cung cấp đầy đủ lượng acid béo, các vitamin, khoáng chất và thành phần kháng khuẩn tự nhiên giúp cải thiện tóc mỏng và tóc dầu, **ngăn ngừa** gàu hiệu quả [4.266]

4.2.2. HAIR IS PATIENT

Patient is a sick, injured or wounded person who need receiving medical care or treatment. Hair is metaphorically understood as a patient when it combines with the adjectives denoting the health status of a person such as “weak”, “healthy”, “strong” or “get stressed”. There are different examples found in English data as follows:

(4.101) Strength Recovery for **weakened**, damaged hair [4.294]

(4.119) DẦU GỘI ĐẦU HOA BƯỞI 500ML thúc đẩy sự phát triển tóc **khỏe mạnh**, và cũng có thể giúp làm giảm tình trạng da đầu ngứa, an toàn cho sức khỏe và sắc đẹp người sử dụng. [4.348]

4.2.3. HAIR CARE IS CULTIVATION

HAIR CARE and CULTIVATION share many similarities. A lot of vocabularies of CULTIVATION is applied in HAIR CARE field like “penetrate”, “absorb”, “Nourishes” and “moisturizes”, “lush”. This will be proved clearly in the following examples:

(4.129) It also **penetrates** the strands to provide hair nourishment deep inside, making your hair look healthier, time after time. [4.380]

(4.138) Dưỡng chất collagen, vitamin E, B có trong dầu gội mọc tóc nhân sâm shwite thẩm thấu sâu vào chân tóc và da đầu, **nuôi dưỡng** nang tóc từ tận sâu bên trong, [4.390]

4.2.4. HAIRCARE PRODUCT IS RICH MAN

Hair care product are conceived as a rich man whose properties are nutrients that cultivate hair. This type of conceptual metaphor can be found when it combines with the verb like “rich”, “enrich” :

(4.141) Features a complex **rich** in protein and nutrients, known to provide softness and to nourish even severely damaged hair[4.400]

(4.149) Sử dụng dầu hấp trong 5-10 phút nhanh chóng tái tạo cầu trúc tóc cần phục hồi. Công thức hiệu quả cao của sản phẩm rất **giàu** dầu AGAN và PRO VITAMIN B5 [4.416]

4.2.5. HAIR CARE PRODUCT IS WATER

When hair care products is implied as a water, it means that hair care products is as important as the need of water. It not only quenches thirst but also strengthens our health. For examples:

(4.151) All hair types **thirsting for** moisturizing shampoo. Especially effective for dry or damaged hair in need of deeper hydration for more softness. [4.417]

(4.154) Chiết xuất Chanh - Sả làm **địu** da đầu [4.421]

4.2.6. HAIR IS SUN

Hair is understood as sun when it collocates with the words which are originally used to describe the light of sun such as “brilliant”, “shine”, “shiny”, “radiance”, “bright”, “glow”. Let us consider the following examples:

(4.155) Pantene Gold Series Intense Hydrating Oil is an argan oil infused formula that absorbs weightlessly into hair to help heal strands, adding **brilliant shine** and hydration for strong, beautiful hair [4.422]

4.2.7. HAIR IS SILK

Both American and Vietnamese agree that a beautiful and healthy hair is soft and smooth like silk. The concept of *hair* is metaphorically understood as a silk when it combines with the words “*smooth*”, “*silky*”, “*soft*”, “*flowing*”. The examples in this category are listed as follows:

(4.167) Features a complex rich in protein and nutrients, known to provide **softness** and to nourish even severely damaged hair [4.443]

(4.176) Dầu gội củ Sả & Mần Trầu giúp tóc sạch gàu, cải thiện tóc rụng, đẩy lùi tóc bạc sớm, ngăn ngừa mẩn ngứa da đầu. Đặc biệt **suông mượt** giảm rối tóc khi gội. [4.481]

4.3. DISCUSSION OF FINDING

4.3.1. Similarities in conceptual metaphors in skincare product advertisements in English and Vietnamese

Table 4.3. Frequency of conceptual metaphors in skincare product advertisements in English and Vietnamese

Number	Conceptual metaphor	English	%	Vietnamese	%	Total
1	Skincare is war	77	51.0%	32	42.1%	109
2	Skin is patient	29	19.2%	11	14.5%	40
3	Skin is plant	22	14.6%	13	17.1%	35
4	Skin is light	13	8.6%	10	13.2%	23
5	Skin is satin	10	6.6%	10	13.2%	20
		151	100%	76	100%	227

Basing on the table 4.3, we can conclude that all structural metaphors are found in both English and Vietnamese newspapers. Both languages share the same conceptual metaphors when considering “SKIN IS WAR”, “SKIN IS PATIENT”, “SKINCARE IS CULTIVATION”, “SKIN IS LIGHT”, “SKIN IS SATIN”.

First of all, war which is a source domain to conceptualize skincare can be found in English and Vietnamese.

Secondly, SKIN IS PATIENT is commonly expressed in both languages. There is a correlation between the patient and the skin.

Also, skincare is mapped into the source domain cultivation in both languages. English people use “absorb”, “infuse”, “penetrate” “hydrate”, “moisture”, “nourish”, “generate”. Vietnamese people seem to use the same conceptual metaphor when some similar expressions are found in my data.

Skin is conceptualized as light and found in both languages. “Radiant”, “bright”, “glow”, “luminosity” are used in English to refer the light. Vietnamese people also seen skin as light.

SKIN IS SATIN is commonly expressed in both languages. In this conceptualization, skin is described smooth, soft while “mềm mại”, “mượt mà” are preferred in Vietnamese.

4.3.2. Similarities and differences in conceptual metaphors in hair care product advertisements in English and Vietnamese

Table 4.4. Frequency of conceptual metaphors in hair care product advertisements in English and Vietnamese

Number	Conceptual metaphor	English	%	Vietnamese	%	Total
1	Hair care is war	33	18.8%	34	36.2%	67

Number	Conceptual metaphor	English	%	Vietnamese	%	Total
2	Hair is patient	52	29.5%	23	24.5%	75
3	Hair is plant	21	11.9%	10	10.6%	31
4	Hair care product is rich man	13	7.4%	3	3.2%	16
5	Hair is sun	18	10.2%	0	0.0%	18
6	Hair is silk	35	19.9%	23	24.5%	58
7	Hair care product is water	4	2.3%	1	1.1%	5
		176	100%	94	100%	270

4.3.2.1. Similarities

The structural aspect of a conceptual metaphor consists of a set of correspondences between a source domain and a target domain. As analyzed carefully in the previous chapter, we can conclude that most of structural metaphors are found in both American and Vietnamese cosmetic advertisements.

First of all, the American use the lexical units such as “anti”, “target”, “damage”, “barrier”, “protect”, “strengthen”, “prevent”, “powerful”, “reinforce” to mention HAIR CARE IS WAR where the people have to fight for their hair. Similarly, the Vietnamese compares hair care as a battlefield, where the people are fighters who uses their strategies to win.

Secondly, hair is mapped into the source domain patient in both languages. The American often use “weak”, “healthy”, “strong” or “get stressed”, “restore”, “heal”, “treat”, “strengthen”, “care”, “relieve”, “treatment”, “irritation”, “resilience” to refer to a person who is suffering from illness. The Vietnamese seem to use same conceptual metaphor when some similar expressions are found in my data.

Cultivation which is another source domain to conceptualize haircare can be found in American and Vietnamese

Also, HAIR CARE PRODUCT IS RICH MAN is commonly expressed in both languages.

In addition, some words such as “soft”, “smooth”, “silk” are typically used in American advertisements when they refer to the conceptual metaphor HAIR IS SILK. Similarly, in Vietnamese novels, we can easily find some expressions of this conceptualization

Hair care products can be conceptualized as water in both languages.

4.3.2.2. Differences

In the limitation of the conceptual metaphors in studied, there is only one difference need to be noticed. The structural metaphor HAIR IS SUN can only be found in American with 18 expressions (10.3%). American think that a strong hair is bright as sun. Whereas, Vietnamese do not think so. This can be explained by the element of appearance. Most American have a yellow and bright hair which is symbolized with the light of sun. In contrast, Vietnamese have brown, black or dark hair which cannot be linked with the sun. There is no relationship between two domains so this conceptual metaphor does not exist in Vietnamese.

Chapter Five

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

It could be assumed that there are various conceptual metaphors in English and Vietnamese cosmetic advertisements. They are SKINCARE IS WAR, SKIN IS PATIENT, SKINCARE IS CULTIVATION, SKIN IS LIGHT, SKIN IS SATIN, HAIR CARE IS WAR, HAIR IS PATIENT, HAIR CARE IS CULTIVATION, HAIR CARE PRODUCT IS RICH MAN, HAIR IS SUN, HAIR IS SUN, HAIR PRODUCT IS WATER.

5.2. IMPLICATIONS

5.2.1. Implications for Teachers

There are a number of benefits this thesis brings to teachers. First, it provide general knowledge of conceptual metaphor such as definition, kinds of metaphor, related studies and characters, features and functions of advertising. Therefore, teachers can help students to explore more conceptual metaphors in another kind of advertisements

5.2.2. Implications for students

Students can also benefit from the knowledge presented clearly in these including the conceptual metaphor and advertisement to enhance their skills. This thesis can be a reference for any learners who are going to study conceptual metaphor in other fields of life.

5.2.3 Implications for translator

As for translating, to have a good translational equivalent of conceptual metaphors, the translators should be aware of elements that have a great influence on using some expressions of metaphors. Not

only culture but other elements such as weather, history, or appearance create the distant differences in language. It is highly suggested that the translators are able to understand metaphors in cross-cultural communication. Thus, they can translate their own cognitive mode of metaphor into another and vice versa

5.3. LIMITATIONS

The thesis has a number of limitations due to objective reasons. The first one is the limited number of Vietnamese advertisements comparing to English advertisements. There are not many famous or reliable brands founded in Vietnam and owned by a Vietnamese. Most of brands are founded in other Asian, European or American countries and have branches in Vietnam. Their Vietnamese advertising language is affected by the mother company or is translated into Vietnamese. Moreover, Vietnamese brands have limited kinds of products and some of advertisements are the copies of others. Owners only change the name or ingredient of product. Due to the limitation of time, I did not investigate other cosmetic products as I had expected before.

5.4. SUGGESTIONS FOR FURTHER STUDIES

Due to above limitations, I have some suggestion for further researches including:

A study of conceptual metaphors of river, country, darkness or light in English and in Vietnamese.

A study of conceptual metaphors of car, motorcycle or watch advertisements in English and Vietnamese.