

##C852134 : MAJOR ADVERTISING

KEY WORD : PICTORIAL METAPHOR / MAGAZINE ADVERTISEMENT

NATTHAPONG HARIRAKSAPITAK : A CONTENT ANALYSIS OF PICTORIAL METAPHOR IN MAGAZINE ADVERTISEMENT. THESIS ADVISOR : ASSO.PROF. PANA THONGMEEARKOM, Ph.D. 118 pp. ISBN 974-637-251-3

This research has the objective to analysis the pattern, the content, the meaning and types of pictorial metaphor in print advertisement.

The study is conducted by using qualitative research method. The most important aim is to make a contribution to a theory of pictorial metaphor and the theory can be applied in the analysis of specific advertisement. The relevance theoretical framework are Max Black's Interaction theory of metaphor, the Semiology theory of Roland Barthes and the distribution concept of metaphor of Charles Forceville. The results of research can distribute pictorial metaphor into 5 patterns are : 1.Pictorial metaphor with one pictorially present term (MP1s) 2.Pictorial metaphor with two pictorially present term (MP2s) 3.Pictorial Simile (Fs) 4.Verbo Pictorial Metaphor (VPMs) 5.Pictorial Metaphor with combination Pictorially present term (MPCs)

The significant of metaphor has two levels. The denotative and the connotative meaning. The products feature or proposition benefit are projected by the primary and secondary subject

The interpretation were considered by the co-experience of the communication, the addressee and the cultural context to make complete of the metaphors.

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