

## **Metaphors in Advertising**

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### **Abstract**

The paper analyzes advertisements selected from the internet and in each case it is identified the conceptual metaphor that lies at the basis of the slogans as well as their source and target domain. There is also analyzed the domain of the source and target, and I tried to identify which are the most prominent products. In conceptual metaphors, the abstract term is usually understood through the more concrete one, in other words the target is most of the times more abstract than the source. However in advertising things are different. The target i.e. the product is quite often a concrete object and the source an abstract concept that is viewed as positive by the consumers. Thus, through metaphor the product is more seductive and desirable.