MINISTRY OF EDUCATION AND TRAINING
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SUMMARY OF DOCTORAL THESIS

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A MULTIMODAL ANALYSIS OF CONCEPTUAL METAPHORS IN AMERICAN AND VIETNAMESE BEVERAGES COMMERCIALS

(PHÂN TÍCH ĐA PHƯƠNG THỨC ẨN DỤ Ý NIỆM TRONG QUẢNG CÁO ĐỒ UỐNG CỦA HOA KỲ VÀ VIỆT NAM)

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CHAPTER 1. INTRODUCTION

1.1 Rationale

The study is designed to fill the research gap and promote a deep understanding of the use of multimodal metaphors in non-alcoholic beverages commercials; and the similarities and differences between the generation and conceptualization of multimodal metaphors in American and Vietnamese non-alcoholic beverages TV advertisements. Thus, the interaction of visual, verbal and sonic modes is the first to be applied to analyze multimodal metaphors to enhance the credibility of the analysis of modes. These combinations are the platform for the investigation of the representation of the products and targeted customers in advertising discourses.

1.2 Aims and Objectives

The study mainly concentrates on investigating and contrasting the generation and interpretation of multimodal metaphors in American and Vietnamese non-alcoholic beverages TV commercials. In order to gain the aims of the study, the following objectives are put forward:

1)   Identifying the multimodal metaphors in American and Vietnamese beverages TV commercials

2)   Discovering the similarities and differences in the generation and conceptualization of multimodal metaphors in American and Vietnamese beverages TV commercials.

1.3 Research Questions

The study raises the following research questions based on two main objectives:

1.   What multimodal metaphors are generated in American and Vietnamese non-alcoholic beverages commercial

2.   What are the similarities and differences in the generation and conceptualization of multimodal metaphors in American and Vietnamese non-alcoholic beverages commercials?

1.4 Scope of the thesis

First, beverages include two main kinds such as alcoholic and drinks. The study consists of 50 commercials of non-alcohol beverages (coffee, tea, soda); 25 are from America, and 25 are from Vietnam. The duration of advertisements is from 4/2021 to 6/2022. Each commercial is from 15 to 30 seconds long.

Next, the multimodal modes of the TV commercials consist of three modes Forceville (2007:15) shows "clearly, which channel(s) of information (language, visuals, sound, and gestures, among others) are chosen to convey a metaphor is a central factor in how a metaphor is construed and interpreted."

1.5 Methods of the thesis

The thesis is adapted by the *exploratory sequential mixed methods design to achieve the stated research objectives. The qualitative method* is adopted in research questions 1, and 2. The qualitative analysis takes into consideration how multimodal metaphor is specifically generated.

1.6 Significance of the thesis

Theoretically, the study gains four main contributions. First, the study's findings have clarified the concept and characteristics of multimodal metaphors in advertising discourses, so the relationship among modes (visual, verbal, and sonic modes) and the analysis of the images and music are considered the benchmark value in the context of theoretical

development of multimodal metaphors in modern linguistic theory. Second, the characteristics of multimodal metaphors in advertising discourses are unveiled. Practically, the study results of the thesis are the foundation for advertising designers with data on the frequency of domain choices as well as discussions about the impact of culture on domain choices in advertising discourse.

CHAPTER 2: LITERATURE REVIEW

2.1   Theoretical framework

2.1.1 Multimodal metaphors in non- alcoholic TV commercials.

2.1.1.1 Modes in multimodal metaphors

The modes employed in this study are mainly based on Forceville's (2007: 20). This mode classification serves as the foundation for the study's analytical methodology, which is used to investigate potential multimodal metaphors in adverting discourses.

2.2.1.2. Domains in multimodal metaphors

According to Forceville (2007), based on the above method of cueing domains, there are three main features of multimodal metaphors in advertising discourses. On the other hand, for a more in-depth explanation of relevance theory as it applies to images, Forceville and Clark (2014) state that the target domain is usually the product itself (a car, a drink, a coffee machine), but it can also be the brand as a whole. After all, most of the time, a favorable claim is made about a single brand's products or services rather than about products or services in general. They also show that the three main steps of the identification of domains are (1) identification of the target domains, (2)

identification of the source domains, and (3) visualization of table mappings from the connotations or positive features of the source onto the target domains.

2.2.2 Multimodal metaphors with the representations of the products and target customers

The use of multimodal metaphors is examined by combining three modes, domains, and representations of the product and customers. Besides, the interaction of two or more modes is identified along the roles of visual, verbal, and sonic modes in the conceptualization of a multimodal metaphor. Furthermore, the target and source domains are statistically descriptive, with the mapping tables from the source domains onto the target. In addition to the interpretation of mode roles, the marketing campaigns of each advertisement are also described in the analytic table, which plays an essential part in the examination of the metaphors. Two-way arrows show the relationship between the roles of modes, domain choices, and the representation of products, as well as the targeted customers. In conclusion, the figure is an overall picture of the study on multimodal metaphors in American beverage commercials, and the process is carried out in Vietnamese ones. After that, the comparison of multimodal metaphors is also proceeded.

2.2 Previous Studies

2.2.1 Previous studies on advertisements

Advertisements have been studied with different approaches. The first approach is at the level of *linguistic features*. The second one is that many researchers have analyzed *advertising discourse*

2.2.2 Previous studies on multimodal metaphors
Relationship among three modes

In terms of pictorial and multimodal metaphors, Forceville et al. (2008) demonstrate how visual and verbal modes can work together to create powerful and effective metaphors and highlight the importance of considering the reader's cultural background in understanding these metaphors. Forceville (2016) highlights the potential of multimodal metaphors to create more complex and nuanced meanings and the importance of context in understanding the meanings created by visual elements in multimodal texts. Tjitrakusuma's (2013 highlights the importance of considering the target audience and editorial focus when using metaphors in advertising. Finally, Zbikowski (2009) significantly contributes to understanding the role of music in meaning production and the use of multimodal metaphors in music.

Approaches to multimodal metaphors

Forceville & Urios-Aparisi (2009, 19-34) draw on cognitive linguistics and related fields to argue that metaphor is not limited to linguistic expressions but can be found in all forms of communication, including visual media, music, and body language. Forceville (2014) proposes that Relevance Theory is a suitable model for analyzing visual and multimodal dialogue and that a complete analysis of multimodal conversations requires a consideration of all the modalities involved. This is the platform for researchers of multimodal metaphors in a reciprocal relationship with culture. Forceville (2019) highlights the importance of relevance theory in

interpreting and explaining the co-occurrence of different modes in multimodal metaphors.

Multimodal metaphors in advertisements

First, Forceville (2007) contributes to the study of advertising communication by highlighting the importance of multimodal metaphors. Second, Forceville & Urios-Aparisi (2009, 45-71) conducted a study to use multimodal metaphors in the communication of corporate brand "personalities." Besides, Sobrino (2017) suggests that future research should combine different methods to understand multimodal figurative language better. Third, Bonilla's (2018) study highlights the importance of considering cultural factors in communication across different cultures and provides a framework for future research. Last, Famelart's (2010) study explores the use of multimodal metaphors in bank advertisements in English, Spanish, and French, drawing on theoretical frameworks proposed by Lakoff and Johnson (1980) and Forceville (1996, 2009). In contrast, only two research studies have been conducted on the use of multimodal metaphors in television commercials related to beverages. Although master theses may not have a significant impact on multimodal metaphors, the lack of studies necessitates reviewing them better to understand the overall research on this topic in Vietnam.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research approaches

This study applied multimodal discourse analysis (MDA), an approach used to study beverage TV commercials with three main modes such as visual, verbal, and sonic modes, to understand how multimodal metaphor is conveyed in

advertising discourses. Besides, the research approach of this study is based on pragmatism. According to Creswell (2014), pragmatism entails understanding the research problem and utilizing any necessary means to comprehend it

3.2 Research design

The mixed approach used in this study is an exploratory sequential mixed methods design adopted under a pragmatic worldview (Creswell & Creswell, 2018). To answer two research questions, the analysis of the generation of multimodal metaphors in American and Vietnamese non-alcoholic beverages is carried out by the qualitative analysis of domain choices, and roles of modes. Following that, the ratio of domain choices, roles of modes and generation of domains are proceeded. These figures are to compare and contrast the two datasets. Next, making judgments and involving the previous theoretical backgrounds based on quantitative figures. Last, the evaluation of the adaption of a new framework for further research is discussed.

3.3 Research methods

3.3.1 Data collection

3.3.1.1 Justification of data selection

Justification for the choice of non-alcoholic beverages TV commercials

Due to the popularity of non-alcoholic commercials, especially Lipton, Starbucks, Coca-cola, and Pepsi on TV in the United States and Vietnam, the research objects of the thesis are these beverage advertising discourses. Therefore, non-alcoholic beverages are the primary data of the research with three types (tea, coffee, and soda).

Justification for the categories of non-alcoholic beverages TV commercials.

The study aims at the investigation and the generation of multimodal metaphors, so the hidden ideologies through the representation of the target customers of alcoholic beverages should not be identified to avoid deviation from the initial goal of the study.

3.3.1.2 Data collection procedure

There are five main steps in the data collection procedure of the study. Raw materials are beverage commercials in America and Vietnam. The origin, publishers, year of production, length, and marketing campaigns were examined.

3.3.2 Data analysis

3.3.2.1 Methods of data analysis

Content analysis has piqued the interest of researchers comparing multimodal metaphors in advertising for some main reasons. The first thing is content analysis is a way for systematically and objectively examining enormous amounts of advertising information. It enables academics to quantify and categorize advertising aspects such as visual images, language, and themes.

3.3.2.2 Data coding

a. Qualitative content analysis

Coding with concept-driven categories

Forceville (1996) is the necessity for the entire examination of multimodal metaphors. In order to find a solution to these issues, three significant steps are carried out in the study.

b.Quantitative content analysis

After the coding, statistical data analysis is used for the identification of the ratio of domain choices, roles and relationship of modes and the generation of multimodal metaphors. In order to get primary and general knowledge about the study issue for statistical purposes, quantitative research is a way of gathering information and data in the form of mathematical and statistical data. Statistical analysis can be used to evaluate quantitative data, and because statistics are founded on mathematical concepts, the quantitative approach is seen as scientifically objective and rational.

CHAPTER 4: MULTIMODAL METAPHORS IN AMERICAN BEVERAGES TV COMMERCIALS

4.1 The generation of multimodal metaphors

4.1.1 Domains in terms of THE PRODUCT

The product is represented by main domains: A DRINK, A BAND, MAGIC and A SALESMAN in American beverages commercials according to figure 2.7. A DRINK takes the majority.

4.1.2 Domains in terms of THE TARGETED CUSTOMERS

Potential buyers are carved by target domain choices with the appearance, job and feelings,

4.2 The choices of domains and combination of modes in multimodal metaphors

4.2.1 The ratio of domain choices

The source domain choice is nearly 3 times higher than the target domain at 15 and 6 respectively. Both domains are cued in the generation of the products and their customers: while the target domains focus more on product recognition rather than the identification of potential customers, the source domains are

utilized to depict the portrait of potential customers more vividly than the recognition of the product.

4.2.2 Combination of modes in multimodal metaphors

The number of types of combinations of modes in the generation of target and source domains has the same total. While the combination of three modes takes the majority percentage in generating the target domains, it rates second in the pursuit of the source domains. The combination of images and verbal modes is always the first choice to appeal to the viewers at the beginning of the TV commercials.

22 conceptual metaphors are cued of which there are 9 types of target and 15 source domains. Target domains related to the product include A DRINK, A BRAND OF THE DRINK, A SALESMAN OF THE DRINK, and MAGIC (regarding the liquid of the drink). Other domains carve the potential customers' sketch through the source domain choices such as A BEAUTY, HUMAN FEELINGS, FOOD, A PERSON, FOOD COMPANION, etc. While target domains are focused on the products themselves, source domains are derived from anything specific and nearby in real life.

Second, the combination of modes in the generation of multimodal metaphors is reflected in four parts. With respect to the ratio of the combination of modes in the generation and conceptualization of target domain choices of multimodal metaphors in American beverage TV commercials, the combination of three modes (IVS) reaches the highest rate, at 44.4% while other types of blend rank lower places. In the context of the frequency and percentage of modes in source domain choices of multimodal metaphors in American beverage

TV commercials, the combination of visual and verbal modes (IV) peaks at 49.2%, while the second place is the combination of three modes (IVS) with a rate of 30.8%. In connection with the relationship of modes on the generation of multimodal metaphors, the ratio of concurrent connection between the texts and images ranks first with 34.6% and 18 times of frequency while the complementation between two modes takes up the second position with 4 times frequency and 7.7%; and no connection of the text with the images hits the lowest point with only 1.9 %. In terms of the cue of metaphors, the first generation of the target domain has the highest proportion with 35 times of frequency, equivalent to 53.8%, which gains the most majority in the table. The second one is the first generation on source domains with a ratio of 26.2 %, which is over 6.2% more than the third position in which the concurrent generation takes place. In addition, when the target domain is identified first, they are all conceptual metaphors, with the target domain being the product itself- A DRINK.

In conclusion, domain choices and the interaction among three modes in the generation and conceptualization are in the detailed analysis of American non-alcoholic beverages TV commercials.

CHAPTER 5: MULTIMODAL METAPHORS OF VIETNAMESE NON-ALCOHOLIC BEVERAGES TV COMMERCIALS

5.1 The generation of multimodal metaphors

5.1.1. Domains in terms of THE PRODUCT

First, the conceptualization of multimodal metaphors in beverages commercials is examined by the analysis of the

domains representing the products themselves are visualized in 8 types of target domains A DRINK, THE LIQUID OF THE DRINK, QUALITY, THE LID, FLAVOUR, VISCOUNESS AND BLEND, THE SLOGAN, and THE PROMOTION.

5.2. The choices of domains

5.2.1 The ratio of domain choices

Target domains depict the product, its utilization, and its advantages to potential customers and viewers, appealing to them with images, verbal modes, sound effects, and music. Customers will then comprehend the functionality of the items and aspire to purchase them. Moreover, the targets relating to humans are also exploited to boost the viewer's understanding of the messages of advertisements throughout common topics. Besides, topics of Time, especially Tet, are shown to express the time of marketing of these advertisements to achieve an appeal to the consumption of the products for the Tet holidays.

Source domains with respect to the human are maximized opportunities to sketch out the images of potential customers in aspects of careers, missions of fulfilling responsibilities towards the community, and human actions through the use of a person and human action; which take up 30 times of frequency. It is the highest rank in the generation of source domains in the focus of conceptualization of the potential clients in beverages TV commercials in Vietnam. Especially, the source domain A GOD expressing fortune, happiness, and peace is cued, which depicts the traditional culture in Vietnam. Besides, the person can see everyday things like colors, objects, containers, energy, medicine, animal, or kinds of weather, and the person can apply these specific topics in the visualization and explanation for the target domains.

5.2.2 Combination of modes in multimodal metaphors

The roles of three modes in generating the target domains in the multimodal metaphor of Vietnamese beverages TV

commercials take the majority in the above table. Every kind of combination of images, speeches, sound and music is concentrated on the generation of target domains A DRINK and HUMAN FEELINGS.

It is illustrated that the frequency and percentage of modes in source domain choices of multimodal metaphors in Vietnamese beverage TV commercials.

The combination of visual and verbal modes (IV) reaches the peak at 35.5%, while the second place is the combination of three modes (IVS) with a rate of 31.8%. A person, human action, and food are some of the most highly generated source domains with both the combination of IV and IVS. However, a container is cued by the combinations of all three modes which reaches the top with 11 times of frequency while it only takes up 2 times of occurrence in the connection of images and texts. The verbal modes(V) take third place with a ratio of 13.1% with 14 times of frequency. An object ranks the first with 3 times of frequency; next, human action and quantity have the same times of frequency of 2 times. Other source domains have only 1 time of occurrence.

Besides, the combination between images and sonic modes (IS) has rates of 11.2%, while only images (I) take up 6.5% with 7 times of frequency. In terms of the combination of sonic and visual modes, an object and a medicine have 2 times frequency and rank first while the other takes up only 1 time. Also, human action is expressed by the speech with 2 times of frequency and ranks first and others rank last with only 1 time of occurrence.

Finally, the combination of verbal and sonic modes (VS) has the lowest rate at 1.9 % in the generation of two source domains such as a person and medicine.

It is seen that the source domains related to the person (human action, a person) are identified with at least four types of combination of modes. While the combination of three modes takes the majority percentage in target domains, it rates the second one in source domains.

In the consideration of roles across the three different modes, it is observed the total of times of frequency of the concurrent combination of the three modes hit the highest point-108 times while its complementation reaches 57 times of occurrence. However, no connection among the three modes is nearly the same as the role of complementation with 56 times of frequency.

The first generation of the target domain has the highest proportion with 73 times of frequency equivalent to 68.2%, which gains over a half. The second one is that the source domain is cued beforehand with a ratio of 21.5%, which is over 11% more than the third position- concurrent generation (10.3%). In terms of the representation of the products, the first generation on target domain A DRINK occupies almost the total proportion with 56 times of frequency. In the expression of the targeted customers, conceptual metaphors of human feeling along with others are identified by the first generation on source domains, which is one of the typical characteristics of the conceptual metaphors. Concurrent generation is mostly applied for the examination of conceptual metaphor HUMAN FEELING IS HUMAN ACTION. In addition, the first cue on

target domains TET takes up 6 times of frequency which times of marketing is also identified in the construction of metaphors. Then, conceptual metaphors related to the potential customers include the 19th and 20th conceptual metaphors of this table. Both of them are cued by the generation of source domains in advance, which is a typical feature of the formation of multimodal metaphors according to Forceville (2007,2008,2010). In conclusion, brand recognition which is characteristic of advertising discources is implicitly embedded within the choices of target and source domains and in the process of identifying them. Regardless of whether the target domain aims to recognize the brand or to capture the emotional orientation of customers when using the product, they both hold a high proportion in the generation of conceptual metaphors in Vietnamese beverage TV commercials.

CHAPTER 6: A COMPARISON OF MULTIMODAL METAPHORS IN AMERICAN AND VIETNAMESE NON-ALCOHOLIC BEVERAGES COMMERCIALS

6.1. A comparison of the generation of multimodal

Unveiling differences within resemblances is the purpose of this part. Based on tables 4.36 and 5.49, the similar conceptual metaphors are A DRINK IS A PERSON, A DRINK IS A GIFT, A DRINK IS FOOD, A DRINK IS A CONTAINER, A DRINK IS MEDICINE, A DRINK IS AN OBJECT, HUMAN FEELING IS LIQUID, HUMAN FEELING IS HUMAN ACTION, FEELING IS AN OBJECT, MAGIC IS A LIQUID OF THE DRINK

6.2 A comparative analysis of the choices of domains

In terms of similarities of target domain choices, the ratio of domains relating to the products is higher than that regarding the potential consumers with a discrepancy percentage of 17

and 31.4% respectively in American and Vietnamese beverages commercials. Next, the target domain a drink hit the highest proportion in both datasets with 58.5% in American advertisements and 60.7% in the other. In the expression of customers, human feelings reach the peak in both advertising videos with 33.8 and 25.2% respectively. In addition, source domain time happens in both commercials, however, the ratio of this source domain in American advertisements is over 4 times as much as in the other.

In connection with differences, target domains only exist in American commercials but in the other. Specifically, in the examination of the products, a salesman of the drink, a brand of the drink, and magic has the lowest rate of 1.5% while there are 7 kinds of target domains such as a lid, liquid, quality, flavor, viscousness and blend, slogan and promotion of the drink in Vietnamese beverages commercials. of all, liquid ranks second with 3 times of frequency and 2.8% whereas the others hit the lowest proportion of 0.9%. With regard to the identification of potential buyers, beauty and sport have the same rate of 1.5% in American advertisements. At means time, in Vietnamese advertisements, a person and material wish (affluence and fortune) are generated with 2.8 and 1.9% respectively while creation, laughter, and development have the lowest ratio of 0.9%.

In conclusion, the number of target domains in Vietnamese beverage TV commercials is over 1.6 times higher than in American announcements. It is illustrated that the target domains in Vietnamese commercials are more diverse and abundant in quantity and themes. Specifically, in the case of the

A Drink category, there are eight themes in Vietnamese promotions while there are three in the other. Similarly, in terms of human-related themes, the Vietnamese advert contains seven topics, whereas the American promos include five.

In terms of similarities, 13 of 21 kinds of source domains in American beverages commercials are duplicate in Vietnamese advertisements with different places. The top group is source domains referring to the human: human actions and a person (an introducer, a food companion, partner, sport partner, teacher, classmate, national lover, servant, black owner restaurant supporter, and supporter) take up 20 and 21.5% in American advertisements while this group refers to the human: human actions, and a person(a motor driver, singer, an introducer, a food companion, partner, a connector, a friend, a supporter, a love matchmaker and a god) take up 15 and 13.1% in Vietnamese.

6.1.3 A comparative analysis of the Combination of modes in multimodal metaphors

The combination of modes in the generation of domains of multimodal metaphors in beverages commercials in Vietnam and the USA exists the meek equivalences. The top rank belongs to IVS and IV, however, the rank is the opposite in both datasets. Second, no sonic modes generating the domains happen in both so the functions of music are not as intense as two others. As can be seen, individual images and texts have greater power of cue of source domains in Vietnamese commercials than in other data whereas their roles are equivalent in the construction of target domains in both datasets. It is a clear illustration of Forceville's theoretical

background of multimodal metaphors and Kovescess's domain choices. Forceville used to state the dull sonic modes but it has never been demonstrated by statistical data before. In addition, he has never mentioned that the diversity of the target domain also contributes to the identification of products and potential consumers in advertising discourses but it is stated in this research.

In conclusion, there are considerable similarities in the integration of modes in both datasets, and the combinations of modes in Vietnamese beverage TV commercials are more abundant in quantity and diverse than those in America.

In Vietnamese beverage TV commercials, there is a greater abundance of combinations of modes in terms of quantity and a wider variety of forms than in American ones.

The ratio between the expression of the products and potential consumers seems to be approximately equal, with the largest discrepancy being less than 3% in the relationships of the three modes. In addition, the role of co-generation among modes has the highest percentage ratio in the examination of both the product and potential customers. Specifically, in the combination of texts and images, concurrence hits the highest proportion with 34.6% in the illustration of the products while the conformity of music and images makes up 14% - the highest rate in the identification of the potential customers. The role of complementation among modes ranks second in both data sets, and the ratio of the identification of the products in American commercials is more than that in Vietnamese beverages advertisements with 53,1 and 41,2% respectively. However, the products are cued by15,1% lower percentage in American

beverages commercials than the others. Finally, no interactions among the three modes make up the highest ratio in the recognition of the products 25,5 and 21,8% respectively in the combination of text-music and music-image in American commercials while the humble rate in the other. In terms of the illustration of the customers, 18 and 13% of the combination of text-music and music-image in Vietnamese advertisements is higher than the others. According to Appendix 10, regarding the identification of the products, in Vietnamese beverages commercials, A DRINK IS A CONTAINER and A PERSON are conceptualized by the highest proportion of relationship of modes while A DRINK IS A FOOD COMPANION, FOOD, MEDICINE, and CONTAINER are generated by all kinds of combination in American advertisements. However, in terms of the potential buyers, all human feelings are generated by the kinds of combinations of modes in both datasets.

The roles of sonic modes are less prominent than verbal and visual modes in the generation of multimodal metaphors, which is comparable with the findings of Forceville (2010).

Last, there are significant similarities in the conceptualization of domains in both TV commercials.

CHAPTER 7: CONCLUSION

7.1 Recapitulation

The thesis is a systematic and in-depth study of finding metaphors in verbal, visual and sonic modes in beverage commercials in the US and Vietnam. This is the first research applied in the beverage advertising discourse in two countries. The additional analytical framework is based on Forceville (2007), specifically the theory of image and sound analysis as

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well as the theory and relationship between the three methods in the role of identifying conceptual metaphors.

7.2.1 Theoretical implications

The research findings have contributed to a better understanding of the concept and features of multimodal metaphors, the interplay between metaphors, the roles of modes and domain choices in language and cognition, the influence of culture, and the significance of words and phrases. These insights further validate and advance the development of this trend in modern linguistic theory.

7.2.2 Research implications

The application of the identification of multimodal metaphors by Forceville (1996) instead of MIP by Group (2007) supplements the new method for identifying implicit multimodal metaphors. It contributes to the innovation in determining implicit meaning in multimodal contexts.

The findings of the study have also complemented the characteristics of multimodal metaphors in advertising contexts, which has shed light on the research on different sources and enriched the theory of current multimodal metaphors.

7.2.3 Practical implications

The findings of this research serve as a valuable resource for advertising designers, providing data on the frequency of domain choices and discussions on the roles and relationships of modes in multimodal metaphors. Specifically, marketing managers, both in specific industries and overall, can use these insights to guide and enhance their advertising strategies, aiming for creativity, impact, and effectiveness to influence

customers' purchasing decisions. Moreover, these findings hold potential for multimedia application in various areas of modern language teaching in Vietnam, including translation and English instruction for both Vietnamese and non-native speakers in the era of Industry 4.0. By analyzing and comparing the roles of verbal, visual, and sonic modes, this research can contribute to the advancement of language teaching methodologies in these domains.

7.3 Limitations and suggestions for future research

The author only aims to adopt a new framework for the examination of multimodal metaphors in advertising discourses, so the study has some limitations.

First, the study focused on the use of multimodal metaphors in non-alcoholic beverages commercials but on all kinds of beverage advertisements and advertising discourses in general. The number of 50 TV commercials is only suitable for this qualitative research, but more is needed to generalize the findings.

Second, the ratio of tea, coffee, and soda is different in both data sets due to the number of TV commercial publications during the time of the data collection. It is an objective factor when collecting the data, but the quantity of both data is similar to ensure validity and reliability.

Third, the study has yet to put forward the analysis of the effects of culture on the generation and conceptualization of multimodal metaphors because the design of a new framework for the identification of cultural representations of multimodal metaphors needs more research to be conducted.

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Besides the limitations of the study, the author intends to delve into the value of the newly established research framework in the aforementioned study on alcoholic beverage advertisements. Then, the contrastive analysis between the two studies is the theoretical platform for multimodal linguists. Furthermore, the representation of culture in the generation and conceptualization needs to be unveiled by more valid and reliable theoretical backgrounds than those of current cultural researchers. As a result, the culture may be measured in a systematic approach, which limits the diversity of definitions regarding culture and dismantles a portion of the iceberg concerning culture. Last but not least, the multimodal metaphors may be analyzed in different genres such as movies, cartoons and music; along with the adaption of the analysis of moving images instead of still photos.

THE RESEARCHER'S ARTICLES RELATED TO THE DISSERTATION

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2.   Nguyễn Thị Ngọc Anh (2022). Collectivism and individualism are reflected in the source domain choices of American and Vietnamese coffee commercials. *Journal of Science, Hanoi Open University*, No 87, 1/2022(47-55)

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