



RESEARCH PAPER

Use of Metaphors to Frame Stories in Advertisements for the Promotion of Consumerism

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ABSTRACT

The prospects of this research study promise to inspect the linguistic dimensions of the advertisements to probe into the facets of strategic metaphorical language to unveil the tapestry of ingenious stories, evolved by manufacturers to promote consumerist ideology. The selection of twelve divertissements is based on the use of metaphors. Conceptual theory of metaphor (Lakoff and Johnson) and Stibbe's Model of Eco linguistic analysis directed the method of this research. The analysis incurred that the novelty in the stories, through the persuasive use of impressive metaphors, developed by manufacturing companies are succinctly insinuated, as the customers acknowledge them mundane but the convincible stories inculcate certain discernments in the readers' minds and effectively tame the priority choices of consumers to purchase it anyways. Study suggested that if the companies will associate the products with constructive ecological dimensions, it can make the products right choice for the customers and increase their value.

KEYWORDS Commercial Discourses , Consumerist Ideology, Ecolinguistics , Metaphorical Stories

Introduction

Metaphors play a crucial role in language, cognition, and our experiences, serving as a powerful tool for both explanation and persuasion (Duit, 1991; Lakoff, 2009; McCormac, 1985; Thibodeau, Crow, & Flusberg, 2017). Metaphors not only mirror fundamental conceptual frameworks and mental processes but also influence the way individuals perceive and process information. Exploring metaphors can thus offer insights into the intricate connection between language and cognition (Gibbs, 1994; Lakoff & Johnson, 1980, 1999). There's agreement that metaphor involves drawing parallels between distinct objects or processes, enabling one to be comprehended, perceived, felt, and discussed in relation to another. For instance, we associate "our lives to journeys," "our minds to machines," "our emotions to external forces," and "people to animals," and ascribe human traits to inanimate objects (Semino & Demjén, 2016, p. 1).

In historical linguistics, a metaphor is characterized as a shift in meaning rooted in a likeness, either in form or function, connecting the original concept with the target concept referenced by a word. There's a mapping process in metaphors where information from the source domain gets connected or associated with information in the target domain. Metaphorical mappings exhibit partiality, wherein at times, it's the fundamental perceptual traits of the source domain that correspond to the target domain ("the sun is an orange"). In addition to serving as a rhetorical tool within language, metaphors are

recognized as conceptual and wield significant influence in shaping social realities (Jensen, 2006).

Advertisement is used as a means for communication, it persuades and help the general public to purchase the product and assists the marketing companies in enhancing economic growth. For the said purpose different type of modes are useful such as television, commercial radio advertisement, magazines, newspaper, outdoor advertising, blogs, websites, and text messages (Ahmed & Ashfaq, 2013; Haider & Shakib, 2018). For the promotion of advertisements, language often plays a significant role in determining public's behavior. The advertisement agencies usually take the assistance of language tools and visual aids to influence the consumers. This process effects the audience emotions and they either formulate their preferences while watching product commercials or the cognitively make evaluation regarding the product (Yang, Lee, Kwak, Choi, Kim, & Kim, 2015).

Advertising serves as a crucial method to introduce a brand to the public. Advertising significantly impacts a product's publicity and influences consumers' mental perceptions (Rai, 2013). It necessitates very practical and attractive use of words or we can rightly say the appropriate use of language in the accurate context. However, it is observed, that conventional use of metaphors always instigates a positive effect on persuasiveness of advertisements (Burgers, Konijn, Steen, & Iepma, 2015). Listeners inevitably experience the impact as advertisements possess the power to sway them. Companies or brands strategically employ linguistic elements that augment the perceived value of their products.

Environmental discourses are about the description of the environment or ecosystem. These are frequently present in routine life like media. Critical ecolinguistic analysis, that is a consequence and continuance of critical linguistic studies, strives to demonstrate the part played usually by discourse in sustaining unsustainable consumerism and capitalist fetishism on growth of materialism (Yuniawan, Rokhman, Rustono & Mardikantoro, 2017). Arran Stibbe (2015) begins his discussion with phenomena that some untraditional narratives like stories are widespread in our society. These stories are basically mental models, which primarily show their existence amid the lines of these discourses (p. 05). "These cognitive structures are problematic because they are pervasive that people in a community do not treat them as stories rather as reality, which he called "stories-we-live-by" "(p.06).

The researcher has purposively selected twelve advertisements of different multinational companies. As theoretical framework, the study has employed Lakoff and Johnson's (2008) conceptual metaphor theory (CMT) to analyze the metaphors used in the advertisements. The study adopted Stibbe's (2015) Ecolinguistics analysis model for its examination.

Literature Review

Eco linguistics delves into the scientific study centered on language's essence and purpose. It explores how language shapes and operates within the living system (human society), contributing to the evolution of the brain, mind, and self-awareness. consciousness (Kravchenko, 2016). The central emphasis lies in understanding the connection between language and the cultural surroundings. This area of study identified by various names, including linguistic ecology, language ecology, and green linguistics. According to Alexander and Stibbe (2014), ecolinguistics is a discipline focused on the influence of language in fostering survival. It aims to connect humans, other species, and

the natural environment, aiming to foster a sustainable relationship within ecosystems. Bang and Trampe (2014) split ecolinguistics into two different paradigms, "On the one hand traditional linguistic methods applied contexts and discourse of ecological importance and on the other hand deeper reflections on the theories of language inspired by the holistic paradigm of ecology" (p. 83)

Arran Stibbe (2021) believed that ecological analysis of language divulges the stories we live by, adjudicates these perceptive stories philosophically, sustains those stories which are opposing the philosophy of ecology, and contributes successfully to discover new stories to live by. Ecology has major concern to preserve environmental balance, as apposing to the views of positivist, diminishes and discards the segregation among nature and human beings under dualism of Cartesian and recommends that environmental crises claim technical solutions as well as ethical inspection of activities related to anthropocentrism (Naess & Drengson, 2008).

Arran Stibbe (2015) said that Ecolinguistics has the capacity to investigate broader language patterns that shape both individuals' perceptions of the world and their actions towards it. The connection between ecology and language is evident in how human behaviors towards both fellow beings and the environment are guided by our thoughts, concepts, ideologies, and worldviews, and these are then further molded through language. Ecolinguistics further progressed into a more specialized form known as critical ecolinguistics, which merges language ecology with critical discourse analysis (Stibbe, 2014). Critical ecolinguistic examines the ecological discourse along with their philosophy that are particularly related to people and their environment. Research Studies in ecolinguistics propose that when green language is positive, it tends to correlate with constructive environmental behaviors. Conversely, if green discourse is unconstructive or biased, it may lead to detrimental thoughts and actions regarding the environment (Alexander & Stibbe, 2014; Döring, Penz, & Trampe, 2008; Nahak et al., 2019). The usage of lexical or vocabulary units in green speech really affects the persons' thought process and is reasonably combined in the discourse by authors and readers alike (Nahak, Simpen, Yadnya, & Satyawati, 2019).

Ecolinguistics also reveal how rhetorical tools like metaphors are employed in commercial discourses. Metaphors, particularly in marketing contexts, play a pivotal role in captivating customers and influencing audiences towards buying a product (Nuzwaty, Setia, & Zein, 2014). In this genre, metaphors serve a persuasive purpose, captivating consumers' senses, emotions, and evaluative judgment by employing distinct strategies to attribute positive qualities to the product (Fill & Muhlhausler, 2006).

Employing metaphor, humor, and language play serves as an indirect tactic to sway the audience and attain the intended impact (Stoyanova, 2021). Beyond merely capturing attention, metaphors serve to link the promoted product with another entity, utilizing the qualities of that entity to describe or enhance the advertised product. Within critical cognitive discourse, employing metaphors in commercial advertising is regarded as a social action that manifests in the text as practices embraced or rejected by the audience. These metaphors might also proliferate across various social contexts (Mohammed, 2020; Qiushi, 2020). "What makes the process one of metaphor making, rather than simply of redescribing, is that the new putative description already belongs to what is initially perceived as a different albeit familiar thing" (Arran Stibbe, 2021).

Metaphors possess the ability to shape certain aspects of reality, perpetuating power dynamics and societal stereotypes. Beyond shaping reality, they also wield the power to connect cognition with the utilization of language in social interactions

(Ding,2020) Therefore, employing personification as a metaphor holds significant influence, portraying abstract concepts and objects, like corporations and their facilities, as possessing human-like characteristics (Delbaere, McQuarrie, & Phillips, 2011). Arren Stibbe (2015) argued that “ Metaphors use a frame from a specific, concrete and imaginable area of life to structure how a clearly distinct area of life is conceptualised.... metaphors are a type of framing – one where the source frame is from a specific, concrete and imaginable area of life which is clearly different from the target domain”

Personification serves as a rhetorical tool employed in advertisements, transforming brands into tangible entities through the use of metaphors as “BRANDS ARE LIVING ORGANISMS” and “BRANDS ARE PEOPLE” (Stibbe, 2015, p. 327). The brands are depicted metaphorically as individuals with positive attributes. Metaphors are influential in shaping the companies' mission statements and logos, reflecting their distinct personalities (Kraljevic-Mujic, 2017).

Consumers perceive processed foods or items as substitutes for natural food or beverages, often favoring advertised products over natural alternatives (Ain, Ahmed, & Nawaz, 2021; Hasyim, 2017). Consumers place themselves in a position where advertised products become their preferred choice for achieving a perceived healthier effect compared to natural options (Kao & Du, 2020). Consumers possess environmental awareness when they consider a product beneficial for the environment without comprehending its actual environmental impact (Martin & Simintiras, 1995). Consequently, commercialism adversely affect the environment. (Chen, 2016; Damico, Baildon, & Panos, 2020; Norton & Hulme, 2019).

Green advertisements now a days are gaining much implication because of an increase consciousness of necessity about environmental protection. Recently, companies have begun promotions to go green and endorse not only green practices but also green advertising products. They are adopting this strategy as effective way to advance the lifestyle quality of customers with satisfying their needs (Jayakumar & Kiruthiga,2019). According to Grant (2012), an analysis is conducted on both metaphorical and factual insights regarding cultural and biological diversity. This includes drawing a metaphorical parallel between biodiversity and cultural diversity, suggesting a potential contribution to the growth of intangible cultural heritage like music and language. Furthermore, it's noted that the preservation or decline of biodiversity significantly impacts the protection of cultural heritage, and conversely, the safeguarding of cultural heritage can affect biodiversity conservation. The paper assesses these concerns and offers recommendations to policymakers, government entities, autonomous organizations, custodians of culture, and stakeholders involved in managing cultural diversity.

The above studies offer an inclusive insight into ecolinguistics and the functioning of commercial advertisements. The studies also propose with respect to the analysis of topic that multiple literary techniques are employed to promote products, with metaphors being particularly notable among these literary devices. Therefore, it indicates an absence of a practical approach for the application of ecolinguistic framework on these commercial discourses which are apparently mundane but in reality, they effectively underpin stories related to either ecological destruction or constructive protection. The manufacturers produce variety of quality products to ensure better health and improved life style. This study examined the discourse of twelve advertisements from different multinational companies, seeking to understand the implication of metaphors that are persuasively embedded in the language to disclose the underpin stories to deconstruct their ecological perspective.

Material and Methods

Research Design

The current research has opted for a qualitative approach, gathering data from the official websites of different multinational companies. The successful expertise experience of these companies determines that their method of appealing the people through advertising is more innovative and cultured than other local companies.

Research Model

Arran Stibbe framework of the ecolinguistic (2015), that pertain with language ecology, has been opted to support the present research argument that certain stories (mental models or structures) are baffling around our surroundings and we get exposed to these without making any conscious selection or getting awareness of the certain facts that these are merely stories. These certain stories are deeply imbibed everywhere in our routine lives and surely have converted into stories-we-live-by. The stories we-live-by are existing all around us for instance in advertisements of products, News, politics, medicine, textbooks, law, and also in human beings' day to day conversation and consequently affect people's behavior and the choices they make in their lives. As this study is based on the advertisements of manufacturing companies who with the help of linguistic choices construct their consumerist agenda and convert it in appealing stories which successfully conditioned public's behavior to choose from the given preferences in their daily live.

The above stated Stibbe's framework has been regarded as a suitable and concrete approach for the present study to analyze the language of advertisements to unleash metaphors and the stories which are coextensive with the ecological perspective of these discourses. "Ecolinguistics analyzes language to reveal stories we live by judges those stories according to an ecosophy, and contributes to the search for new stories to live by (Stibbe, 2015, p. 183)." These stories include ideologies, metaphors, frames, evaluation, identities, conviction, erasure, and salience. However, for this current research, only one story – specifically, a metaphor – has been chosen. Metaphor represents a unique form of framing, characterized as "Metaphors use a frame from a specific, concrete and imaginable area of life to structure how a distinct area of life is conceptualized" (p. 64). Lexical choices, entailment, hyponymy, and metonymy are linguistic categories instrumental in making metaphors.

These stories directly affect human beings' behavior. The most influential story is about the limitless growth of economy in industrialized societies. For these societies, main dominating objective is to strive for economic growth which promotes the ideology of consumerism that permits human beings to exploit the natural resources. Stibbe's framework effectively works to unveil and challenge these prevailed stories which are major cause of the ecosystem's destruction. The similar framework is supportive to make exposition and promotion of those stories which seemed supportive and beneficial for the ecosystem. These beneficial discourses must be promoted as to produce subsequently more similar discourses which eventually benefit the whole world.

As mentioned above, the chosen approach for dissecting the metaphors in advertisements is the Stibbe (2015)'s Eco linguistic analysis model that analyzes metaphors to reveal stories developed by the product manufacturers according to their ecosophy of consumerism which is ecologically destructive but with manipulation of linguistic tools they use it constructively to affect the ecological preferences of the customers which ultimately enhance the value of their product. The framework purposes to uncover

narratives that surround us and challenge detrimental 'stories-we-live-by' impacting our planet. This involves closely analyzing the language people use, as it offers insights into the presence and arrangement of these influential narratives.

Theoretical Framework

The study's argument is supported by the conceptual theory chosen for this purpose. Lakoff and Johnson (2008) suggested that metaphor involves linguistic expression, influencing cognition, aiding individuals in comprehending concepts, communicating, and rationalizing about others. Metaphors are elucidated through the concept of mapping, where a connection is established between the source domain and the target domain. The target domain is linked to the source domain and comprehended through the lens of the source domain. The source domain represents the conventional vehicle, which is less abstract and more readily understood or imagined by the human mind, unlike the target domain, which is the traditional tenor. For example, In the metaphor "LOVE IS A JOURNEY," expressions from the domain of journey are employed to discuss and describe the domain of love (Arran Stibbe,2021).

Metaphor isn't confined solely to language; it also permeates the realm of thought processes (Hampe,2017). Metaphors serve to discuss and perceive certain aspects of life through a specific lens. These are termed conceptual metaphors because they apply the frameworks of one aspect of life to envision others. It's illustrated using the example of "LIFE IS A JOURNEY" (p.16), where the understanding of life is shaped by the metaphor employed to describe it. Life is comprehended through the lens of a journey, involving the formulation of plans, pursuit of goals, choosing certain paths over others to reach destinations, and so forth. Through these analogies, life is understood through the conceptual metaphor of "LIFE IS A JOURNEY," leading to the adoption of language usage of the journey to describe life (Kovecses, 2017).

Sampling

This purposive sampling is formulated in the light of Lawrence Buell 's (1995) following two important points of definition of our relationship with nature and Habitat,

- 1- The human interest is not understood to be the only legitimate interest."
- 2- "Some sense of the environment as a process rather than as a constant or a given is at least implicit in the text." (pp. 7-8)

Firstly, a total of 12 advertisements of different multinational companies are selected based on relevancy to the Buell's concept of nature.

Secondly, Advertisements featuring clear examples of metaphors are the only ones selected.

These advertisements are tailored for the customers of Pakistan.

Results and Discussion

Product. 1

Story-1

The metaphor rooted in product 1 is that chocolate milk is empowering the quality of 'winner' in the form of becoming "Champion" in humans and especially in growing Childrens. The embedded story illustrates that like champions they will surpass all hurdles and rivals not only in the field of sports but also in real life. Life is to face the challenges. It signifies journey to become champion. The nourishing power of milk is aspiring spirit to strive and win. The product is employed here as a behavioral process behavior and it makes the children as well as adults super powerful to face the trials of life and make them capable to achieve the targeted goals of their life and become 'Champions' as clearly stated in the product advertisement. These stated line in the advertisement do not only represent a type of milk or drink rather it is also denoting an authorized body that has power logo to attach with humans and pertain authority value to bring powerful change in their lives. So, if we see metaphorically, they have actually use source domain of sports "champion" to fit into the target domain of competing and winning challenges of "life" and becoming winner and "champion".

Product. 2

Story-2

In the product 2 metonymy is used and women is attributed the quality of "Strength" as "*women of Strength*". Here an artificially nutritional milk is given as substitute of strength and power. It enriches energy of calcium to make bones powerful and women is advertising "*bone strong to mein strong*". The many successful women pictures in the different fields of life are supporting the story of women success and power. Each women picture represents a different story. This story used real successful women to represent as success stories of their product that is apparently very attractive, but in reality, it has to do nothing with their struggle and achievement in real life. This is consumerist ideology that is ecologically destructive.

Human quality of 'strong' and 'strength' is associated with the product. In first the logo metaphor of "strength" as source domain is joined with target domain of empowering "women". Likewise making "*bones strong*" that is source domain of the metaphor "strong" is associated with targeted domain of women as "*tu mein strong*". It is implicitly replacing the power of women as human beings with that of product. These two metaphors which are used here for this product can be named destructive metaphors. They are actually substituting women strength and power with artificially prepared milk that is replacing natural milk as it is especially made to make bones strong with calcium. it is thus underestimating other nutritional powers of milk which are indispensable to make women actually healthy and powerful. So actually, the product implicitly promotes consumerism and not supporting ideal women Health.

Product. 3

Story-3

This advertisement is employing the example of Metonymy. This product is assigned the human-like qualities of "Optimism" and "Stimulation". It means that the use of this drink/coffee is providing you "*physical and mental stimulation*" and "*optimism wakes up*" as mentioned in the advertisement. So, this product is underpinning the story that you wake up with an optimistic outlook to face life challenges and it rejuvenates your physical and mental health which ultimately stir and stimulate your energies to put forth them optimistically in facing whole day tasks. They give you moral lesson to be steadfast and keep dynamic vision even if in uncertainty. Whole day is ahead to struggle positively.

However, this perception is not sustainable as compare to real nutritional utility of the product. It enriches humans only with fake energy and the real energetic power is their personal self.

All these human attributes of optimism, stimulation, physical and mental health are attributed to the product. Product has some goals, like metonymy, to carry out on humans. Here source domain is 'optimism' and 'stimulate energy' and associated with target domain of "life tasks" and "health" accordingly.

Product. 4

Story-4

In this advertisement, juice is denoting the quality "Go Royal" with the picture of pomegranate. The product is represented as person that is an example of metonymy. So, juice is presented as actor who has some desires and aspirations to inculcate in your mind, who performs some action on humans and bring the flavor of pomegranate to people which can make them feel 'Royal. It specifies the story that love yourself is first priority. People through purchasing and spending money on this product can buy such feelings of peace and satisfaction. They may feel royal for time being to revitalize their self like visionary power of poetry. It is to get rid of tough daily routine and refresh yourself in summer with this natural energy drink.

However, it is not artificial energy drink but it has preservatives in it. In reality, this feeling can be rejoiced in spending quality time with family and nature, helping the humanity, doing job with honesty and any such like phenomena. Here feeling royal (source domain) has been clearly mapped onto juice (target domain), encouraging consumerism, and this metaphor can also be considered as a destructive one.

Product. 5

Story-5

The advertisement begins with the slogan that this product 'yogurt' "*A spoon full of goodness in every bite*". Firstly, the yogurt is employed metonymically as human beings have not extracted the yogurt from natural resources rather, the company itself has produced this natural goodness in it. The product is represented as an actor and the customer as passive agents. It also saves the agency that people may not also make company responsible for any discomfort or adverse effect to the users of this product. Here goodness in the taste of the product is made equivalent to a pleasant and rejoicing experience. The story of life in one bite like life is full of goodness and each day is to add up to this delightful experience. This little goodness promises blossoms of energy to keep yourself healthy and active.

Product.6

Story-6

The phrase "the new face of purity" is transferring the human quality of purity to milk. It is an example of metonymy. So, milk is represented like a person that has face of purity. This tends to present a 'new' story of human pure self. The product's innovation and uniqueness are denoted by the adjective "New". This shows the product is innovatively prepared for humans to meet their daily nutritional requirements. Here, the human characteristic is being assigned to the product assuming as a conscious object who

knows humans. The source domain of 'purity' is assigned metaphorically to target domain of assumed "human face". The new story of life refreshes every day with emotions of purity which ultimately bring calmness and peace. Be pure in your feelings and emotions like this pure milk. This milk is to enrich you with healthy life like face of purity. Purity is too close to nature but this product is not natural and support ideology of consumerism.

Product. 7

Story-7

The metaphor of power is mapped onto the product. The frame of "power to say yes" is applied here on the drinking of this powder milk in the advertisement "get the power to say yes. Here, in this story, power is kindred to milk. However, it promotes only consumerism as powder milk cannot be equivalent to natural milk. So, they are enforcing strategy that "say yes" to accept the nutritional supremacy of this powder milk over natural milk and thus become empowered. The source domain of "power" is fixed on the target domain of "milk". The underline story reveals that positivity come in life with power to say yes to yourself and attain what you want. So consumerist ideology aims at provoking positive attitude in customers' mind to trust their product and get more power to boost up their self. So, if they have difficulty in getting natural milk and may not trust it quality then this alternate is easily accessible. Nothing is impossible in life.

However, this product also supports constructive ecology through public message that "there is no substitute for breast milk." It shows sense of responsibility to guide the common masses about pros and cons. Furthermore, the company keeps the advantage that people cannot make them responsible for any inconvenience or negative effect of this product.

Product. 8

Story-8

A sleeping metaphor is used that eating this chocolate is like doing an indulgence to yourself. the source domain of "indulge" is here mapped onto the target domain of "senses". So, "Indulge your senses", which ultimately brings to the mind feeling good, visionary exuberance, serenity, kindness, gift and pleasing imaginations. With the use of this sleeping metaphor, these feelings are linked with chocolate by the consumers. Here buying this product is like giving treat to yourself, in other words, customers are purchasing the product to prioritize their selves. Life is as sweet as chocolate and you must relish it. A story of happiness. Give yourself rejoicing time and feel imaginatively in the world of your dream as indulging your sense where you want to be. Forget the fret and fears of life and energize yourself with the bite of chocolate. It may also make you super active and passionate.

Product.9

Story-9

The rich metaphor has been used here with the development of sensation regarding the product 'drinking water' "*the next generation of hydration*". This is story of every house that they need pure refined and healthy water. This vivid description helps the readers to feel themselves as "healthy next generation' and getting ultimate pleasure in spending their money on a product which not only best in purity but it also "hydrate" them. Every individual will associate feelings of difference as this is need of next generation and aspire

spiritual peace with hydrations. This is necessity of life. The source domain of “generation” is fixed onto target domain of “water”. This product supports constructive ecology but economically their product might not be affordable for all people. With the power of metaphor, the product is assigned the responsibility to fulfil the future need of public.

Product. 10

Story-10

The source frame of the game (football) is here in this advertisement applied to the target domain of the flavor milk. As a game has the advantage of a sport or pastime, it also has some important rules to win the contest and stand against opposition. Here, the company is claiming that giving the best taste of flavor milk is like a game and thus they covertly claim their supremacy against other companies. The metaphor indicates that offering the best flavor is itself a story of contest to play a game and win. You always have to face oppositions in every matter of life. Be confident and nourish in yourself the spirit of a sports person. You must keep the spirit of struggle alive and fight diligently either win or lose.

It can also be called an ambivalent type of metaphor as every company will endeavor to offer the finest flavor to its customers with the help of this story. Contrary to this, it may lead to few opposing consequences; for taste, some companies might also add non-natural flavors and harmful chemicals to these drinks to convert the taste strong. These types of artificial flavors along with chemicals can be very hazardous for human beings’ health, especially for growing children. But, in reality, such types of flavor drink milk are mostly liked by children.

Product. 11

Story-11

A very clear metaphor has been employed here in the statement “I drink milk what is your *super power*”. Here the source frame of ‘super power’ is plotted onto the target domain of “milk”. The story of becoming super powerful is made equivalent to this very pasteurized milk and if customers consume money on this product, ultimately, they will nurture the feeling of becoming “super power. So, the promotion initiates your strength journey with the use of this product to become super powerful. Why does to associate super power with things only, it is you who deserve it to be. Be your power and feel yourself super to drink milk that is best in market. This metaphor of super power is typically associated with unique story of ‘USA Royalty’, so, deliberately the company employed it to advertise that this product is surpassing all other companies in the market. However, in reality, it is destructive metaphor as this tetra pack product never replaces natural milk.

Product. 12

Story-12

In this advertisement, the very source domain of journey is covertly mapped onto the lychee drink. The flavor of lychee is attached with metaphor of exotic journey. This frame of “exotic in flavor” is bringing the feeling of traveling from one destination to another or a story of sensation to go on a discovery trip of another imaginative country. It is used as a sleeping metaphor as there is specified in the commercial, “*vibe exotic Lychee*” and *Lychee: the exotic jewel of Pakistan summer’s fruit basket*”. Here is story of famous summer

fruit of Pakistan that is having no parallel match in the world and customers are ready to go on a journey of flavor that will be unforgettable. Spending money on this drink is equal to start a new journey to another world of taste. It is a story to discover a new world of taste. The experience of feeling the pleasure of trip is fixed onto the lychee juice like a story. It can really act like a catalyst to increase consumerism.

Discussion

This study made investigation that how different types of metaphors are employed to develop stories in the advertisements to promote consumerism. The research shed light upon the publicity concerns of companies to influence emotional connectivity of the customers with products which influence their willingness to set ecological preferences. For the said purpose, the twelve products of different companies including multinational companies were selected for examining metaphors and embedded stories to seek their due importance in selling outcome of these companies. The study has applied conceptual metaphor theory by Lakoff and Johnson (2008) and also followed Stibbe (2015)'s model of Eco linguistics.

So far as the first question of this study is concerned, it is to determine how different kind of metaphors are useful to construct stories to promote consumerist ideology. The analysis of the data showed, the metaphors inculcate convincingly persuasive effect on the very language system (Lakoff & Johnson, 2008). They are very appealing to the customer's senses and passions, so companies willingly use them to grasp the audience's retention towards the product (McQuarrie & Phillips, 2005; Morgan & Reichert, 1999). Secondly, in using metaphors the source domain features itself onto target domain and this way positive features of a thing or feeling are connected with the selling product, which ultimately persuades the audience to speculate positively about the goods (DeRosia, 2008). These metaphors are tactfully implanted to evolve stories which nourished the audience positive attitude towards the advertising qualities like women empowerment, future generation, super power, and indulge your senses in exploration. These kind of feelings are very positively estimated in the human beings mind (Coulter, Zaltman, & Coulter, 2001).

For that reason, the manufacturers of these product indirectly made the spectators ponder simply regarding their products through the use of these effective metaphors. The audience may, truly, feel pleased or exceptional by spending money and time on their desirous products, taking much care of their self and feeling the joy of future generation, eating pure and natural, becoming winner and champions, women cherish their empowerment and the sensational feeling of being treated as Royal. The strong association of such kind of feelings and ideals with the consumption of money on products consequently enhances the companies' products purchasing ratio, thus establishing the strength of their economy.

The second research question of this research study is that how do these metaphorical stories influence emotions of the audience and persuade them to set their ecological preferences. The strong association which consumers attached with the products is through effectively constructed stories of metaphors that has a very convincing effect. Metaphors have due quality that the qualities of one given object are intentionally mapped onto the second, the similar illustrations have been recognized in the selected products analysis (Freeman, 2000). The advertising companies plan to attach the positive potentials of one good or feeling with the products, which in turn, persuades the consumers to think the way these companies like the people to think (Liu et al., 2020). The analysis revealed that the selling commercial of these products are connected with empowerment of women,

power of acceptability, indulging in sensational feeling, face of purity, journey of life, super powerful, feeling inspirational and champion of game. All these concepts, feelings, substances, and phenomena are very positively gauged in the advertisements' language system. They are making these nurture feelings equivalent to these products which ultimately forces the audience to stop and think that they are able to attain these objectives only by consuming money and time on this desirous product. The brands are willingly using these metaphors to construct impressive stories to enhance their products' value and purchase, eventually, the consumers not only compelled to buy the products but they also started believing it a solid reality, which these brands describe.

The use of such metaphors is ecologically destructive, as they promote excessive consumerism and also nourish the feelings in the audience that they can only become powerful if they spend money on a drink (Coulter et al., 2001). It can not only feel them as super power but it can also take complete charge of their prosperous lives. Inspiration to explore the world, supportive to a child's journey for future goal line, and having a game partner are all human attributes, but these companies have charted them onto the promotion of their products. Likewise, feeling empowered, happy and royal is stood equal to the purchasing of products. Consumers are convinced that they need not to struggle any more to get these things and feelings rather they can easily be achieved by spending money on these products (Yanow, 2008). Furthermore, with the use of metonymy and metaphor, human characteristics are assigned to these products and the companies, having certain targets and goals, which ultimately provide the products with power and authority to accomplish humanly functions. By grabbing this authority, Language is a powerful tool in the hand of the companies with which they can persuade and effect the customer's cognition while deciding upon choices in community acts.

Conclusion

The emphasis of the present research is upon the ecolinguistic analysis of the metaphors to construct and analyze the success stories of the selected advertisement. On the bases of examination, it can be argued that these metaphors have a special persuasive application and these play a very crucial part in publicity discourses. The manufacturers, so advertently, employ this analogy to draw the customers attention towards their desirous products. They create positive evaluation of these products in the observers' cognition through developing their sharp association with acceptable and positive qualities or attributes of selling entities. The advertisements have strong power of various types of metaphors to evolve stories which quickly grab the attention of audience and affect the feelings of the customers. The trigger words are used in the source domain which help the audience to frame the promoted product correspondingly within their minds. It affects both their cognition and behavior simultaneously. The audience are always preferring to spend money on their desirous products to feel the experience of getting pace and pleasure without putting themselves in any extra struggle. However, these metaphors and associated stories are destructive from ecological perspective because they replaced humans with human-made products and discarded the value of natural environment and other human beings.

Recommendations

It is suggested that if the manufacturer companies will develop some constructive ecological dimensions to associate with their selling products like in the analysis of product seven, a drink milk for growing Childrens labels this message "there is no substitute for breast milk". It is signifying a sense of public responsibility. It facilitates and guides the public about the disadvantage of the product. It not only enable the customers to make

right choice of the products but also increase the products market value. This way manufacturing companies also save the right that they are not responsible for negative use and any inconvenience regarding their products.

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