Identifying conceptual metaphors in TV commercials with FILMIP, the Filmic Metaphor Identification Procedure

Is fishing roses finding lovers?

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How do I know that there is metaphor in a filmic text?

How can I identify a filmic metaphor?
FILMIP

Filmic Metaphor Identification Procedure
1. Origin of FilMip

Where does the method come from?
Metaphor Identification Procedures

MIP + MIPVU
Metaphor Identification Procedures in written discourse.
Pragglejaz Group, 2007
Steen et al., 2010

VisMip
Identification of metaphorically used visual units in still pictures
Šorm & Steen (2018)
FilMip (Bort-Mir, L. in prep.)

Dynamic version of VisMip: moving pictures are a mixture of visual, auditory and verbal stimuli.

Interpretation + (re)construction (Alcolea-Banegas, 2008)
FilMip: Filmic Metaphor Identification Procedure in 7 steps

1. Establishing a general understanding of the text:
   1a. Describe referential meaning
      1a.1 Content assessment
      1a.2 Identification of units of analysis
      1a.3 Identification and description of modes
      1a.4 Description of referential meaning
   1b. Attach more general/abstract meaning
   1c. Reconstruct the message
   1d. Identify the topic

2. Structuring the referential description
3. Finding incongruous units
4. Testing whether incongruity can be integrated by some form of comparison
5. Testing whether the comparison is cross-domain
6. Test if the comparison can be seen as indirect discourse about the topic
7. If steps 4, 5 and 6 are positive, then metaphor.
1. Establishing a general understanding of the filmic text
Step 1:
Establishing a general understanding of the filmic text = describing the narrative discourse of film

1a. Describe referential meaning
1b. Attach more abstract meaning
1c. Reconstruct the message
1d. Identify the topic

4 substeps
Step 1a: Description of referential meaning

1a.1 Content assessment
1a.2. Identification of units of analysis
1a.3. Identification & description of modes
1a.4. Description of referential meaning

Global conception of its meaning through a period of immersion (Philips and McQuarrie, 2002)
1a.2 The process of segmentation: dynamic unit of analysis

- A sequence is a series of shots or a single shot that takes place in a single location and that deals with a single action.
- A scene is a series of frames that runs for an uninterrupted period of time.
- A shot is a series of scenes that form a distinct narrative unit, which is usually connected either by unity of location or unity of time.
Segmentation: ATLAS.TI 8

Agua Fresca de Rosas commercial:

1 sequence
1 scene
13 shots
1a.3 Identification & Description of modes

- Mode “is a sign system interpretable because of a specific perception process” (Forceville & Uriós-Aparici, 2009)

- Modes help us derive the message by describing a more general meaning of the filmic text (Bateman & Schmidt, 2012).
1a.3 Identification & Description of modes

1. **Written discourse**: description (letter typography _if important_ and color)

2. **Spoken discourse**: description (type of spoken discourse (*dialogue, voice-over, voice-off, etc.*), who the voice is or the actors, and tone of voice)

3. **Music**: genre (pop, rock, instrumental,...), filmic music type (nondiegetic vs. diegetic, and composed vs. appropriated)

4. **Non-verbal sounds**: Man-made sounds (objects) and natural sounds (human sounds, animal sounds, nature sounds)

5. **Visuals**: Visual perceptual units

| 5.1. Colors |
| 5.2. Salient objects |
| 5.3. Kinematic elements |
| 5.4. Gestures & facial expressions |
| 5.5. Images & icons |

Forceville, 2017, 2016

Bort-Mir, L, *in prep*
1. Written discourse
Adolfo Domínguez (capital letters, white)

2. Spoken discourse
“Agua fresca de rosas, adolfo dominguez” (voice-over, woman, soft)


4. Visuals
Colors (pinks, greys), Salient Objects (roses, net), Kinematic elements (static camera, centered-horizontal point of view, inserts)
Describe the referential meaning

What is literally being depicted? (who, what, and where)

a woman in a white boat on calm lake or sea is fishing roses with a net
1b. Attach more abstract meaning

Semiotics of connotation

Music?
Camera movements or perspective?
Colours?
Shots?

etc.
The ghost who walks
She's on the prowl
For the man she loved
He cut her down

Network of symbolism of lyrics matching with certain actions/shots in the *Agua Fresca de Rosas* TV commercial. Created with Atlas.ti 8
1c. Reconstructing the message

Intention?

If ‘roses’ stand for ‘men’, then Agua Fresca de Rosas perfume is a tool for finding men (or love).
1d. Identifying the topic

Topic:

Selling perfume *Agua Fresca de Rosas*
2. Structure the referential description under step 1a.4

(Structured Annotation, Tam & Leung, 2001)
Step 2:
Structuring the referential description

Structured Annotation, (Tam & Leung, 2001)
Step 2: Structuring the referential description

Structured Annotation, (Tam & Leung, 2001)

Woman sailing in a boat on calm water fishing roses with a net + music + discourse:

3. Find incongruous filmic units
Incongruity (Kaplan, 2005)

“The first hint that some feature [...] is intended to evoke a metaphorical response in the viewer is the presence of [...] elements that seem distorted or out of place”
3.a
Perceptual-incongruity

Decide for each unit under step 2 (structuring the referential description) whether it shows properties that are incongruous with the properties that are typically true of that unit (property-incongruous), whether it shows any incongruity related to the topic (topic-incongruous) under step 1d, or whether there is any incongruity within each of the identified modes under step 1a.3 related to the topic.

3.b
Abstract meaning-related incongruity

Decide whether there is any incongruity with the abstract meaning under step 1b related to the topic.
3.c

Genre-incongruous

Decide whether the message under step 1c is communicated in an atypical way of the genre of TV advertising (genre-incongruous)
Incongruity in Agua Fresca de Rosas commercial?

Roses instead of fish in the sea: incong.location
Incongruity in *Agua Fresca de Rosas* commercial?

Fishing roses instead of fish: incongru. action
Incongruity in *Agua Fresca de Rosas* commercial?

Lyrics of the song:

*The ghost who walks*
*She’s on the prowl*
*For the man she loved*
*He cut her down*
4. Test if incongruity integrated by means of comparison
Roses replaced by fish, which in turn stand for men/lovers

Then fish replaced by men/lovers
5. Comparison cross-domain

Wordnet

www.wordnet.princeton.edu
Fish

WordNet Search - 3.1
- WordNet home page - Glossary - Help

Word to search for: fish

Display Options: (Select option to change) Change

Key: "S." = Show Synset (semantic) relations, "W." = Show Word (lexical) relations
Display options for sense: (gloss) "an example sentence"

Noun

- S: (n) fish (any of various mostly cold-blooded aquatic vertebrates usually having scales and breathing through gills) "the shark is a large fish"; "in the living room there was a tank of colorful fish"
  - direct hyponym / full hyponym
  - part meronym
  - member holonym
  - direct hypernym / inherited hypernym / sister term
    - S: (n) aquatic vertebrate (animal living wholly or chiefly in or on water)
      - S: (n) vertebrate, craniate (animals having a bony or cartilaginous skeleton with a segmented spinal column and a large brain enclosed in a skull or cranium)
      - S: (n) chordate (any animal of the phylum Chordata having a notochord or spinal column)
WordNet Search - 3.1
- WordNet home page - Glossary - Help

Word to search for:  rose

Display Options:  (Select option to change)  Change

Key: "S:" = Show Synset (semantic) relations, "W:" = Show Word (lexical) relations
Display options for sense: (gloss) "an example sentence"

Noun

• S: (n) rose, rosebush (any of many shrubs of the genus Rosa that bear roses)
  ○ direct hyponym / full hyponym
  ○ part meronym
  ○ member holonym
  ○ direct hypernym / inherited hypernym / sister term
    • S: (n) shrub, bush (a low woody perennial plant usually having several major stems)
    • S: (n) woody plant, ligneous plant (a plant having hard lignified tissues or woody parts especially stems)
    • S: (n) vascular plant, tracheophyte (green plant having a vascular system: ferns, gymnosperms, angiosperms)
6. Indirect discourse?

Sketchy mapping
<table>
<thead>
<tr>
<th>Schematic domain FISHING</th>
<th>Schematic domain ROSES</th>
<th>Schematic domain FINDING LOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attributes:</strong></td>
<td><strong>Attributes:</strong></td>
<td><strong>Attributes:</strong></td>
</tr>
<tr>
<td>Fisherman</td>
<td>collector</td>
<td>finder (the person who seeks someone to love)</td>
</tr>
<tr>
<td>Fish</td>
<td>rose</td>
<td>loved person (the sought person, lover)</td>
</tr>
<tr>
<td>Sea</td>
<td>fields</td>
<td>life (the world)</td>
</tr>
<tr>
<td>Boat &amp; net</td>
<td>collecting tools (scissors, basket...)</td>
<td>Our tools to attract love: PERFUME!!</td>
</tr>
<tr>
<td>to fish</td>
<td>to collect roses</td>
<td>to find love, to attract, to catch someone, to “hunt”, to “fish”</td>
</tr>
</tbody>
</table>

These mappings (comparisons) are all forms of indirect discourse about the topic.
7. 4,5,6 = positive? Then metaphor

YES!!!! *Agua Fresca de Rosas* commercial is marked for metaphoricity
Conclusion

Filmip essential instrument

- Detailed descriptions of filmic texts
- Cognitive + socio-cultural analysis (among others)

(Bateman & Schmidt, 2012)
THANK YOU!

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