**Cross-cultural interpretation of filmic metaphors:**

**A think-aloud experiment**

**Abstract**

This study investigates how viewers from different language backgrounds interpret metaphors in film advertisements, using a theoretical model and a think-aloud retrospective task. The results show cultural differences in mental processes and the influence of genre-related knowledge on filmic metaphor interpretation.

**1 Introduction**

**2 Theoretical background**

**2.1 Visual metaphor processing and aesthetic processing**

The model of offline filmic metaphor construction in this paper is based on the model of visual metaphor processing proposed by Šorm and Steen (2013).

**2.2 A model of filmic metaphor construction**

a. *Content description* involves the recognition of perceptual elements.

b. *Metaphor construction* includes the process of finding incongruous elements and resolving them with a comparison.

c. *Evaluation* entails both the designer and the viewers.

**2.3 The think-aloud paradigm**

**3 Method**

**3.1 Materials**

Two TV commercials from different perfume brands.

**3.2 Participants**

a. Spain: 30 Spanish native speakers (24 women and six men) from 20 to 25 years old.

b. USA: 30 American English native speakers (21 women and nine men) from 20 to 25 years old.

c. Iran: 30 Persian native speakers (25 women and five men) between 21 and 24 years old.

**3.3 General procedure**

The retrospective think-aloud task was conducted individually in a quiet classroom, with participants providing verbalizations that were recorded and transcribed. Participants were given written instructions, which varied based on their language background, explaining the purpose and process of the task. The practice advertisement was shown to help participants familiarize themselves with verbalizing their thoughts. Each session lasted approximately 10 minutes.

**3.4 Design of the content analyses**

**4 Results**

**4.1 Number of clauses in relation to language speakers and types of clauses**

**4.2 Content analysis: Interrater reliability on the annotation of types of clauses**

**4.3 Metaphor construction: A cross-cultural perspective**

**5 Discussion**

**6 Conclusion**

The think-aloud data supported the existence of mental processes described in the model, including content description, metaphor construction, and evaluation. The analysis also revealed cultural differences in the number of clauses produced and the types of categories used.

**About the authors**

**References**