

PERSONIFICATION OF WINE IN THE ADVERTISING



BY MARIYA HRISTOVA

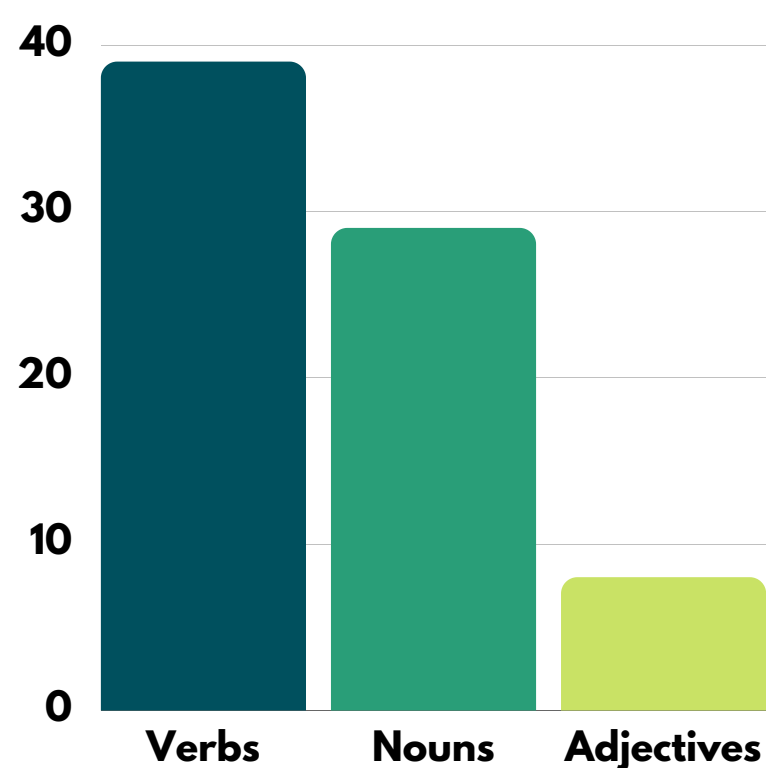
MARIYA.HRISTOFF@GMAIL.COM
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INTRODUCTION

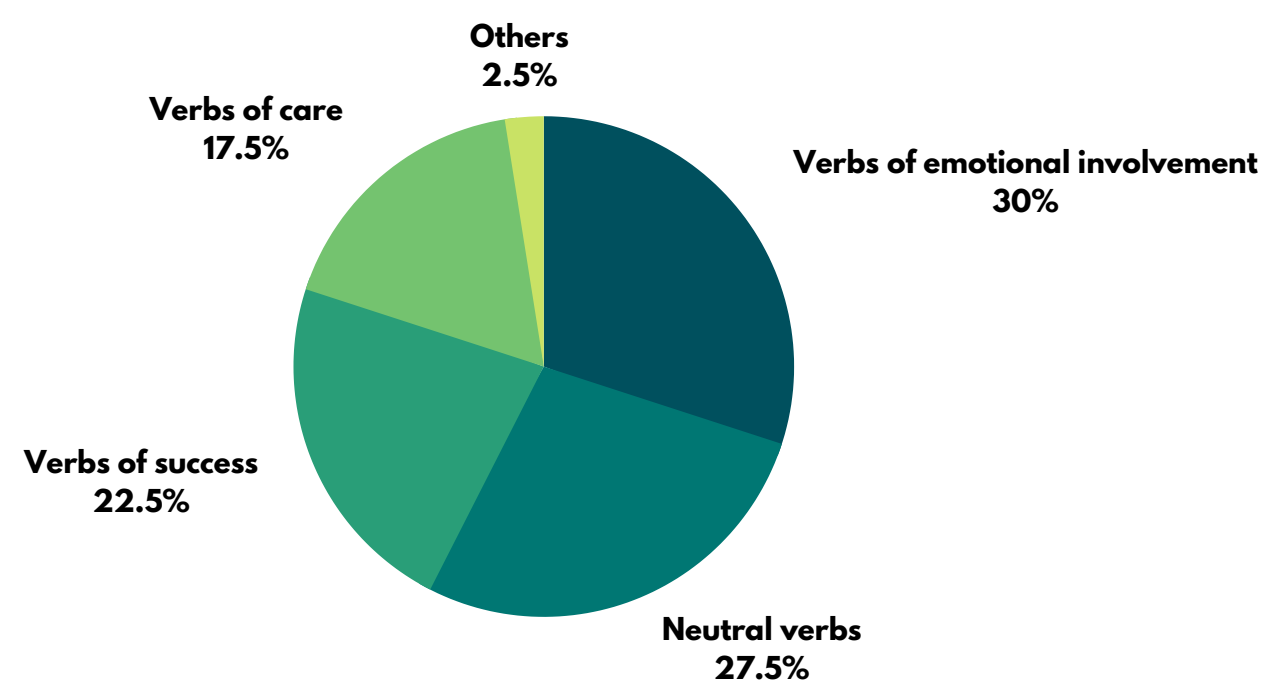
Gustatory sensations are recognized as being subjective perceptions. Specific vocabulary for describing taste is not on hand, however this does not diminish its communication possibilities. Various linguistic strategies are available for describing gustatory impressions instead, metaphors among others. Furthermore, metaphors are considered to be one of the preferred means in advertising due to their persuasive and emotionalizing function. Moreover, this effect can be intensified with the usage of personifications.

QUESTIONS

1. How often do personification of wine occur in the advertising?
2. Through what kind of metaphors, regarding word classes (noun, adjective or verb) are personifications expressed?
3. How is wine conceptualized in the personifications?



Absolute frequency of word classes



Conceptualizations in the verb personifications

METHODS

In order to identify personifications, a linguistic corpus analysis has been carried out. The corpus consists of 30 texts in German language from 2019, available at the online wine catalogue Ebrosia. The aim consisted of exploring personifications in regard of the frequency of word classes, language realizations and conceptualizations.

RESULTS

Altogether, 280 metaphors have been found, where 100 contain a personification. From them, 78 refer directly to wine. The left diagram presents the absolute frequency of word classes. The right one displays the subcategories regarding conceptualizations that emerged among the verb personifications.

DISCUSSION

The evidence obtained from this study suggests that metaphors, and more specifically personifications, are a popular mean in the advertising of wine. Since the current study has analyzed a limited number of texts, it is recommended that further work investigates a greater corpus. Furthermore, it is suggested to work with corpora in different languages. An additional interdisciplinary question that arises is whether advertising texts that contain personifications have a greater impact on potential customers, resulting in a direct influence on their purchase decisions.

