Generating metaphors and the genre of the image

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The effect of genre in metaphor appreciation is explored. We consider here the valence [1] of a metaphor to explain how the aim of each genre is achieved. Indeed, metaphors are diversely used in advertisements to sell a product [3] and in political cartoons to criticize politics [2]. In the first part of our study, 12 native French speakers were asked to write texts using metaphors in order to create advertisements about cars and political cartoons for a fictitious presidential election. They had to choose three animals and associate them with a metaphor (e.g., "the car is a gazelle"). Furthermore, three types of pictorial metaphors were proposed [4], with participants being asked to choose the most relevant one for each genre. Results show that the syntactics of language are similar for every genre (e.g., conceptual metaphor, comparisons), while the pragmatics of language differ (e.g., positive valence for advertisements). Contextual metaphors and similes are respectively preferred for advertisements and political cartoons. In the second part, we asked 50 different French native speakers to study the metaphorical texts and state whether they intended to buy the advertised cars or vote for the politicians. We considered a fictive

third stimulus for each genre to avoid a duality of responses (answering "yes" for one item would not mean that participants should answer "no" for the other). Results show that the participants intended to buy the cars, but not vote for the politicians.

References

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