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AWARENESS POSTERS AND 1ST WAVE OF COVID-19 IN PAKISTAN: A MULTIMODAL METAPHOTONYMIC ANALYSIS

Ayesha Jan¹, Dr. Huma Batool², Dr. Ayyaz Qadeer³

¹Visiting Faculty, Dept. of English, Air University, Islamabad, Pakistan

²Assistant Professor, Dept. of English, Air University, Islamabad, Pakistan

³Assistant Professor (English), Humanities Department, Faculty of Business Administration,
COMSATS University Islamabad, Wah Campus, Pakistan

E-mail: ¹ayeshakayani332@gmail.com, ²huma.batool@mail.au.edu.pk,

³ayazqadeer@ciitwah.edu.pk

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ABSTRACT

This research focuses on the conceptualization of text and visuals used in the awareness posters (of 1st wave) of COVID-19 in Pakistan to see how concepts vary within the same domain or in two different domains and how metonymy provided basis for metaphor to convey and understand abstract ideas. Therefore, cognitive semantic approach is used as a conceptual framework, and metaphonymy (Goossens, 1990) is used as theoretical framework for the identification and interpretation of COVID-19 awareness posters at the level of both text and visuals. A total of eight awareness posters of COVID-19 were collected from two specific landscape of Pakistan – Centaurus Mall and Safa Gold Mall – through purposive sampling technique. The metaphonymy is identified on the basis of metaphors and metonymy used in the awareness posters. The results show that a total of 16 metaphors and 3 types of metonymies were found embedded in awareness posters. The metaphors of PRECAUTION IS PROTECTION, HEALTH IS WAR, SAFETY IS DISTANCE, and the metonymy of Cause-Effect were excessively used in both texts and visuals. On the basis of these findings, this study concludes that there is a metonymic orientation for metaphorical meanings, and the aspect of multimodality is more appealing than only textual representation.

INTRODUCTION

COVID-19 proved itself to be a deadly global pandemic whose cure was not available till the end of 2020. The only armor to fight back was precaution

(Nijsingh et al., 2020). Hence, WHO and other local health organizations communicated the precaution and safety measures not only through media, but also through awareness flyers and posters all over the public places and hospitals. The main aim was to create awareness so that the spread of Coronavirus could be minimized. The initial versions of awareness flyers, issued from WHO, were oriented towards the symptoms to be taken care of and precautions to be implemented globally (Wang et al., 2020). In Pakistan, the later versions of awareness posters, which could be seen in all public places especially right after the first lockdown was lifted in August, 2020, included text and visuals to promote the observance of all safety SOPs by general public. Besides this, the appealing combination of text and visuals were also seen as productive reminders to follow safety measures for the betterment and safety of society.

Conceptual Metaphor & Multimodality

Lakoff and Johnson (1990) believe that metaphors emerge from human conceptualization. It is an abstract concept that defines the metaphorical existence of human mind. In multimodal metaphor approach, mapping is done between two domains involving exclusively and predominantly different modes (Forceville, 2009a) – cross-domain mapping of concrete source domain (B) onto abstract target domain (A); the relation between these domains is A is B. Similarly, Lakoff and Johnson (1980) also propose the concept of ‘conceptual metonymy’. In line with this, pictorial metonymy is also used (Forceville, 2009b) to determine the relationship between printed advertising, and text and visuals of awareness posters of COVID-19.

Metaphor’s multimodal and non-verbal manifestations have been studied across a wide range of media and other genres, such as cartoons, films, discourses, printed advertising, TV commercials. It is impossible to explore metaphors in all of these genres without multimodality. In order to study multimodality, Domínguez (2015) looked metaphors from evolutionary point of view. He explored 414 cartoons published after the death of French satirical magazine ‘Charlie Hebdo’s cartoonists. According to the findings of the study, humans develop a rich metaphorical language, with a variety of competing options to establish a more advanced niche for communication.

Many studies have been conducted to study metaphors used in discourses, advertisements etc. One of them was conducted by Romano and Porto (2018). They analysed how metaphors are used as a social tool in discourses to look at the ideologies, within a specific socio-historical and cultural context. The findings suggested that Metaphors are the most widely used as medium of persuasion for promoting the new discourse in headlines, tweets, slogans, banners, posters, print advertisements and so on. Metaphors allow for the cognitive and linguistic compression of cultural, emotional, and conceptual meanings by transferring the maximum information with the minimum cognitive effort.

In advertisements, non-verbal modes are more common than verbal aspects. Tseng (2017) conducted a research on multimodal metaphors for food items to

explore metaphoric representations through text and visual in printed advertising. The findings of the study showed that primary metaphors are frequently intertwined with proposition-schemas, intercultural considerations, and cultural context. As a result, these assumptions serve as a foundation for the construction of complex multimodal metaphors. Visual metaphors and multimodal metaphors have greater impact on appreciation than primary and complex metaphors. Similarly, Mulken et al. (2014) examined the tripping point in curvilinear relationship between visual metaphor and its appreciation in advertisements. The findings showed that advertising using metaphors elicit higher level of appreciation than the advertising without metaphors, with rhetoric figures serving as a major proponent. They discovered that visual metaphors had direct impact on comprehension, which is directly related to the appreciation of advertisement.

Pérez-Hernández (2019) explored the role of primary metaphors and their visual representation in the advertising genre. The findings suggested that in fast food printed ads, primary metaphors were more common than resemblance metaphors, especially when used in the patterns of conceptual interaction. Furthermore, primary metaphors have been demonstrated to interact with 1) metonymy, which is used to help consumers arrive at contextually-compatible and meaningful interpretation of the target domains involved, and 2) exaggeration, which is used to draw customer's attention to the product. While results of the qualitative analysis of the data showed that primary metaphors create a formal relation with the product based on their source domain, resemblance metaphors primarily concentrate on the product's target domain. Moreover, primary metaphors can serve a variety of purposes, including 1) directly conveying emotions and axiologically positive evaluations about the product, 2) highlighting a specific aspect of it, and 3) motivating, enriching, and constraining the interpretation of additional resemblance metaphors.

Yu (2011) and Pérez-Sobrino (2017) had also made comparable contributions by demonstrating how metaphorical complexes work in printed advertisements and TV commercials. According to Yu's results, primary metaphors are interpreted as building blocks of resulting metaphorical complexes, while Pérez-Sobrino's findings show that primary metaphors are the elements of metaphorical chains.

Conceptual Metonymy & Multimodality

Metonymy deals with cognitive ability through which larger complex concepts are presented by referring to sub-concepts. In conceptual metonymy, semantic components include source domain known as the conceptual vehicle and target domain. The mapping is done within the same domain. Kövecses and Radden (1998) define metonymy as "a cognitive process in which one conceptual entity, the vehicle, provides mental access to another conceptual entity, the target, within the same conceptual domain" (p. 39). The relation between these two domains is A for B (Evans et al., 2006). Mendoza (2000) describes two basic types of metonymy: 1) source-in-target metonymy and, 2) target-in-source metonymy. In source-in-target metonymy, "a subdomain stands for the

corresponding matrix domain”, while in target-in-source metonymy, “the matrix domain stand for its subdomain”.

Metonymy is also embodied in nature. Some researchers believe that metonymy acts as a basis to study the language and thought from the embodied perspective rather than metaphor as metonymic relations are grounded in our experience (Lakoff & Johnson, 1980). To defend this claim, a case study has been conducted for the linguistic expression ‘sorry’ and ‘forgive’ to explain the phenomenon of concept structuring (Dylan, 2006). According to this study, cognition plays an important role to perceive the phenomenon of the outer world and this concept is studied from the perspective of semiotic that varied according to different cultures. Another multimodal social semiotic investigation was carried out by Koowuttayakorn (2018) to look into the metonymic representations displayed on Instagram’s official account and blog. The findings revealed that the use of hashtag in itself is a metonymy because it act as a referent to a specific property that appears in a post. Furthermore, both sensory and naturalistic modalities interact on different levels to produce visual aesthetic that are regarded and appreciated as real and true by the Instagram users.

Advertisements are well known for their use of multimodality, which combines image and text to co-create meanings. The language is often crucial in this process, both in clarifying complex features and in cueing interpretation. That is why, Villacañas and White (2013) used pictorial metonymy in their study to investigate how images establish meaning in advertisements. The research examined a corpus of an advertising compaigns of Purificacion Garcia (PG) from 1999 to 2010 which is eponymous with the designer’s personal name. The compaign employed a consistent use of pictorial images, with ad hoc explanatory verbal information. The findings of the study revealed three recurrent structural patterns: metonymic basis for metaphor, two independent and distinct metonymic source, and metonymic blends formed by the co-occurrence of the two metonymic sources. The study’s findings also pointed towards metonymy’s absolute supermacy as a construal underpinning for PG advertising.

Posters are designed to influence the thinking process of people. They are used to promote any movie (Iftikhar et al., 2019), to promote any brand (Febrianti, 2020), and/or to create awareness among masses (Belgrimet et al., 2021). The awareness posters of COVID-19, that were displayed during the first wave of the pandemic, were designed not only to create awareness among general public but also to direct their social behaviors as precautionary measures to mitigate the spread of the virus. Therefore, metaphonymic nature of elements (text and visuals) that were employed in the awareness posters of COVID-19 needed to be explored to determine how the metaphorical and metonymic relations in both text and visuals provided productive reminders to people to follow safety measures in the amidst of pandemic in 2020.

RESEARCH METHODOLOGY

In the qualitative research method, sample choice is based on the research questions and statement of the problem. Patton (2002) defines purposeful

sampling as “a technique widely used in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources”. The present research uses purposive random sampling. Therefore, only awareness posters regarding COVID-19 were selected. A total of 45 awareness posters of COVID-19 were collected in January 2021 from two different landscapes – Centaurus Mall and Safa Gold Mall – which acted as population of the study. Since all these posters contained more or less the same content represented through visuals and text, after careful selection, only eight awareness posters for the in-depth analysis.

DATA ANALYSIS

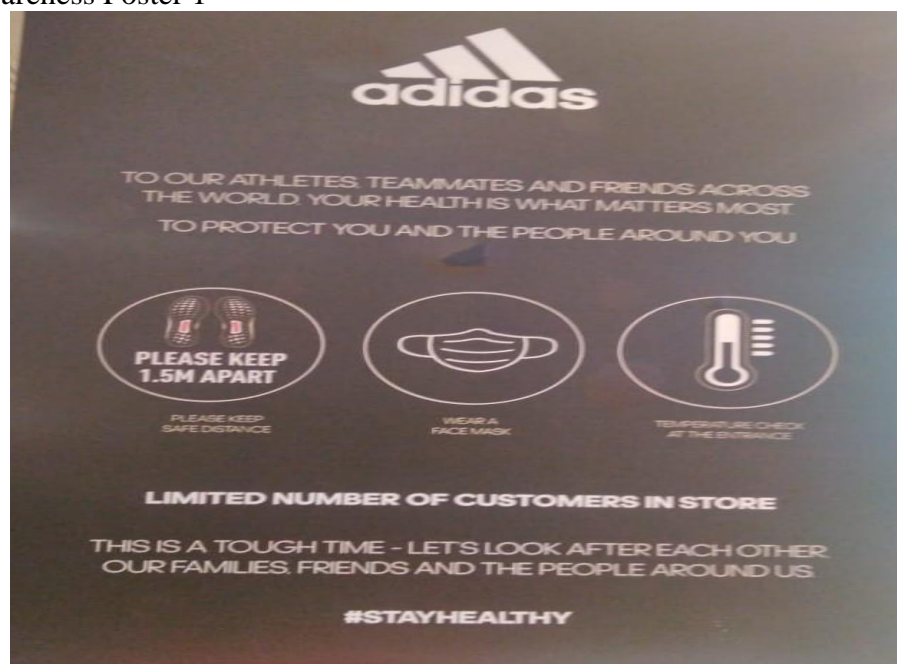
Awareness posters of COVID-19 were analyzed through ‘metaphtonymy’ as a theoretical framework (Goossens, 1990). To begin with, linguistic units were identified in the text that hinted towards awareness in the posters of COVID-19. Based on those linguistic units domains were identified and were then presented graphically for both metaphor and metonymic representations. The idea of diagrams was adapted from Panther and Thornburg (2018). Posters were also analyzed on a visual level. The visual metaphor and visual metonymy were identified on the basis of color schemes, writing styles, shapes and images. Based on these visuals, symbolic and indexical relations were identified in the visual diagrams through different arrows.

COVID-19 Awareness Posters 1

Awareness Poster 1 (Fig. 1) presents the text with a visual representation of different precautionary measures. The text TO PROTECT YOU AND THE PEOPLE AROUND YOU explain the metaphorical mapping between two domains.

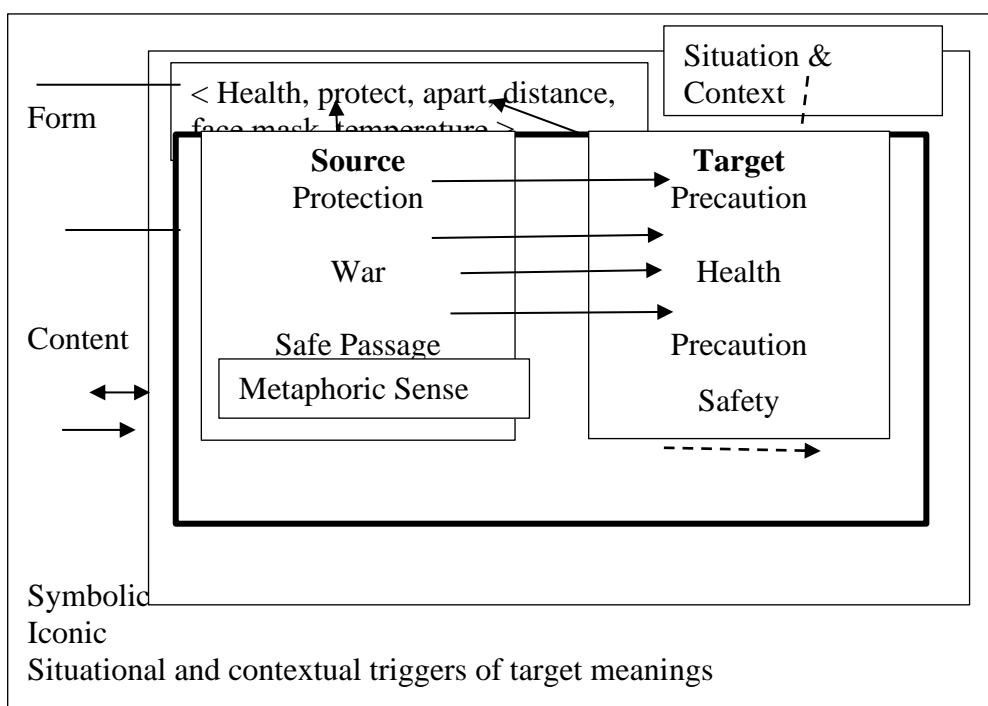
Figure 1

Awareness Poster 1



The linguistic unit Protect triggers the source domain of PROTECTION which is a concrete idea and the target domain of PRECAUTION which is an abstract concept. This multimodal metaphorical mapping can be verbalized as PRECAUTION IS PROTECTION. Using fusion between text and images of social distancing, and mask, two different domains are generated apart from protection. These domains are WAR' (source) and HEALTH (target) – HEALTH IS WAR, because during the war, soldiers protect themselves through body armour, helmet, shields and weapons. In the same vein, black background presents the scenario of something dangerous (WAR) while the content and the visual representation in white present something positive and peaceful (HEALTH). However, the image of social distancing with the complementary texts PLEASE KEEP 1.5M APART and LIMITED NUMBER OF CUSTOMERS IN STORE that automatically generate the metaphorical relationship between the source (Distance) and the target domain (Safety) – SAFETY IS DISTANCE. The text THIS IS A TOUGH TIME-LET’S LOOK AFTER EACH OTHER OUR FAMILIES, FRIENDS AND THE PEOPLE AROUND US is conceptualized as a SAFE PASSAGE with concerning PRECAUTION – PRECAUTION IS SAFE PASSAGE (Fig. 2).

Figure 2
Metaphor in Awareness Poster 1

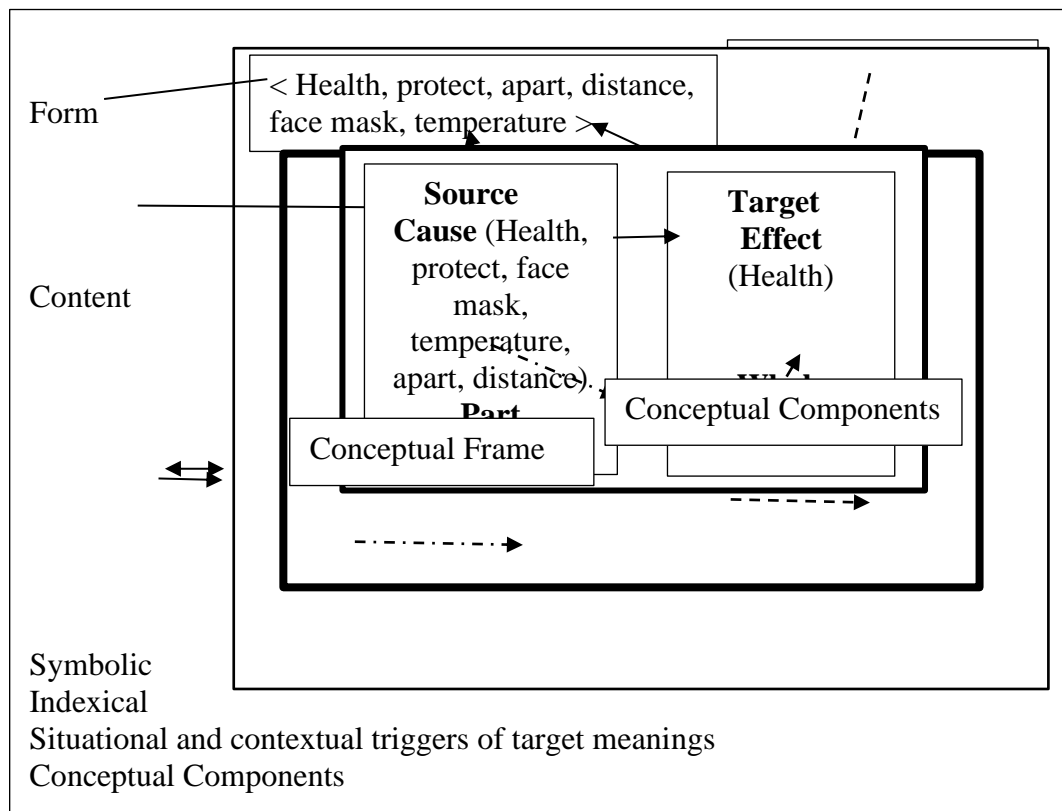


Like metaphor, metonymy is also depicted in both text and visual. The text “PLEASE KEEP 1.5M APART” and “LIMITED NUMBER OF CUSTOMERS IN STORE” generate metonymic Part-Whole correspondence between the limited number and the whole range of space or location. In the same vein, Cause-Effect metonymic correspondence relations are also generated between precautionary measures and protection. All the linguistic statements explain the phenomenon of precaution that automatically affects the health of victims. These metonymic mappings point out both source and target domains to trigger the cross-domain metaphorical mapping between safety and distance. Similarly,

the texts “TO PROTECT YOU AND THE PEOPLE AROUND YOU” and “THIS IS A TOUGH TIME-LET’S LOOK AFTER EACH OTHER OUR FAMILIES, FRIENDS AND THE PEOPLE AROUND US” also describe the Part-Whole metonymic mapping between the war for protection and safety of loved ones. These linguistic statements point out precautionary measures as a vehicle to trigger the domain of ‘SAFE PASSAGE’. So, this Part-Whole metonymy creates a reference to prompt a metaphorical mapping between “precaution” and “safe passage”.

There is a clear symbolic relation between images used in the pictures and the phenomenon that shows the metonymic Part-Whole relation as well as Cause-Effect relation. The color scheme represents the indexical relation. These visual representations through colors and pictures make it easy for the viewers to understand the content of the posters. In terms of Cognitive mechanism, this interpretation is derived by conceptual metonymy because the reference of the whole (Human Body + Color+ Surgical tools) has been made due to the enrollment of the part (black + white + feet + mask + temperature checker) in the picture (Figure 3).

Figure 3
Metonymy in Awareness Poster 1



In this poster (Fig. 04), the text is presented with a visual representation of a mask with the shape of a heart in the middle of it – WEAR A MASK. So, the multimodal metaphor for this specific linguistic and visual expression is verbalized as HEALTH IS WAR. Similarly, the texts “MY MASK PROTECTS YOU”, and “YOUR MASK PROTECTS ME” are used in the concept of

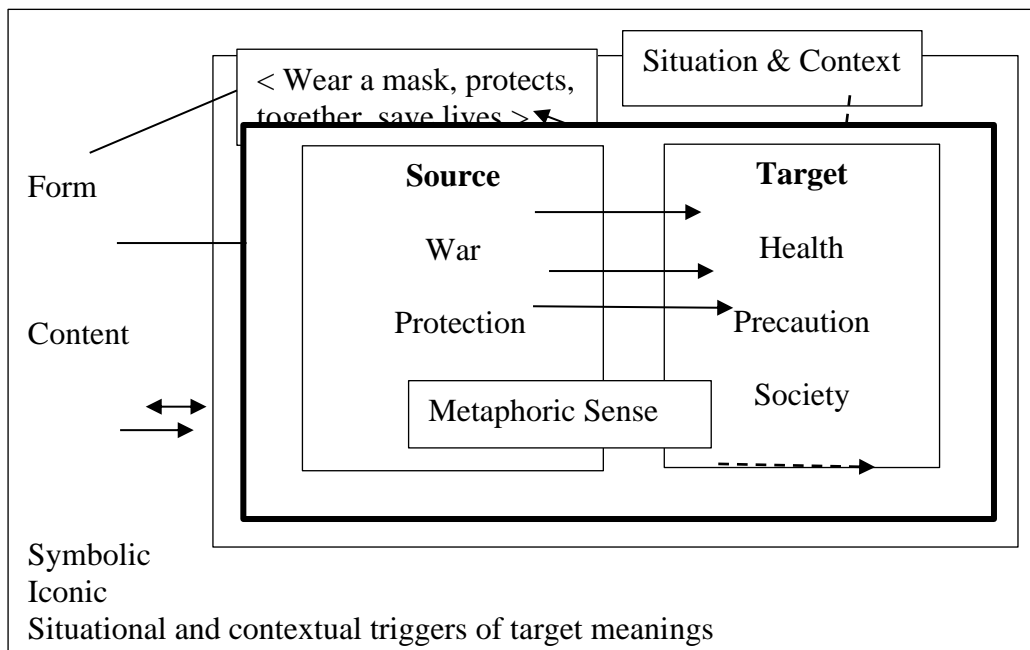
‘PROTECTION’ as a source domain and ‘PRECAUTION’ as a target domain – PRECAUTION IS PROTECTION.

Figure 4
Awareness Poster 2



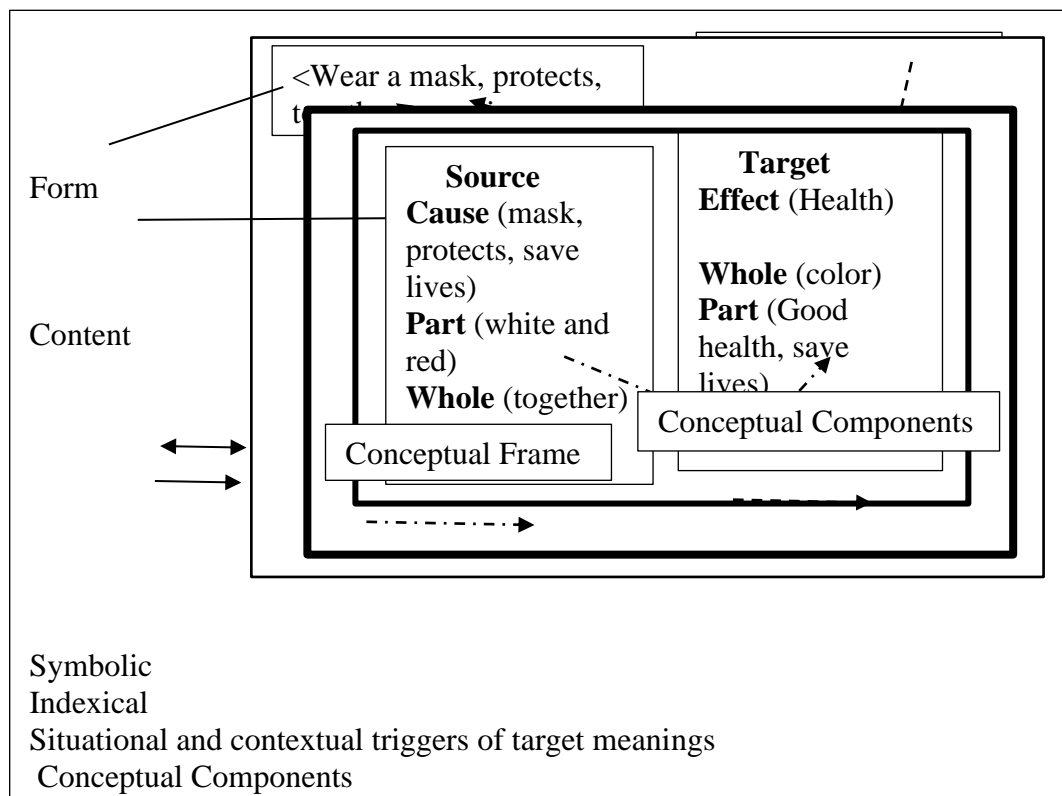
Moreover, the text ONLY TOGETHER CAN WE SAVE LIVES generates a metaphorical mapping between the concrete domain of SAVIOR and the abstract domain of SOCIETY – SOCIETY IS SAVIOR. Metaphorically, Figure 5 provides a clear explanation of the metaphors HEALTH IS WAR, PROTECTION IS PRECAUTION and SOCIETY IS SAVIOR used in this awareness poster of COVID-19.

Figure 5
Metaphor in Awareness Poster 2



Metonymic relations can also be seen in this awareness poster of COVID-19 (Fig. 6). The texts in capitalized bold style **MY MASK PROTECTS YOU**, and **YOUR MASK PROTECTS ME** present a Cause-Effect relation of metonymy. In metonymy, mapping is done within the same domain. So, the concept of **PROTECTION** is used as a vehicle source domain and **PRECAUTION** is used as a target domain within the same domain. Similarly, the particular statement of **WEAR A MASK** with its iconic image describes the Cause-Effect and parallel Part-Whole metonymic mappings between “Mask” as precautionary instrument and “Health” as entity that needs to be protected. In the same vein, the text in just capitalized writing **ONLY TOGETHER CAN WE SAVE LIVES** explains the Whole-Part metonymic relation, where together indicates **SOCIETY** and save lives hints to the concept **SAVIOR**. Moreover, the color scheme is conceptualized in terms of visual metonymy as a Cause-Effect relation and Part-Whole relation, where white as a background signifies peace and blue mask with a red heart in the center of it shows the phenomenon of protection (Fig. 6).

Figure 06
Metonymy in Awareness Poster 2



COVID-19 Awareness Posters 3

In this poster (Fig. 7), all the text and images as a whole generate the metaphorical mapping between the source domain (protection) and the target domain (precaution) – **PRECAUTION IS PROTECTION**. Similarly, the text **YOUR SAFETY IS OUR NUMBER ONE PRIORITY** generates the metaphor as **SOCIETY IS SAVIOR**. The safety of every human being is important in

Every Field Of Life And Serves As A Number One Priority And We As A Society Need To Do A Collective Work To Protect Each Other In This Pandemic Situation.

Similarly, The Texts “Team Members Wear Masks, Gloves And Hairnets”, “Team Members Wash And Sanitize Their Hands Every 30 Minutes”, “All Surfaces Including Counters Are Regularly Sanitized” And “Sanitizer Is Available To Team Members And Guests” Promote The Domain Of ‘War’ As A Concrete And ‘Health’ As An Abstract Phenomenon. Moreover, The Image Of Sanitizer With The Fusion Of Text Projects The Concept Of Protection In A Slightly Different Way. In War, After Covering The body with armour and other safety tools, weapons (gun, sword) are used for protection against enemies. Similarly, the sanitizer is used in terms of a sword to fight back and protect oneself from the effects of a virus. So, the visual fusion, together with its textual representation generates the multimodal metaphor – HEALTH IS WAR.

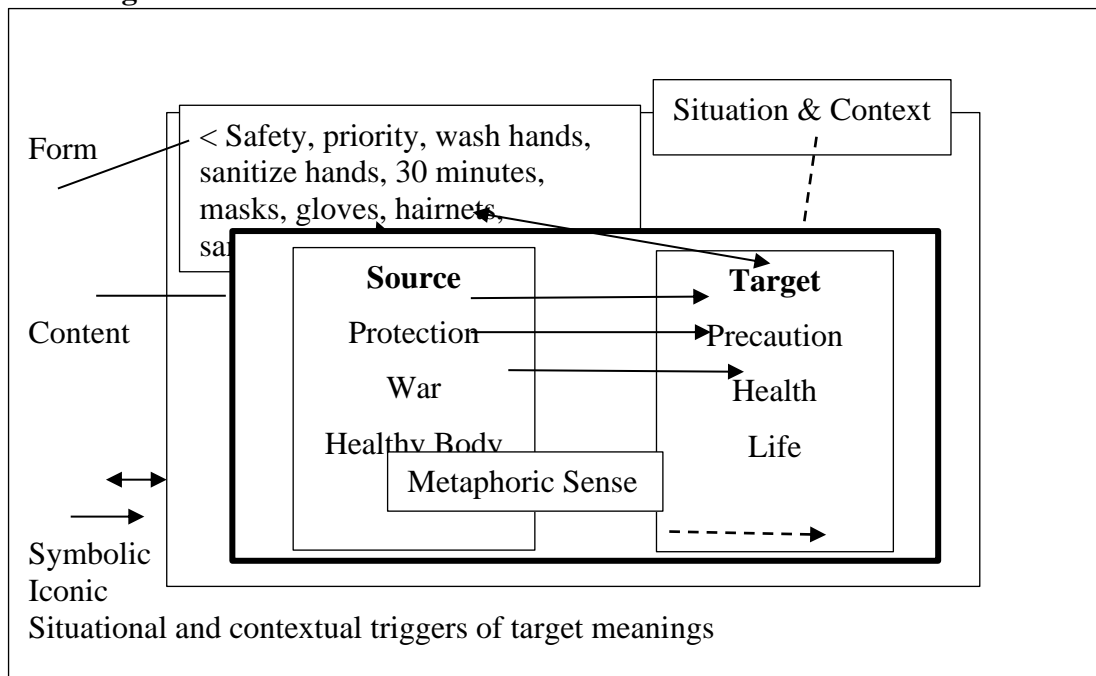
Figure 07



Awareness Poster 3

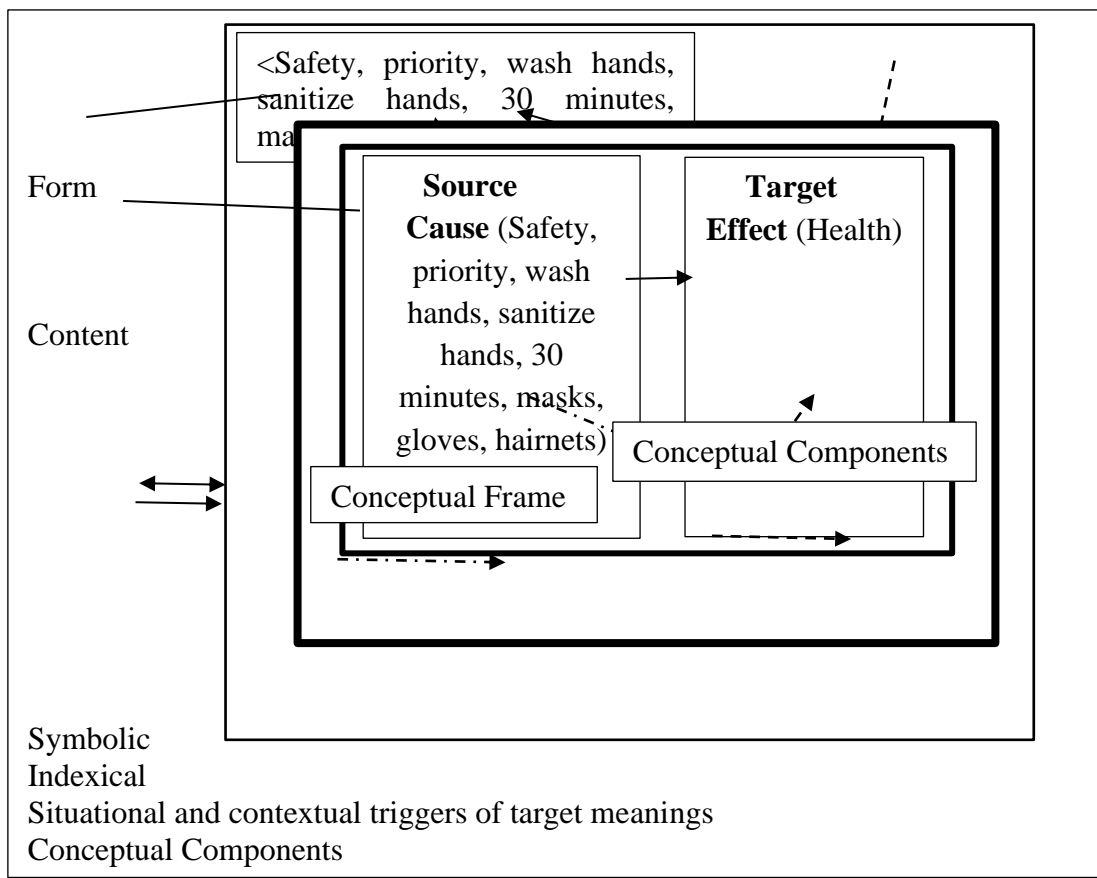
In the same vein, these texts and visuals with reference to multimodal metaphor HEALTH IS WAR further prompts the cross- domain metaphorical mapping of different BODY PARTS source domain onto the HEALTHY LIFE as a target domain. This multimodal metaphorical mapping is verbalized as LIFE IS A HEALTHY BODY. Figure 8 further explains the metaphors used in this awareness poster of COVID-19.

Figure 08



Like metaphor, metonymy is also depicted in the text YOUR SAFETY IS OUR NUMBER ONE PRIORITY used in the awareness Poster 3 given above. This particular line shows the Cause-Effect metonymic association between the source domain and the target domain. Similarly, the other texts used in this poster present the metonymic relation as Part-Whole due to the physical experience of each individual. The use of terms Hands, Face, Hair defines parts of the whole human body as well as the terms Mask, Sanitizer, Net, etc. define the part of safety tools used in this pandemic. These parts of the body and safety measures are mapped onto the target domain of HEALTH to project a positive image of these precautionary measures. Similarly, visual of preventive measures highlight phenomenon in the whole picture that presents the Part-Whole. Colors are also used that signify the importance and indexical relation. The red background presents the ground for life and health and the image of precautionary measures in white capture some positive vibes against the virus. This depiction shows the effect of care on the whole world in the concept of health. So, the visual metonymy is the same as the textual one which shows the Cause-Effect relation. Figure 9 explains the concept of metonymy in great detail.

Figure 09
Metonymy in Awareness Poster 3.



COVID-19 Awareness Posters 4

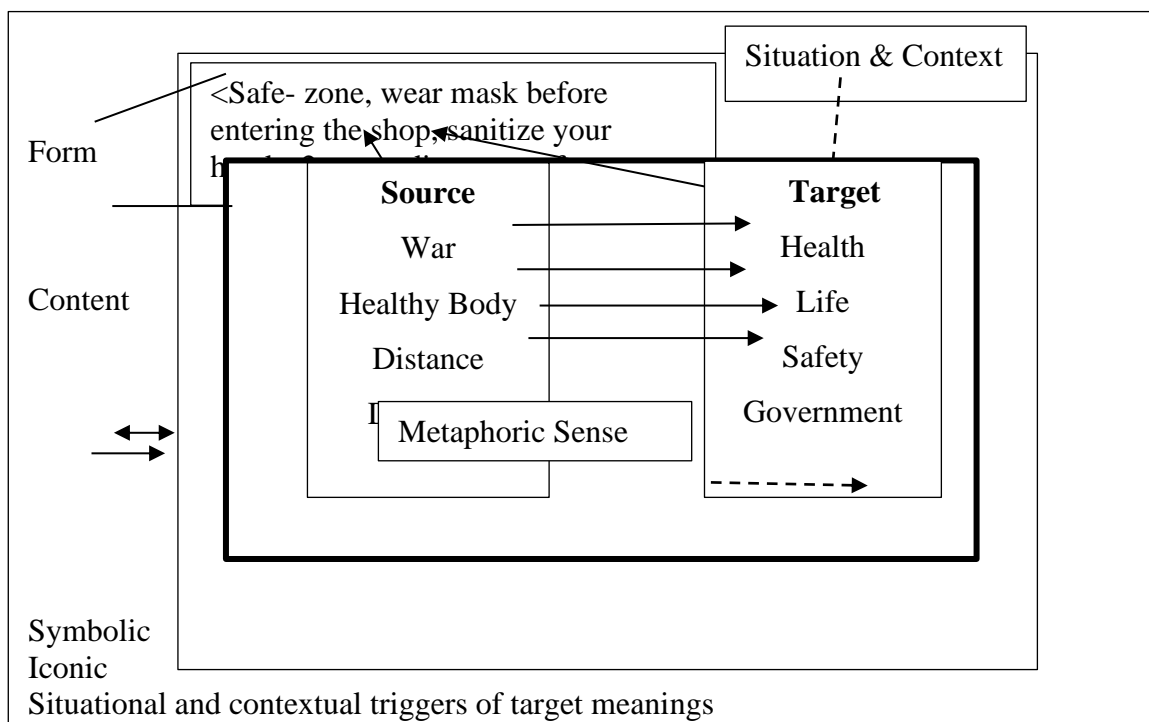
In This Poster, Linguistic Item Safe-Zone Along With Visual Representation Highlights Gives The Message Of Safety. Likewise, The Text Maintain Atleast 2 Meter Distance With Each Other Generates The Source Domain ‘Distance’ And Target Domain ‘Safety’. So, The Result Of This Cross-Domain Multimodal Metaphorical Mapping Is Verbalized As Safety Is Distance.

Similarly, A Variety Of Linguistic Statements – “Limited Customers Allowed At A Time”, “Wear Face Mask Before Entering The Shop”, “Ask Shop Staff For Sanitizer”, “Sanitize Your Hands”, “Maintain Atleast 2 Meter Distance With Each Other” And “Kindly Co-Operate With Shop Staff Regarding Safety Sops” Act As A Foundation For Cross-Domain Metaphorical Mapping Which Is Verbalized As Precaution Is Safe Passage.

Figure 10
Awareness Poster 4

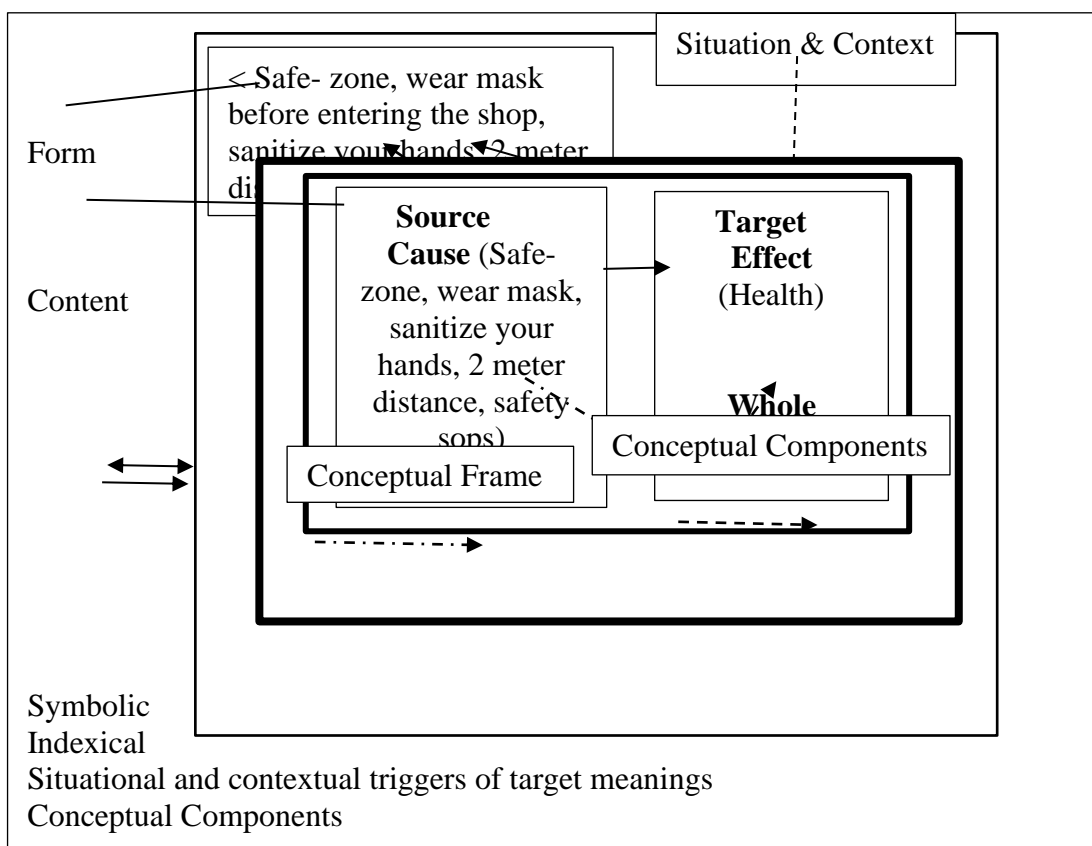


Figure 11
Metaphor in Awareness Poster 4



The Texts Wear Face Mask Before Entering The Shop, Ask Shop Staff For Sanitizer And Sanitize Your Hands Generate The Source Domain War And Target Domain Health – Health Is War. All These Linguistic Statements Together Promote The Cross-Domain Mapping Between The Source Domain Healthy Body And Target Domain Life. The Resulting Metaphor Is Life Is Healthy Body. Lastly, The Text Kindly Co-Operate With Shop Staff Regarding Safety Sops Is Used To Trigger The Cross-Domain Mapping Between Source Direction And Target Government. Safety Sops Are Rules And Regulations That Are Created By The Government For The Safety Of Individuals – Government Is Direction (Fig. 11).

Figure 12
Metonymy in Awareness Poster 4



The metonymic relations, as depicted in Fig 12 above, explain how linguistic unit Safe-Zone with visual representation extends the domain of SAFETY to integrate the concept of good HEALTH in terms of Part-Whole metonymy. Parallel Part-Whole metonymy generates within domain mappings that automatically give rise to cross-domain metaphorical mapping. The linguistic expression Zone acts like the whole concept of space and Safe-zone is a part of it. This illustration of metonymy helps people to understand the meaning used in figurative language in a specific context of COVID-19. Similarly, the other text Wear mask before entering the shop, sanitize your hands, 2 meter distance, and safety sops promote Cause-Effect as well as Part-Whole metonymic relation due to everyday encounters with these precautions. These precautions are a small part of the safety SOPs as directed by the government that ultimately cause good health and protection against the pandemic. Metonymy is also

depicted through visuals and colors – black and red in bold writing signify life and power; red (is used to encircle the cartoons or people) signifies health; grey and orange (are used to present the waves in the visual that) signify stability in the sphere. This color scheme presents an indexical relation as well as Part-Whole and the visual of people in a circle with different color waves emerging from it depicts Whole-Part relationship.

COVID-19 Awareness Posters 5

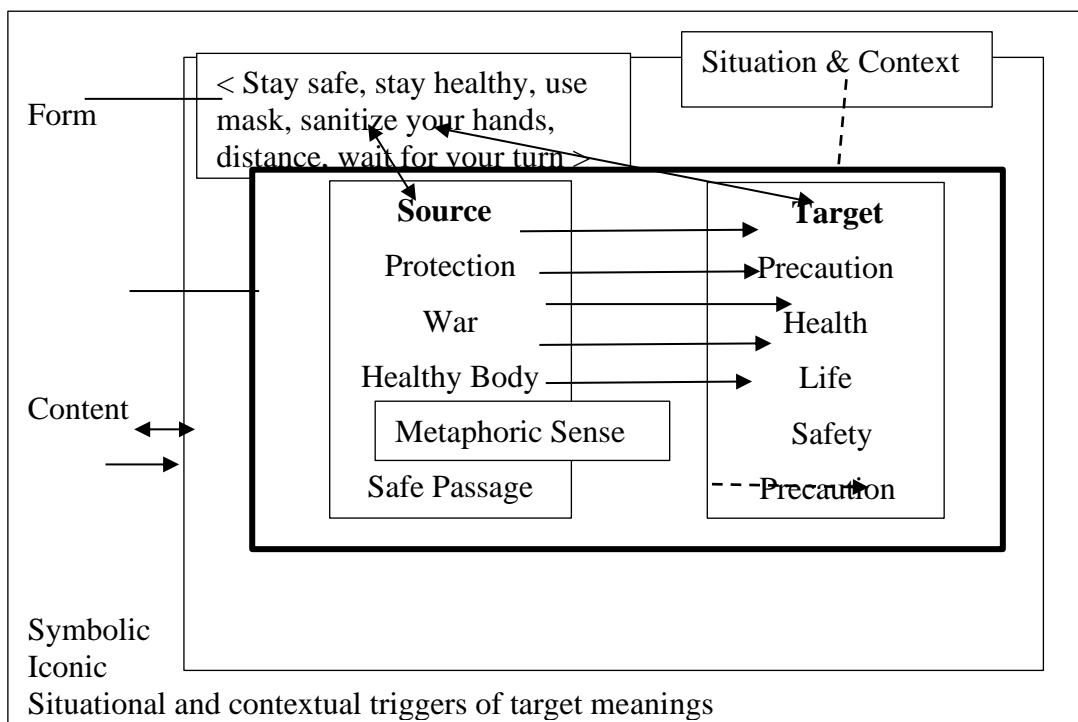
The Awareness Poster 5 Of Covid-19 (Fig 13) Is Also Rich In Both Metaphor And Metonymy. The Poster Is Titled As Steps To Stay Safe Which Automatically Prompts Protection As Source And Precaution As Target Domain – Precaution Is Protection.

Figure 13
Awareness Poster 5



The Texts Use Face Mask, And Sanitize Your Hands, Along With Their Visual Representations Generate Cross-Domain Metaphorical Correspondence Between Source War And Target Health – Health Is War. With Reference To Different Body Parts That Need To Be Protected, This Metaphor Serves As A Foundation To Prompt The Extended Multimodal Metaphor – Life Is Healthy Body. Similarly, The Text Keep Safe Distance Along With Images Of Arrows In Different Directions Offer The Privilege To Interpret The Metaphorical Mapping Of Social Distancing Onto Safety – Safety Is Distance. Lastly, The Text Please Wait For Your Turn Is Conceptualized As A ‘Safe Passage’ With Reference To Precaution – Precaution Is Safe Passage (Fig 14).

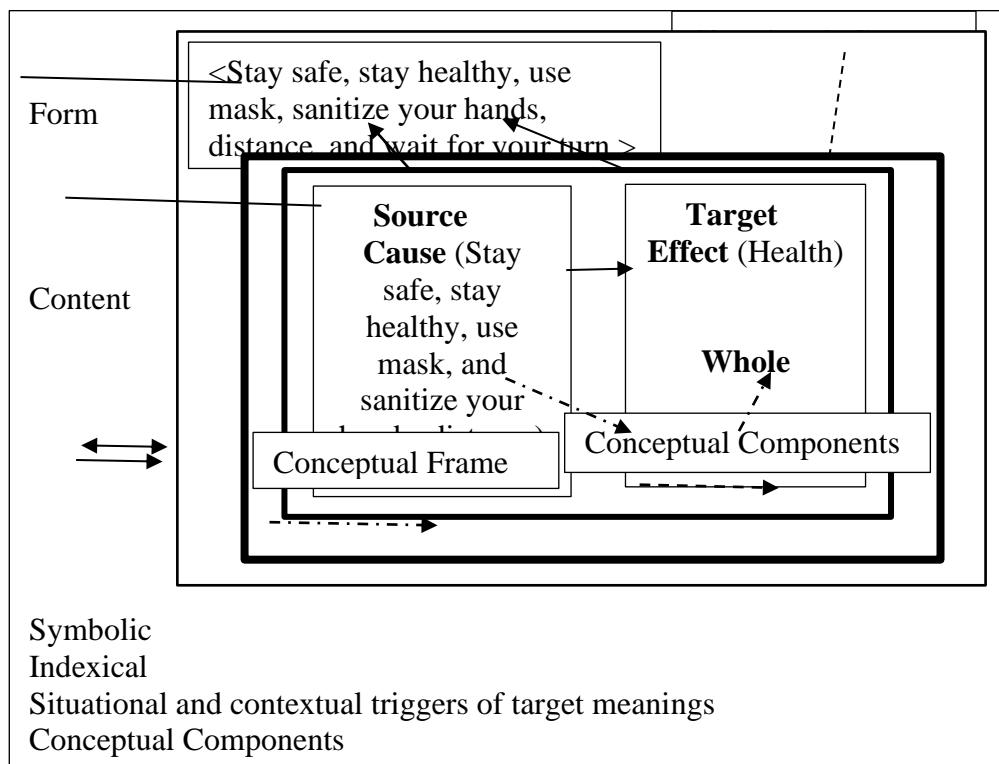
Figure 14
Metaphor in Awareness Poster 5



Like metaphor, awareness Poster 5 is also rich in metonymic expressions as depicted in Fig 15 below. The textual representation of linguistic expression “Stay Safe – Stay Healthy” generates within domain mapping of Cause-effect metonymic relation. The expression “Stay Safe” describes the cause as taking precaution and the unit “Stay Healthy” shows the effect of that cause in terms of health. Similarly, the texts “Use Face Mask”, “Sanitize Your Hands”, “please wait for your turn” and “Keep Safe Distance” stand metonymically for protection during any severe condition of war or pandemic. In the same vein, visuals with these texts instantiate Cause-Effect and Part-Whole metonymic connections with the targeted health or precaution domain. These Cause-Effect and Part-Whole metonymies provide great help to extend the ‘WAR’ source domain and ‘HEALTH OR PRECAUTION’ target domain to generate a cross-domain metaphorical mapping between precaution and protection.

Figure 15

Metonymy in Awareness Poster 5



COVID-19 Awareness Posters 6

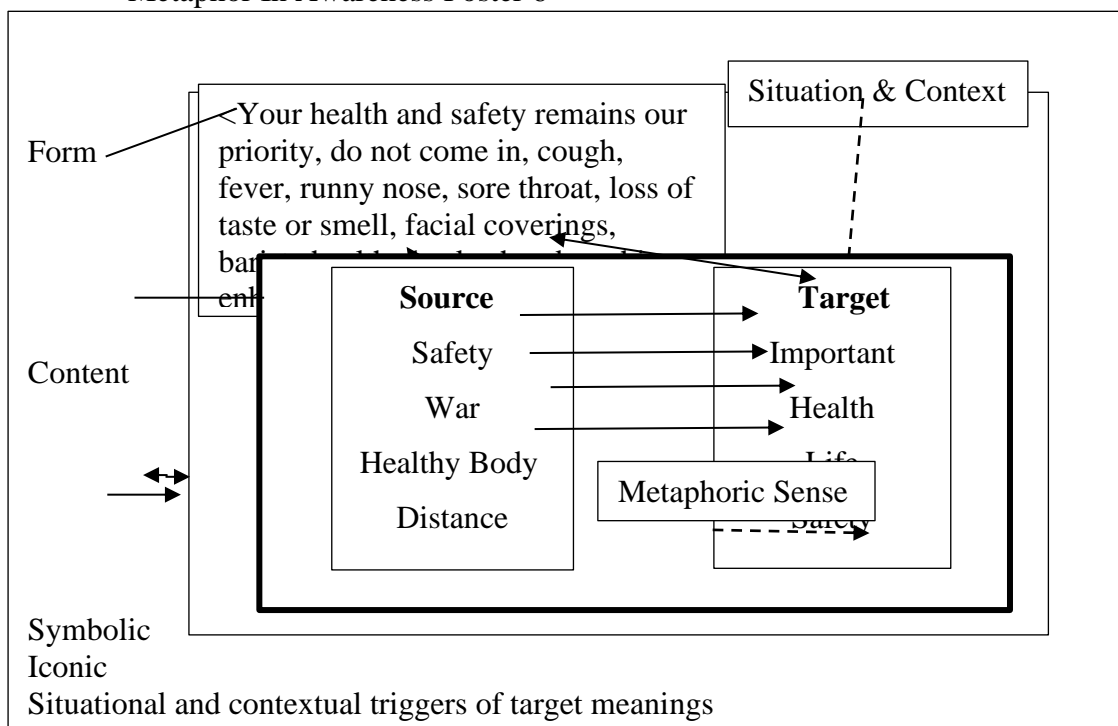
Awareness Poster 6 (Fig. 16) combines four conceptual metaphors in which the target domains convey the higher value of abstract concepts that correlate with concrete source domains. This poster deals with a lot of images and texts written on it. All these linguistic statements are verbalized in different metaphoric representations. The text THE HEALTH AND SAFETY OF OUR COMMUNITY, GUESTS AND STAFF REMAINS OUR PRIORITY is used in the specific context of safety and serve as reference points to generate the cross-domain metaphorical connection between SOCIETY and SAVIOR – SOCIETY IS SAVIOR.

Figure 16
Awareness Poster 6



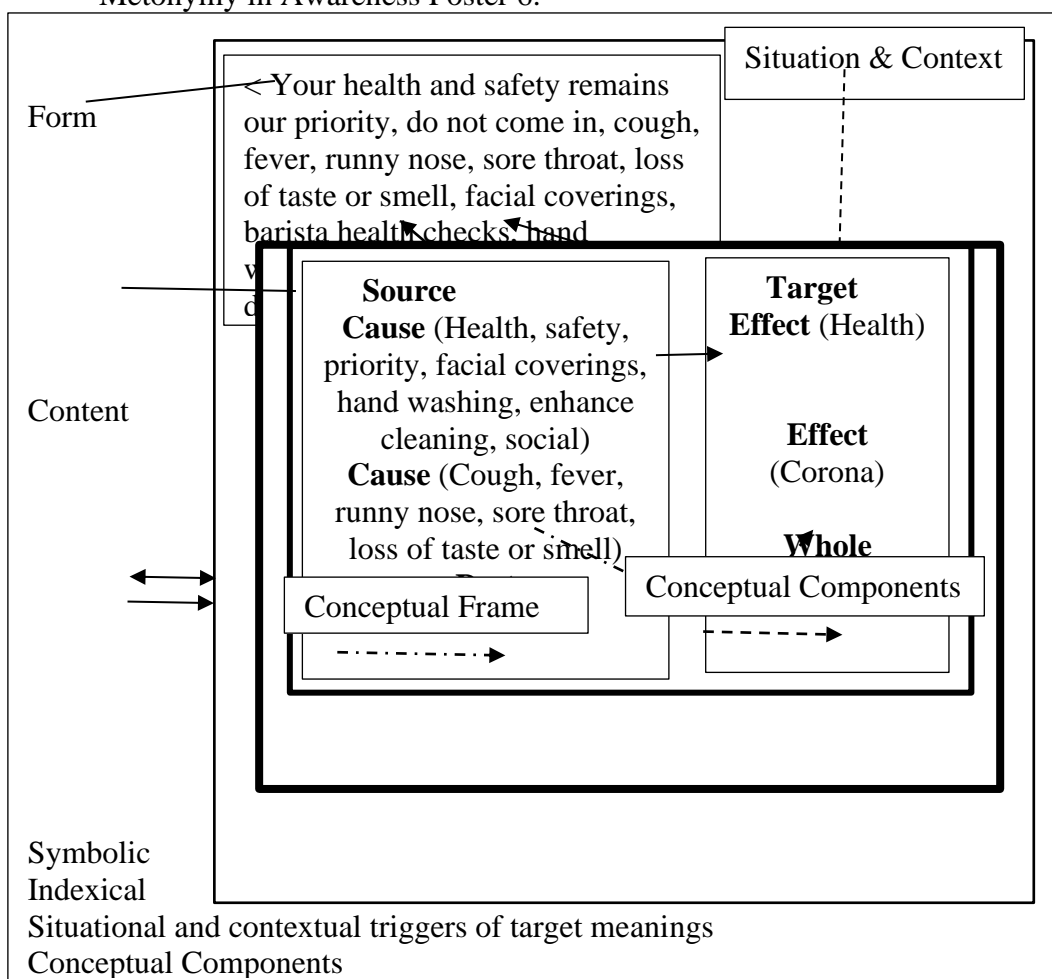
The Text Please Do Not Come In If You Are Sick Or Experiencing Any Of The Following Symptoms; Cough, Fever, Runny Nose, Sore Throat, Loss Of Taste Or Smell Serves As A Highlighting Function To Generate The Cross-Domain Metaphorical Mapping Between Precaution And Protection – Precaution Is Protection. Similarly, The Text Facial Coverings, Hand Washing, And Enhanced Cleaning Along With Their Images Serve As Reference Points To Generate The Multimodal Metaphor Health Is War. The Landscape Of This Poster Is A Food Shop From The Food Court Of Safa Gold Mall. So, Instead Of Using Sanitizer, It Deals With Hand Wash And Enhances Cleaning In The Context Of Sword Or Gun To Fight Back For The Protection Against Coronavirus. Further, These Linguistic Expressions Give Rise To Extended Multimodal Metaphor Life Is Healthy Body Due To The Cleanliness Of Different Body Parts Involved In The Process Of Protection. In The Same Vein, The Text Social Distancing With Its Visual Representation Also Generate A Cross-Domain Mapping Between The Distance Source Domain And Safety Target Domain – Safety Is Distance. Figure 17 Below Further Explains The Concept Of Metaphor In Detail.

Figure 17
Metaphor In Awareness Poster 6



Similarly, metonymic expressions are also there in this specific poster of COVID-19. The text THE HEALTH AND SAFETY OF OUR COMMUNITY, GUESTS AND STAFF REMAINS OUR PRIORITY present the Part-Whole metonymic relation – Guests and Staff define a small portion of the whole community. Similarly, according to our bodily experience, the written representations FACIAL COVERINGS, HAND WASHING, SOCIAL DISTANCING, and ENHANCED CLEANING stand metonymically for precautionary measures. Thus, all these linguistic expressions with visual images instantiate Part-Whole metonymic relations with the targeted health domain. In a similar vein, the images of awareness Poster 6 employed metonymy to raise awareness about the pandemic. The visuals bring together a vast array of symbolic and indexical representations through colors and images. The white color of the mask with the red color of images against navy blue background signifies the feeling of power of all these preventive measures against COVID-19 that leads to life or health. All these colors present a symbolic relation to health. The Part-Whole metonymic relation because these colors belong to the whole domain of color. Furthermore, the poster includes the images of a mask, barista health checker, two cartoons of human beings containing distance, hands, and sanitizer to communicate the value of peace, safety, and good health. All these images indicate symbolic as well as indexical signs towards health and life. These images also present the Part-Whole as well as Cause-Effect relations of metonymy as illustrated in Figure 18 below.

Figure 18
Metonymy in Awareness Poster 6.



COVID-19 Awareness Posters 7

Through Both Text And Visual Representation, The Awareness Poster 7 (Fig 19) Tried To Highlight The Main Message Of Prevention And Safety. The Very First Line At The Top Of The Poster As WELCOME BACK, IT'S SO GOOD TO SEE YOU! This Text Triggers The Cross-Domain Metaphorical Mapping Between The Source Domain Of SAFE INTERACTION And Target Domain Of HAPPINESS. The Linguistic Expression Welcome Back Describes The Phenomenon Of Greeting And Projects A Positive Feeling After The Lockdown Was Lifted In Pakistan After 1st Wave Situation During A Pandemic. So, This Particular Phenomenon Serves As A Reference Point To Prompt The Metaphor HAPPINESS IS SAFE INTERACTION.

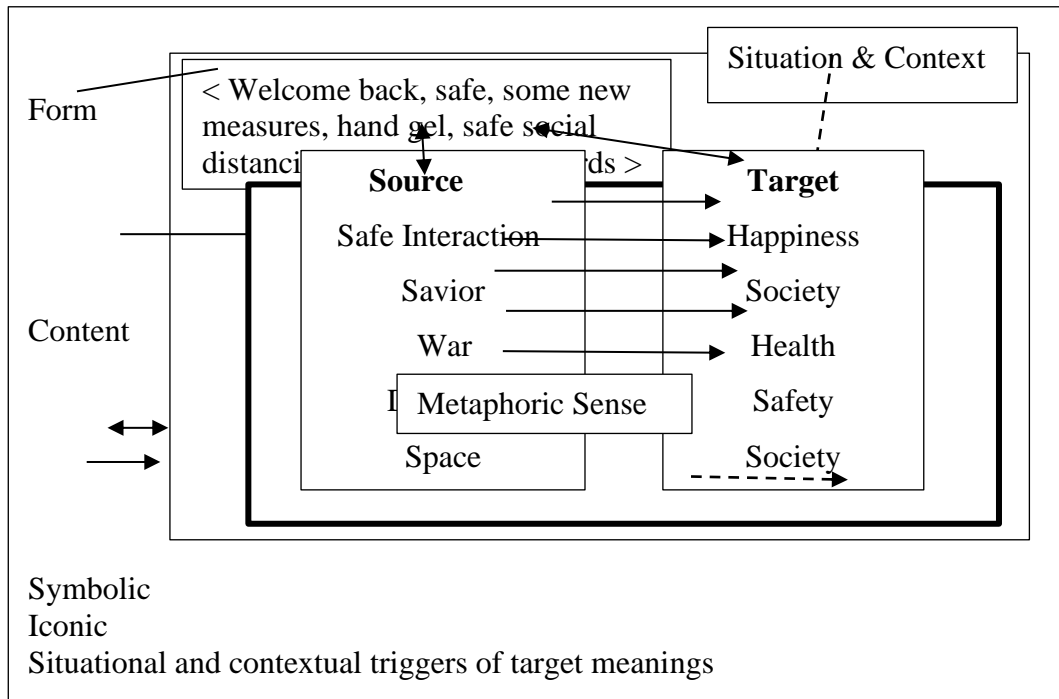
Figure 19

Awareness Poster 7



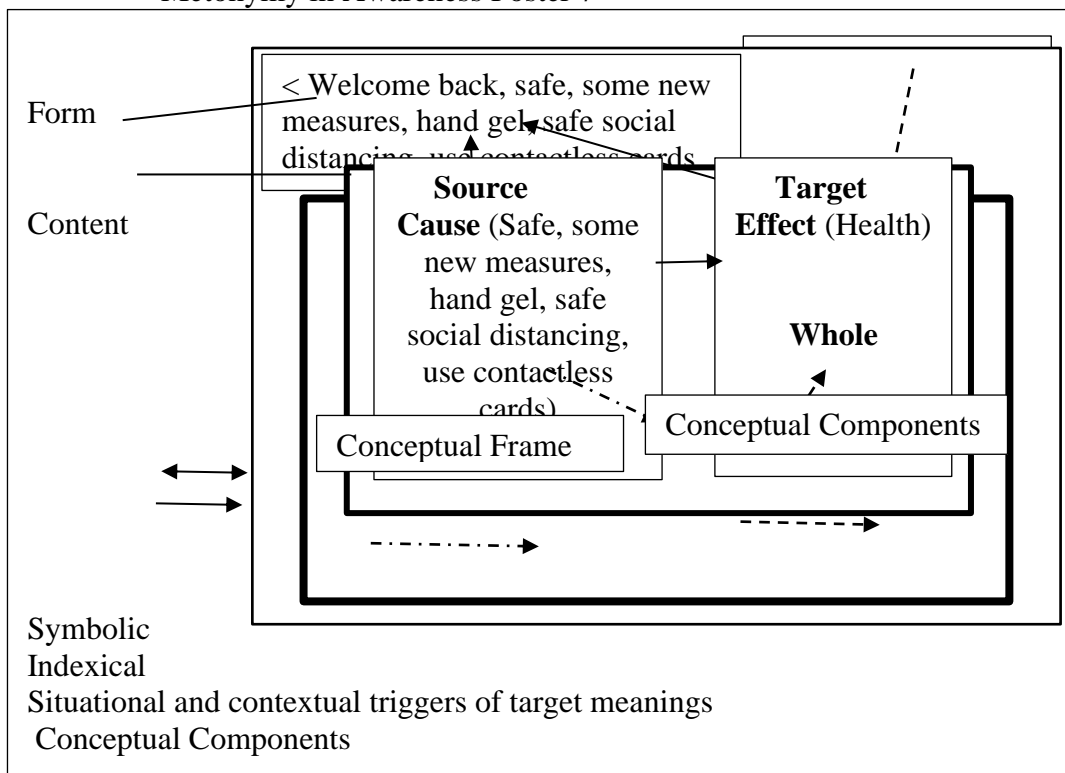
Similarly, The Texts In Order To Keep Our Customers And Teams Safe. We've Adopted Some New Measures, We've Reduced The Amount Of Product Testers And Please Use Contactless Cards Payments If You Can And Their Visual Representations Are Used In The Domain Of Safety. All These Linguistic Statements Act As A Foundation To Prompt Cross-Domain Metaphorical Mapping Between The Savior Source Domain And 'Society' Target Domain. These Preventive Measures Further Promote Good Health Which Is Verbalized As Society Is Savior. Moreover, The Hand Gel Is Available Please Help Yourself Along With Its Image Trigger Cross-Domain Metaphorical Mapping Between The War Source Domain And Health' Target Domain – Health Is War. Furthermore, The Text We're Practising Safe Social Distance Of Two Meters Along With Its Visual Representation Describes The Phenomenon Of Distance And Safety That Give Rise To Safety Is Distance As A Multimodal Metaphor. All These Domains Are Interpreted By Human Beings According To Their Own Bodily Experiences. Figure 20 Below Further Explains The Phenomenon Of Metaphor Used In This Poster.

Figure 20
Metaphor in Awareness Poster 7



In a similar vein, metonymic expressions are also used in awareness Poster 7 as explained in Figure 21 below. The linguistic units “Hand Gel”, “Safe Social Distance”, “Contactless card” and “Reduced Product Testers” give rise to the parallel Part-Whole metonymic mapping between ‘PRECAUTION’ and ‘PROTECTION’. This Part-Whole metonymy generates within domain correspondence which serves as a foundation for metaphoric cross-domain mapping. All the text used in this poster, as a whole, presents the Cause-Effect metonymic relationship. All the precautionary measures cause awareness among individuals that leads to the protection from the COVID-19.

Figure 21
Metonymy in Awareness Poster 7



Adopting the same multimodal technique, this poster also shows the pictorial metonymy in it. The poster contains the visuals of the sanitizer with hand, feet with two arrows in between them, the sensor with card and product tester with circle cross in blue color outline against the white color background of the poster. The symbol of safety and life, green color is used to highlight the main message as “WELCOME BACK” that presents the positive vibes towards health. This color scheme, along with visual representation of the hand, presents the Part-Whole metonymic relation. It shows the part of the whole human body. The other visuals of social distancing with two arrows in between them, the sensor with card and product tester with a cross on the circle describe the Cause-Effect metonymic relation. All these safety measures promote good health. All these visuals are also used as symbolic signs to create awareness among people. Furthermore, serving the highlighting function, these Part-Whole and Cause-Effect metonymies expand both the source domain and the target domain to generate the cross-domain metaphorical mapping between HEALTH and PREVENTIVE MEASURES.

COVID-19 Awareness Posters 8

This awareness poster features, both textually and visually, a SELF PROTECTION GUIDE (Fig 22).

Figure 22

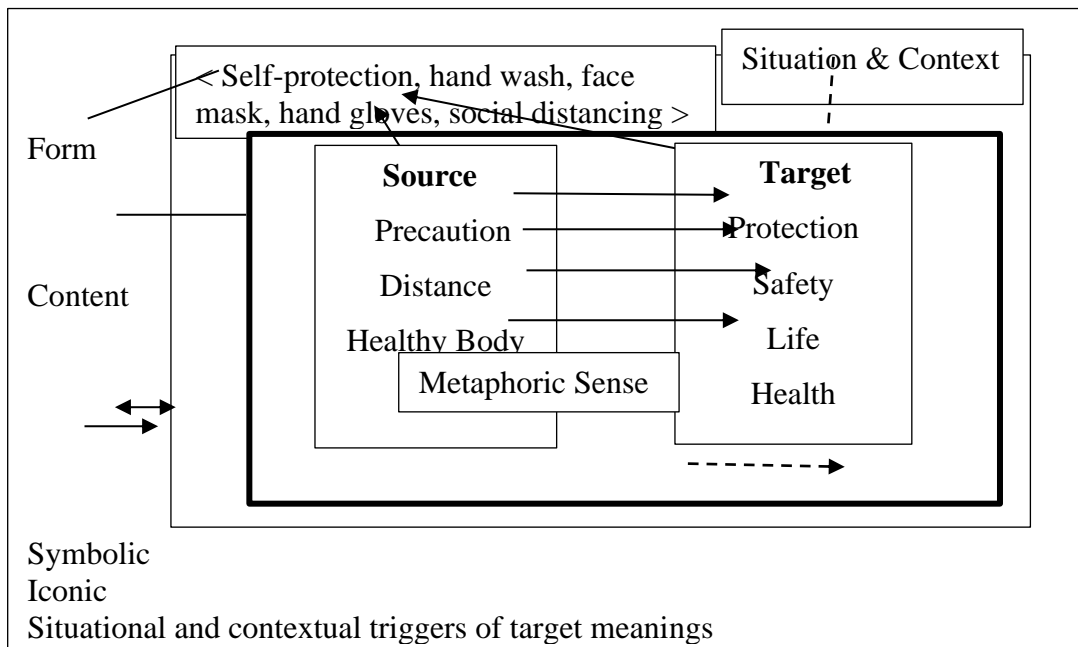
Awareness Poster 8



This multimodal representation generates cross-domain correspondence which acts as a foundation to prompt the metaphorical mapping between the ‘PROTECTION’ source domain and ‘PRECAUTION’ target domain – PRECAUTION IS PROTECTION. Similarly, the textual content “FACE MASK”, “HAND WASH”, and “HAND GLOVES” reflect the cross-domain metaphorical mapping of the salient feature of ‘WAR’ as source domain, onto the ‘HEALTH’ as target domain. In the domain of war, face masks and hand gloves are used by soldiers for protection while, hand wash is used to fight back in the context of weapons. So, the visuals fused together with this textual representation generate a multimodal metaphor HEALTH IS WAR. These linguistic units further extend the cross-domain mapping between HEALTHY BODY as source domain and LIFE as target domain – LIFE IS HEALTHY BODY. On the other hand, the text SOCIAL DISTANCE combined with its image present cross-domain mapping metaphor as SAFETY IS DISTANCE. As

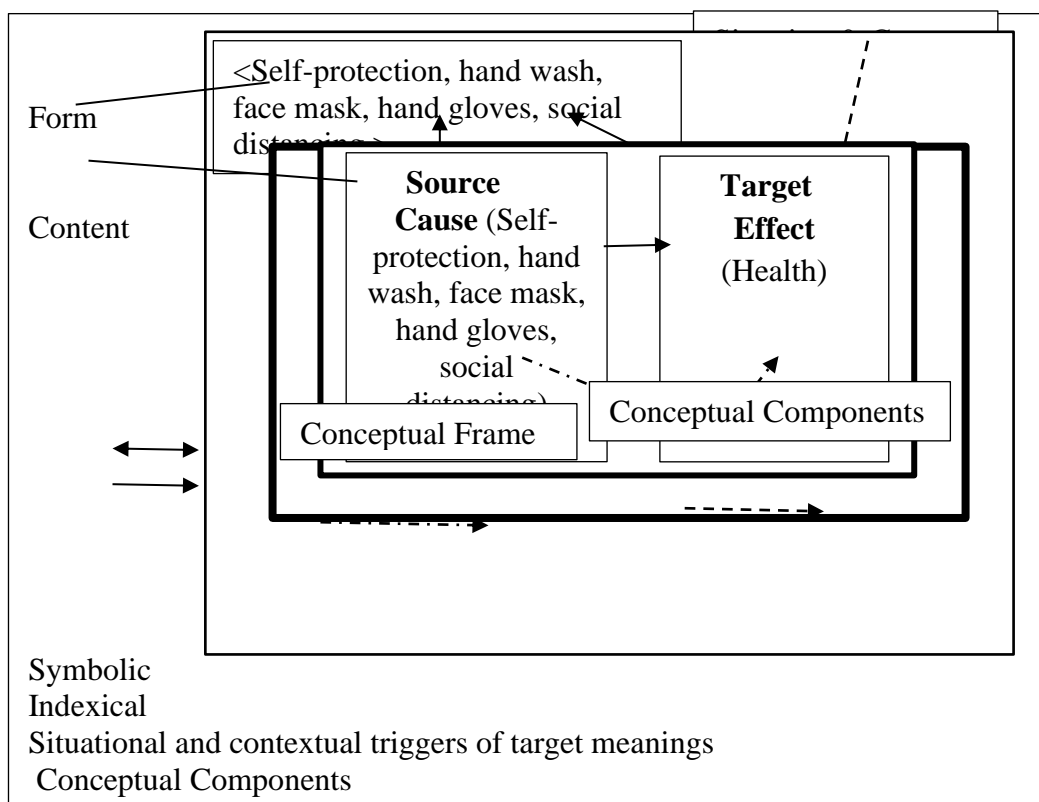
a whole, the text used in awareness Poster 8 is metaphorically rich in all aspects as depicted visually in Figure 23.

Figure 23
Metaphor in Awareness Poster 8



With reference to metonymy employed in Poster 8, the linguistic expressions Hand Wash, Face Mask, Hand Gloves and Social Distancing, against the navy blue and white color background of the poster, indicate parallel Part-Whole metonymy relation. The mapping is generated within domain that automatically prompts the cross-domain metaphorical mapping. As a whole, all the text on the poster presents the Cause-Effect metonymic relationship.

Figure 24
Metonymy in Awareness Poster 8



In the same vein, the visual representation of hands and face in the poster present the same Part-Whole metonymic relation. These pictures present parts of the whole human body. On the other hand, the visual of social distancing with two cartoons of human beings describe the Cause-Effect metonymic relation because all these preventive measures promote good health. These visuals are also used as symbolic signs to create awareness among people. Furthermore, serving the highlighting function, these Part-Whole and Cause-Effect metonymies expand both the source domain and the target domain to generate the cross-domain metaphorical mapping between ‘HEALTH’ and the ‘PREVENTIVE MEASURES’ as explained diagrammatically in Figure 24 above.

DISCUSSION & CONCLUSION

Metaphonymic is the interaction of metaphor and (Goossens, 1990), (Mendoza & Velasco, 2002) According to Goossens (1990), there are four ways in which metaphor and metonymy interact at clause level. These four types includes ‘Metaphor from Metonymy’, ‘Metonymy from Metaphor’ which are commonly known as cummulative metaphonymy, and ‘Metaphor within Metonymy’, Metonymy within Metaphor’ which are paired as integrated metaphonymy. All these four types of metaphonymic principles were found in awareness posters of COVID-19 (Table 1).

Table 1
Principles of Metaphonymy

	PRINCIPLES OF METAPHTONYMY	NUMBER OF INSTANCES
		Awareness Posters
	Metonymy within Metaphor	7
	Metaphor within Metonymy	1
	Metaphor from metonymy	7
	Metonymy from Metaphor	1

The highest occurring principles of metaphonymy were Metaphor from Metonymy and Metonymy within Metaphor. Same interaction of metaphor and metonymy was also investigated by Denroche (2018). From the findings, it was clear that metonymy acts as a basis than metaphor for human conceptualization. And this is related to the phenomenon of pre-conceptual embodied experience. All the cross-domain metaphorical mappings are based on the metonymic mapping (Ramonda, 2019). The findings regarding this appeal to visual metonymy over metaphor are in synchronization with Chatti (2020) who conducted a similar research on visual metaphonymy in automobile Femvertising. With reference to other two principles, only one instance of both ‘Metonymy from Metaphor’ and ‘Metaphor within Metonymy’ principles was present in posters. The possible reason might be that both metaphor and metonymy are described as emergent during the process of communication by psycholinguistics (Sperber & Wilson, 2008, p. 84) and emerge from interaction of cross-domain mappings (Ricoeur, 2001)

It is concluded after examining the multimodal metaphonymic interactions that metaphors have a metonymic orientation. Sometimes metonymy is also embedded in metaphor but mostly, metaphors have a metonymic basis. To conceptualize these metonymic bases, embodied pre-conceptual cultural-oriented experience plays an important role. Bodily experiences of human beings are conceptualized in terms of the linguistic units that further trigger the source and the target domains of the metaphorical representation. Therefore, human cognition, language, and bodily experiences are intertwined to understand the whole process of conceptualization.

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