

# CONCEPTUAL METAPHORS IN VINAMILK COMMERCIALS IN VIETNAM

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Received: 01/08/2023

Revised: 19/02/2024

Accepted: 27/02/2024

DOI:

***Abstract:** The aim of the study is to discover conceptual metaphors in thirteen Vinamilk television commercials in 2023. The method of identification of metaphor of MIP (2007) is applied to generate potential conceptual metaphors. Two types of target domains relating to the products and target customers are cued while fourteen source domains are interpreted through thirteen tables of mapping of conceptual metaphors in these TV commercials. The generation of these conceptual metaphors reflect the typical features of conceptual metaphors in advertising discourses and four vital marketing strategies and price policy of Vinamilk at present.*

***Keywords:** conceptual metaphor, Vinamilk, television commercials, advertising discourses, marketing strategies.*

## **I. Introduction**

The extensive research on conceptual metaphors constitutes a priceless repository for cognitive linguists. Examining conceptual metaphors in advertising has required extensive scholarly resources in terms of pages and ink. Nevertheless, the investigation of these metaphors in the context of promoting specific brands to emphasize product attributes and the correlation between the attributes of conceptual metaphors and marketing campaigns is somewhat constrained. Further scrutiny is necessary to investigate the theoretical framework of Lakoff & Johnson (2008) within diverse discourse types, particularly within the realm of advertising discourse. Given the abundance of advertisements, comprehensive research is essential to delve into the attributes of conceptual metaphors present in various advertising genres, including those for automobiles, cosmetics, as well as food and beverages. This thorough exploration aims to discern both commonalities and distinctions in conceptual metaphors across different types of advertising discourses, thereby facilitating a more comprehensive comprehension. Besides, the previous studies of the conceptual metaphor of advertising discourses of milk is limited. Specifically, Nguyen Thi Lan Phuong (2020) studied advertisements in general and marketing strategies and price policy of the brands were not paid attention. In addition, Hoang Thi Oanh

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(2023) focused on the effects of Vietnamese culture on the generation of conceptual metaphors not in marketing approaches or other policies of the milk companies. Therefore, the article is carried out to supplement for the theoretical backgrounds of conceptual metaphors in milk commercials in order to examine the brand identity through marketing strategies by the analysis of domains under the light of cognitive linguistics.

## **II. Theoretical background**

### ***2.1. Conceptual metaphor***

Lakoff & Johnson (2008), both prominent cognitive linguists, have advanced the conceptual metaphor theory, asserting that metaphor transcends linguistic expression to become an intrinsic component of human cognition. Their contention is grounded in the idea that our conceptual system is predominantly metaphorical, enabling us to comprehend abstract concepts through the lens of more tangible ones.

A central tenet of their theory posits that metaphor extends beyond a linguistic construct to fundamentally influence thought processes. The introduction of the concept of "conceptual metaphor" underscores the notion of understanding one abstract concept by associating it with another, thereby revealing a cognitive dimension to metaphorical thinking.

Lakoff & Johnson (2008) emphasize that metaphors play a pivotal role in shaping cognitive frameworks, influencing how we perceive and navigate abstract concepts. An illustrative example includes the conceptualization of time in spatial terms, evident in expressions such as "time is money" or "looking forward to the future."

The theorists propose the existence of embodied metaphors, asserting that many metaphorical constructs derive from our physical experiences. For instance, the metaphorical expression of "grasping" an idea or associating emotions with spatial dimensions such as "high" or "low" exemplifies the embodied nature of metaphors.

The universality of certain metaphors across cultures is highlighted by Lakoff & Johnson (2008), indicating that these metaphorical constructs are rooted in shared human experiences. This universal aspect contributes to the formation of a collective cognitive structure that transcends cultural boundaries.

Furthermore, the theorists introduce the concept of ontological metaphors, suggesting that specific metaphors shape entire systems of thought. An exemplar is the metaphorical framing of "argument is war," influencing the way debates and discussions are conceptualized and articulated.

While acknowledging the existence of universal metaphors, Lakoff & Johnson (2008) recognize cultural variations in the formation and interpretation of metaphors. This acknowledgment underscores the dynamic interplay between shared cognitive structures and culturally influenced metaphorical expressions.

In conclusion, the impact of Lakoff & Johnson (2008) extends across diverse academic disciplines, including linguistics, cognitive science, and philosophy. Their insights emphasize the intricate interconnections between language, thought processes, and embodied experiences,

challenging conventional perspectives that relegate metaphor to a purely ornamental aspect of language.

Besides, Hoang Thi Oanh (2023) analyzed **CONCEPTUAL METAPHORS IN MILK TV COMMERCIALS IN VIETNAM** from 2022 to December 2022. In which, 5 commercials were about Vinamilk milk, and 5 commercials were about TH True Milk. The metaphor appeared in 10 television commercials analyzed quantitatively and qualitatively. Qualitative analysis was used to determine metaphors through language by the MIP method of Pragglejaz (2007), and to identify the values and beliefs of Vietnamese culture influencing the formation of conceptual metaphors. 19 target domains and 20 source domains were found. Additionally, the collectivism, external orientation, strong love for the homeland, and intense patriotism of the Vietnamese mindset were observed. Furthermore, the research results revealed similarities and differences when using target and source domains in the two brands Vinamilk and TH true milk. With domain selection, Vinamilk was more diverse, focusing on values and people such as **VIETNAM IS PEOPLE**, while TH True Milk focused on quality and products, specifically **MILK IS MEDICINE, MILK IS FOOD**.

In addition, Nguyen Thi Lan Phuong (2020) conducted an analysis of conceptual metaphor in English and Vietnamese advertisements. The study utilized a dataset of 400 advertisements, comprising 200 in Vietnamese and 200 in English. The thesis contributes to supplementing and elucidating the cultural characteristics of the Vietnamese and English ethnicities in the field of advertising research, as well as the role of metaphor in advertising discourse.

Based on the previous studies, the contrastive analysis is carried out in order to complement for the theoretical backgrounds of conceptual metaphors in advertising discourses as well as the identification of the particular brand, especially Vinamilk.

## **2.2. Vinamilk Commercials**

Four features of marketing strategies of Vinamilk advertisements:

- Transforming packaging and design: Vinamilk has partnered with Tetra Pak, a prominent firm specializing in processing and packaging liquid food.
- Ongoing enhancements aimed at prolonging the shelf life of liquid food during distribution and storage without refrigeration.
- Creating eco-friendly products by exclusively utilizing paper cartons supplied by Tetra Pak for all milk and liquid beverage items.
- Improving the quality of milk: Vinamilk has dedicated substantial resources to advancements in dairy farming, encompassing grass cultivation, barn construction, formulation of cow feed, veterinary care, and the establishment of modern farms and facilities for meal preparation, milk production, and veterinary medicine.

Besides, strategies of price of Vinamilk are paid attention. Recognizing consumer behavior, pricing consistently holds paramount importance in the acquisition of any product or service, irrespective of its nature. Vinamilk assumes a leading role in evaluating the extent of market competition within the Vietnamese dairy industry. Escalating milk prices have adverse

effects on a company's market share. Moreover, elevating the costs of products can diminish consumer buying power due to relatively lower average incomes compared to certain other developed nations. Vinamilk's strength lies in proactively seeking ample sources of raw materials, prioritizing quality over dependence on imports. Consequently, Vinamilk's pricing strategy consistently adapts to harmonize with the consumption patterns of consumers.

### ***2.3 Conceptual metaphors in Advertising Discourses***

Conceptual metaphors within advertising discourse function as potent linguistic and cognitive instruments for conveying messages, shaping perceptions, and influencing consumer behavior. The following are characteristics commonly identified in conceptual metaphors within the realm of advertising:

#### **Enhanced Memorability:**

Metaphors contribute to the memorability of advertising messages. When advertisers employ familiar metaphors, they tap into pre-existing cognitive frameworks, facilitating the recall and retention of information by consumers.

#### **Persuasive Impact:**

Conceptual metaphors serve as persuasive tools, molding consumers' perceptions and attitudes towards products or brands. They possess the ability to influence decision-making by framing products positively or associating them with desirable qualities.

#### **Metaphorical Mapping:**

Metaphorical mapping involves linking elements from one domain to another. In advertising, this connection entails aligning the characteristics of a product or brand with familiar and positive attributes from another domain, reinforcing positive associations.

#### **Brand Distinction:**

Metaphors contribute to brand differentiation by spotlighting distinctive features or positioning a brand uniquely. Advertisers utilize metaphors to set their products apart from competitors and establish a memorable brand identity.

#### **Universal Appeal:**

Certain metaphors possess universal appeal, transcending cultural and linguistic disparities. Advertisers leverage these cross-cultural metaphors to reach diverse audiences and cultivate a global brand image.

Understanding the distinctive features of conceptual metaphors in advertising discourse empowers marketers to construct campaigns that are not only effective but also resonate with their target audience. By harnessing the cognitive and emotional dimensions of metaphors, advertisers can craft compelling and persuasive messages that facilitate consumer engagement.

## **III. Methodology**

### ***3.1. Data***

Data contains 13 Vinamilk TV commercials which were published in 2023 in Vietnam. The length of each advertisement is from 15 to 30 seconds. Each is coded into V1 to V13

### ***3.2 Identification of metaphors***

The MIP (Metaphor Identification Procedure) is a method used to identify and analyze conceptual metaphors in language. Developed by Stefan Kövecses, it involves a systematic process of identifying linguistic expressions that suggest metaphorical mappings between different conceptual domains. MIP was introduced in Kövecses' 2005 book titled "Metaphor in Culture: Universality and Variation," and it has been applied in various studies to analyze metaphors in different languages and contexts and the general procedure involves the following steps:

- *Identification of Potential Metaphors:* Look for linguistic expressions that may indicate metaphorical mappings. These can include metaphorical words, phrases, or expressions that suggest a transfer of meaning from one conceptual domain to another.
- *Contextual Analysis:* Examine the context in which these potential metaphors occur. Consider the surrounding words, sentences, and discourse to understand the intended meaning and the metaphorical mapping involved.
- *Conceptual Mapping:* Identify the source and target domains in the metaphorical mapping. The source domain is the domain from which metaphorical expressions borrow meaning, and the target domain is the domain being described or understood.
- *Categorization:* Categorize the identified metaphors based on their conceptual mappings. This helps in organizing and analyzing the data systematically.
- *Interpretation:* Interpret the identified metaphors in the context of the specific research question or objective. Consider the cultural, social, or cognitive implications of the metaphors. For example, V1- *Vinamilk sữa dinh dưỡng thay áo mới* (change new clothes) expressed the action of the person, and the name VINAMILK is understood as the name of the person, which represents VINAMILK IS A PERSON, specifically, the name of the milk is the name of the person, the action of changing the clothes of the person is the action of the milk. It is illustrated in the following table:

**Table 1: Table mapping of VINAMILK IS A PERSON**

<b>TARGET DOMAIN: VINAMILK</b>	<b>SOURCE DOMAIN: A PERSON</b>
the name of the milk the action of the milk	→ the name of the person → the action of changing the clothes of the person

Data: <https://www.youtube.com/watch?v=RqjthLHjE2o>

#### **IV. Findings of the generation of conceptual metaphors in Vinamilk TV commercials**

##### **4.1. The generation of conceptual metaphors in Vinamilk**

###### *4.1.1. Target domains regarding to the products*

###### **a. VINAMILK IS A PERSON**

It is interpreted in table 1 and the target domain is cued first, which helps the target customer identify the products easily.

###### **b. VINAMILK IS A FOOD**

This conceptual metaphor is interpreted through six videos like V1, 4, 10, 11, 12 and 13

In V1, *giàu dinh dưỡng (rich in nutrients) expresses the ingredient of the milk*, and phrase *cho cả gia đình- for the family* represents the target customer of the milk

In V4, the phrase *Vinamilk sữa tươi- Vinamilk fresh milk* means that the flavor of the milk is the flavor of the food; and phrase: *sữa ngon- delicious milk* expresses that the quality of the milk is the quality of the food.

In V10, *Sữa thơm ngon hoà quyện- milk is fragrant, delicious and blended* means the flavor of the milk is the flavor of the food; phrase *sữa, thạch- jelly milk* expresses the ingredients of the milk; verbs like *shake(lắc)*, (*nhai nhóp nhép- Chew gum*) represents the action of the drinking milk is the action of eating the food; *Susu chai có nắp có thạch mới- Bottled milk tea with jelly toppings* means the appearance of the container of milk is the appearance of the container of the food. Besides, *susu hộp lớn mới siêu lớn siêu đã- New super large super cool box milk* is meant that the size of the container of the milk is the size of the container of the food; the phrase *cho bé uống bé thích mê- Give the baby what the baby loves* is understood that the drinker is the eater; and also reflects that the feeling of the drinker is the feeling of the eater.

In V12, the ingredients of the milk are the ingredients of the food is interpreted by the phrase *9 loại hạt thượng hạng và hơn 94% hàm lượng sữa hạt- 9 premium-grade seeds and over 94% seed milk content*. Besides, the function of the milk is the function of the food is cued by the phrase *giúp tôi hoàn thiện vóc dáng, làn da- Help me perfect my figure and skin*.

All of the sub-conceptual metaphors of A DRINK IS A FOOD is illustrated through this following table:

**Table 2: Table mapping of A DRINK IS A FOOD**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A FOOD
the ingredient of the milk	→ the ingredients of the food
the flavor of the milk	→ the flavor of the food
the quality of the milk	→ the quality of the food
the action of drinking the milk	→ the action of eating the food
the appearance of the container of milk	→ the appearance of the container of the food
the size of the container of the milk	→ the size of the container of the food
the drinker	→ the eater
the feeling of the drinker	→ the feeling of the eater

### c. VINAMILK IS A MEDICINE

It is interpreted though 6 videos like V2,3,7,8,9 and 13. However, the typical sub-conceptual metaphor is expressed by V2. Thrase *giá kinh tế- Economical price* represents the price of the milk. Then, the phrases *Sữa non kềm sắt tăng đề kháng có K2 canxi cao lớn, Nhân 3DHA trí tuệ- Zinc Iron Immune-Boosting Colostrum with High Calcium K2, DHA 3DHA for intelligence* expresses the ingredients and functions of the milk. The phrase *phù hợp với trẻ em Việt Nam- Suitable for Vietnamese children* illustrates that customers of the milk. Besides, the milk is understood as a medicine so the name of the milk is the name of the medicine, the

function of the milk is the function of the medicine, the ingredient of the milk is the ingredient of the medicine, the drinker is the user, the price of the milk is the price of the medicine. It is shown in the table

**Table 3: Table mapping of A DRINK IS A MEDICINE**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A MEDICINE
the name of the milk	→ the name of the medicine
the function of the milk	→ the function of the medicine
the ingredient of the milk	→ the ingredient of the medicine
the price of the milk	→ the price of the medicine
the drinker	→ the user of the medicine

**d. VINAMILK IS QUANTITY**

In V3, the verbs like *tăng, củng cố* (increase, improve) illustrate the state and level of development of the quantity, so it is interpreted as a quantity

**Table 4: Table mapping of A DRINK IS A QUANTITY**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A QUANTITY
The level of development of the milk	→ The level of development of the quantity

**e. VINAMILK IS A CONTAINER OF PROBIOTICS**

In V3, the phrase *Vinamilk Probi chứa 13 tỉ lợi khuẩn L.Caisi 431 ưu việt từ Châu Âu- Vinamilk Probi contains 13 billion superior L.Caisi 431 probiotics from Europe* represents the ingredients of the nutrients; and the verb contain (chứa) illustrates that the milk is a container.

In V5, *Probi happy Khoảng 104 tỷ lợi khuẩn L.Casei 431TM và Vitamin nhóm B và "Hoạt chất hạnh phúc" L-5-Hydroxytryptophan- Probi Happy contains approximately 104 billion L.Casei 431TM probiotics and B-group vitamins, as well as 'Happiness Molecule' L-5-Hydroxytryptophan.* which show that the milk is the container of the nutrients; and the phrase: *tươi khoẻ đường ruột, thư thái tinh thần- Fresh gut, relaxed mind* means the functions of the nutrients. It is shown in the table:

**Table 5: Table mapping of A DRINK IS A CONTAINER OF NUTRIENTS**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A CONTAINER OF NUTRIENTS
The bottle	→ The container
The nutrients of the milk	→ the things inside the container
The function of the nutrients	→ The functions of the things inside the container

**f. VINAMILK IS A COW**

In V4, the phrase *milk Ôi hạnh phúc quá, vinamilk vinamilk, Cô bò hạnh phúc- Oh, so happy, Vinamilk Vinamilk, Happy Cow* shows so the characteristics of the cow is the characteristics of the milk the happiness of the milk and the cow; the phrase *Cô bò hạnh phúc đong đầy dòng sữa tươi ngon- The happy cow fills the stream with delicious fresh milk* means

that the cow is the producer of the milk, and the quality of the cow is the quality of the milk which is interpreted by the phrase *Bò vui thật sữa ngon thật- The happy cow, the milk is delicious*. It is expressed in the following table

**Table 6: Table mapping of A DRINK IS A COW**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A COW
the characteristics of the cow	→ the characteristics of the milk
the cow	→ the producer of the milk
the quality of the cow	→ the quality of the milk

**g. VINAMILK is a valuable object**

In V6, the action of collection of the milk is the action of collection of the valuable object which is interpreted by the the phrase: *suu tập ngay trọn bộ 35 thẻ giới hạn Hero Team- Collect the full set of 35 limited edition Hero Team cards now*. The action of buying the milk is the action of buying the valuable object being cued through the phrase: *Mua càng nhiều trúng càng lớn- The more you buy, the bigger the win*. The action of scratching the ticket of the the milk is the action of winning the valuable object which is expressed by the phrase: *cào thẻ liền tay nhận ngay quà xịn, Cào và quét mã QR để có cơ hội trúng thêm- Scratch the card, instantly receive luxury gifts. Scratch and scan the QR code for additional winning chances*. It is shown in the table:

**Table 7: Table mapping of A DRINK IS A VALUABLE OBJECT**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A VALUABLE OBJECT
The action of collection of the milk	→ the action of collection of the valuable object
The action of buying the milk	→ the action of buying the valuable object
The action of scratching the ticket of the milk	→ the action of winning the valuable object

**h. VINAMILK IS A GIFT**

In V7, the buyer of the milk is the sender of the gift and the parents of the buyers of the milk is the receivers of the gift which is interpreted by the phrase: *Tặng cha mẹ quà- Give parents a gift*; The value of the milk is the value of the gift which is expressed by the phrase: *Mua 1kg6 Tiết kiệm 100.000đ, mua 1 hộp Sure Prevent Gold 1.6kg Tặng 1 chảo không dính, Tặng 1 máy massage cầm tay khi mua 2 hộp Sure Prevent Gold 1.6kg- Buy 1.6kg and save 100,000 VND, buy 1 box of Sure Prevent Gold 1.6kg and get a free non-stick pan, get a handheld massager for free when buying 2 boxes of Sure Prevent Gold 1.6kg..* Also, the function of the milk is the function of the gift which is shown through the phrase: *chất giúp cha mẹ ăn ngủ ngon tận hưởng niềm vui bên gia đình- The substance helps parents eat and sleep well to enjoy the happiness with family*.

**Table 8: Table mapping of A DRINK IS A GIFT**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A GIFT
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The buyer of the milk	→ the sender of the gift
The parents of the buyers of the milk	→ the receivers of the gift
The value of the milk	→ the value of the gift
The function of the milk is the function	→ the function of the gift

#### i. VINAMILK IS A RESEARCH

In V8, the process of the choosing the milk for the children is the process of doing the research which is reflected through the number of trial of different usage of milk of the mother. The result of findings of the milk is the result of findings of the research which is shown through the sentence: *Sữa tốt nhất là sữa hợp với con nhất- The best milk is the one that suits your child the most.* this sentence expresses that children / the drinkers are participants of the research and moms/ the buyers of the milk are the researchers.

**Table 8: Table mapping of A DRINK IS A RESEARCH**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A RESEARCH
The process of the choosing the milk for the children	→ the process of doing the research
The result of findings of the milk	→ the result of findings of the research
The drinkers	→ the participants of the research
The buyers of the milk	→ the researchers

#### j. VINAMILK IS WEATHER

In V8, *cool milk (sữa mát)* shows that feature or function of the milk, and cool represents the coolness of the weather. It is shown in the table:

**Table 9: Table mapping of A DRINK IS WEATHER**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: WEATHER
The coolness of the milk	→ the coolness of the weather

#### k. VINAMILK IS A FUEL

In V12, green shows the high and safe quality of the any product so the quality of the milk is the green color of the fuel and the milk is the green fuel. The phrase:  *nạp năng lượng xanh- Recharge with green energy.* shows the action of the drinking the milk is the action of charging the fuel. Furthermore, the phrase: *giúp giữ dáng khoẻ da- Help maintain a healthy figure and skin* expresses the function of the milk and it is also the function of the fuel:

**Table 9: Table mapping of A DRINK IS A FUEL**

TARGET DOMAIN: VINAMILK	SOURCE DOMAIN: A RESEARCH
The quality of the milk	→ the green color of the fuel
The milk	→ the green fuel
The action of the drinking the milk	→ the action of charging the fuel
The function of the milk	→ the function of the fuel

**m. BRAND IS QUANTTY**

Besides target domain A DRINK, BRAND also reflect the milk when the milk is identified by the target domain choice. In V1, the phrase: *đa dạng thương hiệu- Diverse brands.* shows the number of the brand is the number of quantity

<b>TARGET DOMAIN: VINAMILK</b>	<b>SOURCE DOMAIN: A QUANTITY</b>
the number of the brand	➔ the number of quantity

In conclusion, the brand identification is illustrated through target domain choices in 13 TV commercials of Vinamilk.

*4.1.2. Target domains regarding to the potential customers*

The aims of advertisements put forward to the target customers as well the products. The customers are shown through target domain choices such as body part (STOMACH, INTESTINE), human action (TAKING CARE OF CHILDREN), and the concept of time (TIME)

**a. Target Domain Regarding to Human Body**

**❖ STOMACH IS A BATTLE**

In V3, the phrase: *lợi khuẩn chết đi, hại khuẩn sẽ sinh sôi và lấn át lợi khuẩn- The dead bacteria will be replaced by harmful bacteria, which will proliferate and dominate the beneficial bacteria,* which means that probiotics and harmful bacteria is opponents and the battle between beneficial and unbeneficial probiotics is the battle between opponents. *Bức tường đề kháng suy yếu- Weakened immune barrier* expresses defense barrier in war and the weak state of the defense barrier is the state of the barrier. The phrase: *đã có sữa chua uống men sống Vinamilk Probi chứa 13 tỉ lợi khuẩn L.Cái 431 ưu việt từ Châu Âu để củng cố bức tường đề kháng bảo vệ cơ thể- Introducing Vinamilk Probi, live yogurt drink, containing 13 billion superior L.Caisi 431 probiotics from Europe to reinforce the immune barrier and protect the body.* illustrates that the milk is the tool of the winner of the battle.

**Table 10: Table mapping of A STOMACH IS A BATTLE**

<b>TARGET DOMAIN: A STOMACH</b>	<b>SOURCE DOMAIN: A BATTLE</b>
probiotics and harmful bacteria	➔ the opponents
the battle between beneficial and unbeneficial probiotics	➔ the battle between opponents
the defense barrier of the children	➔ the defense barrier of the battle
the weak state of the defense barrier	➔ the state of the barrier of the battle
the milk	➔ the tool of the winner of the battle

**❖ INTESTINE IS THE SECOND BRAIN OF THE PERSON**

The phrase: *hệ thần kinh ruột được xem là bộ não thứ hai của con người. Khi ruột không khỏe thì não khó vui- The gut nervous system is considered the second brain of the human body. When the gut is not healthy, the brain finds it hard to be happy* shows that the state of the intestine is the state of the second brain of the person

**Table 11: Table mapping of A INTESTINE IS THE SECOND BRAIN OF THE PERSON.**

<b>TARGET DOMAIN: INTESTINE</b>	<b>SOURCE DOMAIN: THE SECOND BRAIN OF THE PERSON</b>
the state of the intestine	→ the state of the second brain of the person

#### b. Human action

##### ❖ TAKING CARE OF A CHILD IS A JOURNEY

The phrase: *nuôi con giờ thêm an nhàn-Raising children now more leisurely* shows the feature of taking care of children is the feature of the journey, and this process is not easy. The phrase: *nuôi con đường dài- Raising children for the long haul* illustrates that the segment of taking care of children is the segment of the journey; and the stage is long.

**Table 12: Table mapping of TAKING CARE OF A CHILD IS A JOURNEY**

<b>TARGET DOMAIN: TAKING CARE OF A CHILD</b>	<b>SOURCE DOMAIN: A JOURNEY</b>
the feature of taking care of the child	→ the feature of the journey
the segment of taking care of a child	→ the segment of the journey

##### c. TIME IS A CONTAINER OF ENERGY

In V13, the phrase: *Ngày mới tràn đầy năng lượng- A day filled with energy* with the verb: *tràn đầy- filled with* expresses the container overflowing the energy inside out; and the new day represents for Time; so it is interpreted Time is a container:

**Table 13: Table mapping of TIME IS A CONTAINER OF ENERGY**

<b>TARGET DOMAIN: TIME</b>	<b>SOURCE DOMAIN: A CONTAINER OF ENERGY</b>
The time	→ the container
The new day of the time	→ the energy of the container

#### 4.2. Domain choices in the conceptual metaphors of Vinamilk advertisements

First, the target domain choices are listed in the table

**Table 14: The selection of target domains**

No.	TARGET DOMAIN	Frequency	Percentage
1	related to the milk	22	81,5%
2	related to the person	5	18,5%
	<b>Total</b>	<b>27</b>	<b>100</b>

As can be seen, the target domains concerned with the milk have 22 times frequency with 81.5 %, which rank first. The second rank is target domains related to the person, taking account at 18.5 %. In conclusion, the objectives of the TV commercials only take notice at the products being advertised and their targeted customers. It is reflected the marketing strategies of Vinamilk as well as the typical characteristics of conceptual metaphors in advertising discourses.

Second, the source domain choices are listed in the following table:

**Table 15: The selection of source domains**

No.	SOURCE DOMAIN	Frequency	Percentage
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1	a person	1	3,7%
2	a food	6	22,2%
3	a medicine	6	22,2%
4	quantity	2	7,4%
5	a cow	1	3,7%
6	a container	3	11,1%
7	a valuable object	1	3,7%
8	a gift	1	3,7%
9	a research	1	3,7%
10	weather	1	3,7%
11	fuel	1	3,7%
12	the second brain of the person	1	3,7%
13	a journey	1	3,7%
14	a battle	1	3,7%
	<b>Total</b>	<b>27</b>	<b>100,0%</b>

As can be seen, source domains A FOOD and A MEDICINE have six times frequency with 22.2%, which rank first. The second place is source domain A CONTAINER with three times frequency and 11.1%. The third place is source domain QUANTITY, which takes account for 7.4%. The last position is other source domains.

In conclusion, all source domains common in life so all conceptual metaphors in Vinamilk TV commercials are universal with the accordance to Lakoff & Johson (2008). Furthermore, universal conceptual metaphors such as MILK IS FOOD, A MEDICINE, A CONTAINER, AN OBJECT, A GIFT, A JOURNEY, and A BATTLE are identified in both researches of Nguyen Thi Lan Phuong (2020) and Hoang Thi Oanh (2023). However, MILK IS A COW has not discovered, which illustrates the marketing strategy of Vinamilk when using the happy cows to symbolize the brand makes their potential customers feel amazed and easy to remember their products. The other marketing approaches are also unveiled in this article.

First, target domains A DRINK are cued with the ratio of 81.5%, which is to *enhance memorability* from the potential customers and then create *brand distinction* of the Vinamilk products in their minds. Two types of target domains and 14 source domains are interpreted through 13 tables of mapping, which shows *metaphorical mapping* of conceptual metaphors in advertising discourses. In advertising, this connection entails aligning the characteristics of a product or brand with familiar and positive attributes from another domain, reinforcing positive associations.

Besides the findings of the connection between domain choices and features of conceptual metaphors in advertising, these domains also reflect typical marketing strategies of Vinamilk in 2023. First, VINAMILK IS A PERSON expresses the action of changing the packet of the milk is the action of changing clothes of the person, which shows the transformation of package and design by using Tetra Pak for all milk and liquid beverage items. Second, conceptual metaphors A DRINK IS A MEDICINE, A DRINK IS A FOOD, A DRINK IS A

**RESEARCH** and the others focus the quality, functions and values of the milk. It is demonstrated by the third marketing strategy of Vinamilk, which is to improve the quality of milk.

Furthermore, the policy of the price of Vinamilk is mentioned in conceptual metaphor A DRINK IS A MEDICINE with the metaphorical mapping: the reasonable price of the milk is the reasonable price of the medicine.

## V. Conclusion

The study supporting the argument that conceptual metaphors are ubiquitous, as proposed by Lakoff & Johnson (2008). In advertising discourses, a specific product is considered as an abstract, which is visualized by source domains with common and universal themes. Under the light of cognitive linguistics, the brand identity is unveiled through the analysis of particular advertisements of each company, and this article is an experiment.

The language possesses inherent power to evoke the intentions that manufacturers aim to convey about their products, extending beyond visual and auditory elements. Conceptual metaphors have transformed products from specific objects into various abstract ideas. Subsequently, these concepts are described through objects closely associated with human experiences, linking to physiological, natural, and social contexts.

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## Data:

- V1 <https://www.youtube.com/watch?v=RqjithLHjE2o>
- V2 <https://www.youtube.com/watch?v=YeOtssDG5LQ>
- V3 <https://www.youtube.com/watch?v=yxX2khu8QFU>
- V4 <https://www.youtube.com/watch?v=uiBhh1hjJdo>
- V5 <https://www.youtube.com/watch?v=MGYYOSRKD7E>
- V6 <https://www.youtube.com/watch?v=6F9QI7e1d5s>
- V7 <https://www.youtube.com/watch?v=O9zmmQ0klj4>
- V8 <https://www.youtube.com/watch?v=-N9vn3YfnOc>
- V9 <https://www.youtube.com/watch?v=vBPVQGHK0Ws>
- V10 <https://www.youtube.com/watch?v=1FiCo3SbO8w>
- V11 <https://www.youtube.com/watch?v=HoHgICpundE>
- V12 <https://www.youtube.com/watch?v=yS5tzFnLzpc>
- V13 <https://www.youtube.com/watch?v=u1tIoQvnKn8>

# ẢN DỤ Ý NIỆM TRONG QUẢNG CÁO SỮA VINAMILK TẠI VIỆT NAM

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**Tóm tắt:** Mục tiêu của nghiên cứu là nghiên cứu các ẩn dụ ý niệm trong quảng cáo truyền hình của Vinamilk trong năm 2023. Phương pháp nhận dạng ẩn dụ của MIP (2007) được áp dụng khi phân tích ngôn từ trong các quảng cáo Vinamilk. Hai loại miền đích liên quan đến sản phẩm và khách hàng tiềm năng được kích hoạt trong khi mười bốn miền nguồn và được giải thích thông qua mười ba bảng ánh xạ các ẩn dụ tư duy trong những quảng cáo truyền hình này. Việc tạo ra những ẩn dụ ý niệm này phản ánh những đặc điểm đặc trưng của các ẩn dụ ý niệm trong các diễn ngôn quảng cáo và bốn chiến lược tiếp thị quan trọng cũng như chính sách giá của thương hiệu Vinamilk hiện nay.

**Từ khóa:** ẩn dụ ý niệm, Vinamilk, quảng cáo truyền hình, diễn ngôn quảng cáo, chiến lược tiếp thị

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