

Differences in metaphor between fashion and social media brands

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1 Introduction

Brands for online services and brands for fashion differ in their metaphorical patterns.

2 Concepts

Personification is not one phenomenon, but multiple metaphorical patterns. (Lakoff and Johnson 2008)

Personification is often achieved by means of verbs like *talk*, *say*, *tell*.

Utterance verbs Announce, utter, mention, remark, note

Online services: Facebook, Amazon, Google, ebay, Skype,

3 Data collection

3.1 Categorizing brand names

Code every token tagged as proper noun that occurs more than 10 times as either online service or fashion brand.

Potential problems Ambiguous nouns: Most fashion brands are also regular names.

Idea: Does the fact that the brand has a regular name have an effect?

4 Conclusion

Bibliography

Lakoff, George, and Mark Johnson. 2008. *Metaphors We Live by*. University of Chicago press.