# Corpus and Metaphor Identification

## Corpus Selection

In accordance with the research objectives stated in section 1 and the needs for research explained in section 3, the present study offers a corpus-based analysis including both a quantitative and qualitative exploration of those primary metaphors which are found in tangible and intangible printed advertising. To guarantee the diversity of our corpus of study, we have compiled 300 printed advertisements, 150 of which belong to tangible products and 150 to intangible products/services. It is important to underline that we have tried to choose representative samples so that primary metaphor identification was as easy and clear as possible.

Taking these criteria into consideration, our corpus encompasses the following list of brands subdivided into their correspondent categories:

|  |  |
| --- | --- |
| Category | Brands |
|  |  |
| Banking entities | *Canara, CIT, Citi, Lloyds, HSB, Beneficial, ANB, ATM, Indian Bank* |
| Insurance companies | *ABC, Leaplife, Anytown, Indiana Form Bureau, RACQ, Navigator & General* |
| Clean energy companies | *Equinor, Tesla, Azure Power, Enviva* |
| Media & Entertainment platforms | *Disney +, HBO, Netflix, Amazon Prime* |
| Communication companies | *Movistar, O2, Talk Talk, Oigo, Orange* |
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Table 3. Intangible products/services: Categories and brands

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| --- | --- |
| Category | Brands |
|  |  |
| Cologne | *Lancôme, Dior, YSL, Loewe, Leaders, Channel* |
| Jewellery | *Swarovski, Pandora, Links London* |
| Fast food | *Burger King, McDonalds, Dunkin Donuts, KFC, Subway, PizzaHut, Starbucks, Domino's Pizza* |
| Drinks | *Guiness, Carlsberg, Heineken, CocaCola, Lipton, RedBull, Pepsi* |
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Table 4. Tangible products: Categories and brands

All the examples included in the corpus of analysis have been obtained from simple searches carried out on the *Google Images* website. To guarantee the objectiveness of the corpus, the first 150 advertisements for each category (i.e., tangible vs. intangible products/services) have been selected. Not all the instances have been included in the corpus. Advertisements have been selected following criteria of representativeness, variety, and clarity of interpretation. The final selection based on these criteria has yielded a final corpus of 300 printed ads.

## Metaphor Identification

As pointed out by Pérez-Hernández (2019: 9), primary metaphors “[…] cannot yet be retrieved by means of automatized corpus searches, therefore, their identification still needs to be manually carried out by the analyst […]”. Albeit this method involves certain risks – i.e., human errors or subjectivity-, it is the only method at hand for visual primary metaphors identification.

In order to minimize as much as possible any analyst bias, the following steps have been followed to identify the metaphors in the corpus of printed advertisements.

We have started by making a list of possible tangible products and intangible services in order to begin the searching process. Next, we have identified the product/services being advertised. We have then proceeded to analyze the product down to the last detail, including background and foreground elements, with the aim of detecting possible source domains of primary metaphors which are visually connected to the product/service. The last step of the process involves comparing the results with Grady's (1997) list of primary metaphors for potential matches. If some details were included in the advertisements regarding brightness, for example, we turned to Grady´s (1997) list to look for those primary metaphors that had this notion as the source domain (e.g., GOOD IS BRIGHT).

Each advertisement was annotated in relation to the following primary metaphors:

|  |
| --- |
| * THE NATURE OF AN ENTITIY IS ITS SHAPE * QUANTITY IS VERTICAL ELEVATION * IMPORTANT IS CENTRAL * IMPORTANT IS BEING FOCUSED * SIMILARITY IS ALIGNMENT * IMPORTANT IS SIZE * GOOD IS BRIGHT * HAPPY IS UP/GOOD * IMPORTANT IS BRIGHT |