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"Conceptual Metaphors in Advertising"

Rafael Rocamora Abellán

Advertising discourse has been studied and analysed long ago. This paper now focuses on tourism products as they represent an added difficulty to be marketed: they are not goods, but services and, as such, they can not be easily presented in the advert. A holiday is a high-risk purchase because, unlike most other products, the tourist can neither observe directly what is being bought, nor return it if not satisfied. For any individual the decision to take a holiday stems from needs and desires which, together, determine motivations.

Every single marketing action is aimed at selling a product. When this product is the destination of a holiday, the image projected becomes essential, much more so than in the case of tangible goods. In this paper metaphor and metonymy are considered as highly effective image-creating tools used in creative and innovative advertising. After a short introduction to marketing strategies in the discourse of tourism, the paper explores how tourism products are sold in advertisements and brochures and the role of figurative devices such as metaphor and metonymy at the conceptual, linguistic and pictorial levels.