

A Comparative Analysis of Multimodal Metaphor in Snack Advertisements in English and Vietnamese

This paper presents a comparative analysis of multimodal metaphors and metaphorical expressions employed in snack advertisements in English and Vietnamese contexts. Utilizing a multimodal discourse analysis framework, the study investigates how metaphors are strategically utilized across various modes such as language, imagery, and sound to convey persuasive messages targeting consumers. Additionally, the research aims to uncover the metaphorical formulas present in the advertisement discourse, identifying recurring patterns and structures in metaphorical expressions used to promote snack products. Drawing upon a corpus of snack advertisements from both linguistic and cultural backgrounds, the study explores the cultural nuances and linguistic strategies employed in the construction of metaphorical representations. By examining the interplay between linguistic and visual elements, the research aims to shed light on the ways in which cultural differences influence the deployment and interpretation of metaphors in advertising discourse. The findings offer insights into the intricate relationship between language, culture, and persuasion in the realm of advertising, with implications for cross-cultural communication and marketing strategies.

Key words: multimodal metaphor, metaphorical expression, snack, advertisement discourse

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