



# 메타포 개념을 활용한 중국 공익광고 디자인에 관한 연구

## The Study of Chinese Public Service Announcements Using the Concept of Metaphor

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### Abstract

Metaphors, as an important way to deliver information and convince the audience, have been used in print advertising extensively. This study researches the concept of metaphors and analyses seven Chinese advertisements in which metaphors are used in public service advertising. The nature of metaphors is to express one thing by using another thing. Using metaphors can put some creative ideas into pictures and make the pictures full of visual impact. Then the target audience will pay more attention to the picture and become impressed. When people look at the advertisements using metaphors, they will definitely look up in their existing knowledge to understand the message which the advertisements are delivering. So this makes the advertisements more attractive and the people would be more easily convinced.



## I. Introduction

### 1. Research Background

In the area of print advertising, as a way of thinking and a rule of graphic design, the metaphor can strengthen information and communicate with audience effectively by using the combination of target and source. Thus the metaphor becomes an important way to deliver information and convince the audience.

Metaphorical expression is a way in advertising design. Metaphor is not only a show of vision techniques, but also a way of agreement between graphics and delivering information at a deeper level. The metaphor can make the graphics full of

strong visual impact. When people explore the material world and spiritual world by using a visual language, they can discover the similarities between different things, concepts and a visual language. Therefore, the subjects of the ads are more creative and persuasive.

### 2. Research Purpose

This study researches the concept of metaphors and analyses Chinese advertisements in which metaphors are used in public service advertising.

## II. Research Topic

Public Service Announcements (PSA) in China

### III. Research Methods

#### 1. Theories

The definition of “Metaphor” is: “an expression which describes a person or object in a literary way by referring to something that is considered to possess similar characteristics to the person or object you are trying to describe.” (Cambridge Advanced Learner’s Dictionary, p795)

In Greek, Metaphor, from this original meaning, means transference. A metaphor can be understood as giving a word the meaning that it does not have or represent.

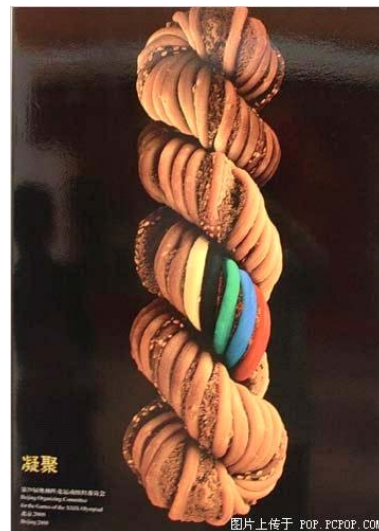
In other words, the metaphor transfers the literal meaning of the language to other meanings. The transference makes the language appear to be a screen or image thing. Generally, metaphor represents the basic form of the conversion mentioned above. Therefore, metaphor can be treated as a basic mean of analogy.

Metaphor is a hot topic in contemporary educational circles. To make it simplest, “metaphor” means “a figure of speech in which a name or descriptive term is transferred to a different object”. (Siegfried Wyler, p145) But this is too simple to fully reflect the nature of metaphor. Metaphor should not be treated as a mere figure of speech, but it is an important mean of human thinking, it is involved in human cognitive processes directly.

In perspective, metaphor is a very general way of thinking by human beings. When we connect two different things or abstract concepts in some way in our mind and make some properties of one thing to be presented by another thing, then there is a metaphor.

As an effective medium of information, print ads always put subject of ads on 2D graphic design. Metaphors visually enhance the subject; and metaphors make people think and invite people to analyze how two subjects relate. This works magnificently to capture the attention of an audience for more than a quick glance. In a world where many ads embrace simplicity by providing content in an easy to digest format, metaphorical ads will always steal the spotlight and give people a reason to stay and mull over an idea.

#### 2. Analysis of Ads



▶▶ Picture 1. Olympic Games

	Olympic Games	
<b>Concept</b>	Chinese traditional food made by soft noodle screwed together with five colors of Olympic rings shows the great unity of the world in Olympic Games which is held in Beijing, China.	
<b>Connotation</b>	<b>Source</b>	<b>Target</b>
	Chinese traditional food: Ma Hua	Unity and strength
	Five colors: yellow, black, green, blue and red.	Five colors of Olympic rings



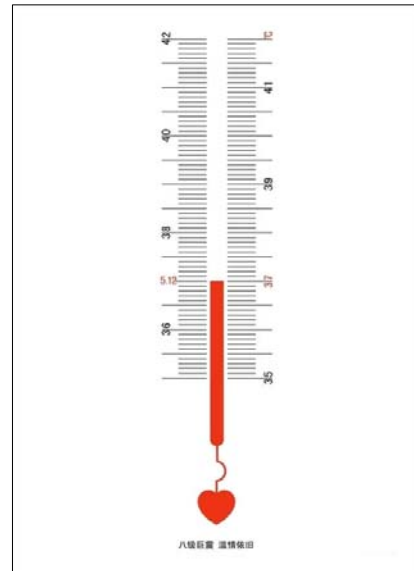
▶▶ Picture 2. Smoking is harmful to your health

	<b>Smoking is harmful to your health</b>	
<b>Concept</b>	The cigarette with different length is the tenor and life is the vehicle. This ad implies that smoking is harmful. If you do not quit smoking, your life will be like burning cigarettes which are becoming shorter and shorter.	
<b>Connotation</b>	<b>Source</b>	<b>Target</b>
	Vertical axis	Life span
	Cigarettes	When people smoke, their life become shorter and shorter like burning cigarettes.



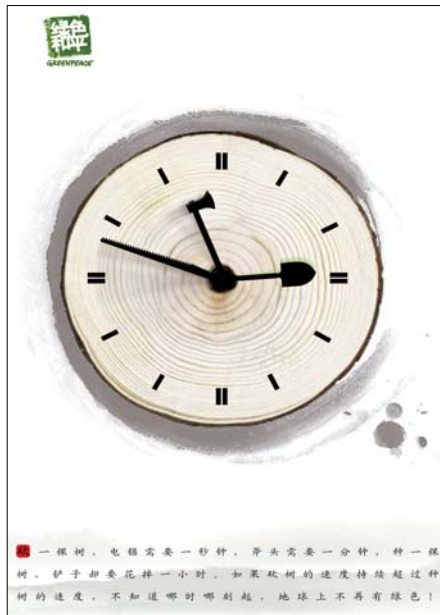
▶▶ Picture 3. Earthquake relief

	<b>Earthquake relief</b>	
<b>Concept</b>	As long as there is a glimmer of hope we will do our best to rebuild home. We should not give up when the disaster came and we should not give up when it is time to reconstruct home after the disaster. As long as there is hope in our hearts, as long as there is faith in our hearts, we will see the colors of life.	
<b>Connotation</b>	<b>Source</b>	<b>Target</b>
	Shredded paper	The ruins after the earthquake
	Green shoots	Life and hope

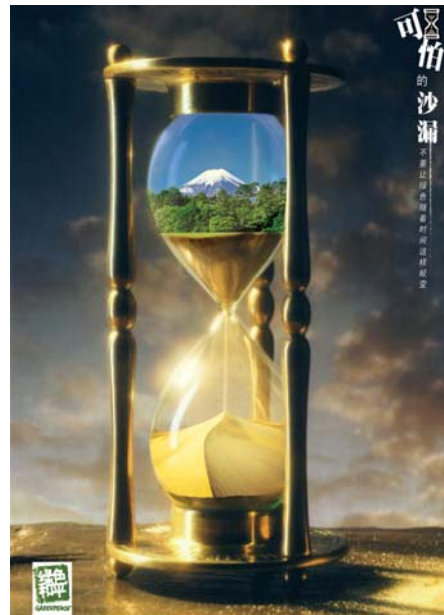


▶▶ Picture 4. Earthquake relief

	<b>Earthquake relief</b>	
<b>Concept</b>	The red mercury means the hot blood and warm hearts. At the disaster of 5.12 Earthquake, people's heart keep warm with each other and the blood is always hot.	
<b>Connotation</b>	<b>Source</b>	<b>Target</b>
	Number 5, 12	The great earthquake
	Thermometer	Human warmth



▶▶ Picture 5. Forest protection



▶▶ Picture 6. Forest protection

		Forest protection	
Design Introduction	To cut down a tree, a second is needed by electrical saw or one minute is need by axe. But one hour is needed to plant a tree. If the speed of falling trees is faster than that of planting tree, there is no more green on earth.		
	Source	Target	
Connotation	Clock	The speed of cutting down trees or planting trees	
	Electrical saw	One second used to cut down a tree	
	axe	One minute used to cut down a tree	
	spade	One hour used to plant a tree	

		Forest protection	
Design Introduction	The hourglass shows: "as time goes by, forest falls into desert". This implies that many trees were cutting down in the past decades and the forest was being lost to desertification. This change is very frightening and if human being do not control the situation, all the forest will become desert.		
	Source	Target	
Connotation	Upper part of the hourglass: forest	The place which is suitable for human habitation is lost to desertification, because forest is destroyed by human.	
	Lower part of the hourglass: desert		



▶▶ Picture 7. Water is life

object." (Siegfried Wyler, p145) It connects the similarity between two objects that one does not expect to be associated with the other one apparently. Metaphors can be implemented both in words and pictures. Using metaphors in advertising can bring many advantages. It can inject creative information in words and pictures to increase the motivation to read and process the ads.

That because the nature of metaphors involves expressing and experiencing one thing in terms of another unexpected object. Then people exposed to words or a picture using metaphor will definitely look up in their existing knowledge to understand the message. So people should be more easily convinced.

	<b>Water resource protection</b>	
<b>Design Introduction</b>	In this post, two new Chinese characters are invented. The first one is created by combining Chinese characters "Water" and "Health" together; the second one is created by combining "Water" and "Life" together. Those two new characters imply "water is life".	
<b>Connotation</b>	<b>Source</b>	<b>Target</b>
	New Chinese character	Water is life
	"Water is life"	On the paper, these is special treatment under the label "water is life" to make people think that whether it is a drop of water or a drop of tear.

### ■ Reference ■

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## IV. Conclusion

A metaphor is "a figure of speech in which a name or descriptive term is transferred to a different