

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

Md. Afaz Uddin
Assistant Professor
Department of English
Jahangirnagar University, Dhaka 1342
Bangladesh
afazju@yahoo.com

Abstract

The present study reports the use of metaphorical and metonymical compound expressions in the brand names and advertisement slogans of some selected commercial products and services with a view to exploring semantic patterns of those compounds. Because of having particular meaning structures, these compounds make the audience interpret them in a way as desired by the authority, hence achieving the goals of persuasion. These metaphorical and metonymical compound expressions do not follow the regular morphological structures of English compounding but are motivated by metaphorical and/or metonymical realization of the word, which helps the company present their products and services in a new fashion that has not been thought of by the audience before. The paper further highlights the benefits that the companies may derive because of using such compounds instead of the traditional compound expressions in the brand names and advertisement slogans of the products and services.

Keywords: Metaphorical compound, metonymical compounds, semantic structures, advertisement slogan

1. Introduction

The necessity of designating newly invented things, objects, places, concepts, etc. is, obviously, a universal cause of lexical innovation (Weinreich 1963: 56). Our knowledge about the world is continuously expanding in multifarious directions owing to the tremendous success in scientific innovation, industrial production, and commercial expansion across the globe, resulting in the inception of innumerable ideas, things, places, concepts, etc., which demand effective linguistic labelling. Language, being a dynamic phenomenon, possesses a fascinating set of mechanisms for designating those new influxes of innovations in our everyday life. Compounding is one of those well-known and regular processes of lexical innovation in English language. Along with some other linguistic processes, compounding takes a very significant part in designating those new concepts, things, places, etc. in the most economical manner. Biber and Clark (2002 in Teresa Fanego, María José López-Couso Javier

Pérez-Guerra 2000: 43-46) observe that the use of compounding has been increasing in recent times, especially in more formal genres such as news and academic writing, and it is among the most common methods in the language for noun modification.

The most regular morphological structure of English compounding is the combination of two lexemes which are semantically related to the compound as a whole and are regarded as the essential components of the compound. One of the constituents acts as head and the other as modifier. And the compound is the hyponym of the head. However, in some cases of compounding there is no intrinsic relation between the meanings of the constituents and the meaning of the compounds as a whole. Nor does the compound refer to something which is connected literally to either the head or the modifier. Rather the meaning of the compound is established metaphorically and/or metonymically, hence the terms metaphorical and metonymical compounds. Although metaphor and metonymy are very common in everyday languages (Lakoff and Johnson 1980: 37), the use of compound expressions formed on the basis of metaphor and/or metonymy is not so frequent in everyday language. They are used, nevertheless, in certain type of texts and discourses for achieving some special purposes. The brand names and advertisement slogans of commercial products and services are good examples of the areas in which metaphorical and metonymical compound expressions are noticeable as these texts aim at achieving special goals. Metaphorical and metonymical language is used in advertising because of their enormous ability to represent concepts while facilitating learning about the products' or services' brand slogan (Musté, Paloma, Keith Stuart, Ana Botella 2015; 354). The present study investigates the use of metaphorical and metonymical compound expressions in the brand names and advertising slogans of some selected commercial products and services with a view to examining what semantic structures operate in the formation of the compounds in question. The study further gives an account of purposes of the use of metaphorical and metonymical compound expressions in the brand names and advertising slogans of the commercial products and services.

2. Method

The study investigates and analyses the semantic patterns of metaphorical and metonymical compound expressions appearing either in the brand names or advertisement slogans of some selected commercial products and services. To accomplish this goal, I have collected eighteen metaphorical and metonymical compound expressions used in the brand names and advertisement slogans of commercial products and services from several advertising databases (for example, www.coloribus.com, www.adsoftheworld.com, www.advertolog.com, and www.greenwashingindex.com) and simple searches in Google Images. Since the focus of the study is not to analyse the prototypical compound expressions, but the metaphorical and metonymical ones in specific domains, I have retrieved only the texts of those brand names and advertisement slogans which contain any kind of figurative compound expressions. Therefore, the selection of the brands and advertisement slogans is prevented from any sort of influence and bias as the aim of the study is to analyse the semantic structures of metaphorical and metonymical compound expressions only in the

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

brand names and advertisement slogans of commercial products and services. Further, the study focuses only to the analysis of noun-noun metaphorical and metonymical compound expressions since there is constraint in scopes of this paper. Besides, as it has been observed that the noun-noun metaphorical and metonymical compounds are formed in a remarkable variety of ways, a description of this phenomenon would be worthwhile. That is to say, the study analyses the semantic structures of these compounds with the combined application of metaphor, metonymy, and conceptual blending in the context.

3. Theoretical Discussion

3.1 What is a Compound?

A compound is a linguistic construction formed through the process of compounding which, in terms of its linguistic analysis, is the most productive as well as perhaps the most controversial process of word formation in English (Plag: 2003). In most of the traditional literature on morphology and word-formation, a compound is defined as a word which is composed of two or more words, the combination of which constitutes a single word with a meaning often distinct from the meanings of the individual components (Jack Richards, John Platt, and Heidi Weber 1985: 54, R.L. Trash 1993: 53). However, it has to be stressed that the term *word* includes so diverse linguistic phenomena that a completely unquestioned and unanimous definition of the term has yet to be proposed in linguistics. “This is not surprising since the category *word*, like other linguistic categories, has no clear boundaries, but overlap with neighbouring categories just as colour categories such as *red* and *orange* or *green* and *blue* cannot be separated from one another by clear lines (Schmid 2011: 25). So, the status of the term *word* as well as *compound* turns out to be questionable on that assumption. It, therefore, makes sense first of all to define typical representatives of the category *word* and *compound* using suitable criteria or attributes (Schmid 2011: 25). Hence, the definition of compound by Schmid (2011: 121) is more specific: “typical compounds are composed of two constituents, each of which is either a free lexical morpheme (*barman*) or contains at least one free lexical morpheme (*building-block*)”. Bauer (2001: 695) also proposes similar kind of definition for compound: “a lexical unit made up of two or more elements, each of which can function as a lexeme independent of the other(s) in other contexts, and which shows some phonological and/or grammatical isolation from normal syntactic usage”.

3.2 Types of Compounds

English compounds can be classified from different perspectives. Since the focus of this study is to analyse the semantic structures of metaphorical and metonymical compounds appearing in the brand names and advertisement slogans of commercial products and services, the classification of compounds from the semantic point of view is briefly discussed here only. From the semantic dimension, the most traditional and pervasive classification of compounds is proposed by Leonard Bloomfield (1933). He suggested two main groups of compounds: (1) endocentric and (2) exocentric compounds. In endocentric constructions, the complete compound is the hyponym of the grammatical head: *bedroom* is a kind of room; a *beehive* is a kind of *hive* (Bauer 1983). The semantic heads of these compounds are inside the

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

compound, which is the reason why these compounds are called endocentric compounds. This is the prototypical compound construction which is characterised with respect to the semantic structure by the fact that the modifier modifies or specifies the meaning of the head (Schmid 2011: 123). On the contrary, exocentric compounds are not hyponyms of the head elements. Neither are the heads of these compounds part of the compounds themselves. Rather, the heads are outside of the compounds. For example, *blue-socking* is not a kind of *socking* but refers to a *well-educated woman*. *Highbrow* is not a kind *brow* but an *intellectual person*. Exocentric compounds most frequently denote people by profiling salient characteristics which stand metonymically for the whole person (Schmid 2011:125). Bloomfield (1933 in Benczes 2006: 8) argues that in the majority of cases of the exocentric compounds, there is some sort of *metaphor* or *metonymy* at work in the meaning of these compounds. This type of compound is very old and found in the Old Indic grammars of Sanskrit, where it is called *bahuvrihi* compound. Since the relationship between the profiled characteristics and the referent is very often that of ‘having’, i.e. a possessive relationship, the term *possessive compound* is also used in addition to the term *bahuvrihi compound* (Schmid 2011: 125).

3.3 Metaphorical Compounds

Metaphors are defined as two distinct concepts presented as being similar. Interpreters seek and invent possible similarities between the two concepts and create new meanings in doing so (Black 1962, Giora et al. 2004). Several linguists have observed that many of the nominal compounds in English are metaphorical to some extent. Pamela Downing (1977) and Beatrice Warren (1978) have noted that there are numerous noun-noun combinations in English where the semantic relation between the two constituents of a compound is that of resemblance or comparison. More precisely, the second constituent is compared to the first constituents. They cited the hypothetical *moon-fish* – a fish whose appearance resembles the moon – and *club foot* – a foot that is shaped like a club – as examples respectively. Réka Benczes (2006: 108) argues that such compounds bear a metaphorical relationship between the two constituents of the compounds – the source domain is represented by the first constituent, while the target domain is represented by the second constituent. Therefore, the meaning of the compound as a whole is based upon the conceptualisation of the entity designated by the second constituents through the entity designated by the first constituent. This conceptualisation is activated by a conceptual metaphor. Besides, the cognitive linguistic view of metaphor also argues that metaphor is conceptual in nature: it is the understanding of one conceptual domain in terms of another.

3.3 Metonymical Compounds

Metonymy, in general, is a figure of speech which enables one part or aspect of an experience to stand for some other part or the whole of that experience. Whereas metaphor involves two domains of experience, metonymy only requires one. Metaphor is based on similarity, but metonymy requires contiguity, i.e. closeness of association. According to George Lakoff and Mark Johnson (1980: 35) metonymy has primarily a referential function,

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

that is, it allows us to use one entity to stand for another. Metonymical compound is therefore a kind of compound expression on which metonymy can act upon in different ways: on the modifier; on the profile determinant; on both constituents of the compound; on the compound as a whole; or on the relationship between the two constituents of the compound (Benczes 2006: 141). Metonymic relationships can be of different kinds: *part for the whole*, *product for the producer*, *place for the event*, *controller for controlled*, and so on. To Benczes (2006: 141), metonymical compounds are the result of creative thought processes rooted in conventional usages of conceptual metonymies.

4. Semantic Structures of Metaphorical and Metonymical Compounds:

Cognitive linguistics claims that the way we construe events or things can also be metaphorical or metonymical (Langacker 2000). This implies that profiling can also be affected by conceptual metaphor or metonymy. Therefore, in the case of a noun–noun constructional schema, the modifier element, the profile determinant or the semantic link between the two components can also be influenced by metaphor and/or metonymy. Not only that, metaphor and metonymy may also act upon the head constituent, the modifier, the relation between the two constituents of the compound, and the compound as a whole (Benczes 2006: 90). In this chapter, I have analysed the semantic structures of some compound expressions found in the brand names and advertisement slogans of selected commercial products and services with the combined application of metaphor, metaphor, metonymy, and conceptual blending in the context.



Courtesy: https://www.amazon.com/Chanel-Rouge-Coco-Lipstick-Emilienne/dp/B00TQT7I2O/ref=sr_1_5?gclid=CjwKCAjw-ITqBRB7EiwAZ1c5U5AkzVNurdKzqxVChoVjL2MtcBcrfFqivXExm0GulQIPVXL8E6HlxoC6ywQAvD_BwE&hvadid=344376473464&hvdev=c&hvlocphy=9019691&hvnetw=g&hvpos=1t1&hvqmt=e&hvrnd=8702751671552501841&hvtargid=aud-646675774026%3Akwd-91013336&hydadcr=20971_9313647&keywords=chanel+lipstick&qid=1564614921&s=gateway&sr=8-5

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

4.1 Metaphorical Compounds

French kiss

The compound appears in the slogan of the famous lipstick brand Channel Lipstick. It reads: “Channel Lipstick – a French kiss”. Here the image metaphor is at work in the formation of meaning of the compound. It involves the mapping of one image onto the other. The schematic structure of one domain (the source domain) is mapped onto another domain (target domain). ‘French kiss’ is known as an amorous kiss in which the participants’ tongues extend to touch each other’s lips or tongue. It is of slow, passionate kiss, which is considered intimate, romantic, erotic or sexual and considered as the epitome of romance, and if done out of pure passion, even beauty. In the metaphorical image mapping, the attributes of ‘French kiss’, namely its intimacy, passion, romance, beauty, etc. are superimposed on the lipstick. The Channel Lipstick is understood as ‘French Kiss’. ‘French Kiss’ leaves the experiencers with the sensation of romance, intimacy, passion, beauty, etc. The lipstick also provides the users with the same kind of sensation. One conceptual domain is understood in terms of another, i.e. elements from the source domain (French kiss) are taken onto the target domain (lipstick).

Boutique Airlines

The airline company Adam Air uses this compound in their advertisement slogan which reads “Adam Air: The boutique Airlines”. This metaphorical compound is based on the relationship of resemblance or comparison. More precisely, the second constituent, N2, is compared to the first constituent, N1. Boutique literally refers to a small shopping outlet which sales very stylish, sophisticated, fashionable, and elite clothing and jewelry items. When the word ‘boutique’ conflates with an airline service, it metaphorically means that the airline service is as stylish, sophisticated, fashionable, and elite as any other product could be. In the context of this slogan, the operation of the airline in question is highly specialised and elite. In this compound, it is the first, modifying constituent that is understood metaphorically. That is, the compound follows the N2 is N1 compounding pattern: boutique airlines refers to an airlines that is understood as the boutique (elite, fashionable, stylish, etc.) amongst the other airlines.

Lemon gown

This compound appears in the advertisement slogans of a food product ‘Haloumi in Brine’ produced by South Cape Fine Foods. Haloumi is salty cheese originating in Cyprus and made from sheep’s or goat’s milk. It is cooked by being grilled or fried because it melts very slowly. The interesting slogan written on the packet of the product reads as: “It just needs to be kissed gently by a frying pan/Then dressed in a lemon Gown”. Here the compound ‘lemon gown’ contains a metaphorical head noun – *gown* and a non-metaphorical modifier noun – *lemon*. ‘Lemon gown’ (target domain) is compared with the fancy outer garment (source domain) of women. The image metaphor works in the semantics of this compound. The features of the source domain, i.e. the loose outer garment of woman are

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

mapped on the target domain, 'lemon gown'. The source domain i.e. the special garment worn by women gives women the features of being beautiful, wonderful, elegant, and fanciful. In the same way, putting some lemon on Haloumi would make it look wonderful, tasty, and appetizing. The 'lemon gown' then metaphorically functions as the clothing for the product by giving it additional look and taste.

Labour pains

The Volvo motor car company makes use of this compound in their advertisement slogan which reads as "Volvo cuts the price of parts and eases labour pains". Here the last two components – labour pains – of the slogan form a metaphorical compound expression. It metaphorically refers to the additional costs of labour for maintaining the Volvo car. The compound contains a metaphorical head noun and a non-metaphorical modifier noun. Here, the metaphor is the result of the process of a conceptual blending of 'pain' with the problem of additional labour cost, where one input (pain) is linked to the domain of 'the human body' and the other (additional cost) to the domain of 'car maintenance'. Pain gives intense physical discomfort and unhappiness to animate beings. Additional labour cost for maintaining car also produce irritation and frustration to the owner. That is, the physical problem (pains) of animate beings is used metaphorically to refer to the problems involved with the potentiality of additional labour costs for maintaining car.

Sleep thief

The compound appears as a name printed on a special maternity and post-pregnancy nightwear product of Mothercare. The product is designed for comfort and fancy. Here, the image metaphor operates in the semantics of the compound. The image of the source domain (thief) is mapped onto the image of the dress. A 'sleep thief' operates in keep and calm environment while owner of the house indulges in deep sleep. The dress in question is compared to sleep thief as it provides the mother or would-be-mother in deep sleep and tranquility with absolute comfort when she wears it. A 'sleep thief' never disturbs the sleep of the owner of the house while stealing. This particular dress of Mothercare also never gives any discomfort to the wearer while she wears it during nighttime. The owner of the house cannot understand the presence of a 'sleep thief' while the thief functions. Similarly, the nightwear fits the body of the wearer in such a way that she hardly feels the presence of it with her body.

Highway star

Nissan Grand Livina's slogan is 'Highway Star'. In this case, the second constituent of the compound is metaphorically based. *Star* has already become a common term for us to refer to something that is popular, for examples, movie *star* and football *star*. This word is a part of metaphor when we use it on that case. The literal meaning of star is any of the heavenly bodies, except moon, appearing as fixed luminous points in the sky at night. It can also mean having something that the others may not have, or leading in every aspect from the others. The image metaphor is again at work in the compound. The images of the qualities of

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

star have been mapped onto the qualities of the car in question. Based on the slogan, this car possesses the feature that other cars do not have. Like the star in the sky, this car will become the center of attention on highway. This car is the leader in the highway in every respect as it is a star on the highway.

Working partner

“The Working Partner” is the slogan of Isuzu D-Max, a popular automobile brand. In literal interpretation, *partner* is the one who works together with us and helps us in every occasion, particularly in business. The image metaphor operates in the semantics this compound construction. The characteristics of a partner in business are mapped on to the car of Isuzu D-Max. A business partner plays an important role in the running of a business by providing money, labour, and other resources. Likewise, the car is a working partner in the business. It supports the owner in different ways for running the business by picks up things from one place to another. It is not just a car that can drive the owner to work, but a part of their business as it functions as a tool or media to carry out different activities.

Cactus feel

The compound *cactus feel* appears in the advertisement slogan of Able fabric softener. The slogan goes as “Removes the cactus feel from your clothing”. Cactus is a kind of plant which is covered with innumerable prickles. That is the reason why it has earned the reputation over the years for being prickly and unwelcoming. In this case also, image metaphor works in the formation of the meaning of the compound. The image of the source domain – cactus – has been mapped upon the concept ‘scratchy’ and ‘uncomfortable’. The compound then metaphorically means ‘scratchy and uncomfortable feel’. In the context of the advertisement slogan, it means that ‘Able’ fabric softener will remove the scratchy feel from the clothes. The further implication of this slogan will be that the fabric softener will make clothing feel more comfortable.

Submarine sandwich

The compound ‘submarine sandwich’ refers an Italian sandwich – a large soft bread roll, filled with a combination of things, such as meat, cheese, eggs and salad. The compound is constituted of a metaphorical modifier and a non-metaphorical head. It exemplifies a relatively straightforward case of image metaphor where the shape of a submarine is superimposed on the shape of a sandwich (Benczes, 2006: 109). The sandwich is like a submarine — on a highly abstract level: the long, sturdy shape of the submarine corresponds to the long and bulky contour of a submarine sandwich (Benczes, 2006: 109).

Life cover

This compound is the name of an insurance policy of a Scottish life insurance and pensions company Scottish Windows. The second constituent of the compound contributes to the metaphorical understanding of it. The mechanism of image metaphor is at work in the meaning of the compound. The image of the characteristics of cover is mapped onto the facilities of the insurance policy of the company. The function of cover is to keep something

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

protected from potential dangers or accidents. This feature of cover gives the meaning to the product of the company. The product name, i.e. *life cover* metaphorically indicates that the people who buy this particular insurance policy will remain protected from any kind of potential distress. While cover removes the risk of anything from being spoiled, *life cover* removes the risk of its owner from being fell into any distress and misery.

Fruit orchard

The compound ‘fruit orchard’ appears in the advertisement slogan of Mills window cleaner. It reads as “Bring home a fresh fruit orchard”. This compound is formed on the basis of ‘whole for the part’ metonymical relationship operating on the modifier and the head. One of the major features of the head element of the compound – *orchard* – is to produce fruits. By extension, the modifier *fruit* can also stand metonymically as the *smell* of the fruit since *smell* is one of the features of fruit. So the ‘whole for the part’ metonymic relationship operates in case of both the modifier and head. In the context of the advertisement slogan then, the compound ‘fruit orchard’ as a whole metonymically stands for ‘fruit scent’. The advertisement then metonymically refers to the idea that ‘Mills’ window cleaner ‘bring home a fresh fruit scent’.

4.2 Metonymical Compounds

Cover Girl

‘Cover Girl’ is an American cosmetic brand whose famous slogan is “easy breezy beautiful cover girl”. A ‘cover girl’ is an attractive young woman whose photograph features on the front cover of a magazine. She may be a model, celebrity or entertainer. This compound belongs to the large, general group of metonymical compounds. There is a ‘domain for appearance’ metonymical relationship between the modifier and the head. The domain expression, ‘cover’ (cover of magazine or newspaper), stands for the action itself i.e. appearing on the cover; thus the ‘domain for action’ conceptual metonymy acts upon the modifying element of the compound. Here the modifying element (the domain of action) stands for the action (of appearance). Therefore, the meaning of the compound can be analysed with the help of the ‘domain for appearance’ conceptual metonymy.

Toddler sales

According to Warren (1978: 24), there are certain noun-noun combinations which are “incomplete”, i.e. combinations that have a member that is not overtly expressed but which she nevertheless assumes to be a part of the compound so as to be able to account for its semantic interpretation. However, Réka Benczes (2006: 152) opines that there are no left-out nouns in the so-called incomplete compounds. Rather the first noun of the compound, i.e. the modifying constituent, is metonymical which denotes an entity that is cognitively salient. For the present compound too, it seems that the middle constituent is omitted. But for Benczes, the first element of the compound i.e. ‘toddler’ is metonymically related to the so-called omitted constituent ‘products/goods’. The literal meaning of ‘toddler sale’ then would be the *product* for the toddlers is on sale. The ‘toddler’ metonymically stands for the ‘products’ for

Language in India www.languageinindia.com ISSN 1930-2940 19:8 August 2019

Md. Afaz Uddin

Metaphorical and Metonymical Compounds in Brand Names and Advertisement Slogans of Commercial Products and Services

the toddlers. Therefore, the metonymical relationship of ‘user for product’ is at work in the semantic of this compound.

Flying partner

This compound appears in the advertisement slogan of Sriwijaya Airlines, which reads “You’re flying partner”. This compound is formed on the basis of a different process of metonymic motivation. Lakoff and Johnson (1986) argue that metonymy is a figurative language imputing human qualities to things that are not human. The expression ‘flying partner’ then metonymically indicates that the plane, an inanimate object, will act as a partner of the passengers. From our world knowledge we know that partnership only happens between people. Partners carry out a number of functions and activities in the business, which is typical of human beings. But with the use of this compound, it is suggested that the plane which is a non-living thing will build up partnership with the passengers. The plane has been given human attributes. Therefore, ‘flying partner’ then metonymically refers to plane.

Burger King

The compound *Burger King* is the brand name of an American global chain of hamburger fast food restaurants. This compound is also based on metonymic motivation proposed in Lakoff and Johnson (1986). The word *king* generally refers to the most important person and the head of a country or clan. A king possesses some supreme qualities which are not generally found among the common folk. When an object or thing is described as king, then it is considered as the best or most important of its kind. According to Lakoff and Johnson (1986) metonymy is the attribution of the qualities of a human being to the qualities of the object or thing. In the case of the compound ‘Burger King’ too, the qualities of a human king are attributed to the qualities of a non-living entity i.e. restaurant which produces the best quality burgers. The fast food restaurant Burger King is the king, the supreme restaurant for hamburgers amongst other fast food restaurants.

Dairy Queen

Like the previous compound, this compound ‘Dairy Queen’ is also the brand name of a chain of soft serve ice cream and fast-food restaurants owned by International Dairy Queen Inc. It is also a metonymical compound on the same ground as *Burger King*. A queen is a woman eminent in rank, power, or attractions and regarded as the finest or most outstanding in a particular sphere or group. When an object or thing is described as queen, then it is considered as the best or most important of its kind. In the case of the compound ‘Dairy Queen’ too, the qualities of a human queen are attributed to the qualities of a non-living entity i.e. restaurant which produces the best quality dairy products. The fast food restaurant Dairy Queen is the queen, the supreme restaurant for dairy products amongst other fast food restaurants.

Babynest

Babynest is an online baby shop. For this compound, metonymy operates on both of the constituents of the compound. According to Warren's (1978: 24), this compound seems to be incomplete. However, taking Benczes' (2006: 52) concerns into account, it can be said that the modifying constituent refers to an entity that is cognitively salient, metonymical. The modifying element *baby* metonymically refers to *baby products*. *User for accessories* metonymical relationship is involved here. In the case of the second constituent, *category* (place) and *member of the category* (nest) metonymical relationship is at work. 'Babybest' then does not refer to a location where babies live. Instead, it stands metonymically for the place/domain where baby products are available. Therefore, a combination of a metonymical modifier and a metonymical head element together constitute the meaning of the compound as a whole.

Pizza Hut

Pizza Hut is an American restaurant chain and international franchise that offers different styles of pizza along with side dishes. Here the constituents of the compound – profile determinant and the modifier – are connected on the 'located and location' metonymical relationship. Pizza is a kind of food item and hut is a small or humble dwelling of simple construction, especially one made of natural materials, as of logs or grass. The combination refers to a place (hut), particularly a fast food restaurant where pizza can be found. The implication of the compound could be that the pizza found at Pizza Hut is made of pure natural ingredients.

5. Advantages of using metaphorical and metonymical compounds

Language used in brand names and advertisement slogans is different from other type of texts both in terms of structures and functions. Indeed, conceptual metaphor and metonymy play important role in brand names and advertising slogans, as "an appropriately selected metaphor may work wonders in promoting the sale of an item" (Kovecses 2002:59). Brand names and slogans language usually tends to be very short and catchy by the use of various types of linguistic devices. Because of the brevity of the brand names and advertising slogans, they frequently have to contain a heavily loaded use of metaphorical and metonymical expressions to connect with latent associations and to create the brand names and slogans' emotional bonding power (Musté, Paloma, Keith Stuart, Ana Botella 2015; 351). The associations and bonding power causes consumers to use more cognitive efforts to interpret the text and if the effort is rewarded with relevant meanings, consumers will appreciate the brand names and slogans more (Luuk Lagerwerf and Anoe Meijers 2008: 19-30). Another very important benefit of using metaphorical and metonymical compound expressions in the brand names and advertisement slogans in the commercial products and services is that it provides the text with quality of openness. Openness is defined as the number of particular thoughts an expression may elicit in an individual (Luuk Lagerwerf and Anoe Meijers 2008: 19-30). When a commercial product or service name and slogan contain metaphor or metonymy, the consumers associate the products or its features with a number of

other similar or related things. This association on the part of the consumers ultimately results in appreciation of the product or service (Luuk Lagerwerf and Anoe Meijers 2008: 19-30).

Metaphor and metonymy are conceived of as “pervasive and parts of ordinary, everyday way we think and act as well as talk” (George Lakoff and Mark Johnson 1980: 37). They provide artful deviations or incongruities resulting in intrinsic rewards that come from processing various interpretations of the text (McQuarrie and Mick 1999). Resolving such deviations or incongruities leads to favorable attitudes about the text among the readers (McQuarrie and Mick 1999). They further inject novelty and imagination increasing motivation among readers to read and process the text in the most economical way (Goodstein 1993, and Oliver, Robertson and Mitchell 1993). Therefore, using metaphorical and metonymical compound expressions in brand names and advertisement slogans of commercial products and services makes impact on the thought processes of the consumers, hence helping the concerned authority in achieving their intended purposes.

6. Conclusion

With the inception of newly invented products and services in the commercial markets, companies and advertisers depend largely on linguistic means for providing effective names and appealing slogans for the promotion of their products and services. Figurative language, especially metaphorical and/or metonymical compound expressions are found to be used in the brand names and advertisement slogans of some commercial products and services for the purpose of making them exclusive as well as thought-provoking to the eyes of the readers. These compound expressions are metaphorical and/or metonymical because the meaning structures of these compounds are largely dependent either on metaphor or metonymy or both. Whereas the semantic structures of metaphorical compound expressions are found to be based on the mechanisms of image-metaphor, modifier-profile determinant, conceptual blending, etc., the meaning structures of metonymical compound expressions are mostly based on ‘whole for part’, ‘domain for action’, ‘user for product’, ‘located and location’, etc. metonymical relationships. Therefore, the brand names and advertisement slogans of commercial products and services consist of metaphorical and metonymical compound expressions whose meaning structures are influenced by the combined operation of the mechanisms of metaphor and metonymy.

References

- Bauer, Laurie. 1983. *English Word-formation*. Cambridge: Cambridge University Press.
- Benczes, Réka. 2006. *Creative Compounding in English: The Semantics of Metaphorical and Metonymical Noun-Noun Combinations*. Amsterdam/Philadelphia: John Benjamins.
- Biber, Douglas and Victoria Clark. 2002. “Historical shifts in modification

- patterns with complex noun phrase structures: How long can you go without a verb?”. Ed. Teresa Fanego, Maria Jose Lopez-Couso, and Javier Perez-Guerra. *English Historical Syntax and Morphology*. Amsterdam: John Benjamins. 43-66.
- Black, Max. 1962. “Metaphor”. *Models and Metaphors*. Ed. Max Black. Ithaca: Cornell University Press. 25 – 47.
- Bloomfield, Leonard .1933. *Language*. Chicago IL: The University of Chicago Press.
- Downing, Pamela. 1977. “On the Creation and Use of English Compound Nouns”. *Language* 53.4: 810 – 42.
- Giora, Rachel, Ofer Fein, Ann Kronrod, Idit Elnatan, Noa Shuval and Adi Zur. 2004. “Weapons of Mass Distraction: Optimal Innovation and Pleasure Readings”. *Metaphor and Symbol* 19.2: 115 – 141.
- Goodstein, Ronald. 1993. “Category-based Applications and Extensions in Advertising: Motivating More Extensive Ad Processing. *Journal of Consumer Research* 206: 87-99.
- Kovecses, Zoltan. 2002. *Metaphor: A practical introduction*. New York: Oxford University Press.
- Lagerwerf, Luuk, and Anoe Meijers. 2008. “Openness in Metaphorical and Straightforward Advertisements: Appreciation Effects.” *Journal of Advertising* 37.2: 19 – 30. <http://www.jstor.org/stable/20460840> (accessed July 15, 2018).
- Lakoff, George and Mark Johnson. 1980. *Metaphors We Live By*. Chicago: University of Chicago Press.
- 1986. *Metaphor*. Chicago: University of Chicago Press.
- Langacker, Ronald. 2000. *Grammar and Conceptualisation* [Cognitive Linguistic Research 14]. Berlin: Mouton de Gruyter.
- McQuarrie, Edward F. and David Glen Mick. 1999. “Visual Rhetoric in Advertising: text-interpretive, experimental and reader-response analyses”. *Journal of Consumer Research* 26: 37–53.
- Musté, Paloma, Keith Stuart, and Ana Botella. 2015. “Linguistic Choice in a Corpus of Brand Slogans: Repetition or Variation”. *Procedia - Social and Behavioral Sciences* 198: 350 – 358.
- Oliver, Richard L., Thomas S. Robertson, and Deborah J. Mitchell .1993. “Imaging and Analyzing in Response to New Product Advertising”. *Journal of Advertising*, 22.4: 35-49.
- Plag, Ingo. 2003. *Word-Formation in English*. Cambridge: Cambridge University Press.
- Richards, Jack, John Platt, and Heidi Weber. 1985. *Longman Dictionary of Applied Linguistics*. London: Longman.
- Schmid, Hans-Jorg. 2011. *English Morphology and Word-formation: an Introduction*. 2nd edn. Berlin: Erich Schmidt.
- Trash, R.L. 1993. *A Dictionary of Grammatical Terms in Linguistics*. London and

New York: Routledge.

Warren, Beatrice. 1978. *Semantic Patterns of Noun-Noun Compounds* [Gothenburg Studies in English 41]. Gothenburg: Gothenburg University Press.

---, 1992. *Sense Developments. A Contrastive Study of the Development of Slang Senses and Novel Standard Senses in English*. Stockholm: Almqvist and Wiksell International.

Weinreich, Uriel. 1963. *Languages in Contact*. The Hague: Mouton.

Internet Sources:

- www.coloribus.com,
www.adsofttheworld.com
www.advertolog.com
www.greenwashingindex.com

=====
Appendix

Compound expressions and their sources:

| Compounds | Sources |
|--------------------|---|
| French kiss | Slogan of Channel lipstick |
| Boutique airlines | Slogan of Haloumi in Brine by South Cape Fine Foods |
| Lemon gown | Slogans of Adam Air |
| Labour pains | Slogan of Volvo |
| Sleep thief | Name of a product of Mothercare |
| Highway star | Slogan of Nissan Grand Livina |
| Working partner | Slogan of Isuzu D-Max |
| Cactus feel | Slogan of Able fabric softener |
| Submarine Sandwich | |
| Life cover | Scottish Windows life insurance |
| Fruit orchard | Slogan of Mills window cleaner |
| Cover girl | Slogan of Cover Girl |
| Toddler sales | Name of an Australian supper shop |
| Flying partner | Slogan of Sriwijaya Airlines |
| Burger King | Name of an American global chain restaurant |
| Dairy Queen | International Dairy Queen Inc. |
| Babynest | Online baby shop |
| Pizza Hut | American restaurant chain |