

## **Effects On The Advertising Transformation Metaphor and Target Mass**

**Ferrah Nur DÜNDAR,**

*(Lüleburgaz Vocational School, Kırklareli University, Turkey)*  
*Corresponding Author: Ferrah Nur DÜNDAR,*

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**Abstract:** Increasing population, consumption and changing consumption habits in the world have created the need of considering the concept of consumption. Particularly the social developments cause changes in the consumers' consumption concepts. How the consumer is going to carry out purchases through the metaphor of transformation, whether the metaphor used in advertisements is understood as transmitted by the advertiser, and what kind of emotional connotations they lead the followers are addressed over the concept of consumption. In the study, within the concept of the communication established with the consumers through the advertisements, the structural characteristics and qualities of metaphor, its forms of usage and its effects on the consumer are revealed; additionally, in accordance with the fact that individuals' consumption is a way of establishing an identity or a status through the use of metaphors, the role of the media in the consumption process is discussed with various advertising examples as the media is a motive for consumption.

**Keywords:** Advertising, consumption, consumption society, transformation, metaphor.

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### **I. INTRODUCTION**

Advertisement: it is closely associated with the indicators, cultural items and consumption society; because, more than necessity, it includes symbolic values such as dignity, difference, belonging to a group, getting an identity, moving up the social ladder. Individuals are classified with the products they use in consumption society. According to J. Baudrillard consumers do not consume the products but they consume the indicators. Through the advertisements, a relationship is established between the indicators and target audience. The images and social values supplant the necessities and desires in consumption. The aim in the consumption society is to turn consumption into a necessity and an aim itself rather than consumption for the needs of individuals. The individual believes that purchasing consumption goods brings social privilege and prestige. The advertisement teaches what will be consumed and how to do, in order to include it to which kind of consumption. Although "manipulation of needs" is not a necessity, it is perceived as the power to turn necessity into need. It has been ensured to be manipulated through marketing and advertising activities and through the indicators used in the mass media.

### **II. RELATIONSHIP OF METAPHOR AND ADVERTISEMENT**

Metaphor is a word figure that a notion is conveyed with indicators of another notion, which is a more vivid and well known. The word "metaphor", known as "metaphora" in Greek, and "figurative expression" in Turkish, consists of a word used in a different sense with interest or analogy other than the true meaning of it (Külekçi, 2011, s. 21). Metaphor is also called trope, simile, and figure of speech. The metaphor is the generation of a conformity and similarity between the mismatched notion and indicators. It is transferring of what is accustomed with unaccustomed.

If it is expressed with a semiological term, the metaphor is a significatum that refers to a different significatum. Lakoff and Johnson (Metaphor is the understanding of a conceptual domain by based on another conceptual domain.) Metaphor plays an important role in abstract thinking. Metaphors provide words and phrases to be used instead of each other. One of the expressions used with a metaphorical expression is used in its original sense whereas the other moves away from its existing meaning (Boozer; Wyld ve Grant, 1992, s. 20). Metaphors are the similarities or divergences between two concepts or concrete objects in question. The metaphors are about similarity or differentiation between the two conceived concepts or concrete objects.

Advertisers are conducting research to determine the impact of metaphors on the formation of behaviour of the target group. In the analysis of advertising communication, it is seen that the analyses based on metaphors are made. The individual tries to explain his experience through his metaphors in his own

environment, and the meaning that exists in his mind is derived from the transformation metaphor. In their research, Gerald and Lindsay Zaltman found that people around the world use almost the same "metaphors". The metaphors used are the most important indicators that reveal our subconscious. The language a person speaks describes his subconscious. For this reason, recognizing the metaphors used by consumers for marketers has become an important milestone in terms of brand management. Zaltman et al. developed common metaphors of people by developing this technique called 'Metaphor Elicitation Technique'. The fact that the human brain thinks more visually with pictures than with words has led to the creation of a new technique.

Zaltman et al. found that there were basic metaphors. They argue that, with the help of these metaphors they describe as equilibrium, transformation, journey, vessel, connection, control, and source, the political preferences of a package margarine purchase behaviour can also be determined and explained ([www.temelaksoy.com](http://www.temelaksoy.com)).

### III. METAPHORS

**2.1. Balance (imbalance),** Equilibrium is a fundamental orientation of human beings deeply rooted in the world and is a balance of physical, emotional, social, and moral in human life. In this sense, the consumer's tendency to consume environmentally friendly products is a good example of balance metaphor. The journey constitutes the metaphor of travel, which develops according to man in time. The path from past to present is a journey of growth and maturation. Objects and events consist of fast or slow journeys. A consumer who buys luxury goods is a customer who enjoys himself or herself during their life journey.

**2.2. Box,** Human life consists of a set of boxes. Every situation in life is a "in-cabin" or "out-of-cabin." For this reason, it is life threatening, and it also determines the attitude of a person to his or her position and life or events. Places like workplaces, hospitals, schools are a box. The advertisers have uncovered this metaphor in a research for Coca-Cola. At the end of his research, Coca-Cola was portrayed as the "box of positive emotions flowing into the human body".

**2.3. Connection (Disconnection),** the metaphor of connection contains feelings of belonging. It includes the concepts of affiliation (connection) and exclusion (non-connection). From cafes, football teams, friends' circles, love associations, every experience happens with connections. The Budweiser beer brand has used the phrase "If you are careful to send the best of cards" as a slogan on the Hallmarks Cards greeting cards, the link metaphor is adopted. The Penske truck brand has triggered family, team and partner feelings with the slogans of partner and life partner.

**2.4. Source,** When the source of human physical needs is satisfied, it needs resources to feed it socially and spiritually. Natural environment, knowledge and money are sources. As the source metaphor, the roots of the source include physical and social prosperity, protection, nutrition needs. The Ritz Carlton brand represents a hotel officer holding a service placard in the advertising messages. The attendant is like practising yoga and this image gives the impression that they are the mediator for the consumer to reach emotional and physical vitality.

**2.5. Control,** It is the need for existence to feel the control of one's life. This source of power that gives the feeling of control can also be defined as the need for "wealth", "knowledge", or "rank". Control metaphor is based on instinct to survive. According to investigative psychologists, control motivation on the human is an evolved predisposition, and control also brings with it personal ability and ability to achieve. The women's pad brand, Orkid, triggered the control metaphor by using the concepts of "freedom" and "comfort" with the slogan of "control is in your hands!".

**2.6. Transformation,** This metaphor describes the effects of changes in content and conditions on our lives and evolving from one state to another. Our bodies, our emotions and thoughts, our beliefs, our social relations and our physical surroundings are in a continuous transformation. As the prince turns into a frog and the hero of the story takes on two separate persons (Dr Jekyll & Mr Hyde), all stories and legends are based on transformation. All heroes live a transformation. All motion pictures are about the transformation of the main character. The main character we see at the beginning of Film turns into another man. He is no longer the first human to see, he has taken lessons, and he is matured. We experience physical, emotional and spiritual transformation from one state to another in every aspect of our lives. The hope within us always feeds on this transformation. Transformation is at the centre of life.

### IV. UTILIZATION OF TRANSFORMATION METAPHOR IN ADS

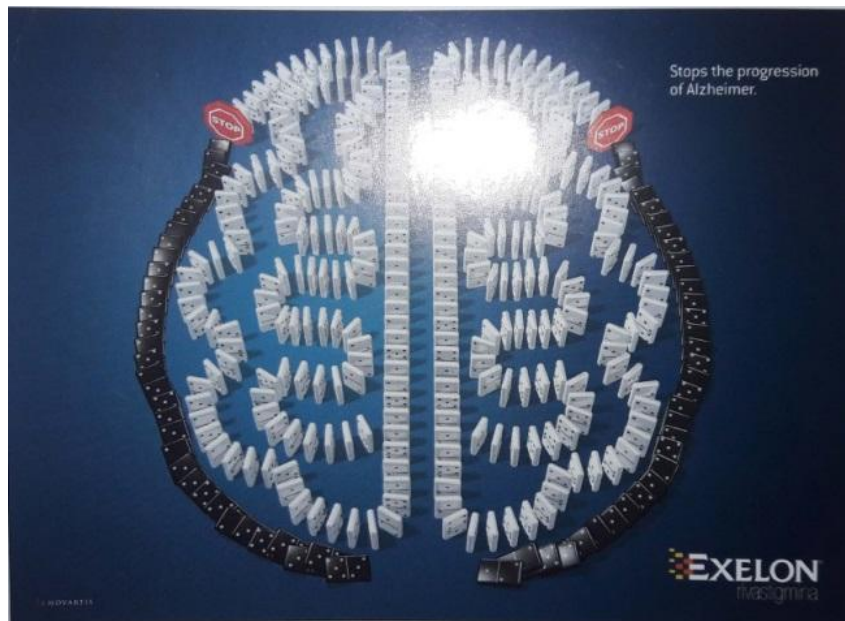
The transformation metaphor is an effective focus for many goods and service offerings for consumers. The products and services bought by the customer also have characteristics that realize the transformation. If we are to give an example of marketers and advertisers' search for a transformer,

- The World Bank's research on young people with the topic "how they see themselves in the future",
- Procter&Gamble's research on "Being clean and sterilized",
- The research that Coca Cola makes with the slogan "everything goes better" creates predictions about transformative and concrete human experiences.

The development of new ways by marketers and advertisers from these experiences has led them to create new strategies that overlap with the social and emotional needs of consumers. An example used in advertisements is a butterfly, which is also known as a "night moth," or called the "moon moth", have triggered the sense of transformation. With the same butterfly symbol as the product name, an ad communication takes place between the moon and a peaceful night's sleep. In a television commercial, a butterfly is placed on a man sitting at the end of the bed, after which the sleepy man goes to sleep comfortably. Here, the symbol of conversion, the butterfly, is used as a metaphor for sleeping aids. Legends, tales and stories refer to the sense of transformation in human life. Also in the fairy tales, the princess, who wants to find the prince of her life, transforms the frog into a prince by kissing him. The Capital One ad also used the famous conversion metaphor that describes a beautiful princess's kissing the frog and many other creatures.

## **V. EXAMPLE OF TRANSFORMATION METAPHOR IN PRINTED AD DELIVERIES: EXELON POSTER**

In advertising, visual language is among the most common areas of using the metaphor. In Exelon advertisement communication, one concept is explained with another concept. Here, the relativity between two objects or two concepts is used. One of the most important uses of metaphor is to use similarity and diversity synonymously. Thus, it turns out that the metaphor works in paradigms. The tools and the meanings of communication must have sufficient similarity and sufficient diversity to be placed in the same paradigm (Morgan ve Reichert, 1999, s.4). In the Exelon ad, there is Metaphorical Thinking and Association. The metaphor seems to use words of comparison and implication (like) when used verbally. Visual-weighted metaphors have accepted most of the words or patterns in texts or texts that require countermeasures such as "like" as metaphorical expression.



**Picture 1: Exelon Poster**

In this narrative, visual language is more dominant than verbal language. Here, the dominoes are shown, while the one that is expressed is the brain. The transformation metaphor was used by comparing the domino stones to brain cells. Similar objects were used, white and black domino stones were used in the vehicle and meaning brain concept, meaning they were likened to the brain and cells. White dominoes, white cells, are used instead of healthy cells in the brain, and black dominoes are used in place of dead brain cells. Therefore, placement on the shape of the drawn brain reinforces this analogy. With the slogan "It stops Alzheimer's progress" in literary narration, the effect of stopping Alzheimer's disease in Exelon medicine was pointed out and emphasized in visual expression with the stop sign of traffic.

Thanks to this metaphor, the advertisement is made interesting, the level of remembrance on the viewer and the increase of the consent, the necessary coding and the sale are realized.

## VI. CONCLUSION

Metaphors differentiate the way in which, the target is normally perceived by events and can present a wide variety of new meanings. When promoting a product or an idea through metaphors, advertisers try to influence and direct consumer behaviour using the ad language that the message is prepared with a strong sense of expression. In a study by Mcquarrie and Mick, it has been determined that metaphor is a useful element when it increases the interest in the ad (Morgan ve Reichert, 1999, s.1).

Lakoff and Johnson have made it clear that the metaphor varies from culture to culture. It is seen that the metaphors reflect the cultural structure of the society they are in and that they bear the physical, social and psychological characteristics of that society. Therefore, in the context of communication, the point of view of each society is different. It is also expected that the message and metaphor will be in accordance with the social values and that clear and clear messages will be conveyed. Metaphors, especially visual metaphors, use a lot of attention when capturing the interest of the target, in terms of creativity (such as in Exelon Ads), and written metaphors are used as complementary elements of visual metaphors. In visual metaphors, as in the case of sample advertising, the important thing is the consistency in the message relationships between the sender and the receiver.

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