

Combining Multimodal Metaphor and Metonymy Models for Localizing Asian Advertisements: The Case of China and Japan

Yiqi Yang, Yue Liu, Jun Hou*

College of Japanese Culture and Economics, Xi'an International Studies University, Xi'an
710000, Shaanxi, China

*Corresponding Author

Abstract

The study of multimodal metaphor and metonymy is an emerging hot spot in the field of cognitive linguistics and multimodal research. Based on the theory of cognitive linguistics, this paper discusses in depth the definition, representation, meaning construction mechanism of multimodal metaphors and metonymy and their applications in different discourse. Based on the characteristics of advertisements in some Asian countries, the paper reveals the characteristics and influencing factors of advertisements in different regions by analyzing the cultural background, values, consumer behaviors, advertisement strategies and creative performances of different Asian countries, so as to realize the in-depth fusion of the multimodal metaphor and metonymy model and the localization of Asian advertisements.

Keywords

Multimodality; metaphor; metonymy; cognitive linguistics; Asian advertising localization.

1. Introductory

The study of multimodal metaphor and metonymy is an intersection of cognitive linguistics and multimodal research, aiming at exploring the cognitive mechanisms of metaphor and metonymy and their expressions in discourse through the synergistic effect of multiple modalities such as language, image and sound. With the rapid development of multimedia technology and the arrival of the visual era, the study of metaphor and metonymy is no longer confined to the sociolinguistic model, but also involves cross-modal research. In the context of globalization, advertising, as an important means of communication, continues to cross regions and cultures. China and Japan, as important economies in the Asian region, have both similarities and characteristics in advertising, and both integrate the theoretical approaches of multimodal metaphors and metonymy in advertising design. By analyzing the differences in cultural backgrounds, values, consumer behaviors, advertising strategies, and creative performances, we will reveal the characteristics and influencing factors of advertisements in different regions, so as to provide references for multinational corporations to formulate their advertising strategies.

2. Theoretical Foundations of Multimodal Metaphor and Metonymy

(i) Definition of multimodal metaphor

Multimodal metaphor refers to characterizing the mapping relationship between source and target domains through two or more modalities (e.g., visual, auditory, verbal, etc.). Compared with unimodal metaphors, multimodal metaphors are able to convey complex meanings more vividly through the synergy of multiple modalities. In the field of advertising, multimodal

metaphors are widely used. For example, the advertisement of a brand constructs the metaphor of "product= freedom and comfort" through the combination of visual (e.g., images of blue sky and white clouds) and verbal (e.g., the copy of "free flight"), and this kind of cross-modal metaphor can attract consumers more effectively.

(ii) Definition of multimodal metaphors

Multimodal metonymy refers to the use of elements in one modality to refer to other elements in the same cognitive domain in multimodal discourse. Metonymy is usually used in multimodal discourse to strengthen the coherence and semantic association of the discourse. For example, in the documentary "China Fan Er", the richness of Chinese culture is referred to by showing representative symbols of traditional Chinese culture (e.g., Peking Opera face painting, paper-cutting art), and this part-for-whole metonymy effectively conveys the diversity of Chinese culture.

(iii) The interaction of metaphor and metonymy

Multimodal metaphors and metonymy interact in the construction of meaning. Metaphors can activate the target domain of metaphors, and metaphors can reduce the mapping range of metaphors. This interaction is especially obvious in multimodal discourse. For example, in the documentary film *Guangfu Spring and Autumn*, the metaphor of "Lingnan culture= diversity and tolerance" is constructed through the combination of visual modality (e.g., shots of Lingnan architecture) and linguistic modality (e.g., the narrator explains the connotation of Lingnan culture), and the meaning of the metaphor is further strengthened through metonymy (e.g., the architectural details represent cultural characteristics).

3. Differences in advertising between China and Japan

The differences between Chinese and Japanese advertisements are mainly reflected in three aspects: traditional cultural influence, modern cultural integration, and advertising creativity and expression. In terms of traditional cultural influence, Chinese advertisements are deeply influenced by Confucianism and Taoism, emphasizing the concept of family, filial piety and social harmony. Advertisements like to use bright colors and grand and atmospheric scenes to express joy, happy family scenes, traditional festival elements and collective activities. In the end of the advertisement is often more quiet and soft happy happy ending, such as a variety of health products, moon cakes, dumplings, the end of the basic children home to the family happy scenes, festive and harmonious atmosphere, auspicious claims often appear in Chinese advertising. Chinese advertisements make good use of commonly used words to make people read with a catchy feeling, such as "good teeth, good appetite, good health, eat well." The use of simple and commonly used words is clear and interesting, and has a high degree of communication. Confucianism also uses a lot of idioms, such as "A journey of a thousand miles begins with a single step" in the advertisement of traveling shoes. The advertisement for TV sets reads, "A journey of a thousand miles begins with a single step." For Chinese people, who have been educated by Confucianism since childhood, the use of idioms not only has a deep mass base, but also skillfully captures the characteristics of the product and makes a better sales pitch. Use representative scenes or elements to metonymize the overall concept. Japanese advertisements, on the other hand, are heavily influenced by Shinto culture and Zen thinking, focusing on the beauty of nature, simplicity and harmony, and wabi-sabi (wabi-sabi) aesthetics. Natural landscapes, seasonal changes and subtle expressions are common in advertisements. Japanese products are known for their exquisite craftsmanship and extreme pursuit of details, and product features are emphasized through close-ups of product parts. In the case of Japanese digital products, for example, through the shooting of certain exquisite parts of the camera, such as the fineness of the lens, emphasizing that "every detail is a testimony of quality". The subtle features of the product are used as a metaphor for the quality of the product. This is

closely related to the delicate and sensitive heart of the Japanese people. There are many different styles of Japanese advertising, but no matter what type, they are all closely related to their extremely orderly and somewhat oppressive environment. In real life, people's personal lives are extremely tight except for going to work. In the advertising industry, the need to find release advertising will also have a targeted consumer psychology. Therefore, most of the Japanese advertisements are full of vigor or through the beautiful scenery, so that people can do a short relaxation under the tense mood.

4. Deeper Integration of Multimodal Metaphor and Metonymy Models and Asian Advertising Localization

(I) Combination of Multimodal Metaphor and Metonymy Model and Localization of Chinese Advertisements

Movie poster is one of the typical scenes of multimodal metaphor and metonymy application. Taking the poster of the movie "Man Jiang Hong" as an example, the poster constructs rich metaphor and metonymy relationships through visual symbols and words, which strengthens the theme and emotional expression of the movie.

1. multimodal metaphors:

Visual Metaphor: In the poster, there is a piece of cloth that has been cut by a bloody knife, and the poem "Man Jiang Hong" is written all over the cloth. This visual metaphor constructs the metaphor of "resistance and sacrifice" through the two elements of "cloth" and "knife".

Color Metaphor: The poster as a whole uses three colors: grey, white and red, with the red blood and text symbolizing the fierceness of the resistance and the spirit of sacrifice.

Textual Metaphor: The words "Man Jiang Hong" at the bottom of the poster further reinforce the theme of the movie through textual modality.

2. multimodal metaphors:

Part for the whole: the bloody knife and torn cloth in the poster refer to the scenes of resistance and the spirit of sacrifice in the movie by substituting the part for the whole.

Metaphors and metaphors interact: the knife and the crack represent the breakthrough of resistance, while the poem "Man Jiang Hong" on the cloth is further metaphorized as Yue Fei's patriotic spirit through metaphors. Through the synergy of multimodal metaphor and metonymy, the poster not only conveys the core theme of the movie, but also enhances the audience's emotional resonance through the interaction of visuals and words.

(ii) Combination of multimodal metaphor and metonymy model and localization of Japanese advertisements

1. multimodal metaphors:

Baomin LiSuite has released a set of support posters that feature sports, combining 30 sports with the iconic sights of the 30 cities where they are held, the flexibility and toughness of power (judo) with trees, the stability of force (sumo) with temples, and the straightness and horizontality (archery) with the sea. Both the sports part and the landscape part of the elements and color scheme are harmonized, combining the lines of the human body with the mountains and rivers and windy buildings, giving the originally static image a dynamic power, and making it possible to see the spirit of the nation's high school students and the characteristics of the sport without having to read the text.

2. multimodal metaphors:

The poster shows the good spirit and athletic characteristics of high school students by substituting the part for the whole, such as trees or the sea.



Figure 1. Man Jiang Hong Poster



Figure 2. Bao Min Lixuite Advertisement

5. Implications of Multimodal Metaphor and Metonymy Models for Asian Advertising Localization

(i) China Advertising

1. Use cultural symbols to construct metaphors:

China has a long history and rich cultural resources, such as traditional auspicious patterns, mythological stories, historical figures, etc. For example, National Wine triggers consumers' emotional resonance to traditional festivals through the dragon element of its advertisements, which enhances the advertisements' affinity and cultural identity.

2. Integrate multiple modalities to enhance expression:

The combination of images, sounds, words and other modalities makes the expression of metaphor and metonymy more vivid. For example, in the TV advertisement, by displaying beautiful natural scenery images (visual modality), matching with leisurely traditional music (auditory modality), and coupled with poetic advertisement lyrics (linguistic modality), together they create a mood that conveys the message that the product is in harmony with the nature and brings beautiful enjoyment to people. In the big promotion, for example, Sage uses eye-catching red and yellow to form words and images, multimodally coordinating consumers' senses and stimulating their desire to buy.

(ii) Japanese advertising

1. Use traditional elements to create a metaphorical atmosphere:

Japan is famous for its unique traditional culture, such as the spirit of Bushido, the tea ceremony and the flower arrangement. Incorporating these elements in advertisements can create a strong atmosphere of cultural metaphor. For example, bamboo elements may appear in luggage advertisements, showing the qualities of toughness, elegance and dedication, as a metaphor for the high performance, reliability and environmental friendliness of the product, while also conveying the values of traditional Japanese culture.

2. Combine with animation culture to expand creative space:

Japan's anime culture has a wide influence around the world, and combining anime elements with multimodal metaphors and metonymy can open up new avenues for advertising creativity. For example, the establishment of Conan Town, through which Conan characters are loved by the public, establishes tourist attractions related to anime and sells a variety of souvenirs, and the images of Conan characters are everywhere in the staircase, ticket office and waiting room in the train station, attracting a large number of anime fans and expanding the audience of the advertisement. Not only does it bring popularity and great economic benefits to Kitae Town, but it also takes Conan's anime development to the next level.

In general, both China and Japan should make full use of their own cultural advantages and characteristics in the process of localization of advertisements, and skillfully use multimodal metaphors and metonymic models to create advertisements with unique charms and strong infectious effects, so as to better attract the target consumers, and to enhance the communication effect and marketing value of the advertisements.

6. Conclusion

Through the analysis of the differences between Chinese and Japanese advertisements, it can be seen that the cultural background, values and consumer behavior have a profound influence on the communication of advertisements. Chinese advertisements tend to direct expression and emotional rendering, while Japanese advertisements pay more attention to implicit expression and aesthetic pursuit. These differences reflect the uniqueness and diversity of advertising communication under different cultural backgrounds. Meanwhile, the study of multimodal metaphor and metonymy provides a new perspective for cognitive linguistics and multimodal research. Through cross-modal analysis, researchers can understand the meaning construction mechanism in multimodal discourse more comprehensively. This paper demonstrates the value of multimodal metaphor and metonymy in commercial advertisements and cultural communication by analyzing the posters of the movie "Man Jiang Hong" and Bao Mineral Lixuite, successfully integrating into the local culture and satisfying the psychological needs of consumers. For multinational corporations, understanding and respecting these differences, developing advertising strategies that meet local cultural characteristics, and combining the theoretical approaches of multimodal metaphor and metonymy are the keys to success in the global market.

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