



УДК 7.012:687.01

THE CONSTRUCTION OF CULTURAL METAPHOR IN PICTURE BOOKS FROM THE PERSPECTIVE OF IMAGE NARRATIVE

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Picture books are a type of book that uses textual symbols (language) and visual images (visual) are used together to narrate a storyline, and are a common medium for image narrative. The theory of image narrative mainly explores how images convey and construct narrative structures. Its theoretical construction mainly includes three levels: symbolic level, narrative level, and aesthetic level. Cultural metaphor is a way of thinking that explores potential values and attitudes towards life. This article attempts to analyze and construct cultural metaphors in picture books through four aspects of image narrative techniques: similarity, imagery, symbolism, and personification.

Key words: *cultural metaphor, picture books, image narrative, similarity Imagery, symbolic.*

INTRODUCTION

In Ancient Greece, Aristotle explained metaphors as: using a word that means something as a metaphor for something else, that word becomes a metaphor [1]. The majority of picture book readers are children, and a large number of experimental studies have confirmed that children have the ability to understand and use metaphors [2]. Humans are able to understand metaphorical and non-metaphorical relationships at the age of 3, and this ability improves with age. (Victor Broderick, 1991) Martin J. Gannon successfully shifted metaphors from literary means to a way of exploring potential values and attitudes towards life, viewing cultural metaphors as a research mindset [3]. Images have suggestive features and can implicitly and metaphorically express a certain underlying meaning. Images can more directly metaphorize abstract value meanings into concrete images, transforming "intangible" value concepts into "tangible" images, and using intuitive and visible images to metaphorically represent the internal value concepts of things. Image narrative is an important way to construct cultural metaphors.

PURPOSE

Picture books are the window for children to understand the world, and learning culture is also an important mission of picture books. The metaphor of picture books plays an important role in children's growth and cognitive



development, so it is of great significance to study how to construct cultural metaphors in picture books under the guidance of image narrative theory.

RESULTS AND DISCUSSION

The theory of image narrative mainly explores how images convey and construct narrative structures, including how images coordinate with language, construct and express story plots, characters, and environments, and so on. This theory holds that images are not only visual representations, but also contain rich and profound cultural and social information, which can intuitively and directly show readers the space, time, and thematic environment of the story. Its theoretical construction mainly includes three levels: symbolic level, narrative level, and aesthetic level. The emphasis on each level is different. The symbolic level focuses on the semantic information expressed by images, the narrative level focuses on how images construct stories, and the aesthetic level mainly studies the aesthetic expression and value of images.

Through the identification and cognitive recognition of any activity, phenomenon, or emotion among members of a specific culture, cultural metaphors reflect the potential values inherent in the culture itself. There are many works with cultural metaphors in picture books, and this article selects four of them: gender metaphors, emotional metaphors, political metaphors, and death metaphors for case analysis.

Correspondingly, the image narrative of picture books constructs cultural metaphors through four ways.

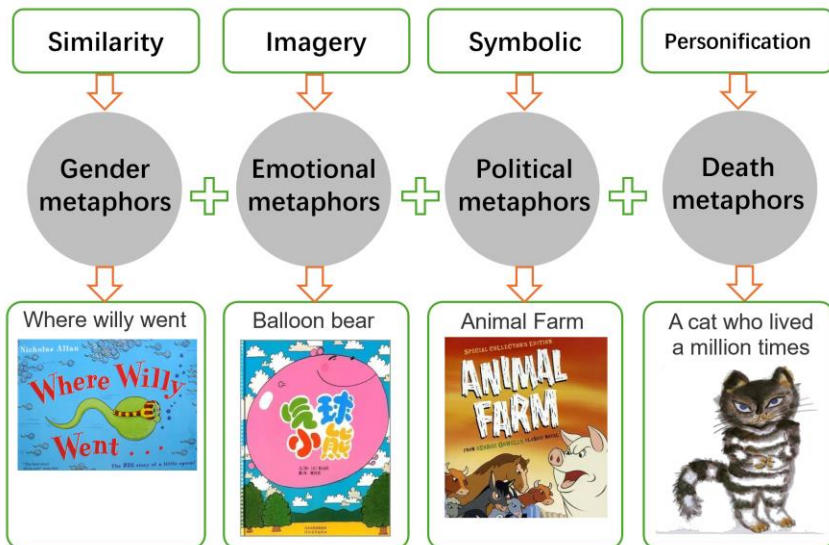


Fig.1. Four types of cultural metaphors correspond to four types of image narrative methods



Similarity. Metaphor is a linguistic and rhetorical phenomenon device in which a word or phrase is used to point to one common object or concept in place of another, thereby suggesting similarities between them. In representative works of gender metaphor "Where Willy went", author Nicholas Allen compares sperm to small worms in the ocean due to their similarity in shape, named Willy little worm, who is a skilled swimmer. Reading this book can not only help parents solve one of the most difficult problems to talk about, It can better help them find a way to respond to children's curiosity with their children's thinking.

Imagery. Imagery is an artistic image created by the unique emotional activities of the creative subject through objective objects. It is generally divided into two types: direct and indirect. Metaphor is an indirect form. The author of emotional metaphor picture book "Ballon bear" is Tadashi Akiyama, who design a lively imagery character like a balloon bear, combine the balloon bear's "normal - emotional changes - emotional release - return to normal" with the balloon's "normal - inflate and inflate - deflate - return to normal", depicted an interesting emotional story. The painter cleverly combines the emotional changes of the bear with the physical changes of the balloon, vividly depicting the child's inner world in a wonderful and kindly way.

Symbolic. The "symbolization process" of picture book meaning narrative is precisely the process of creators pointing(mapping) the source domain symbols to the target domain symbols through similarity-based imitation and active association. The political metaphor picture book "Animal Farm" tells the story of a group of animals on the farm who successfully carried out a "revolution", driving the human owners who oppressed them out of the farm and establishing an equal animal society. Pigs are depicted as animals with leadership abilities, symbolizing intellectuals, elites, and power holders. In a broader cultural context, pigs have rich symbolic significance in different cultures and historical periods.

Personification. Personification refers to the rhetorical device that portrays objects (including objects, animals, thoughts, or abstract concepts) as humans, giving them the appearance, personality, or emotions of a human. Personification makes the narrative and visuals more approachable, full of novelty, and easier to capture children's attention, which is beneficial for cultivating creativity. "A cat who lived a million times" tells a story from the perspective of a cat that has died a million times, about eternal themes such as life, death, loneliness, love, friendship, etc., guiding readers to think about the meaning and value of life.

To sum up, the generalized image narrative has become a way of describing logic and thinking patterns to a certain extent [4]. In addition to the four techniques mentioned above, image storytelling can also be divided into static composition storytelling and continuous sequence storytelling. The unique expressive power of picture book image narrative lies in its ability to express both spatial and temporal aspects. Pictures in picture books appear as part of the book's content on every page and play an indispensable instrumental role in the integrity of the storytelling [5].



CONCLUSIONS

This article elaborates on the definition of metaphor and analyzes that metaphors in picture books include visual metaphors, conceptual metaphors, and cultural metaphors. Focusing on the category of cultural metaphors, introducing the theory of image narration, selecting and analyzing representative works of four types of cultural metaphors in picture books: gender metaphor, emotional metaphor, political metaphor, and death metaphor, summarizing the four techniques of constructing cultural metaphors through image narrative: similarity, imagery, symbolic, and personification.

The construction of cultural metaphors in picture books has a significant impact on cognition. It not only helps children enrich their language vocabulary, expand concrete knowledge, train abstract logical thinking, regulate emotional cognition, but also enhances aesthetics and forms social identity.

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КОНСТРУЮВАННЯ КУЛЬТУРНОЇ МЕТАФОРИ В КНИЖКАХ-КАРТИНКАХ З ТОЧКИ ЗОРУ ОБРАЗНОГО НАРАТИВУ

Книжки-картинки - це тип книжок, у яких текстові символи (мова) та візуальні образи (візуал) використовуються разом для розповіді сюжету і є загальним засобом для нарративу зображень. Теорія візуального нарративу в основному досліджує, як зображення передають і конструюють нарративні структури. Її теоретична конструкція в основному включає три рівні: символічний рівень, нарративний рівень та естетичний рівень. Культурна метафора - це спосіб мислення, який досліджує потенційні цінності та ставлення до життя. У цій статті зроблено спробу проаналізувати та сконструювати культурні метафори в книжках-картинках через чотири аспекти техніки нарративу: подібність, образність, символічність та персоніфікацію.

Ключові слова: Культурна метафора, Книжки-картинки, Образний нарратив, Подібність, Образність, Символічне.