

Representation and Interaction of Multimodal Metaphor and Metonym in the Promotional Video of Guangdong-Hongkong-Macau Great Bay Area

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Abstract—Metaphor and metonyms are widely used in social semiotics, in this paper, multimodal metaphor and metonyms are studied in the promotional video of Guangdong-Hongkong-Macau Great Bay Area, different representations are analyzed, and so is the interaction of these two modes. Through metaphonymy, an interaction of metaphor and metonym, the energetic and prosperous future of the bay area is portrayed.

Keywords—*metaphor; metonym; the promotional video of Guangdong-Hongkong-Macau Great Bay Area*

I. INTRODUCTION

In 2017, the Chinese government proposed the development plan of Great Bay Area of Guangdong, Hong Kong and Macao (Hereinafter referred to as Great Bay Area), aiming at docking the “Belt and Road initiative”. Benchmarking the New York Bay Area, the San Francisco Bay Area, and the Tokyo Bay Area, the city is designed to become a world-class Bay Area urban cluster. The image of the Bay Area is related to its all-round development. Various media websites promoted static multimodal discourse propaganda, such as printed paper, websites with pictures, outdoor propaganda etc., to build a sound image of this Great Bay Area. In addition, the Southern Media Group had broadcasted a 3 min and 21s Chinese and English promotional film. With many websites reprinting it, the film had been played for more than 3 million times, taking Tencent for example. Other related websites such as urban construction and real estate have also interpreted the concept of Great Bay area in detail. It can be seen that this video provides a detailed interpretation of the development trend of the This Great Bay Area, mapping the blueprint of the core areas.

The use of urban propaganda films as a corpus for multimodal research is a hotspot in recent years. With the development of technology and the enrichment of media means, as an effective social symbol conveying communicative meaning, dynamic video has become more and more advantageous. Therefore, this paper analyzes the image of the Great Bay Area from the perspective of

multimodal metonymy and metaphor, and explores the process of image construction.

II. A BRIEF THEORETICAL ANALYSIS OF MULTIMODAL METAPHOR AND METONYM

Multimodal discourse refers to the use of multiple sensations such as hearing, vision, and touch, and communication through various means such as language, image, sound, and motion, and symbolic resources [1].

One of the forerunner researchers in multimodal discourse analysis was R. Barthes, who explored the interaction of images with language in the paper *Rhetoric of the image* (1977), marking the beginning of multimodal discourse. Since that, several researchers explored the theory combining different theory, among which Kress, G.&van Leeuwen, are the most predominant, who studied the relationship between modality and media. And the phenomenon of multi-modal phenomena regularly expressing meaning was discussed, including visual images, color grammar, and the layout of newspapers and the role of different media [2]. Influenced by these academic genre, cognitive linguists thought that multi-modal symbols can be studied from the perspective of metaphor and metonymy, therefore they integrated linguistic metaphor and metonymy theory with social semiotic theory to propose the concept of “multimodal metaphor”[3].

Based on the theories above and the corpus of propaganda video, this thesis is conducted by a qualitative approach. First of all, it attempts to figure out various representations of metaphors and metonyms, then categorizes metonyms into different group, analyzes the interaction between metaphors and metonyms. Finally, the interaction and function of multimodal modes of the Promo Films will be illustrated.

III. ANALYSIS OF MULTIMODAL METAPHOR AND METONYMS IN THE PROMOTIONAL VIDEO

The video is presented in English with both Chinese and English subtitles, lasting for three minutes and 21 seconds. Using pictures, sounds and texts, the Guangdong-Hongkong-

Macau Bay Area and the New York Bay Area, the San Francisco Bay Area and the Tokyo Bay Area were compared. The video highlights the importance of the economic state of Great Bay Area in China, protruding the geological advantage and human resource, depicting its development prospect. It is clear that the video can be divided into four obvious chapters, namely, the new growth pole in China, people are adjacent to each other, people are connected to each other, and people are close to each other. A wide range of metaphors are used to achieve the result of propaganda.

A. *Metaphors in the First Part*

The Great Bay Area is a new prosperous economic zone in China. The promotional film was introduced with three shining points in the southern part of Chinese map, highlighting three Chinese characters in Guangdong, Hong Kong and Macao and their respective English names. The glittering regional map symbolizes the important role of the Guangdong-Hongkong-Macau Bay Area in China and the Pacific Rim, indicating that it will become a new economic growth pole, making this area the most glorious one in China. The video also highlights the color of the Bay Area, with a background of the sea, the color of which signifies hope. Facing the Pacific Ocean, Great Bay Area is radiating the whole Pearl River Delta with unique geographical environment and high-speed development. The rapidly changing sky symbolizes the constantly changing international economic environment, and the background music is the token of the booming and soaring Chinese power. The construction blueprint of the Great Bay Area is inspiring. The ever-changing urban landscapes and landmarks of Guangdong, Hong Kong and Macao signify the exciting achievements it has and will make.

In this part, the video conveys the message that people will invest in the construction of this Great Bay Area with the utmost enthusiasm and confidence. It will surely become the most dazzling star on the map of China and the world.

B. *Metaphors in the Second Part*

The main theme of this part focuses on one subject: people are adjacent to each other. The propaganda film shows the prospects of the one-hour life circle of Guangdong, Hong Kong and Macao. The huge Hongkong-Zhuhai-Macao Bridge now spans the Lingding Estuary and has opened to traffic, Shenzhen-Zhongshan highway and second Humen Bridge are now under construction, the airport cluster together with expressway and the high-speed rail, all these make one-hour living circle possible. The interconnected transportation network speeds up the development of the Great Bay Area. The Hong Kong-Zhuhai-Macao Bridges stretches from close to far away. The high-speed railways across the sea are flying fast, the highways are constantly flowing, and airplane in the airport is flying higher and higher. The most eye-catching motion in this part is the fast pace and high speed. Metaphorically, the economic development is moving forward fast and infrastructure in this area continues to improve, a miracle of growth will be witnessed, making it a highly developed area, suitable for working, living as well as travelling. So, in general, the art

portraits a convenient and comfortable modern Bay Area through the connection in conception between the traffic and living comforts, and building up an international bay area image of nice living and working.

C. *Metaphors in the Third Part*

Theme in this part concentrates on the concept of connection: people are connected to work hard. The mobile phone manufacturing industry, tens of thousands of innovative companies, Shenzhen Stock Exchange and Hong Kong Stock Exchange are Introduced, metaphorically, the outline of a modern economic model of the Great Bay Area is vividly described. The video also shows the busy state of the airport, in which most of passengers are young people, signifying a young, energetic and vibrant new economic development zone. The modern mobile phone factory workshop, the familiar posture of the workers in the car assembly process and the scenes of cooperation between assembly workers symbolize a united economic zone. Under the mission of building a great Bay area, people have gathered together, working hard with meticulous attitude and refined craftsmanship. It is the spirit of cooperation, sacrifice, craftsmanship and perfectionism that makes this Bay area great, smart and modern.

D. *Metaphors in the Fourth Part*

The video introduced a startup project called aquaponic eco farm pilot scheme based in Jiangmen created by three young Hong Kong people. Eco farm pilot scheme symbolize a harmonious ecological Bay Area, protruding the developing concept of this area--harmony. Young people in the scene signify an open bay area, embracing creativity and talents. The whole project indicates that it is a pioneering area for young people. Chances of success are greater than other area, it is easy to obtain investment here, therefore, the message that young people are extremely welcomed and supported is conveyed, if you (the audience) are young and creative with a dream, this great bay area is a wonderland. Thus, the effect of propaganda is achieved. One of the three entrepreneurial young people said: "starting a project by oneself will be very difficult, and three people working together, we will not be afraid". Metaphorically, the cooperation between Guangdong, Hong Kong and Macao will eventually achieve the common development and prosperity of the three places, in which 1+1+1 is greater than 3, breaking the bottleneck of development in these three areas. Stacked Containers, busy dock and automated Operation depict a modernized and automated modern economic zone, rising as a world-class port group.

In general, Metaphor, in addition to expressing aesthetics and poetry, is more about transmitting thoughts, opinions, and attitudes of metaphor users, embodying their interpretation and understanding of social reality, and metaphors can also affect the behavior of the audience and resonate emotionally [4]. As can be seen and felt from the video, the message communicated is not only a simple description of the prosperity and prospect of this Great bay area, but also calls for talented people to start business and career here. It is a propaganda as well as a recruitment. This

is a vibrant and convenient Bay Area which will become a new growth pole for the Chinese economy and will attract entrepreneurs from all over the world; it is not only a place for work but also a wonderland for living and traveling.

IV. ANALYSIS OF MULTIMODAL METAPHOR AND METONYMS

Panther (2006) took metonymy as a cognitive operation through which a concept (source domain) provides access to another concept (target domain) [5]. Loads of metonyms are used in this video, some of which are listed as shown in "Table I".

TABLE I. METONYMS IN THE PROMOTIONAL VIDEO

Source Domain	Target Domain
Futian Port	Shenzhen city
CITIC Plaza	Guangzhou city
Central Plaza, Victoria Harbor	Hong Kong
Statue of Liberty	New York bay area
Tokyo Rainbow Bridge	Tokyo bay area
Ruins of St. Paul, Grand Lisboa Macau	Macao
Mobile phones, automobiles and other manufacturing industries,	Pillar industry in the Great Bay Area
Stock Market: Shenzhen Stock Exchange, HK Exchange	Financial industry
Port container, vessel	Marine logistics
Automated mechanical operation	Automated Bay area
aquaponic eco farm pilot scheme	A cradle of Entrepreneur
Traffic tools	Developed traffic system

The contents of the Guangdong-Hongkong-Macao bay area promotional videos cover the overview of four Bay Areas in the world, including population structure, economic potential, geology, environmental advantages etc. How to present the characteristics of the Guangdong-Hongkong-Macao bay area in a short time is extremely important. Every picture in the video is carefully selected, most of which are iconic. Based on cognitive similarities between the source domain and the comparison domain, metonyms are achieved. According to Peirsman Y, Geeraerts D, metonyms can be divided into 23 categories [6], in this promotional film, several types are commonly used.

A. Spatial Part & Whole

This is a commonly used technique for promotional films. In the video, the Statue of Liberty refers to the Bay Area of New York, the San Francisco Golden Gate Bridge refers to the San Francisco Bay Area, and the Rainbow Bridge under Tokyo Night refers to the Tokyo Bay Area of Japan, CITIC Plaza is a representation of Guangzhou city. Busy Futian port represent Shenzhen, Hong Kong is referred to by the presentation of Victoria Harbor and Central Plaza, while Macau by the Ruins of St. Paul and the Lisboa Hotel. Through the switch of lens, the promo demonstrates a world-class Bay Area urban cluster, prosperous, modern and different from other world-class bays, with its unique urban landscapes.

B. Single Entity & Collection

In this video, the world-class airport group is referred to by presentation of plane, expressway, and vehicles. High-speed railway refers to the inter-city traffic network extending in all directions. Hong Kong-Zhuhai-Macao Bridge, the Shenzhen-Zhongshan highway and second Humen Bridge represent improving infrastructures. All in all, various kinds of vehicles mentioned above delivered a message: Guangdong, Hong Kong and Macao are adjacent to each other; with improved traffic system, one-hour living circle is possible.

C. Subevent & Complex Event

An aquaponic eco farm pilot scheme is shown to the audience, attracting 21million RMB investment, three young people who started this project are working together with confidence and dedication, devoting great attention of energy into it. This is quite a small part of the entrepreneurship in this area; other start-up projects have already taken shape in this bay area, which aims at constructing a Chinese silicon valley. The government and other investors will seek every opportunity and spare no effort to support new project and new ideas in this area. Another picture in the promotional video shows an orderly assembly process of busy wharf, indicating that hardworking is the key of constructing a vibrant Bay Area.

V. INTERACTION BETWEEN MULTIMODAL METAPHOR AND METONYM

Metonymy and metaphor in multimodal discourse are not two kinds of opposite cognitive phenomena. They are usually intertwined, forming a continuum through complex interactions [7]. The phenomenon of interaction between metonymy and metaphor is called metaphonymy. [8]

Metaphors in this propaganda film are realized on the basis of metonymy. They are intertwined. The same picture can be both metonymy and metaphor, the meaning of which can be identified from the surface and the inner side, jointly accomplish the purpose of propaganda.

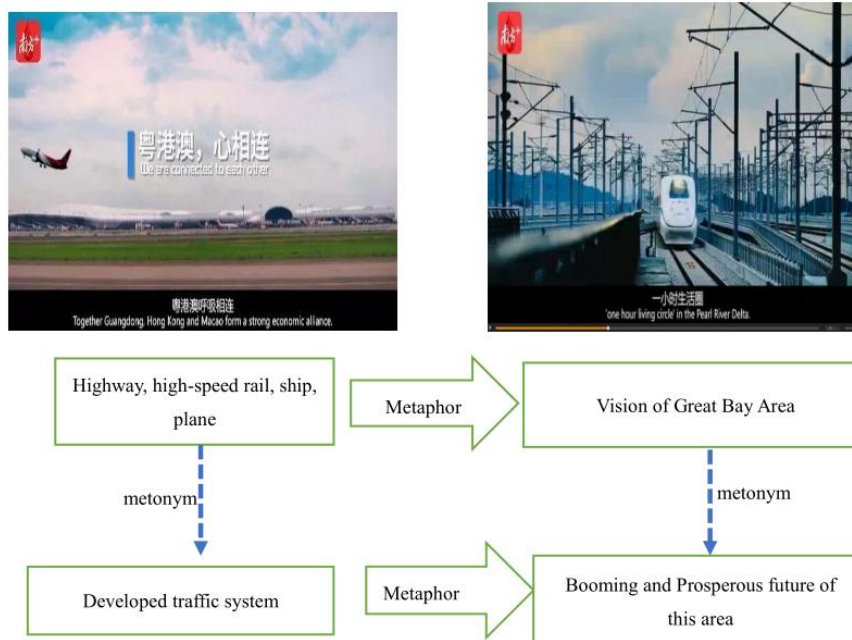
For example, at the beginning of the video, three shining stars indicate three geographical locations of Guangdong, Hong Kong and Macao on the Chinese map, representing three regions. The image of shining stars not only tells people the geographical position of the Bay Area, but also indicates that: this area will become the most important and dazzling economic growth pole in china, as shown in "Fig. 1".



Fig. 1. Projection process of a new growth pole in the Bay Area.

With the help of metonyms, the propaganda film depicted a highly developed traffic system by presenting the Hong Kong-Zhuhai-Macao Bridge and the high-speed rail (part & whole), and metaphorically a rapidly developed and rising

image of bay area is also illustrated. The take-off aircraft is a metonym for the developed shipping system, the soaring plane is also a metaphor for the rising state and brilliant prospect of this bay area, as shown in "Fig. 2".



Graph group 2: Projecting Process of the Booming Bay Area

Fig. 2. Projecting process of the booming Bay Area.

It can be seen that the multi-modal discourse of the propaganda film of Great Bay Area is based on interaction between a large number of metonyms and metaphors i.e. metaphonymy, through which the promo maps the image of a vibrant Bay Area, a prosperous Bay Area, a Pioneer Bay Area, and a Smart Bay Area, Depicting the current status and the future of this beautiful, harmonious and prosperous Great Bay Area.

VI. CONCLUSION

In summary, this paper interprets the multimodal metaphor and metonymy of the Chinese and English promo films of the bay area of Guangdong, Hong Kong and Macao. The video uses sounds, images and other symbols to shape the international image and beautiful prospects of the Bay Area. With a powerful rhythm, and uniquely edited landmarks or urban landscapes in this area, the layout of a fast-developing area is presented. A convenient bay area is defined with booming economy, harmonious ecology. Chinese and English subtitles are accompanied by English-speaking, explaining to the world a glamorous bay area. In February 2019, the State Council issued the "The Outline Development Plan for the Guangdong-Hongkong-Macao Greater Bay Area", how to expand its influence around China and the world, the promo acts effectively as an essential tool of propaganda. In this video, the application of multimodal metaphor and metonym contributed a lot to the image construction. Through the cognitive analysis of metaphor and metonymy, a wonderful bay area comes alive. these social symbols used in the promotional video help to convey the concept of development, thus drawing audiences' interests in this area, achieving the goal of promoting an international city cluster, voicing out the pro users' perspectives.

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