

# COLLECTIVISM AND INDIVIDUALISM REFLECTED IN SOURCE DOMAIN CHOICES OF AMERICAN AND VIETNAMESE COFFEE COMMERCIALS

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**Abstract:** *This paper discusses the results of analyzing multimodal metaphors in American and Vietnamese coffee commercials through source domain choices. The descriptive, contrastive and comparative methods are employed in order to find out their frequencies of source domains in American and Vietnamese coffee commercials; The results show that there are 2 similarities and 14 differences through themes reflecting collectivism and individualism in American and Vietnamese coffee commercials. Hopefully, the results will be a suggestion for the further researches on the TV commercials based on analyzing multimodal metaphors or critical metaphor analysis, assigning two language users understand the hidden meanings in daily communication, avoiding culture shocks and controversial issues in advertisements in general and those of two countries in particular.*

**Keywords:** *source domains, multimodal metaphors, coffee commercials, individualism, collectivism.*

## **I. Introduction**

Advertising and culture are closely related and cannot be easily separated: culture provide sources of content for Advertisements. In addition, source domains in commercials are affected by culture and reflect cultural features. Variety of researchers studied multimodal metaphors and conceptual metaphors as well as the choices of source domains in commercials such as (Famelart, 2010), Forceville (2009) and Kövecses (2005). In Vietnam, Dang Thanh Diem (2019)

studied multimodal metaphors in Coca cola and Pepsi commercials while Pham Thi Thu Hien(2018) carried out multimodal metaphors in beer commercials. Therefore, coffee commercials in two countries (America and Vietnam) has a gap for researchers along with the author. Due to the limitation of an article, the author only observed choices of source domains in American and Vietnamese coffee commercials, which restated and made an overview of the similarities and differences between two countries.

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## **II. Theoretical Background**

### **2.1. Source domain choices cultural influences**

We have seen that within the CMT paradigm, most surface metaphors should be amenable to a pre-existing conceptual A IS B format. Alice Deignan stated: “A conceptual metaphor” is the connection between two semantic regions, or domains, in this case [HAPPY IS UP] the direction-specific domain (UP) and the abstract domain of emotion (HAPPY). metaphorically referred to, the “emotion” in this example, is called the target domain, and the domain that provides the metaphor, the “direction” in this example, is called the source domain. The source domain is often concrete and the target domain is often abstract”. Forceville (2009) observed that the systematic patterns and correlations might be identified between specific source domains and sorts of products. There is also a range of a particular source domain in order to study the different products to which researchers could apply. Kövecses (2005) even showed clearly the sets of source domains used to metaphorize a given target domain proposes concepts of metaphor’s “range” and “scope” (the set of target domains with which a certain source domain can be associated). Forceville (2009) highlights the relationship between language, advertisements and culture. Whereas product advertisers might be creatively certain of triggering particular schemas or embodied aspects of metaphor in their audience (Forceville and Urios-Aparisi, 2009), other individual and culturally-bounded schemas would remain beyond their control. In fact, Lakoff and

Turner (1989) argue that the choices of source domains are not merely a question of embodiment, but also of cultural connotations and correspondences.

Therefore, the issue of source domain selection may become a criterion for comparing and contrasting the corpus of commercial representing two promotional cultures (Vietnamese and American). Whereas, the issue of cultural influences lays the foundation for the study’s analysis on the similarities and differences of the multimodal, cross-cultural discourses.

### **2.2. Source domain choices in Coffee Commercials**

Kövecses (2005) made a definition that the conceptual domain from which we derive metaphorical expressions to understand another conceptual domain is called the source domain, while the conceptual domain understood in this way is the target domain. Thus, life, idea, social organization, and other domains are the target domains, while journey, war, buildings, food, plants, and other domains are source domains. we try to understand through the use of the source domain. It is clearly said that analysis of source domains is to discover the value, dimension, orientation and belief of a culture in each country. In addition, U.S. coffee culture is associated with speed and quantity rather than relaxation and enjoyment. In America, people swarm to coffee shops, spending hours alone trying to get work done. To be American is to drink coffee, but to do it in a way that facilitates productivity. For many of us, the caffeine addiction begins in college, where we’re taught the art of

pulling all-nighters. Eventually, coffee becomes synonymous with fuel. In order to multitask, we take our drinks to go. When the office gets too stuffy, we camp out at coffee shops. When we're looking to network, we schedule meetings under the guise of "coffee chats." Whereas, Vietnamese coffee culture, coffee is more than just a drink ; it's a part of life. Cities and towns would be all but empty without the multitude of cafés that line the streets. Coffee can be found down every alleyway and around every corner, from highly stylized shops to simple roadside stands. It's about more than just a quick energy boost; it's an excuse to sit, relax and bond with friends. From morning to night, Vietnamese people flock to cafés to chat, relax and enjoy a cold glass of coffee. Therefore, coffee links with hard work in America while coffee connects

with relaxation with colleagues or friends in Vietnam

Based on similarities and differences in coffee culture of two countries, the analysis of source domain choices in American and Vietnamese coffee commercials is carried out.

### ***2.3. Collectivism and individualism in American and Vietnamese culture in coffee commercials***

#### *2.3.1. Collectivism and individualism*

Collectivism is the principle or practice of prioritizing group cohesion over individual pursuits. On the other hand, individualism is a value or political view which focuses on human independence and freedom. Hofstede (2001) presents the differences between individualism and collectivism with the following table:

*Table 1: Collectivism and Individualism*

<b>Individualism versus Collectivism</b>		
<a href="http://foxhugh.com/multicultural/hofstede-index/hofstede-individualism-exercise/">http://foxhugh.com/multicultural/hofstede-index/hofstede-individualism-exercise/</a>		
1) Care Giving	Everyone is supposed to take care of him - or herself and his or her immediate family only	People are born into extended families or clans which protect them in exchange for loyalty
2) Communication	Speaking one's mind is healthy	Harmony should always be maintained
3) Consciousness	"I" – consciousness	"We" –consciousness
4) Education	Purpose of education is learning how to learn	Purpose of education is learning how to do
5) Group Identity	Right of privacy	Stress on belonging
6) Language	Languages in which the word "I" is indispensable	Languages in which the word "I" is avoided
7) Opinion	Personal opinion expected: one person one vote	Opinions and votes predetermined by in-group
8) Others	Others classified as individuals	Others classified as in-group or out-group
9) Task Orientation	Task prevails over relationship	Relationship prevails over task
10) Transgression	Transgression of norms leads to guilt feelings	Transgression of norms leads to shame feelings

*(<https://foxhugh.com/multicultural/hofstede-index/hofstede-individualism-exercise/>)*

### *2.3.2. Collectivism and individualism in American and Vietnamese culture*

Regarding the notion of national culture, Hofstede (2001) presents the results of the most comprehensive studies to date on 117,000 participants from 90 nations and 3 territories, including Vietnam and America.

The United States has a score of 91 is an individual society. He also showed that The American premise of “liberty and justice for all.”. They are the foundation of our democratic nation. Rooted in the beliefs and visions of our Founding Fathers and reinforced by historical experience, these cultural values are what distinguishes our country from all others. They are what make “Americans.” Americans come in all colors, have all types of religions, and speak many languages from all over the world. Americans are extremely independent, individualistic, and like to be different from each other. Besides, Vietnam, with a score of 20 is a collectivistic society. This is manifest in a close long-term commitment to the “member” group, be that a family, extended family or extended relationships. Many Vietnamese customs and values are rooted in both the Confucian respect for education, family, and elders, and the Taoist desire to avoid conflict. Vietnamese tend to be very polite, avoid talking about feelings, and are stoic.

The national individualism rates of the America and Vietnam can be considered as a useful reference for the later discussions on the similarities and differences of source domain choices

exploited in Vietnamese and American coffee commercials.

## **III. Methodology**

### ***3.1. Description of the data***

The data chosen for analysis consisted of 100 coffee commercials in America and Vietnam, found on websites [www.iSpot.tv](http://www.iSpot.tv) and [www.youtube.com](http://www.youtube.com) over the period of 2017 – 2021. The length of the TV commercials is at least from 14 seconds. All commercials were only public in Vietnam and America. The author deleted videos which were the same publication in both countries.

### ***3.2. Methods of the study***

The metaphors in 100 advertisements are analyzed quantitatively and qualitatively. The quantitative analysis takes its foundation from the themes of metaphor cases. Meanwhile, the qualitative analysis takes into consideration how metaphor is specifically realized from each mode. In addition, such factors as contextual features of the advertisements are also analyzed so that the meaning of the metaphor could be more thoroughly interpreted. In order to carry out the analysis of the multimodal metaphors in commercial advertising, a corpus of 100 TV advertisements were taken from an online advertising website [iSpot.TV](http://iSpot.TV) and [youtube](http://youtube) for 6 years. After that, the coffee advertisements in America are coded from A01 to A50 and those from Vietnam are coded from V01 to V50. A cognitive approach, especially based on the conceptual metaphor theory to analyze the advertisements was also employed.

The researcher has realized that the raised methods are appropriate because the study is both qualitative-quantitative oriented, so descriptive and cognitive processes are of the importance that helps the researcher gain a deep investigation into subjects under the study.

### **3.3. Data Analysis Procedure**

The analysis was carried out within the framework of the Conceptual Metaphor Theory and mainly in the light of Bobrova's(2015) model about multimodal metaphors. Bobrova's procedure for multimodal metaphor identification comprises of three steps.

Step 1: The identification of potential metaphors in TV commercials

Step 2: Identification of cognitively prominent projected features

Step 3: Identification of source and target domains and the verbal formulation of cross-domain mapping; It is to answer Forceville's second question by identifying which of two entities involved in one of three metaphorical contexts functions as the source and target domains. It also aims

to translate an identified cross-domain mapping into words and determine a modality status of the detected metaphor.

The article concentrated on the analysis of step 3 to collect the source domains. Then, the author studied the frequency of source domain choices in 100 coffee commercials. After that, comparison and contrast on frequency is analyzed. Finally, results of the research may show the similarities and differences of coffee culture as well as the culture of two countries.

## **IV. Findings and discussion**

### **4.1. Choices of Source Domain Frequency of Pepsi advertisements in America**

There are 15 source domains listed in American coffee commercials. Among these domains, a source of energy which takes 26.87% is the most prominent one of all. The second rank is the rates of a companion of joy and refreshment, which covered 16.42 %. The third one is a partner with success which has the rate of 11.94%. The number is shown as table 2:

*Table 2: Source Domain Frequency in American coffee commercials*

<b>Number</b>	<b>Source domain</b>		<b>Times</b>	<b>Percentage</b>
1	a companion of joy and refreshment	3,4,5,8,24,31,38,42,43,44,47	11	16.42%
2	a sports cheerleader	1,46	2	2.99%
3	a matchmaker	9,41	2	2.99%
4	food's partner	2,33,47,50	4	5.97%
5	partner with success	12,19,21,22,23,26,34,35	8	11.94%
6	partner with other business	20	1	1.49%
7	a container of happiness	7,11,13,28,37,39	6	8.96%
8	a companion of blue collar work	30	1	1.49%
9	a companion of tradition	10,19,21,22,23	5	7.46%
10	a source of energy	14,15,16,17,18,29,40,45,46,49,12,19,21,22,23,26,34,35	18	26.87%

Number	Source domain		Times	Percentage
11	a friend/ companion with hardworker	25, 27	2	2.99%
12	a companion of parents	28,37,39	3	4.48%
13	a companion of charity	32,23	2	2.99%
14	a partner in the afternoon	36	1	1.49%
15	a neighbor	48	1	1.49%
16	a new year	0	0	0.00%
	<b>Total</b>		<b>67</b>	<b>100.00%</b>

#### 4.2. Choices of Source Domain Frequency of coffee advertisements in Vietnam

10 common themes could be found out in Vietnamese commercials. The allocation of metaphors based on themes is also visualized in the following table 3:

Number	Source domain	Commercial(V)	Times	Percentage
1	a companion of joy and refreshment	11,12,13,14,16,18,23,24,26,29,30,32,34,35,41,43,47,48,49	19	24.7%
2	a sports cheerleader	19,33,42,44	4	5.2%
3	a matchmaker	42	1	1.3%
4	food's partner	5,6,7,8,22,25,	6	9.0%
5	partner with success	1,2,3,4,27	5	6.5%
6	partner with other business	9	1	1.3%
7	a container of happiness	17,28,36,37,44,46,50,21,15,11,12,13,14,19,33,42	16	20.8%
8	a companion of blue collar work	0	0	0.0%
9	a companion of tradition	41	1	1.3%
10	a source of energy	40,41,43,47,48,49,11,12,13,14,16,18,23	13	16.9%
11	a friend/ companion with hard workers	32	1	1.5%
12	a companion of parents	0	0	0.0%
13	a companion of charity	0	0	0.0%
14	a partner in the afternoon	0	0	0.0%
15	a neighbor	0	0	0.0%
16	a new year	5,6,7,8,22,25,31,38,39,45	10	11.6%
	<b>Total</b>		<b>77</b>	<b>100%</b>

Table 3: Source Domains Frequency in Vietnamese coffee advertisements

The table shows that a companion of joy and refreshment takes 24.7%, which ranks the first. The second rate is a container of happiness which consists of 20.8%. the third one is a source of energy which includes 16.9%. remarkably, a new year is the fourth one which covers 11.6%.

**4.3. A comparison and contrast of Source Domains Frequency in American and Vietnamese coffee commercials**

Number	Source domain	Frequency of American commercials( %)	Frequency of Vietnamese commercials( %)
1	a companion of joy and refreshment	16.4%	24.7%
2	a sports cheerleader	3.0%	5.2%
3	a matchmaker	3.0%	1.3%
4	food's partner	6.0%	9.0%
5	a partner with success	11.9%	6.5%
6	a partner with other business	1.5%	1.3%
7	a container of happiness	9.0%	20.8%
8	a companion of blue collar work	1.5%	0.0%
9	a companion of tradition	7.5%	1.3%
10	a source of energy	26.9%	16.9%
11	a friend/ companion with hard worker	3.0%	1.5%
12	a companion of parents	4.5%	0.0%
13	a companion of charity	3.0%	0.0%
14	a partner in the afternoon	1.5%	0.0%
15	a neighbor	1.5%	0.0%
16	a new year	0.0%	11.6%

*Table 4: Source Domains Frequency in American and Vietnamese coffee commercials*

As you can see, Table 4 shows similarities and differences in the frequency of source domains in coffee ads of the two countries.

*In term of similarities,* a companion of joy and refreshment and a source of energy are all in high proportion. However, if in American coffee ads the highest percentage is of a source of energy while in Vietnamese coffee ads, a companion of joy and refreshment takes the top rate.

*In term of differences,* there are themes that do not exist in coffee ads in Vietnam, but appear in coffee ads in the US such as a neighbor, a partner in the afternoon, a companion of charity, a companion of parents, and a companion of blue collar work. Similarly, a new year only appears in Vietnamese coffee commercials

but American ones. Moreover, a food's partner and a container of happiness in Vietnamese coffee commercials covers much at least 1.5- 2 times higher than those in American ones. In addition, a partner with success in American coffee advertisements takes the rate of 11.9 %, which is about 2 times higher than those in Vietnamese ones. Besides, a companion of tradition in American coffee commercials takes 7.5 %, which is 7 times higher than those in Vietnamese ones.

As you can see, individualism is emphasized and clearly expressed in coffee ads in the US. Thereby, the American personality is clearly expressed such as creative, joyful, cooperative, inherent, sportive and connective. In the United States of America, coffee seems

to be defined as a friend when working hard and completing troublesome issues. According to the Vietnamese culture, community representing collectivism is strongly emphasized, this is reflected in the meaning of Tet in Vietnamese thinking. Tet is fun, happiness, reunion, gratitude to the above people and love for children. coffee ads have gone deep into Vietnamese people's hearts, capturing the emotions of customers with young characters with a journey back home to celebrate Tet with their family and with scenes of poverty or with silent sacrifices. Moreover, Vietnamese youth considers cafe where their friends meet and entertain. Therefore, cafe in Vietnam can be at any places such as luxurious or humble ones in city centres or small lanes by the trail, not just like in America.

## V. Conclusion

Analyses of source domain choices based on multimedia metaphors in coffee advertising in the US and Vietnam help us to examine the difference in the choice of source domains and the frequency of using different modes in commercials. The findings restate the relationship between language and culture. Commercials are as mind tools, which reflects individualism or collectivism of two cultures and affected deeply by culture. Therefore, the study creates a vivid picture of the personality of American and Vietnamese people as well as the national cultural characteristics of the US-Vietnam in the light of conceptual metaphor, especially multimodal metaphor.

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