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Simeon Ajiboye, Shirley Olatunji

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Unveiling Hidden Messages: A Metaphoric Mapping of Malaria E-advertisement in Selected YouTube Videos

Simeon Ajiboye
University of Augsburg, Germany
oyezed@gmail.com

Shirley Olatunji
University of Kansas, USA

Abstract

Malaria is perceived as a deadly disease affecting most communities in the world, despite ceaseless medical and media efforts, including targeted advertisements aimed at raising awareness and prevention. Previous studies concentrated on the visual and linguistic aspects of malaria advertisements but have neglected the advertisers' communicative intentions regarding malaria. This study centres on the advertisers' communicative intentions as conveyed through various metaphoric mappings in malaria e-advertisements, using the theoretical resources of Lakoff and Johnson's conceptual metaphor theory. The data for this study comprises 20 YouTube videos. The findings reveal two metaphors in the e-advertisements: "Malaria as a threat" and "Malaria as a struggle," with sub-metaphors such as "malaria as a killer," "malaria as a thief," "malaria as a destroyer," "malaria as a battle," and "malaria as a disease." Theoretically, this study deepens our understanding of metaphors' crucial role in health communication, demonstrating how they shape perceptions and drive behavioural change.

Keywords: Metaphor, E-advertisement, metaphoric mapping, malaria, communicative intention

Introduction

Malaria, a vector-borne disease caused by the plasmodium parasite that spreads to humans through the bites of infected female Anopheles mosquitoes, is the deadliest disease worldwide, affecting low- and middle-income countries, particularly in sub-Saharan Africa. According to the World Health Organisation (WHO), in 2023, about 263 million malaria cases and 597,000 deaths have been recorded in 83 countries, with the highest share of Malaria coming from countries in the WHO African Region. This disease is a significant global public health issue that affects and kills faster than any other disease in the world.

Global organisations have intensified their prevention and awareness campaigns in response to the ongoing malaria crisis. In 2022, data states that about 254 million insecticide-treated bed nets were distributed in malaria-endemic countries by initiatives like the Alliance for Malaria Prevention, Global Fund and the RBM Partnership to End Malaria. Beyond these interventions, advertising has played a role in global education and malaria awareness. Most pharmaceutical companies and health organisations utilise advertising to raise awareness, promote prevention strategies, market anti-malaria medications, and further shape the perception of health conditions to combat this disease.

While advertising is often used to raise awareness about goods and services, it has also emerged as a powerful tool for health promotion, health communication, and behavioural change. Advertising, originally known as 'taking notes', changed its meaning to 'persuading', and according to Kumar and Raju (2013), advertisements are planned communication efforts designed to persuade or motivate audiences toward a specific action. Effective advertisement uses signs, symbols, pictures, sounds and language to engage and persuade the audience to influence consumer behaviour and behavioural changes (Wang & Feng., 2023). A study by Nwagbara et al. (2022) argues that video-based advertisements are powerful tools for generating emotional connections with potential customers and brands (Nwagbara et al., 2022). The use of language reflects linguistic devices. Among these devices, research shows that metaphors are common in language, appearing between 3 and 18 times per 100 words (Cameron, 2003; Steen et al., 2010), and serve as cognitive and rhetorical devices that influence thought and engagement. The use of these metaphors reveals the advertiser's intentions and brings to bear the cruciality of the message the adverts are passing across, even as they unearth the hidden meaning of their

messages. It is against this background that the current study/paper focuses on metaphoric mapping of Malaria-related e-adverts in YouTube, to unearth different ways or manners that Malaria is framed, first to unravel the hidden meaning in the adverts and to combat the menace of Malaria in society.

1. Metaphor and advertisement

According to Lakoff & Johnson (1960), metaphor is a cognitive tool that is primarily "a matter of thought and only derivatively a matter of language" (p. 196). It compares two unrelated concepts reflected in everyday life as they are used to make sense of and structure abstract phenomena (Septianto et al., 2022). Metaphors influence our thoughts by conceptualising the world through familiar patterns of perception to understand experiences and decision-making (Agnes, 2009; Cameron, 2003). Within advertising, metaphor allows advertisers to hide their explicit intentions (e.g., increasing sales) while highlighting a product's or message's most attractive features (Ortony, 1993).

Metaphors extend beyond language or words to include visuals, gestures, and sounds, making them particularly effective in multimedia contexts like advertisements (Forceville, 2017). Research shows that social media video advertising uses rich messages filled with metaphors. Platforms like YouTube, which attract over 200 million visitors monthly, offer organisations and advertisers a cost-effective way to engage global audiences through emotional storytelling and earn media brand (Brad & Debra, 2009; Chen & Lee, 2014). Such formats enhance audience engagement and public perception, create emotional connections, amplify the impact of health communication campaigns and gauge advertisement effectiveness (Southgate et al., 2010).

The role of metaphors in communication, particularly in health-related contexts, is further underscored by their ability to engage audiences, simplify complex information, and drive persuasion. Advertisements, a key medium for health campaigns, frequently utilise metaphors to emphasise key ideas and enhance message effectiveness. A growing body of literature explores the use of metaphors in health communication, particularly in the context of diseases such as tuberculosis and cancer (Sontag, 1978; Penson et al., 2004), smoking (Hauser & Schwartz, 2015), pain (Salin, 2020); Covid 19 (Khaliq & Ahmad 2022). In advertising research, metaphors

have emerged as a powerful communication strategy used to effectively convey complex ideas and enhance an advert's persuasiveness (Hatzithomas et al., 2021; Lee et al., 2019).

Existing studies explore metaphor use in society (Boon & Moors, 2008) and in advertisements for general consumer products like cosmetics, life insurance, cars, and packaged food (Agustina & Sholikhah, 2017; Oktaviani, 2019; Hartati et al., 2021; Puspasari, 2012). Other studies have explored metaphors in pharmaceutical adverts. Specifically, studies focused on metaphors of illness and medical metaphors have explored healthcare practitioners' use of medical metaphors (Landau et al., 2019; Sairanen, 2015), but only a few have explored conceptual metaphors used in pharmaceutical adverts related to health conditions (Delbaere, 2013). To our knowledge, the investigation of the use of conceptual metaphors in health advertising on digital platforms is an underexplored area. While research has explored metaphor use in pharmaceutical advertisements and doctor-patient communication, little to no studies have investigated the use of conceptual metaphors in malaria advertisements from a digital media platform like YouTube. Therefore, this present study poses this question:

RQ: What conceptual metaphors do malaria-related YouTube advertisements employ to frame their causes, prevention and management?

2. **Theoretical consideration**

Exploring the use of metaphors in malaria e-advertisement on YouTube, this study adopts Lakoff and Johnson's (1980) conceptual metaphor theory to drive its theoretical framework. Their view of metaphor is conceptual rather than a linguistic device used to understand concepts better. Conceptual metaphors are defined as "cognitive process by which a set of mappings is established between source and target conceptual-semantic domains, where the source domain (SD) is more concrete and more directly related to experience, in contrast with the target domain (TD), which is more abstract and diffuse and lacks clear delineation" (Kövecses 2002, p.20). This theory uses metaphors to explore the highlighted and hidden aspects, justifying the hidden meanings. Conceptual metaphor explains the relationships between pairs of mental representations of the target domain and source domains in conceptual domains. Typically, metaphor uses relatable things or concrete images to convey abstract things to help communicate what is hard to explain. Also, the metaphoric expressions in language are tied systematically,

which allows us to use linguistic metaphoric expressions to study the nature of metaphoric concepts that structure our everyday language.

Given the widespread adoption of digital platforms like YouTube for health communication and existing focus on non-communicable and chronic health conditions, this present study will examine how Conceptual metaphors are explored in Malaria e-advertisement, focusing on how organisations and pharmaceutical companies employ these metaphors to structure messages of awareness and prevention. By addressing this underexplored area, the research contributes to a deeper understanding of the role of metaphors in health communication, offering insights into practical strategies for combating the Malaria crisis in the high-burden region, even as it reveals the implicit meaning in the e-adverts. This analysis fills a critical gap in the literature and informs the design of more impactful malaria prevention and treatment health campaigns.

3. **Data and Methods**

This study adopts a qualitative research design, using metaphor to explore metaphoric themes used in selected malaria YouTube advertisements. Metaphors in this study help to understand how phenomena are discussed to construct social realities and uncover hidden messages within discourses. It also reveals the underlying meaning of selected malaria advertisements and how Malaria as a health condition is framed in YouTube discourses.

Selected videos consist of text, pictures and sounds. However, this study focuses on verbal utterances like words, phrases, clauses, and expressions used in the advertisements' scripts as language creates and reinforces societal norms that shapes the world (Johnson & McLean, 2020). Given its widespread use for health communication campaigns, analysing YouTube advertisements offers insights into how language constructs meaning and shapes audience perceptions of malaria prevention and treatment.

To locate videos, the keywords "malaria," "anti-malaria drugs," and "insecticide-treated nets" were used in YouTube searches. The selection process involved purposive sampling, a non-probability sampling technique commonly used in qualitative research to select data that aligns with the research objectives deliberately. Only YouTube videos related to malaria awareness, prevention, or treatment were considered. Videos in languages other than English were included if they contained subtitles, allowing for broader cultural representation. A total of

20 advertisements were selected for analysis. Each video was downloaded and fully transcribed to capture the verbal elements contributing to the metaphorical meanings within the advertisements.

Metaphors in malaria advertisements were recognised, categorised, and analysed according to their conceptual and rhetorical roles using Lakoff and Johnson (1980)'s conceptual metaphor theoretical resources. The analysis follows a top-down analytical method, which entails categorising, defining, characterising and exemplifying different metaphoric mappings of Malaria. After the data analysis, two broad categories of Malaria were characterised in YouTube adverts: Malaria Threat and Malaria as a Struggle. Malaria as a threat includes three sub-categories: Malaria as a Killer, Malaria as a Thief and Malaria as a Destroyer. In comparison, Malaria as a struggle consists of two sub-categories: Malaria as a Battle and Malaria as a Disease.

4. Findings and analysis

Conceptual metaphors are mapped in the selected malaria advertisement. The mapping is ascribed to the target domain, MALARIA, in terms of the source domains. Two major metaphoric mappings with five sub-categories have been identified. In this study, Malaria is metaphorically mapped as a Threat and a Struggle, with sub-categories including Malaria is a Killer, Malaria is a thief, Malaria is a Destroyer, Malaria is a Disease, and Malaria is a Battle. Each of these will be taken in turn for explication.

5.1.Malaria as a Threat

This metaphoric mapping portrays Malaria's ability to cause damage or danger to an individual and the community. This metaphor reflects the active and harmful nature of Malaria and shows the seriousness and magnitude of Malaria as a threat to humanity. Using this metaphor, the e-advertisement evokes emotions and fear to motivate the audience to act urgently and immediately combat the threat to human existence. Malaria as a Threat manifests Malaria as a killer, thief and destroyer.

5.1 **Malaria is a Killer**

The Metaphor MALARIA IS A KILLER captures Malaria's damaging and killing ability. It emphasises what Malaria is and what it is capable of doing. It is not that Malaria is a subspecies of killer, but Malaria is metaphorically given the attributes of a killer based on its activities and the record of death. Malaria and killer are two different things: a sickness and someone or something that kills. It is a conduit metaphor where MALARIA is structured and understood in terms of KILLER. The concept, activity and language are metaphorically structured for better understanding.

Excerpt 1

> Speaker: Bill Gates called it the worst thing on the planet, one of the top killers of children in the world, Malaria. In 2013, 584,000 people died from the simple bite of a mosquito, and of those who died, 83% were children under five in Africa. Malaria is most severe in young children and pregnant women. The reality is that Malaria is one of the things that we can do something about because Huggies cares about moms and babies in Africa. It also cares about Malaria. So, in 2014, Kimberly-Clark, in partnership with Malaria, no more launched Mothers Against Malaria. This is an innovative malaria awareness and education campaign that integrates Kenya's top celebrities' voices to raise awareness through a naturally popular musical anthem and through public service announcements broadcast nationally on TV and radio. The campaign also celebrated the delivery of 200,000 malaria child treatments. Mothers Against Malaria is inspiring Kenyan mothers to protect themselves and their families by sleeping under mosquito nets, getting tested when malaria symptoms appear and seeking malaria treatment timing. Malaria is both preventable and treatable, which is why Huggies is committed to making Malaria no more. Malaria no more & Huggies. No mother should lose her child to a curable disease.

The e-advertisement under consideration portrays different perspectives on Malaria through metaphor. The analogy and framing of Malaria in the excerpt is possible through metaphor. In excerpt 1, the advertiser uses a metaphor to make the public understand Malaria as a killer. Semantically, the word 'killer' refers to someone or something that kills. From excerpt 1, the advertisers use metaphorical processes to create symbolic meaning for Malaria. Through the use

of metaphor, the killing tendency of Malaria is not only exposed but also attributed to Malaria being responsible for the death of many children on the continent of Africa. The source domain is KILLER, while the target domain is MALARIA, which is mapped into another. Several expressions such as"worst thing on the planet", "one of the top killers of children in the world", "people died from the simple bite of mosquito", "malaria is the most severe, make malaria no more, and no mother should lose her child" is used in the excerpt to lexicalise and foreground the metaphor: MALARIA IS A KILLER. Malaria is presented as an existential threat to the children's world and the human race at large, even as it exposes Africa as the most affected continent suffering from the menace of Malaria.

The excerpt discusses Malaria's vulnerable groups of children and pregnant women. All these expressions enhance the audience's understanding of Malaria as a life-threatening disease that kills. This e-advertisement not only warns the general public about the killing tendency of Malaria but also calls for action to eradicate Malaria.

Excerpt 2

David Beckham: Malaria isn't just any disease. It's the deadliest disease that has ever been.

Spanish: It is said to have killed half people who have ever lived

Kinyarwanda: More than fifty billion of us.

Arabic: And it still kills a child every two minutes.

French: But we can end it if we have the knowledge. We have the opportunity.

Hindi: We just need more action.

Mandarin: We need to make the world's leaders pay attention.

Kiswahili: So we're launching the world's first voice petition.

Yoruba: your voice can help end Malaria.

David Beckham: Speak up and say Malaria must die. One voice can be powerful, but all of our voices together then they will have to listen. Malaria must die so millions can live.

In excerpt 2, the Metaphor MALARIA IS A KILLER is structured from the e-advert. The speaker, David Beckham, uses words to express and foreground Malaria's roles and capacity as a killer. Malaria is a Killer is foregrounded in the source domain expressions such as "the deadliest disease that has been", "it is said to have killed half of the people who have lived", "it still kills a child every two minutes", and "malaria must die so millions can live". These expressions show the killing capacity and attributes of Malaria and its potential threat to the human race. Using

different world languages to express the killing tendency of Malaria is strategic and essential, as it reveals Malaria as a problem of the whole world. The excerpt highlights these attributes by metaphorically using different languages to unearth Malaria's killing ability, highlighting Malaria as the deadliest disease, reflecting its aim to kill. This excerpt reinforces its active process of killing people, as Malaria has killed half of the people who have lived on Earth.

The excerpt also calls for a collective fight against Malaria and collective action to end Malaria and its activities. However, to be able to do so, everyone's voice is needed, hence the use of a global, multilingual language to highlight the importance of a communal role in addressing Malaria, so that many people can live safely and securely.

5.2. Malaria is a thief

The e-advertisement below constructs a metaphor by mapping Malaria into the source domain of a thief. The metaphor creates the meaning from inside the words used in relation to context. A thief is someone or something who steals from someone or something. Malaria is a thief in the sense that it steals people's dreams, futures, and opportunities, and it ends up affecting everyone. The source domain of this metaphor is 'thief' while the target domain is 'malaria'.

Excerpt 3

Malaria, we won't let you steal from us anymore
We are the generation that can end Malaria
One by one
Malaria, we are too strong for you
We are too bold for you
Malaria, we are too fast for you
Malaria, I don't like you
Hit you in the face
Too smart for you
Malaria don't even dare take our future with you
Malaria, you can't stop us
Nothing will keep these lines from growing

We are the generation that can end Malaria

It's time to take our future back

In excerpt 3, the metaphor is structured in terms of each domain. Through the choice of words, the advertiser presents Malaria as a thief. Malaria is metaphorised as a thief through the itemised activities in the excerpt. Through expressions such as "you steal from us anymore" and "take our future back", the attribute of a thief is mapped into Malaria. The conduit metaphor is constructed from how the speaker uses expressions such as "we won't let you steal from us", "we are too strong for you", "we are too bold for you, hit you in the face, and don't even dare take our future", "it's time to take our future back." The use of declarative constructions not only implicitly describes how Malaria is metaphorically mapped as a thief who robs people of their health and futures but also implicitly exposes the activities of Malaria. The mapping of metaphor brings to bear how Malaria steals one's future and can end the younger generation. This explains the effect of Malaria as one of the fastest killers among all forms of diseases, especially in the global south. By its killing ability, it has cut not only many people's dreams of becoming great short but also robbed many younger generations of becoming something by dying prematurely. Hence, drawing from the encyclopedic reality of the activities of a thief, Malaria is mapped into a class of thieves, consequent to its effects on people. Malaria steals people's future away from them as a thief, leaving them with nothing. Drawing from the encyclopedic reality of a thief or thieves coming to people's houses to rob them of their belongings and possessions forcefully, Malaria is also presented in the same manner as a disease that robs people of their health and future, either by incapacitating them or by killing them. However, the excerpt calls for a collective effort to fight the identified thief, Malaria, as the advertiser presents a generation that will stand up against Malaria. The sequence, "It's time to take our future back", is an implicit call to fight Malaria and end its activities.

5.3. **Malaria is a destroyer**.

This metaphor has the source domain as a 'destroyer' while the target domain is 'malaria'. The two domains are mapped to each other to understand what Malaria can do easily. A destroyer is someone whose activities can end the existence of something by attacking or

damaging it. Hence, a destroyer will also try to attack someone or something by breaking down the defence mechanism of such a person.

Excerpt 4

> Boy: my dream is to represent my country in the 2026 world cup, but to achieve this dream we must not wait for Malaria to attack. Future champions prevent it from happening by ensuring every child sleeps under mosquito nets.
>
> Boy: come on Nigeria join us today
>
> Everybody: yessss
>
> Speaker: chase malaria from your home to keep your child's dream alive by ensuring your child sleeps under a mosquito treated net everyday
>
> Everybody: protect our dreams, chase Malaria today!!!

In the above excerpt, the advertiser presents Malaria as something that destroys and, in the process, also attacks. Such words include: "but to achieve this dream we must not wait for malaria to attack", "future champions prevent it from happening by ensuring every child sleeps under the mosquito net", "Chase malaria from your home to keep your child's dream alive", 'protect your dreams',' chase malaria'. The advertiser presents Malaria as something that attacks one's dreams, especially those of future champions. The advertiser highlights chasing the destroyer away from our home, which puts children's dreams at risk. To be able to do that, it all starts with the little things, like making it a necessity for one's child to sleep under a mosquito net to protect their dreams. The point is to highlight that we can see a destroyer, and we all need to try our best to chase such a destroyer away from causing more harm.

5.2. Malaria is a Struggle

This metaphoric mapping as a struggle reflects a shared responsibility to fight. Also, this metaphoric mapping highlights the struggles of trying to combat this life-threatening health issue. Instead of evoking fear, this metaphoric mapping evokes feelings of empowerment and hope by offering solutions to make a difference. It presents a frantic, forceful and violent effort to break free from Malaria and its damaging activities. Malaria as a struggle bifurcates into Malaria is a battle, and Malaria is a disease.

5.4. **Malaria is a Battle**

The advertisement metaphorically structured Malaria as a battle. The Metaphor MALARIA IS A BATTLE elucidates the effort to control or eradicate Malaria from people who are either suffering from it or are susceptible to suffering from it, or the community affected by it. It also entails a call to fight against Malaria and its activities. The metaphor allows the source domain to create the target domain since the source domain' battle' is more concrete than 'malaria', which is an abstract concept. In understanding this metaphor, both domains are mapped together, and the meaning of the linguistic metaphor is manifested in conceptual. A battle is a fight between two parties to either win or lose. This advert frames Malaria as an opponent that requires a collective effort to win. The element of 'a battle' is mapped into the component of 'Malaria' in the target domain. The two concepts have nothing in common because they are two different things, but this advertisement has created a metaphoric expression to understand Malaria better.

Excerpt 5

> Speaker: I am Mundo, an ancient line, a line that travels and grows to tell the story of humankind's oldest enemy malaria, the deadly disease that is stealing our futures. The hopes of our mothers and fathers, the lives of our children and even as we fight other enemies Malaria, we won't let you steal from us anymore. We stand with our leaders to fight you. To invest in our health, to strengthen our community with the love of our continent together we will defeat you. Malaria, we are too proud. We are strong, too smart. Join me and line by line, we will be the generation that will end Malaria. Draw the line.

In excerpt 5, the speaker makes use of expressions like "humankind's oldest enemy", "we fight other enemies", "we stand with our leaders to fight you", "we will defeat you, we are strong, too smart, join me, we will be the generation that will end malaria, draw the line" to lexicalise a battle like situation thereby creating a metaphor of Malaria is a Battle. These expressions conceptualise 'malaria' as a physical combat involving beating, a fight, or war that must produce a winner. Conceptual metaphors map features from the source domain to the target domain and combine these features based on the individual's background knowledge and context of situation (Burnes, 2011; Fauconnier & Turner, 2002).

The polarity of the pronouns "We" and "You" presents two enemies that are at war against each other; while "We" refers to the people, "You" refers to Malaria. The collective pronoun "We" in the excerpt refers to humanity and a call for a collective effort to fight Malaria, an old

human race enemy. The e-advertisement presents an enemy as it involves two parties before a battle can happen. The speaker or advertiser/is one party, while Malaria is another party portrayed as an enemy. The battle is a result of Malaria attacks on people's health and is responsible for many deaths in the world, especially in the global south. This metaphor places Malaria as an enemy that must not only be attacked but must also be won. There is a call for a collective effort to win the battle against Malaria. The call for collective effort is foregrounded through the use of the collective pronouns "We" and "Us". Hence, Malaria is a battle that requires collective strength, effort and strategy. The togetherness of the community makes the advertiser believe that they will defeat Malaria. In the real sense, when there is a battle, a party, in this case, people must be strong enough to fight and be smart enough to outsmart the enemy, in this case, Malaria. The battle continues, and the advertiser calls for people to join and be part of the generation that will end Malaria. The expression ends 'draw the line', further foregrounding the metaphor that Malaria is a Battle.

Excerpt 6

> There is power in a German tony you see tony quarter is more than just a perfect appointment of a giraffe. The main ingredient that gives tonic water its gentle bitterness is called Quinney. It's extracted from the chinchilla tree known locally as the fever tree that was used for centuries to ward off Malaria. It wasn't until the 19th century the British troops in India mixed their regular dose of Quinney with water and sugar to help their anti-malaria medicine go down. Some of the more ingenious chaps began mixing it with their daily ration of gin and our favorite tipple was born.
>
> Nowadays, while you might struggle to justify a five o'clock gin and tonic for its medicinal properties. Malaria is still affecting the lives of millions; nearly half a million people die every year from the world's oldest and most devastating disease with a child dying every two minutes but there is hope. Thanks to the hard work of those at the heart of the global fight against Malaria, 7 million lives have been saved since the year 2000. The end of Malaria is in our sights, giving hope to the communities that have been most affected, but the battle has not yet been won. In 2013, the fever tree joined the global fight to bring about a quicker demise of this preventable and treatable disease. We can be the generation that weeds the world of Malaria once and for all. So, raise a glass and join the fight.

The Metaphor MALARIA IS A BATTLE is structured in the expressions like "malaria is still affecting lives of millions", "the world's oldest and most devastating disease with a child dying every two minutes, but there is hope", and "the global fight, the end of malaria is in our sights", "the battle is not yet won", "fever tree joined the global fight, "the generation that weeds the world of malaria, join the fight". These expressions unearth the effects of Malaria on people's lives and place Malaria as an enemy that must be warred against, even as it reveals a potent and potential weapon, Quinney, which could be used to fight the battle.

The metaphor is also foregrounded as the advertiser unearths the dreadfulness of Malaria and being an ancient enemy fighting the human race. Hence, a call by the advertiser to fight the dreadful enemy, who is capable of killing children every two minutes. Recognising past efforts and the ongoing attack on Malaria further foregrounds the metaphor of Malaria as a Battle. The speaker explains that Malaria is a battle that has not been won, but the impact of the new generation will go a long way in the fight and uses the opportunity to call for a collective and global attack and fight against Malaria.

5.5. **Malaria is a disease.**

The Metaphor MALARIA IS A DISEASE is structured to enlighten the public that Malaria is not just anything, but a disease that can be cured when one follows the expected procedure. Malaria is given the attribute of a disease. Every human knows Malaria to be a disease that can be cured with appropriate medication. A disease is an abnormal condition of a human, animal or plant that causes discomfort. This metaphor helps to simplify the complexity of Malaria and highlights actionable solutions to it. This metaphoric expression is reflected in various e-advertisements presented below.

Excerpt 7

> Malaria is a life-threatening disease caused by parasites transmitted through the bites of infected female Anopheles mosquitoes. About 3.2 billion people are at risk of Malaria. Most Malaria occurs in sub-Saharan Africa. However, Asia, Latin America and to a lesser extent the Middle East are also at risk. In 2015, 95 countries and territories had ongoing malaria transmission. Some population groups are at considerably higher risk of contracting Malaria and developing severe diseases than others. These include infants,

> children under 5 years of age, pregnant women and patients with HIV/AIDS as well as non-immune migrants. According to World Health Organization estimates released in December 2015. There were 214 million cases of Malaria in 2015 and 438 thousand deaths. Sub-Saharan Africa continues to carry a disproportionately high share of the global malaria burden. In 2015, the region was home to 88 percent of malaria cases and 90 percent of malaria deaths in areas with high transmission of malaria children under five are particularly susceptible to infection, illness and death more than two-thirds. 70 percent of all malaria deaths occur in this age group. Vector control is the main way to prevent and reduce malaria transmission. If coverage of vector control interventions with a specific area is high enough, then the measure of protection will be conferred across the community. Two forms of vector control, insecticide-treated mosquito nets and indoor residual spraying, are effective in a wide range of circumstances. Early diagnosis and treatment of Malaria reduces disease and prevents death. There are currently no licensed vaccines against Malaria. One research vaccine against plasmodium falciparum known as RTS SASO 1 is most advanced. This vaccine has been evaluated in a large clinical trial in seven countries in Africa and received a positive opinion by the European medicines' agency in July 2015.

In excerpt 8, the advertiser creates an understanding through the vocabulary of a disease that is easily transmitted. The excerpt sets the stage for the metaphor by stating the nature of Malaria and revealing how this disease could be contracted, even as it unearths the most affected communities of the world. The excerpt reveals Malaria as a life-threatening disease caused by "parasites that are transmitted through the bite of an infected female anopheles mosquito". This calls attention to its capability and is a call for a collective fight against it. The advertiser, through the excerpt, goes further to present Malaria as a disease and a risk to the human race, as it has claimed many people's lives already. After giving context to what Malaria is, practical measures like "Vector control" and "insecticide-treated mosquito nets and indoor residual spraying" can help reduce its impact. By revealing the principal carrier of Malaria, the excerpt implicitly calls for adequate measures to stop the spread and attack the source. Overall, this advert provides understanding and ultimately unravels solutions to eradicate this life-threatening medical issue.

Excerpt 8

> Robinson went to India for some business matters. He stayed there for two weeks and came back to Srilankan. In a few weeks Robert developed a fever. He also had a headache and poor appetite. Robert went to the doctor in a dispensary nearby. The doctor examined Robinson and gave him medicine. Robert felt a little better, but he was again ill in two days. Robert went to the hospital and got admitted and was very ill with a fever. The doctor asked Robert whether he had travelled overseas in the recent past. Robert told him about his trip to India. The doctor thought that this could be Malaria. He requested a simple test and confirmed that it is Malaria and promptly treated, Robinson was completely recovered.Are you planning to visit a country with Malaria? It is very common in Southeast Asia countries including India, most of the African countries and in Latin America and Caribbean countries. You can obtain the medicine and advice you need to protect yourself from Malaria before you leave.
>
> Protection against Malaria.

In an evidential and experiential manner, the metaphor of MALARIA IS A DISEASE is foregrounded through the exposition of the symptom, test, diagnosis and therapy. In this excerpt, the advertiser presents detailed information about Robinson, who contracted Malaria during his journey and how he was treated. Expressions like "developed a fever", "had a headache and poor appetite", "went to a doctor", "gave medicine", "was very ill with fever", "protect yourself from malaria before you leave", "protection against malaria" all highlight detailed symptoms, diagnosis and treatment of Malaria. The solution of giving medicine establishes the reality that once one is sick or has a disease, a prescription of drugs is provided to be used to get better. However, this advert touches on the importance of getting tested by doing a simple malaria test to be sure of having Malaria instead of an assumption. To conclude the advert, there is a call to action urging travellers to protect themselves against Malaria. Even though Malaria is a dangerous disease, it is preventable and manageable, emphasising the possibility of victory through sustained efforts.

5.7 Discussion

The findings from this study reveal how conceptual metaphors are used in malaria adverts to conceptualise and communicate the severity of the issues, their impact and solutions to the health issue. The findings give insight into the fact that metaphors are used in malaria-related e-advertisements to understand better what Malaria is capable of and its activities. The metaphoric projection of Malaria from different perspectives unearths the audience's understanding of its carrier, activities and ways to combat it. This study reveals that the metaphors in malaria-related e-advertisements are conceptually mapped as a threat and a struggle with sub-categorisation that emphasises the severity and urgency of this health condition.

Malaria as a threat

The first metaphoric mapping, Malaria as a threat manifests as Malaria is a killer, thief and destroyer, highlights the diverse ways the advertisers appeal to the public audience to emphasise the urgency of malaria prevention. While our first theme reflects threat, the subthemes are consistent with warfare metaphors where martial language is used to discuss health issues (Nie et al., 2016). The theme of threat highlights the possibility of invasion through a hostile takeover that causes destruction, death or even war or battle. In the context of Malaria, the spread of Malaria negatively impacts people. These metaphors evoke emotions of fear, urgency and pain. This further ascribes a lot of responsibility to community members, highlighting the need for measures to control the situation.

Advertisements like those of David Beckham highlight the global impact of Malaria and the need for immediate action. Advertisements under Malaria as a destroyer reflect how Malaria destroys dreams and families, which appeal to collective responsibility, encouraging communities and individuals to unite against Malaria. These findings justify the idea that the engagement of people and groups helps support self and collective efficacy, leading to a desirable outcome of healthier communities (Bandura, 1997).

The metaphor that Malaria is a battle or war is consistent with other research on metaphor and health. Our findings align with similar metaphors used in the context of illnesses like depression, pain and cancer, where the illness is conceptualised as a conflict requiring strategy, strength, and perseverance (Declercq et al., 2023; Coll-Florit et al., 2021; Shi & Khoo, 2023). Also, other studies have found the source domain of war, violence or battle in doctor-patient

communication about health (Flusberg et al., 2018; Hommerberg et al., 2020) and health pandemic (De Saint Preux & Blanco, 2021; Hanne, 2022). The subtheme of Malaria as a killer resonates with similar metaphors where illness is framed as an aggressive force that must be eliminated (Semino et al., 2021; Schnepf & Christmann, 2022).

Malaria as a struggle

This mapping emphasises what it takes to combat Malaria. It goes further to highlight the challenges that come with fighting Malaria. Advertisements in this metaphorical mapping see Malaria as a fight. This framing, often used in other health campaigns such as COVID-19 and depression (Semino, 2021; Shi & Khoo, 2023), emphasises resilience, agency, and the possibility of overcoming adversity. This framing empowers individuals and fosters a sense of solidarity and shared responsibility.

This category aligns with Drogosz's (2018) discussion about the metaphor of struggle as a communicative tool. The authors argue that people understand the adaptation process and competition between humans and evolution using this metaphor. Concerning malaria advertisements, this theme highlights the need for more individual efforts (use of medications when needed and sleeping under insecticide-treated nets) and the need for adaptation to the idea that it affects people, especially in sub-Saharan Africa. Therefore, there is a need for intentional action to survive regardless of the struggles of an active enemy that affects people. Darwin (1859) argues that competition is more than a phenomenon but a means for survival, which shows in the advert that Malaria is a battle we must combat to increase our chances of survival. As a metaphor of struggle, it is further discussed by highlighting the ongoing nature of evolution. Malaria is framed in a manner that calls for highlighting the continuous need to be vigilant and aware of Malaria, especially in places we visit.

Theoretically, the findings of this study reflect and resonate with Lakoff & Johnson's (1980) idea of understanding metaphors beyond a linguistic device as a communicative tool used for simplifying complex issues, which is reflective of how Malaria is seen in this study. Metaphors in this study are broken down to better understand the concept of Malaria through the use of narratives, dramas and explanations. The findings of Malaria as a threat and struggle help explain the complex nature of Malaria in a way that the audience comprehends the health message being communicated perfectly.

Practically, the metaphor of Malaria as a threat and struggle can cause the audience or victims of Malaria to act to avoid and protect themselves. This highlights the need for medical practitioners, health companies and organisations to prioritise choosing and using metaphors that enhance the effectiveness of health messages shared with the public. In advertising, metaphor becomes a valuable tool to evoke responses from viewers. Based on the role of language, language becomes an essential tool in shaping how health discourses construct social realities and elevate communication with metaphors. Our findings reflect how language shapes and reinforces ways in which we begin to look at things that further explain ideologies in health advertisements from a CDA perspective.

6. Conclusion

We examined the metaphoric mapping of malaria-related YouTube advertisements by examining the conceptual metaphors using Lakoff and Johnson (1980) conceptual metaphor theory as a theoretical framework. We have shown two broad categories: Malaria as a struggle and Malaria as a threat, which sub manifest in Malaria is a Killer, Malaria is a thief, Malaria is a Destroyer, Malaria is a Disease, and Malaria is a Battle. Hence, one can understand the hidden metaphors framed in malaria-related advertisements. Beyond the investigation, this study reflects the power of metaphor in elevating conversations surrounding health issues, particularly Malaria. This study further emphasises the role of advertisement beyond informing, mobilising action and influencing engagement. However, it also becomes essential to elevate communication and be conscious of the public attitude towards using metaphors.

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Simeon Ajiboye has a Ph.D. in English (Pragmatics) from the University of Ibadan and now works as a lecturer with Bowen University in the Department of English. He is a fellow of the Alexander von Humboldt Research Fellowship in Germany with the University of Augsburg. His research interest centers on Legal Pragmatics, Pragmatics, Discourse analysis and Peace and Conflict Resolution. He has published in these areas in both national and international journals outfits.

Shirley Hazel Olatunji (she/her) is a second year PhD student specializing in health communication within the Department of Communication at the University of Kansas. Her research interests are women's health, stigma, community building and persuasion. Her academic journey started with a bachelor's degree in English and Literary Studies from Bowen University, followed by a Masters of Arts in Communication at Central Michigan University. She has experience as a graduate teaching assistant for Introduction to Communication.