

## ARTICLE

# Multimodal Metaphors in Snack Food Advertisements in English and in Vietnamese: A Comparative Study

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## Abstract

In the modern advertising landscape, creating messages that resonate emotionally and culturally with audiences is essential for engagement. Multimodal metaphors are increasingly utilized to convey complex cultural meanings. This study investigated the use of multimodal metaphors in snack food advertisements in both English and Vietnamese, focusing on how verbal, visual, and auditory elements interacted to create persuasive and culturally resonant messages. A total of 24 advertisements—12 in English and 12 in Vietnamese—were analyzed using a mixed-methods approach that incorporated both quantitative and qualitative analyses. The quantitative findings revealed distinct differences in metaphor frequency between the two languages, while the qualitative analysis explored the cultural nuances that shaped metaphor usage. English advertisements predominantly emphasized themes of individual success, personal indulgence, and self-empowerment, reflecting the values of individualism commonly found in Western cultures. In contrast, Vietnamese advertisements focused on family unity, community, and shared experiences, which aligned with collectivist cultural values deeply rooted in Vietnamese society. These differences underscored the importance of cultural context in shaping advertising strategies. This study also provided critical insights for advertisers, emphasizing how culturally tailored messages that adapted metaphor usage to the values of the target audience could enhance both engagement and message effectiveness. Ultimately, the research highlighted the essential role of cultural and linguistic factors in constructing

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multimodal metaphors, offering practical implications for the development of more effective and culturally aligned advertisements.

**Keywords:** Multimodal Metaphor; Snack Food Advertisements; Cultural Differences; Individualism and Collectivism

## 1. Introduction

Advertising is a crucial medium for shaping consumer perceptions and driving brand engagement <sup>[1]</sup>. In recent years, the use of multimodal metaphors—metaphors conveyed through verbal, visual, and auditory elements—has become a dominant strategy in snack food advertising <sup>[2,3]</sup>. These metaphors allow advertisers to evoke emotions, create vivid imagery, and connect deeply with their target audiences <sup>[4]</sup>. The use of multimodal metaphors is not just about creative expression; it reflects cultural values and audience expectations <sup>[5]</sup>. This study aims to explore how English and Vietnamese snack food advertisements employ multimodal metaphors and how these metaphors differ across cultural contexts.

The motivation for this research lies in understanding how cultural dimensions influence advertising strategies. The conceptual metaphor theory by Lakoff and Johnson <sup>[6]</sup> serves as the theoretical framework, suggesting that metaphors are tools for understanding complex concepts by mapping them onto familiar experiences. This theory is particularly relevant in advertising, where brands strive to convey product attributes like quality, freshness, and vitality through metaphors that evoke vivid, culturally resonant imagery <sup>[7]</sup>.

In order to shed more light on the intricate use of multimodal metaphors in snack food advertising across different cultural contexts, this study embarks on a comprehensive investigation. First, it explores how verbal, visual, and auditory metaphors are utilized in English and Vietnamese advertisements to convey product qualities and elicit emotional engagement. It further delves into how cultural values shape these metaphorical representations, highlighting the influence of societal norms on advertising strategies. Finally, the research conducts a comparative analysis to uncover both the commonalities and divergences in metaphor usage between the two languages, offering

valuable insights into the role of culture in shaping metaphorical structures in advertising.

## 2. Literature Review

### 2.1. Conceptual Metaphor Theory in Advertising

The conceptual metaphor theory, proposed by Lakoff and Johnson <sup>[6]</sup>, provides a fundamental framework for understanding metaphors not merely as rhetorical tools but as cognitive mechanisms that shape thought and communication. According to this theory, metaphors allow individuals to grasp complex or abstract ideas by mapping them onto familiar, everyday experiences. In the realm of advertising, such mappings play a crucial role in expressing a product's attributes—such as quality, freshness, or vitality—through metaphors that evoke vivid imagery or emotions. For instance, a product described as “a taste of victory” connects the experience of consuming the product with the concept of personal achievement, making it more appealing to potential consumers.

Additionally, an English snack advertisement using the slogan “Fuel your adventure with every bite” exemplifies this idea. Here, the metaphor of food as fuel positions the snack as a source of energy, aligning with consumer desires for vitality and adventure. This metaphor resonates with an individualistic audience by linking the product to themes of empowerment and readiness for action.

Building on this foundation, Gibbs <sup>[8]</sup> expands the view of conceptual metaphor, emphasizing that metaphors do not merely represent linguistic expressions but are fundamental to human cognition, influencing how consumers perceive and respond to advertisements. Similarly, Coulson <sup>[9]</sup> further elaborates on conceptual blending, which is relevant in understanding how consumers integrate different modalities in advertisements. In food advertisements,

conceptual metaphors often highlight product attributes like quality and freshness, connecting these characteristics to familiar, culturally relevant experiences.

Moreover, Forceville<sup>[2]</sup> extended the conceptual metaphor theory to include multimodal metaphors, integrating verbal, visual, and auditory elements for more effective communication. This expansion is particularly relevant in food advertisements, where metaphors often relate to taste, texture, or enjoyment to appeal to consumers' sensory imaginations. For example, in a Vietnamese snack advertisement, the visual metaphor of "the taste of family" is enhanced by images of multiple generations enjoying the product together, reinforcing the collectivist cultural values that emphasize shared experiences.

Furthermore, El Refaie<sup>[10]</sup> emphasizes that visual metaphors, such as depicting freshness through imagery, can construct vivid consumer experiences. Crisp<sup>[11]</sup> also supports the role of multimodal metaphors, suggesting that the integration of verbal, visual, and auditory elements enhances the memorability and persuasive power of advertisements. Additionally, Johnson and Wu<sup>[7]</sup> found that sensory metaphors in digital advertising significantly enhance consumer engagement by creating vivid, memorable experiences. Their research suggests that sensory-based metaphors evoke stronger emotional responses, particularly when these metaphors align with the audience's cultural expectations.

Lastly, Kress and van Leeuwen<sup>[12]</sup> introduced the concept of visual grammar, examining how visual elements interact with text to construct meaning. In snack food advertisements, visual metaphors—such as portraying a product as "bursting with freshness"—often convey sensory qualities like crispness or freshness. For instance, a chip depicted bursting through a splash of water emphasizes its crispness and freshness, suggesting a highly desirable product quality. When combined with verbal and auditory cues, these visual elements create a cohesive and persuasive experience for the audience.

## 2.2. Multimodal Metaphors in Food Advertising

Multimodal metaphors, which combine different

sensory modalities, play a crucial role in enhancing the effectiveness of food advertisements. Forceville<sup>[2]</sup> demonstrated that such metaphors improve communication by integrating verbal, visual, and auditory cues, making advertisements more engaging and appealing. Feng and O'Halloran<sup>[13]</sup> further emphasize that this integration heightens sensory appeal, which is essential in creating more immersive consumer experiences.

Additionally, Forceville<sup>[2]</sup> argue that multimodal metaphors can evoke culturally specific emotions, allowing advertisers to connect with audiences on a deeper level. This cultural resonance is particularly evident in food advertisements, where metaphors often relate to shared cultural experiences. Tseng<sup>[4]</sup> adds that cultural adaptation in metaphor usage can significantly influence consumer responses, as seen in Chinese food advertisements. By tailoring metaphors to align with cultural values, advertisers can enhance the effectiveness of their campaigns.

For instance, in snack food advertisements, the interplay between visual and auditory elements—such as the sound of a crunch paired with the image of a crispy food item—effectively heightens the sensory appeal of the product. An English potato chip advertisement exemplifies this approach with the slogan "unleash the crunch" (verbal metaphor), combined with an exaggerated crunching sound (auditory metaphor) and a slow-motion shot of the chip breaking apart (visual metaphor). This combination conveys the crispness of the product and creates a dramatic, enjoyable experience, encouraging consumers to associate the snack with intense pleasure.

Moreover, Velasco et al.<sup>[3]</sup> highlight that consumers form heightened expectations when advertisements engage multiple sensory modalities. In this context, multimodal metaphors not only enhance the sensory experience but also contribute to consumer expectations of product quality. Pérez-Sobrino<sup>[1]</sup> expands on this idea, exploring the cognitive and emotional impact of multimodal metaphors. According to her, the integration of verbal, visual, and auditory elements boosts both memorability and emotional engagement, making the product more appealing to consumers.

In the Vietnamese context, the role of multimodal metaphors is also prominent. In a Vietnamese snack ad-

vertisement, the use of gentle background music paired with visuals of a mother preparing snacks for her children evokes warmth and nostalgia, aligning with the collectivist values of Vietnamese culture. The slogan “Bringing happiness to every family” further reinforces this emotional appeal, demonstrating how multimodal metaphors can be culturally adapted to resonate with specific audiences.

El Refaie <sup>[10]</sup> emphasizes that multimodal metaphors contribute to constructing sensory-rich narratives, making the product more vivid and relatable to consumers. For example, in a Vietnamese advertisement, the sizzling sound of freshly cooked snacks is paired with the visual metaphor of steam rising from the food, which conveys freshness, warmth, and high quality.

Overall, multimodal metaphors in food advertising not only enhance sensory engagement but also align with cultural values and consumer expectations. As Feng and O’Halloran <sup>[13]</sup> reiterate, the integration of visual and auditory cues makes advertisements more engaging, while Forceville <sup>[2]</sup> emphasizes that culturally adapted metaphors can evoke specific emotions. Tseng <sup>[4]</sup> further supports this by noting the impact of cultural adaptation on consumer responses. Lastly, Velasco et al. <sup>[3]</sup> and Pérez-Sobrinó <sup>[1]</sup> assert that multimodal metaphors enhance memorability and emotional engagement, contributing to the overall effectiveness of food advertisements.

### 2.3. Cultural Influence on Advertising Metaphors

Hofstede’s <sup>[14]</sup> cultural dimensions theory is essential for understanding how cultural contexts, such as individualism and collectivism, shape advertising styles. Triandis <sup>[15]</sup> explores the influence of collectivist cultures on metaphor use, showing that advertisements in such cultures often emphasize community values. De Mooij <sup>[16]</sup> further argues that cultural values directly impact brand communication: individualistic cultures focus more on personal benefits, while collectivist cultures emphasize family and community.

In line with this perspective, Nguyen and Le <sup>[17]</sup> found that Vietnamese advertisements often evoke communal enjoyment and family unity, reflecting the collectivist orientation

of Vietnamese culture. In contrast, English advertisements frequently emphasize themes of individual pleasure and success, consistent with individualistic cultural values.

For instance, an English energy bar advertisement uses the metaphor “fuel your greatness,” appealing to the consumer’s desire for personal achievement and success. Meanwhile, a comparable Vietnamese advertisement for a similar product focuses on “sharing the energy with loved ones,” highlighting the collectivist value of community well-being.

Similarly, Zhang and Zeng <sup>[18]</sup> observed that Chinese advertisements frequently depict food in family or community settings, underscoring its role in fostering social relationships. These cultural differences illustrate how metaphors in advertisements reinforce broader cultural values—whether they emphasize individual success in Western cultures or community harmony in collectivist societies.

Moreover, De Mooij <sup>[16]</sup> reiterates that cultural differences significantly influence brand communication strategies. In individualistic cultures, advertisements often center on personal benefits and self-fulfillment, whereas in collectivist cultures, the focus is typically on relationships, family, and community. For example, a Vietnamese snack advertisement might show an extended family sharing a snack platter, using the metaphor “the flavor of togetherness” to evoke positive associations with family time.

Choi et al. <sup>[19]</sup> provided further evidence supporting this view, showing that collectivist cultures are more likely to use metaphors emphasizing togetherness and shared joy, as seen in Vietnamese advertisements analyzed in their study.

Furthermore, Hall <sup>[20]</sup> explains that high-context cultures like Vietnam prioritize indirect communication, where metaphors play a crucial role in conveying nuanced messages. This aligns with the findings of Nguyen and Le <sup>[17]</sup> and Zhang and Zeng <sup>[18]</sup>, which underscore that food advertisements in high-context cultures often use metaphors to depict communal enjoyment and social relationships.

Overall, the cultural influence on advertising metaphors is evident in how advertisements are crafted to resonate with the target audience’s cultural values. As Hofstede <sup>[14]</sup> and Triandis <sup>[15]</sup> emphasize, collectivist cultures focus on communal values, while individualistic cultures

emphasize personal achievements. The findings of Nguyen and Le <sup>[17]</sup>, Zhang and Zeng <sup>[18]</sup>, and Choi et al. <sup>[19]</sup> further demonstrate how metaphors in food advertisements reflect these broader cultural values, highlighting the significant impact of culture on advertising strategies.

## 2.4. Multimodal Metaphors in Vietnamese and English Advertisements

Tran <sup>[21]</sup> observed that visual, auditory, and verbal metaphors in Vietnamese advertisements convey cultural values such as community and family unity, aligning with the collectivist orientation of Vietnamese culture. These metaphors often depict shared experiences that emphasize togetherness and social harmony, as seen in advertisements portraying families enjoying food together. Hoang <sup>[22]</sup> expanded on this by demonstrating how metaphors depicting shared sensory experiences foster social bonds, reinforcing the sense of belonging and collective joy. For example, the metaphor “the taste of family moments” is used to portray the product as a unifying element in family gatherings, appealing to communal values.

In contrast, English advertisements often emphasize individual triumph or sensory indulgence, using dynamic visuals and energetic sounds to convey a sense of personal achievement and empowerment. An English snack advertisement might depict a young individual scaling a mountain and enjoying a snack at the peak, using the metaphor “conquer your hunger” to communicate personal accomplishment and adventure. This aligns with the individualistic orientation of Western cultures, where personal success and self-fulfillment are highly valued.

Smith and Kim <sup>[5]</sup> emphasize the importance of cultural adaptation in multimodal advertising, demonstrating that metaphors tailored to specific cultural values can significantly enhance audience engagement. Their comparative study highlights how culturally relevant metaphors improve resonance, suggesting that cultural adaptation is crucial for effective multimodal advertising.

Forceville <sup>[2]</sup> and Feng & O'Halloran <sup>[13]</sup> support the idea that multimodal metaphors play a central role in communicating both abstract ideas and sensory experiences, highlighting how cultural contexts influence metaphor

selection. In Vietnamese ads, the interplay of softer, harmonious sounds with visuals of family unity creates an atmosphere of warmth and comfort, while in English ads, dynamic sounds and bold visuals emphasize excitement and personal satisfaction.

The existing literature underlines the importance of conceptual and multimodal metaphors in advertising; however, there is a notable lack of comparative analysis specifically between Vietnamese and English snack food advertisements. While cultural differences are acknowledged, there has been limited exploration of how verbal, visual, and auditory elements interact within these cultural contexts. This gap is particularly evident in the examination of sensory metaphors, which are crucial in snack food advertisements due to their focus on taste, texture, and sensory indulgence.

Additionally, previous studies primarily adopt qualitative approaches, leaving a gap in quantitative comparisons of metaphor use across these contexts. This is especially true for emerging trends in modern advertising, where metaphors are increasingly multimodal, engaging consumers through a combination of sensory cues. As Pérez-Sobrinó <sup>[1]</sup> notes, multimodal metaphors can significantly enhance both memorability and emotional engagement in advertisements by creating immersive consumer experiences.

This study addresses these gaps by conducting a cross-cultural examination of multimodal metaphors in snack food advertisements, providing both qualitative and quantitative insights into how these metaphors function in Vietnamese and English cultures. By analyzing the frequency, types, and interactions of verbal, visual, and auditory metaphors, this research aims to offer a comprehensive understanding of the cultural adaptation of multimodal metaphors in advertising, contributing to the broader field of cross-cultural communication and marketing.

## 3. Materials and Methods

This section outlines the study's methodological approach, detailing the data collection process and the analytical framework used to examine verbal, visual, and auditory metaphors in English and Vietnamese advertisements. Both quantitative and qualitative analyses were



employed to ensure a comprehensive understanding of metaphor use across cultures. This design was chosen to comprehensively explore the cultural differences in metaphor use, as a singular approach would be insufficient for capturing both the frequency (quantitative) and the nuanced meanings (qualitative) of metaphors across different cultural contexts. The integration of quantitative data provides a clear, objective comparison, while qualitative analysis allows for a deeper understanding of cultural implications.

### 3.1. Data Collection

The dataset for this study comprises 24 snack food advertisements—12 in English and 12 in Vietnamese—produced between 2018 and 2024. These advertisements were sourced from platforms such as [www.ispot.tv](http://www.ispot.tv), YouTube, and social media, providing a broad representation of advertising styles and cultural contexts. Each advertisement was transcribed, and instances of verbal, visual, and auditory metaphors were systematically identified and categorized for analysis. This balanced sample size allows for meaningful comparative analysis, facilitating a comprehensive exploration of multimodal metaphors across both cultural contexts without overcomplicating the analysis. Coding reliability was reinforced through a double-coding procedure, where two independent researchers analyzed the data, and discrepancies were resolved through consensus.

### 3.2. Analytical Framework

This study used a mixed-methods approach with both quantitative and qualitative analyses to examine how multimodal metaphors appear in English and Vietnamese ads. The analytical process was structured into two key phases:

- **Quantitative Analysis:** This phase involved calculating the percentage distribution of verbal, visual, and auditory metaphors in both languages. A percentage-based approach allowed for a balanced comparison between English and Vietnamese advertisements, despite the unequal sample sizes.
- **Qualitative Analysis:** This phase explored how verbal, visual, and auditory metaphors interact within each advertisement to form a cohesive and persuasive sensory

narrative. Additionally, the qualitative analysis examined how cultural values influenced the creation and interpretation of these metaphors.

### 3.3. Coding and Analysis Procedures

The coding process involved identifying instances of verbal, visual, and auditory metaphors within each advertisement (Vietnamese/English advertisement 1-12 (VAd/EAd1-12)). A coding scheme, based on Forceville's <sup>[2]</sup> framework for analyzing multimodal metaphors, was developed. This scheme categorized metaphors according to the modalities they involved (verbal, visual, auditory). Each metaphor was then coded according to its type and its role within the overall narrative of the advertisement. The coding scheme was developed to ensure consistency and included the following steps:

- **Identification:** Instances of verbal, visual, and auditory metaphors were systematically identified in each advertisement transcript.
- **Categorization:** Metaphors were categorized based on their primary modality and then further classified according to their role in the advertisement's narrative.
- **Inter-Coder Reliability:** To enhance the reliability of coding, two independent researchers coded the same set of advertisements.

For the quantitative analysis, the frequency of each type of metaphor was recorded and converted into percentages to facilitate comparison between English and Vietnamese advertisements. These results were tabulated and illustrated with bar charts to visualize the distribution of metaphors across both languages.

The qualitative analysis focused on the following areas:

- **Integration of Modalities:** How verbal, visual, and auditory elements worked together to convey the intended message.
- **Cultural Relevance:** How metaphors reflected cultural values such as individualism or collectivism, based on the target audience.
- **Narrative Coherence:** How effectively the metaphors contributed to the overall narrative structure and persuasiveness of the advertisement.

### 3.4. Reliability and Validity

To ensure reliability and validity, multiple coders were involved in the analysis process. Each advertisement was coded independently by two coders, and any discrepancies were resolved through discussion to reach a consensus. This approach minimized bias and ensured coding consistency across all advertisements.

The validity of the findings was further strengthened by cross-referencing the results with existing literature on multimodal metaphors in advertising. This comparison with previous studies provided consistency and reinforced the interpretation of the data, contributing to the robustness of the research conclusions.

## 4. Results

The results of this study reveal key insights into the frequency and distribution of multimodal metaphors in English and Vietnamese snack food advertisements. This

section presents a detailed comparison of the quantitative and qualitative findings, highlighting the patterns of metaphor usage in each language and the role that these metaphors play in reflecting cultural values through advertising.

### 4.1. Quantitative Results: Percentage Distribution of Metaphors

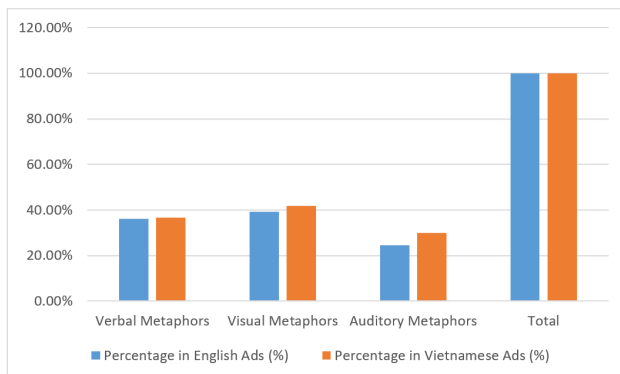
The quantitative analysis revealed significant insights into the use of verbal, visual, and auditory metaphors across English and Vietnamese snack food advertisements. The following analysis breaks down the frequency and proportion of each type of metaphor, providing a clear comparison between the two languages.

**Table 1** illustrates the distribution of metaphor types used in English and Vietnamese snack food advertisements, highlighting a higher reliance on visual metaphors in both languages.

**Table 1.** Percentage distribution of metaphors in English and Vietnamese snack food advertisements.

| Modality           | English Ads (Frequency) | Percentage in English Ads (%) | Vietnamese Ads (Frequency) | Percentage in Vietnamese Ads (%) |
|--------------------|-------------------------|-------------------------------|----------------------------|----------------------------------|
| Verbal Metaphors   | 22                      | 36.10%                        | 22                         | 36.70%                           |
| Visual Metaphors   | 24                      | 39.30%                        | 25                         | 41.70%                           |
| Auditory Metaphors | 15                      | 24.60%                        | 18                         | 30.00%                           |
| Total              | 61                      | 100%                          | 65                         | 100%                             |

The bar chart in **Figure 1** provides a visual representation of the metaphor distribution across the three modalities, illustrating key similarities and differences between English and Vietnamese advertisements.



**Figure 1.** Percentage distribution of verbal, visual, and auditory metaphors in English and Vietnamese Ads.

The analysis shows that visual metaphors are the most frequently used modality in both English and Vietnamese advertisements, accounting for 39.3% and 41.7% of all metaphors, respectively. This emphasizes the importance of visual imagery in conveying sensory experiences in food advertising. Verbal metaphors are also common, making up 36.1% of metaphors in English ads and 36.7% in Vietnamese ads, while auditory metaphors account for 24.6% in English and 30% in Vietnamese advertisements.

### 4.2. Qualitative Analysis: Cultural Nuances in Metaphor Use

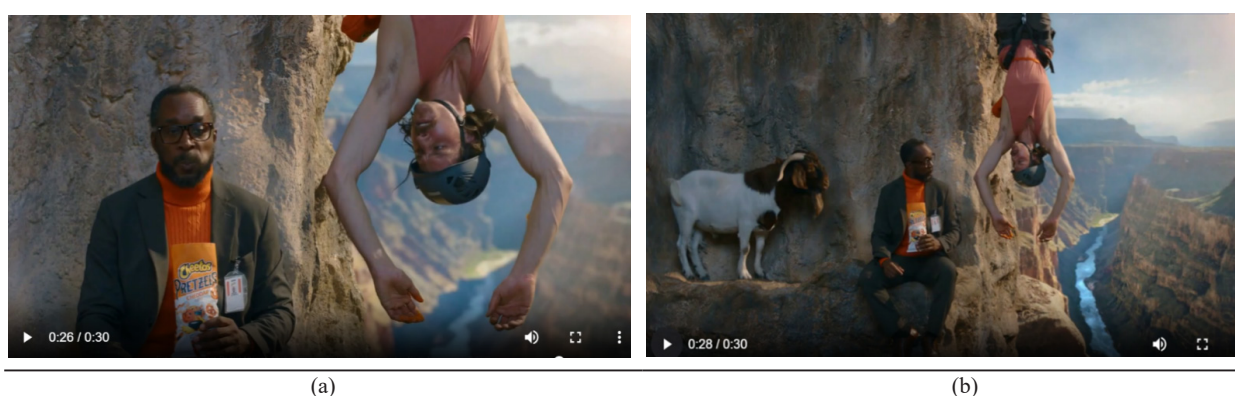
The qualitative analysis delves into how cultural values influence the use of multimodal metaphors in English and Vietnamese advertisements. In English advertise-

ments, verbal metaphors frequently emphasize individual empowerment and personal success, aligning with the individualistic tendencies of Western cultures. Phrases like “fuel your greatness” and “unleash the crunch” evoke a sense of personal empowerment, appealing to consumers’ desires for independence and self-fulfillment.

In contrast, Vietnamese advertisements focus on verbal metaphors that highlight community and shared experiences, reflecting the collectivist values inherent in Vietnamese culture. Slogans such as “Bringing happiness to every family” and “The taste of family moments” evoke feelings of warmth, unity, and social harmony. These metaphors aim to create an emotional connection that goes

beyond individual pleasure, emphasizing relationships and shared joy, which are central to the cultural expectations of family and community.

The role of visual metaphors in both English and Vietnamese advertisements is crucial for conveying product attributes, though their focus varies based on cultural values. English advertisements often depict products as a means to achieve personal success. For instance, portraying a snack brand in an adventurous setting, visually reinforces the metaphor “conquer your hunger,” which aligns with personal accomplishment and triumph (see **Figure 2a,b**).



**Figure 2.** (a) Focus screenshot fromad Cheetos Pretzels ‘Bit the Dust’. (b) Wide-view screenshot fromad Cheetos Pretzels ‘Bit the Dust’.

Conversely, Vietnamese advertisements frequently use visual metaphors to showcase food in communal settings, such as a family or a group of friends gathered around eating. These visuals support the metaphor “the taste of togetherness,” emphasizing food’s role in bringing people closer (see **Figure 3**).



**Figure 3.** Screenshot from Vietnamese ad Lay’s snack.

According to Forceville’s <sup>[2]</sup> framework on multimod-

al metaphors, visual elements can evoke culturally specific emotions, and in this case, Vietnamese advertisements highlight themes of community and harmony, reflecting the values that are deeply ingrained in Vietnamese society.

Auditory metaphors also reveal cultural differences in their usage and integration. In English advertisements, sounds like the crunch of a chip are often exaggerated and paired with energetic, upbeat music, creating a lively atmosphere that emphasizes personal indulgence. By contrast, Vietnamese advertisements typically use softer, more harmonious auditory cues, such as gentle background music or the sizzling sound of cooking food, which evoke a sense of comfort and familial warmth. Pérez-Sobrino <sup>[1]</sup> underscored that the combination of auditory and visual elements enhances the emotional impact of advertisements. This effect is used differently in each cultural context, aligning with the values and emotional expectations



of the respective audiences.

## 5. Discussion

The discussion interprets the findings in relation to the study's theoretical framework, examining the cultural implications of multimodal metaphors in advertising. It highlights the similarities and differences between English and Vietnamese ads, providing insights into how these metaphors engage consumers in distinct cultural contexts.

### 5.1. How Are Multimodal Metaphors Used in English and Vietnamese Snack Food Advertisements?

Both English and Vietnamese snack food advertisements strategically use multimodal metaphors—comprising verbal, visual, and auditory elements—to evoke emotions, highlight product qualities, and culturally connect with the target audience. These metaphors create a cohesive sensory narrative that enhances the persuasive power of the advertisements, but their specific use varies considerably between the two cultures.

#### 5.1.1. Verbal Metaphors

Verbal metaphors in advertisements are used to convey the sensory experience and emotional response that a product can elicit. In Vietnamese advertisements, verbal metaphors often appeal to emotions related to community and shared satisfaction. For instance, the tagline in “Lay’s – Số 1 thế giới giòn ngon đã thèm” (“Lay’s - World’s No.1 crunchy deliciousness”) (VAd1), “giòn ngon đã thèm” (“crunchy and delicious, satisfying your cravings”), appeals directly to the sensory pleasures of taste and the satisfaction of cravings, evoking an emotional response tied to comfort and communal enjoyment. This aligns with Lakoff and Johnson’s <sup>[6]</sup> conceptual metaphor theory, which argues that metaphors shape our understanding of experiences, making abstract concepts more tangible by linking them to physical sensations.

Conversely, in English advertisements, verbal metaphors often emphasize personal achievement and empowerment. For example, in “Lay’s ‘Taste of Victory’” (EAd9), the tagline “Taste of Victory” uses the metaphor of victory to appeal to the consumer’s desire for success and individual accomplishment. This aligns with the Western cultural narrative of competition and personal triumph, as highlighted by Hofstede’s <sup>[14]</sup> individualism-collectivism dimension. The use of metaphors related to success and empowerment ties directly to the values of individual achievement prevalent in Western cultures.

#### 5.1.2. Visual Metaphors

Visual metaphors are crucial in conveying product qualities in an immediate and impactful manner. According to Forceville’s <sup>[2]</sup> theory of multimodal metaphor, visual elements can effectively communicate abstract ideas by drawing parallels between visual signs and conceptual meanings.

In Vietnamese advertisements, visual metaphors often depict scenes of communal enjoyment, aligning with the cultural emphasis on family and community. For instance, in “Bánh gạo Nhật ICHI mới, giòn tan bắt ngờ” (“ICHI Japanese Rice Crackers - Surprisingly Crispy”) (VAd9), the visual metaphor of a family enjoying rice crackers in a park symbolizes unity and shared happiness (see Figure 4). This taps into the cultural emphasis on collectivism and togetherness, as discussed in Hofstede’s <sup>[14]</sup> cultural dimensions theory.

On the other hand, English advertisements frequently use visual metaphors to emphasize individual pleasure or achievement. In “SkinnyPop TV Spot ‘Never have to stop’” (EAd3), the visual metaphor of an office assistant juggling responsibilities while enjoying SkinnyPop Popcorn represents the snack as a means to maintain a carefree attitude despite life’s demands (see Figure 5). This aligns with Goffman’s <sup>[23]</sup> work on framing, where the portrayal of individuals in advertising often reflects broader societal values—in this case, balancing productivity with indulgence is framed as an aspirational ideal.



**Figure 4.** Screenshot from Vietnamese ad ICHI Japanese Rice Crackers.



**Figure 5.** Screenshot from English ad SkinnyPop TV Spot ‘Never have to stop’.

### 5.1.3. Auditory Metaphors

Auditory metaphors further enhance the sensory appeal of advertisements by creating an immersive experience that reinforces visual and verbal messages.

In Vietnamese advertisements, auditory metaphors often use softer, harmonious sounds that convey comfort and family warmth. For instance, “COSY Wonderfulls - Trọn vị từng khoảnh khắc” (“COSY Wonderfulls - Full flavor in every moment”) (VAd3) uses gentle music and joyful facial expressions to depict the act of snacking as an uplifting and comforting experience. This is consistent with Kress and van Leeuwen’s <sup>[12]</sup> theory of multimodal discourse, which highlights the importance of auditory modes in complementing visual and textual elements to create a coherent message.

In contrast, auditory elements in English advertisements tend to be more dynamic and bold, aligning with the emphasis on personal empowerment and adventure. For

example, in “Lay’s chips ‘Taste of Victory’” (EAd9), the use of DJ Khaled’s “All I do is win” reinforces the notion of success and celebration, adding an auditory layer to the visual and verbal metaphors of triumph. The upbeat music evokes excitement and personal achievement, resonating with individualistic motivations. According to Kress and van Leeuwen <sup>[12]</sup>, such auditory elements contribute to creating an engaging multimodal narrative that aligns with the target audience’s cultural values.

Moreover, the advertisement “Khô gà giòn Ponnies - Giòn rụm đã miệng” (“Ponnies crispy chicken - Irresistibly crunchy”) (VAd4) relies heavily on the exaggerated sound of crunching to convey the irresistibility of the product. The auditory element here is crucial in making the metaphor effective, suggesting that the snack’s crunch is so enticing that even a thief cannot resist it. This reinforces Forceville’s <sup>[2]</sup> argument that auditory metaphors can enhance the salience of a product’s desirable qualities by providing an immersive experience that appeals directly to the senses.

In both English and Vietnamese advertisements, the use of multimodal metaphors—whether through verbal expressions of community or individual achievement, visual representations of family or personal success, or auditory cues of warmth or excitement—demonstrates how these elements are tailored to resonate with cultural values. Jewitt <sup>[24]</sup> emphasizes that integrating multiple semiotic modes can create a cohesive and engaging narrative that aligns with the cultural context, making the advertisements more effective and memorable.

## 5.2. How Do Cultural Values Influence the Use of Multimodal Metaphors in These Advertisements?

Cultural values significantly influence the choice and integration of multimodal metaphors in both English and Vietnamese advertisements. Hofstede’s <sup>[14]</sup> cultural dimensions theory provides a useful framework for understanding how these cultural values are reflected in advertising strategies. Specifically, the dimensions of individualism versus collectivism and uncertainty avoidance play key roles in shaping metaphorical use.

### 5.2.1. Influence of Collectivism in Vietnamese Advertisements

Vietnam is a collectivist society, where the emphasis is on community, family, and social harmony. These cultural values are evident in how advertisements use metaphors to highlight shared experiences and communal benefits. For example, in “ICHI Japanese rice crackers - Surprisingly crispy” (VAd9), the visual metaphor of a family enjoying rice crackers together in a park symbolizes unity, togetherness, and shared happiness (see Figures 6 and 7). The auditory elements, such as the crunching sounds paired with family laughter, reinforce the communal nature of enjoying food. The metaphor effectively ties the product to the concept of creating joyful family moments, thereby appealing to Vietnamese consumers who value familial bonds, as outlined by Hofstede’s <sup>[14]</sup> cultural dimensions.



Figure 6. Screenshots from Vietnamese ads of AFC cracker.



Figure 7. Screenshot from ad Oishi Pillows snacks.

Similarly, in “COSY Wonderfulls” (VAd3), the visual and auditory elements work together to depict food as a source of collective joy. The uplifting music and shared smiles of the individuals enjoying the snack convey an atmosphere of warmth and satisfaction. This approach re-

flects the collectivist values in Vietnamese culture, where products are frequently marketed for their contribution to social harmony and well-being. The metaphors used in these advertisements are designed to evoke feelings of connection, security, and joy—aligning with cultural values that prioritize the well-being of the group over the individual, as described by Triandis <sup>[15]</sup>.

Another example is “Oishi snack tôm cay - Rang không chiên, Vô tư ăn liền” (“Oishi spicy shrimp snack - roasted, not fried, carefree enjoyment”) (VAd2). The ad features cheerful background music and crisp crunching sounds, which symbolize confidence and joy. The visual and auditory metaphors together create an impression of safety and quality, suggesting that the product is a healthy and enjoyable choice for everyone. This advertisement appeals to Vietnamese values that stress collective well-being and shared experiences, reflecting Triandis’s <sup>[15]</sup> theory on collectivism.

### 5.2.2. Influence of Individualism in English Advertisements

In contrast, Western cultures, particularly the United States, are characterized by high levels of individualism, where the focus is on personal achievements, empowerment, and self-reliance. This cultural orientation is reflected in the metaphors used in English advertisements, which often emphasize individual success, indulgence, and personal satisfaction.

For instance, in “Lay’s ‘Taste of Victory’” (EAd9), the metaphors of confetti bursting and the upbeat song “All I do is win” create a powerful image of triumph. This imagery appeals to consumers by linking the product to moments of personal success and celebration. The advertisement positions the snack as a reward, tapping into the consumer’s desire for individual recognition and achievement (see **Figure 8**). This aligns with Hofstede’s <sup>[14]</sup> description of individualistic cultures that prioritize personal success and empowerment.

Similarly, the “SkinnyPop ‘Never have to stop’” (EAd3) advertisement uses the metaphor of juggling multiple responsibilities while enjoying popcorn, suggesting that personal enjoyment can be seamlessly integrated into a busy lifestyle (see **Figure 9**). This reflects Goffman’s <sup>[23]</sup>



framing theory, where individuals are depicted as capable of balancing multiple roles, presenting the product as a tool for managing personal life effectively. The humorous tone and playful music further reinforce this message, presenting snacking as a form of personal indulgence that does not require sacrificing other aspects of life.

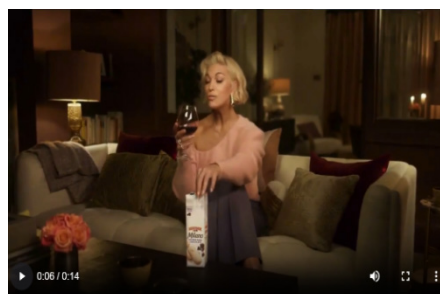
Another example is the “Pepperidge Farm Milano cookies” (EAd5) advertisement, which uses sophisticated imagery to create a sense of personal luxury. The visuals of wine pairing and the solitary enjoyment of cookies convey the message that the product is an indulgent treat, meant for those who value self-care and personal refinement (see **Figure 10**). The auditory elements, such as soft background music, enhance this perception, aligning with Western values that prioritize individual satisfaction and reward.



**Figure 8.** Screenshot from ad Lay's 'Taste of Victory'.



**Figure 9.** Screenshot from ad SkinnyPop 'Never have to stop'.



**Figure 10.** Screenshot from ad Pepperidge Farm Milano cookies.

### 5.2.3. Uncertainty Avoidance and Its Impact on Metaphors

Another cultural dimension that shapes advertisements is uncertainty avoidance, which refers to the extent to which members of a culture feel threatened by ambiguous or uncertain situations. Vietnamese culture tends to have higher uncertainty avoidance, which means that advertisements often use metaphors that evoke safety, reliability, and trust. For example, in “Oishi spicy shrimp snack” (VAd2), the auditory metaphor of gentle crunching, combined with visuals of friends enjoying the product without worry, conveys a sense of safety and assured quality. The emphasis on the product being “rang không chiên” (“roasted, not fried”) also addresses health concerns, providing reassurance to the audience, as suggested by Hofstede<sup>[14]</sup>.

In contrast, English advertisements tend to embrace uncertainty and even use it as a source of excitement or humor. The “Cheez-It Snap'd 'alien abduction'” (EAd6) advertisement exemplifies this with its humorous depiction of an alien abduction scenario. The metaphor here is that the product is so irresistible that even extraordinary or disruptive events cannot deter the consumer from enjoying it. This playful embrace of the unexpected aligns with lower uncertainty avoidance in Western cultures, where risk-taking and adventure are often valued traits.

Overall, cultural values significantly influence the choice of multimodal metaphors in both English and Vietnamese advertisements. Zaltman and Coulter<sup>[25]</sup> suggest that metaphors in advertising often reflect deep-seated cultural values, making products more relatable to the target audience. In collectivist cultures like Vietnam, advertisements focus on family and community unity, while in individualistic cultures, advertisements emphasize personal achievement, as seen in English snack advertisements.

### 5.3. What Are the Similarities and Differences in Metaphor Usage between English and Vietnamese Advertisements?

Both English and Vietnamese advertisements use multimodal metaphors to enhance the sensory appeal of the product, but the cultural framing and interpretation of



these metaphors differ significantly. A key similarity lies in the use of visual metaphors to convey sensory qualities such as freshness, crispness, and quality. For example, both Lay's - World's No.1 crunchy deliciousness (VAd1) and "Lay's 'taste of victory'" (EAd9) use vivid imagery of chips bursting to emphasize product quality. However, the context in which these metaphors are used reflects differing cultural values—Vietnamese ads often highlight communal settings, whereas English ads focus on individual triumph.

### 5.3.1. Emphasis on Family vs. Individual Empowerment

A notable difference is the emphasis on family and community in Vietnamese advertisements compared to the emphasis on personal empowerment in English advertisements. For example, in "Japanese rice crackers ICHI" (VAd9), the family setting and shared laughter evoke feelings of togetherness, consistent with Vietnamese collectivism. The use of familial imagery positions the product as part of meaningful, shared experiences, suggesting that the enjoyment of food is intrinsically tied to family bonds and collective well-being. This aligns with Triandis's <sup>[15]</sup> perspective on collectivist cultures, where the welfare of the group is prioritized over individual achievement.

In contrast, "Cheez-It Snap'd 'Alien abduction'" (EAd6) uses humor and an exaggerated individual focus to highlight personal indulgence. The humorous scenario of a woman continuing to eat during an alien abduction emphasizes her individual enjoyment, detached from any communal setting. The metaphor suggests that the product provides a deeply personal, irresistible pleasure, resonating with Western values of personal autonomy and enjoyment. Additionally, auditory metaphors in Vietnamese advertisements are often softer and more harmonious, such as the gentle background music in "COSY Wonderfulls" (VAd3), conveying a sense of comfort and familial warmth, whereas English ads use dynamic, upbeat sounds to suggest energy and adventure.

### 5.3.2. Humor as a Cultural Differentiator

Another similarity is the use of humor in both cultures, but with different cultural orientations. In the Vi-

etnamese advertisement "Khô gà giòn Ponnies" ("Ponnies Crispy Chicken - Irresistibly Crunchy") (VAd4), humor is used to illustrate how the irresistible crunch of the snack disrupts a thief's stealth, which aligns with the playful, community-focused nature of Vietnamese culture. This type of humor appeals to the audience's sense of fun and collective joy, reinforcing the idea that the product is enjoyable for everyone. According to Hofstede <sup>[14]</sup>, this reflects a collectivist cultural value where humor is used to promote social bonding and shared enjoyment.

Conversely, in the English "Cheez-It Snap'd 'Alien abduction'" (EAd6), humor is used to emphasize individual indulgence in an exaggerated scenario, resonating with Western values of breaking norms and enjoying personal pleasures. The humor in this advertisement is more exaggerated and fantastical, appealing to an audience that values entertainment and escapism. The contrast in humor styles reflects broader cultural differences: Vietnamese humor tends to be rooted in everyday, relatable scenarios, while Western humor often involves absurdity and exaggeration, as noted by Martin <sup>[26]</sup> in his analysis of humor styles across cultures.

### 5.3.3. Integration of Multimodal Elements

The interplay between visual, auditory, and verbal elements also reveals significant cultural distinctions. Vietnamese advertisements often integrate all three modalities to create a cohesive and inclusive narrative that highlights shared enjoyment. For instance, in "Oishi spicy shrimp snack - roasted, not fried, carefree enjoyment" (VAd2), crisp crunching sounds and cheerful background music convey a carefree experience. The metaphors used often emphasize harmony between the different modalities, aiming to create a consistent and culturally resonant message. This aligns with Kress and van Leeuwen's <sup>[12]</sup> theory of multimodal discourse, where different semiotic modes work together to produce meaning that resonates with cultural expectations.

On the other hand, English advertisements like "Planters nut duos 'Duo-licious'" (EAd2) use energetic music, strong visual cues, and minimal verbal metaphors to emphasize individual experiences, aligning with Western narratives of personal satisfaction. The use of bright

colors, upbeat music, and limited dialogue directs the focus to the immediate sensory pleasure of the product, highlighting a more direct and individualistic consumption experience. The metaphors in these advertisements are often layered with irony or humor, appealing to an audience that enjoys clever and entertaining narratives, as suggested by Barthes <sup>[27]</sup> in his exploration of advertising semiotics.

### 5.3.4. Summary of Cultural Adaptation in Advertising

In summary, the use of multimodal metaphors in snack advertisements is shaped by cultural values that influence the portrayal of product qualities and the experiences they aim to evoke. While both cultures use visual, auditory, and verbal metaphors, the framing of these elements differs—Vietnamese advertisements focus on communal, harmonious experiences, whereas English advertisements emphasize personal empowerment and individual pleasure. These cultural differences underline the importance of culturally adapted advertising strategies to ensure resonance with the target audience's values and expectations.

An intriguing aspect of Vietnamese snack food advertisements is their ability to use multimodal metaphors to recreate familiar cultural experiences rather than merely showcasing the product. For example, certain ads do not simply depict the product as delicious but create a symbolic “family gathering” experience by synchronizing auditory, visual, and verbal cues to reflect the warmth and connectedness of Vietnamese family life. This approach suggests a deeper, experience-based layer of cultural engagement that resonates uniquely with collectivist audiences and moves beyond traditional metaphor usage <sup>[2,3]</sup>. Such multimodal metaphors act as cultural “experience simulators” in advertising, opening avenues for immersive cultural storytelling.

Auditory elements further enhance these cultural narratives. Western advertisements often use energetic, dynamic soundscapes to evoke excitement, adventure, and personal indulgence, while Vietnamese advertisements use softer, more harmonious sounds to evoke warmth, trust, and community. Visual elements, as van Leeuwen <sup>[28]</sup> explains, convey cultural norms effectively, allowing advertisements to deeply engage the target audience. Advertis-

ers should consider these cultural nuances when creating campaigns to ensure effective engagement with their target audience.

The integration of multimodal metaphors also varies: Vietnamese advertisements often create harmonious narratives by using all three modalities simultaneously, reflecting a preference for cohesion and community, while English advertisements emphasize individual experiences, often using dynamic visuals and energetic sounds to highlight personal enjoyment.

Additionally, the use of multimodal metaphors in Vietnamese advertisements extends beyond traditional advertising goals; it actively shapes and modernizes cultural identity. By embedding contemporary products within classic cultural narratives, these ads preserve traditional values while encouraging a reinterpretation of cultural norms in a modern context. This phenomenon—where advertising both mirrors and molds cultural identity—adds a novel layer to multimodal metaphor theory, positioning advertisements as not just reflections but agents of cultural evolution in society <sup>[4,12]</sup>.

## 6. Conclusions

This study has investigated the use of multimodal metaphors in English and Vietnamese snack food advertisements, examining how verbal, visual, and auditory elements interact to produce messages that resonate culturally with audiences. The findings reveal distinct patterns in metaphor usage that mirror the cultural values of individualism and collectivism. Consistent with Hofstede's <sup>[14]</sup> cultural dimensions theory, English advertisements predominantly use metaphors emphasizing individual success, personal empowerment, and sensory indulgence. This reflects the broader Western cultural narrative of self-reliance and personal fulfillment, as supported by previous studies on multimodal metaphor in Western advertising <sup>[2,16]</sup>.

In contrast, Vietnamese advertisements prioritize metaphors that emphasize family unity, community well-being, and shared sensory experiences, aligning with the collectivist orientation of Vietnamese culture. This finding echoes Tran <sup>[21]</sup> and Nguyen & Le <sup>[17]</sup>, who high-

lighted how advertisements in Vietnam often reflect social harmony and communal enjoyment. The metaphor of “the taste of family moments” commonly seen in Vietnamese ads symbolizes food as a unifying element in social gatherings, reinforcing collectivist values as described by Triandis<sup>[15]</sup> and Tseng<sup>[4,15]</sup>.

The study demonstrates that the integration of verbal, visual, and auditory metaphors is crucial for enhancing the emotional impact and memorability of advertisements. As noted by Pérez-Sobrino<sup>[1]</sup>, integrating multiple semiotic modes can create a more immersive and engaging consumer experience. However, this study finds that the way these modalities are combined differs according to the cultural values of the target audience. In Western advertisements, dynamic visuals, bold auditory elements, and empowering verbal metaphors are more prominent, while in Vietnamese ads, the integration is characterized by softer sounds, harmonious visuals, and familial themes, consistent with Kress & van Leeuwen’s<sup>[12]</sup> theory of visual grammar.

For advertisers, these findings emphasize the importance of cultural adaptation in metaphor use. In Western contexts, emphasizing themes of personal achievement and empowerment can enhance the persuasiveness of advertising messages, aligning with consumer expectations<sup>[29]</sup>. Conversely, in collectivist cultures like Vietnam, focusing on family, community, and shared joy can be more effective, as it aligns with cultural expectations and consumer values<sup>[23]</sup>.

Advertisers need to consider cultural context to create effective, culturally appropriate campaigns. By leveraging multimodal metaphors that are culturally relevant, they can create resonant messages that not only persuade but also foster deeper emotional connections with consumers across different cultural settings<sup>[2,24]</sup>.

## 6.1. Limitations and Future Research Directions

This study has limitations, including a relatively small dataset of 24 advertisements and a focus on snack food products, which may limit the generalizability of the findings to other product categories. Future research could expand the dataset and explore different product

types to validate and extend the conclusions drawn here. Additionally, incorporating audience reception studies would provide valuable insights into how different cultural groups perceive and interpret the metaphors used in advertisements.

Another promising direction for future research is to examine how culturally resonant multimodal metaphors might mitigate ‘banner blindness’ in digital advertising. Uludag<sup>[30]</sup> highlights that repeated exposure to similar advertisements often leads to consumer desensitization, underscoring the need for innovative metaphor strategies that can engage audiences across multiple sensory levels. Investigating this approach could yield valuable insights into enhancing viewer engagement and overcoming desensitization in oversaturated digital environments.

## 6.2. Implications for Advertising Practice and Education

The findings of this study on multimodal metaphors in English and Vietnamese advertisements significantly contribute to advertising research, language teaching, and intercultural communication, with further practical implications across various fields.

In educational contexts, especially language teaching and intercultural communication, understanding how different cultural settings influence metaphor use provides educators with tools to create more effective teaching materials. Incorporating culturally relevant metaphors aligns with Forceville’s<sup>[2]</sup> emphasis on the importance of multimodal metaphors in conveying complex concepts across cultures. Integrating these insights into educational settings enhances learners’ comprehension of language pragmatics and cultural nuances. Jewitt<sup>[24]</sup> supports this notion by underscoring the role of multiple semiotic modes in language education, showing that an understanding of how verbal, visual, and auditory elements convey meaning helps learners interpret metaphors more adeptly across contexts, thereby fostering cross-cultural communication skills<sup>[12]</sup>. By integrating activities focused on culturally relevant metaphors, educators can foster students’ social awareness and cultural adaptability, equipping them with essential skills for a globalized world.

In marketing and advertising training, these findings help professionals create culturally adapted campaigns that resonate with target audiences, as De Mooij<sup>[16]</sup> argues that effective brand communication must align with cultural values. Understanding the integration of verbal, visual, and auditory elements in diverse cultural contexts enables marketers to design more engaging and persuasive advertisements, enhancing both brand communication and consumer engagement<sup>[1]</sup>. For cross-cultural campaigns, aligning metaphor use with cultural values is essential, as demonstrated by De Mooij<sup>[16]</sup> and Hofstede<sup>[14]</sup>, who highlight the role of cultural values in shaping consumer perception and behavior. By creating advertisements that reflect each audience's unique context, brands can improve emotional engagement, strengthen brand perception, and enhance message effectiveness.

Beyond snack food advertisements, this study also contributes to cross-cultural communication research by illustrating how multimodal metaphors can bridge cultural differences and improve message resonance. Forceville<sup>[2]</sup> emphasizes the capacity of multimodal metaphors—particularly visual and auditory ones—to communicate effectively across cultures, bridging gaps and strengthening intercultural understanding<sup>[24]</sup>. This framework offers valuable insights for advertisers and communicators working in diverse cultural contexts, as culturally adapted multimodal metaphors foster deeper connections and clearer communication.

Furthermore, in the fields of digital communication and social media, insights from this study on culturally adapted multimodal metaphors support the design of engaging content that resonates with diverse audiences. Embedding culturally relevant symbols, visuals, and sounds into digital campaigns creates content that feels both authentic and engaging, fostering stronger connections with audiences and enhancing the adaptability of global advertising campaigns to specific cultural contexts.

The study also has implications for product development and user experience (UX) design. Forceville's<sup>[2]</sup> insights suggest that integrating culturally relevant metaphors into design can improve accessibility and relatability, aligning with Jewitt's<sup>[24]</sup> findings on semiotic resources' role in user interaction. By using familiar symbols,

images, and sounds, UX designers can make applications and websites more intuitive for culturally diverse users, enhancing comfort, comprehension, and creating inclusive and meaningful experiences.

In artificial intelligence (AI) and Natural Language Processing (NLP), these findings guide the development of AI systems capable of recognizing and interpreting culturally specific metaphors, thereby enhancing user interaction quality. Supported by Jewitt<sup>[24]</sup> and Kress and van Leeuwen<sup>[12]</sup>, who underscore semiotic modes' importance in effective communication, this application allows AI systems to deliver contextually appropriate responses in cross-cultural settings, providing more natural and accurate user experiences.

Finally, global brand communication strategies benefit significantly from this study's insights. Brands can apply multimodal metaphors that align with local cultural values, creating consistent global messages that resonate locally. Following De Mooij<sup>[16]</sup> and Hofstede<sup>[14]</sup>, who emphasize the impact of cultural values on consumer behavior, culturally adapted metaphors can strengthen emotional connections, enhance brand perception, and expand reach across diverse cultural markets.

These applications demonstrate the potential of culturally adapted multimodal metaphors to enrich engagement, deepen communication, and foster strong connections across various fields, grounded in established theories of multimodal communication and cultural relevance. This study thus provides both a theoretical foundation and a practical framework for using multimodal metaphors effectively in a multicultural world.

## Author Contributions

Conceptualization, D.T.H.; methodology, D.T.H. and T.V.; data collection, D.T.H.; analysis, D.T.H.; writing—original draft preparation, D.T.H.; writing—review and editing, D.T.H. and T.V.; supervision, T.V. All authors have read and agreed to the published version of the manuscript.

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Not applicable. This study did not involve human or animal subjects, and therefore did not require ethical approval.

## Informed Consent Statement

Not applicable. This study did not involve human subjects, and informed consent was not required.

## Data Availability Statement

Data supporting the reported results can be found within this article. No new datasets were generated or analyzed during this study. If readers require access to the Vietnamese and English advertisement clips used in the analysis, they can be viewed at: <https://www.youtube.com>, and <https://www.ispot.tv/browse/d.Lf/food-and-beverage/snack-foods>.

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## Conflicts of Interest

The authors declare no conflict of interest.

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