

Multimodal Metaphor in Chinese Dream Publicity Posters: Towards a Socio-functional Model of Analysis

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This study presents a socio-functional model of multimodal metaphor analysis based on the semiotic strata in social semiotics (e.g. Halliday, 1978), as illustrated in the Table below. It includes comparison with Charteris-Black's (2004) model of critical metaphor analysis and Fairclough's (1992) model of critical discourse analysis. and applies to analyzing 75 Chinese Dream Publicity Posters which contain metaphors. The model enables us to analyze metaphors systematically in terms of semantic choices, multimodal realizations and contexts. In particular, it provides a comprehensive framework for analyzing context by stratifying it into context of situation and context of culture. It clarifies that multimodality only refers to level of the realization of meaning. The analysis of the Chinese Dream posters shows that the metaphors serve to conceptualize essential aspects of pursuing the Chinese Dream to mobilize the Chinese people and to cultivate patriotism. The source domains are mostly familiar things with rich cultural elements, such as journey, animals and plants. All the metaphors are realized in both language and images, creating multimodal metaphors, and the images mainly illustrate the source domain. At the level of context of situation, the posters reflect the new features of the discursive practice which include the medium and the genre of PSA posters (Mode), the activities of promoting and entertaining (Field), and the close and equal author-audience relations (Tenor). These patterns are further explained by the socio-political context of the changing media environment and the changing mode of political communication in contemporary China.

Charteris-Black (2004)	The socio-functional model			Fairclough (1992)
	Context of culture	Visible socio-cultural events and phenomena	Invisible values, ideology and power	Analysis of social practice
Metaphor explanation	Context of situation	First order -Field: authorial activity -Tenor: author/text-reader relation -Mode: medium of communication	Second order -Field: subject matter -Tenor: character relation in text -Mode: genre	Analysis of discursive practice
Metaphor interpretation	Discourse semantics	Conceptual metaphors	Semantic features mapped	Text analysis
Metaphor identification	Semiotic resources	Realizations of metaphors in language, images and other semiotic resources		

References

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