THE ROLE OF FIGURATIVE LANGUAGE IN CONTEMPORARY ADVERTISING

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Abstract: *It is through this article that every reader will have a keen understanding of the role of figurative language in contemporary advertising. Figurative language is made up of individual words as well as groups of words that change or enhance the meanings of the individual words. Exaggerations and analogies to related ideas or situations are common in figurative language.*

Keywords: *figurative language, metaphors, cognitive linguistic, Conceptual Metaphor "eory'', process, daily speech, reader.*

Introduction: Figurative language is used whenever you describe something by drawing comparisons to another object. Writers are able to convey feelings and images in their writing that are simply not possible using literal language when they employ figurative language. Figurative language facilitates the process of conveying meaning through writing by making it easier and more relatable for the reader.

Figurative language is often associated with poets or authors, or creative individuals. Few individuals know that we actually use metaphorical terms on a daily basis. Everyone's point of view determines what each person believes about it. The purpose of this essay is to demonstrate how commonplace and perhaps even unconscious metaphorical language is in our daily speech.

RESEARCH MATERIALS AND METHODOLOGY

Figurative language is language that uses words in a different way from their literal meaning. It produces a unique effect, makes a point more clear, and adds colour and intensity to writing. Writing gains depth and complexity by the use of figurative language, which gives written work an additional dimension. The same reason we employ figurative language in daily speech is the same reason writers do as well: to effectively, colourfully, and forcefully communicate ideas. The use of figurative language helps the reader to fill in the blanks, pay attention to details, draw connections, and create mental images. These are all very fulfilling applications of the imagination since it is a lot of fun to figure out what hasn't been explained to us. Figurative language is a tool for elucidating concepts that are foreign or obscure. It gives the abstract reality. Furthermore, metaphorical language deviates from the literal application of language. It produces a unique impact, makes a point more clear, and adds colour and intensity to writing. Writing gains depth and complexity

by the use of figurative language, which gives written work an additional dimension. The use of figurative language helps the reader to fill in the blanks, pay attention to details, draw connections, and create mental images. These are all very fulfilling applications of the imagination since it is really enjoyable to figure out what has been left unsaid. Each figure of speech is made differently, has a distinct appearance, and serves a specific function. While it's not necessary for you to identify every figure of speech in what you read, you should be able to comprehend and value them.

RESEARCH RESULTS AND DISCUSSION

Other than metaphor, there are a plethora of other conceivable tropes or figures of speech. These consist of oxymoron, hyperbole, simile, metaphor, analogy, irony, indirect demands, sarcasm, and so forth. Many academics have disregarded these other tropes, claiming that only metaphors have true cognitive worth. However, some researchers contend that a large portion of human thought processes are grounded in figurative processes, which encompass a wide range of tropes. Target conceptions, on the other hand, are often abstract and cannot be directly experienced or recognised, but source concepts are frequently experientially concrete and have some sort of physiological basis. The conceptual structure argument reveals that our conceptual understanding is critically dependent on the characteristics of our bodies and the physical environments in which they operate, as many of our concepts are metaphoric. In psychology, philosophy, and cognitive science, the study of the physiological foundation of cognition is widely known as embodied cognition.

The context of metaphor perception and interpretation is largely determined by one crucial factor that conceptual metaphor theorists examine. As per the notion of conceptual metaphors, we grasp most metaphorical phrases by activating comparable conceptual metaphors. Conceptual metaphors are part of our understanding of the universe. Additionally, individuals's comprehension of settings may trigger conceptual metaphors, which helps them deduce the metaphorical meanings of statements they hear later in discourse. Because the mappings between a conceptual metaphor's source and target domains become available and limit the possible entailments of a metaphorical speech, conceptual metaphors are thus made part of the context. This interpretation of the parameters of a discourse context aligns with relevance theory's concept of a cognitive environment, which includes a range of presumptions we make when processing an online speech. The collection of conceptual metaphors that we are able to access while comprehending metaphorical utterances can unquestionably be seen as a crucial component of the cognitive environment, and it becomes especially evident when certain words in an utterance activate it. Lastly, there are traditions in information processing psychology and symbolic artificial intelligence that conflict with the modern conception of metaphor. These domains presume that thinking is nothing more than the algorithmic manipulation of symbols, similar to what a conventional computer program performs.

CONCLUSION: It conflicts with the modern idea of metaphor in two ways because of this assumption: First, the invariance hypothesis, which characterises limits on fresh metaphors as well as image-metaphors, forms the foundation of contemporary thought. Image-schemas are incompatible with symbol-manipulation systems, so they are unable to handle image-metaphors or imagable idioms. Secondly, those traditions need to define metaphorical mapping as an algorithmic process, wherein literal meanings are typically taken as input and an output in the form of a metaphorical interpretation. This contrasts with situations in which a single sentence contains several overlapping metaphors, necessitating the simultaneous activation of several metaphorical mappings.

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