

An Exploration of Multimodal Metaphor in Vinacafe Advertisements: A Taste of Vietnamese Culture

Abstract:

This article delves into the realm of multimodal metaphor within the advertising sphere, focusing specifically on the promotional campaigns of the esteemed Vietnamese coffee brand since 2004, Vinacafe. Through an analysis of video advertisements spanning from 2004 onwards, the study aims to elucidate the intricate interplay of visual, auditory, and linguistic elements employed by Vinacafe to convey deeper meanings and evoke emotional responses in its audience. Drawing upon semiotic and cultural analysis, the research examines how Vinacafe adverts serve as reflections of Vietnamese identity and culture, utilizing evocative imagery, melodic soundscapes, and poignant language to immerse viewers in a multisensory narrative. By dissecting these multimodal metaphors, this study seeks to shed light on the cultural significance and commercial efficacy of Vinacafe's advertising strategies, offering valuable insights into the symbiotic relationship between brand promotion and cultural representation in the context of Vietnam's burgeoning coffee industry.

Key words: multimodal metaphor, semiotic and cultural analysis

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