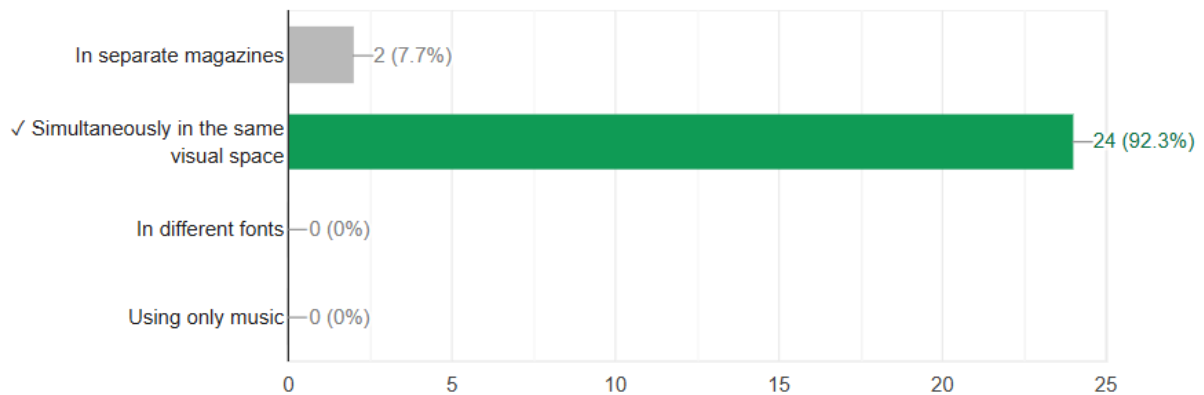


### Group feedback for exercise 7

**In a static image advertisement, how must the metaphor's source and target be presented?**

 [Copy chart](#)

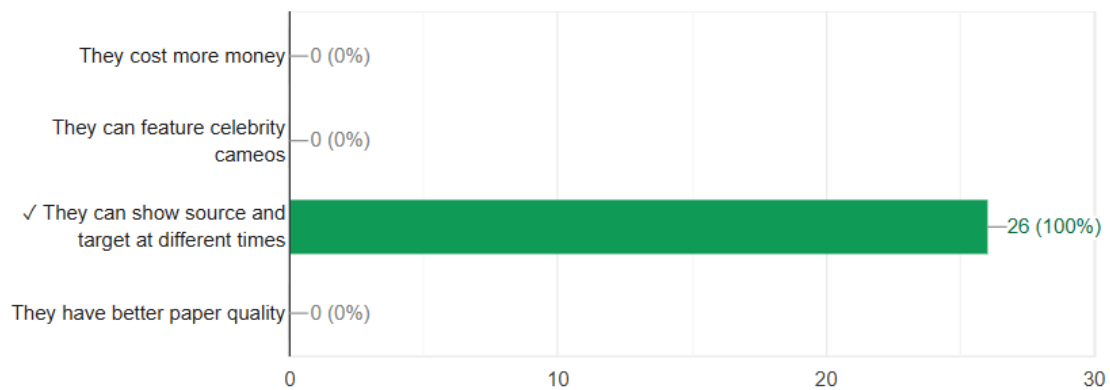
24 / 26 correct responses



**What advantage do moving images (like commercials) have over static images in presenting metaphors?**

 [Copy chart](#)

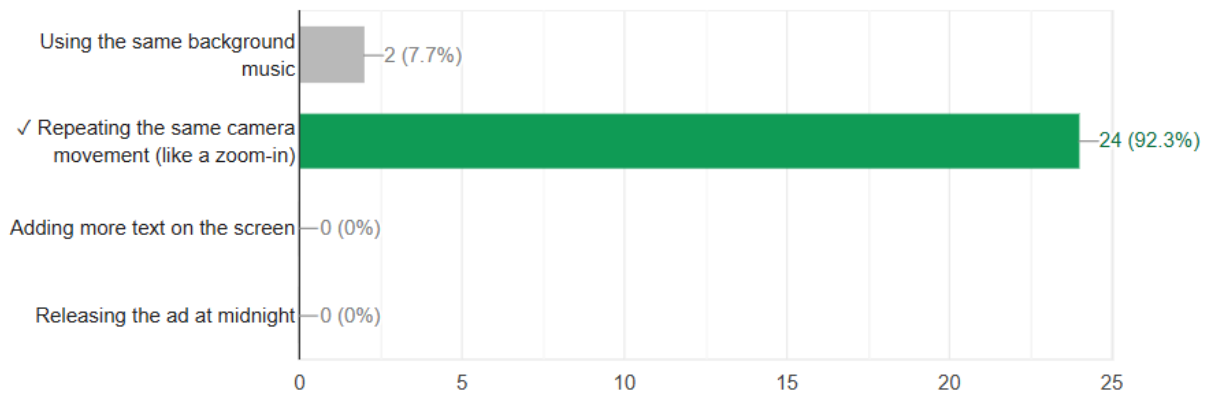
26 / 26 correct responses



**What is an example of a cinematic technique used to highlight similarity between two different things?**

 [Copy chart](#)

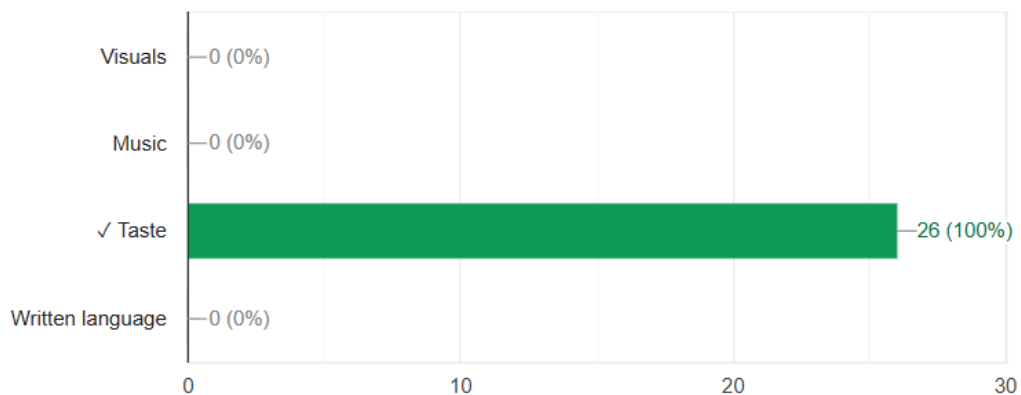
24 / 26 correct responses



**Which of the following is NOT a "mode" in the context of multimodal metaphors?**

 [Copy chart](#)

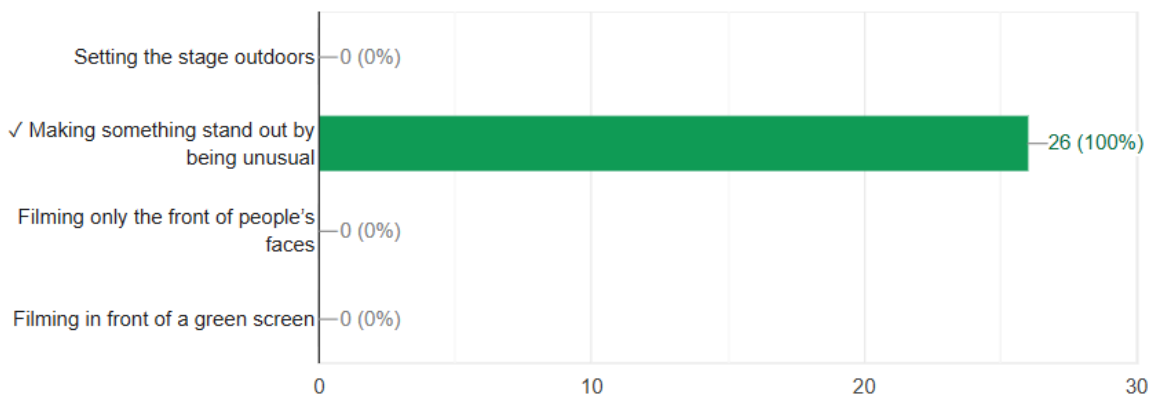
26 / 26 correct responses



**What does the term "foregrounding" refer to in film metaphor-making?**

 [Copy chart](#)

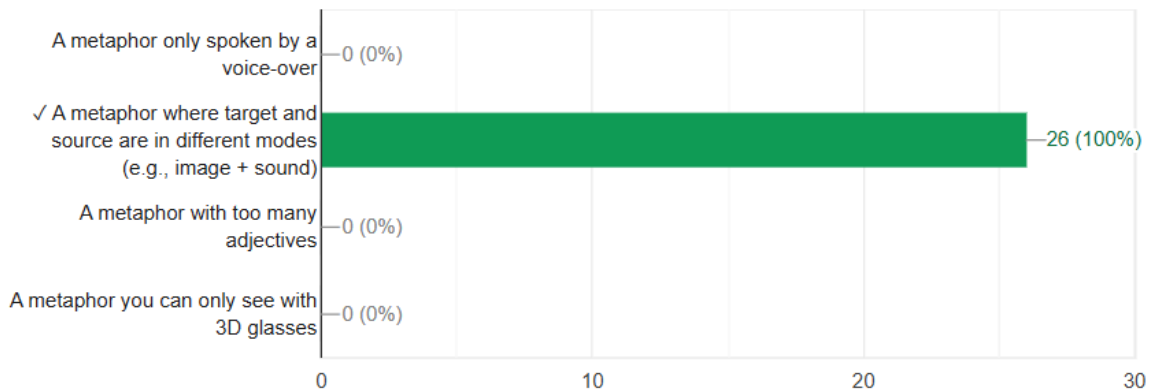
26 / 26 correct responses



### Which of the following best describes a multimodal metaphor?

 [Copy chart](#)

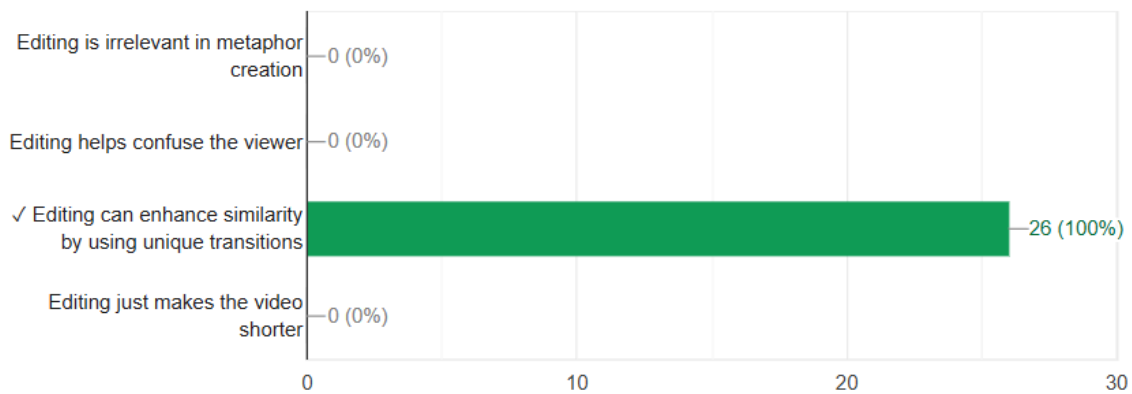
26 / 26 correct responses



### What role can editing play in visual metaphor creation?

 [Copy chart](#)

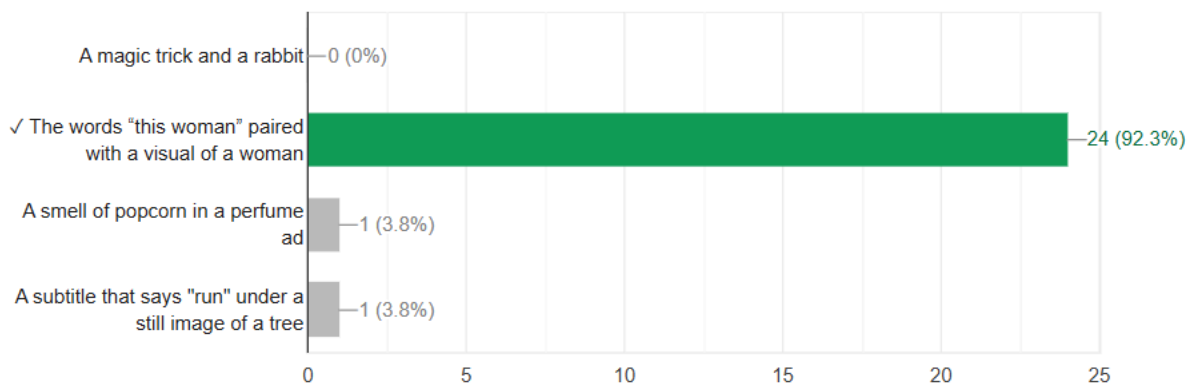
26 / 26 correct responses



### Which of the following could serve as co-referential cues in multimodal metaphors?

 [Copy chart](#)

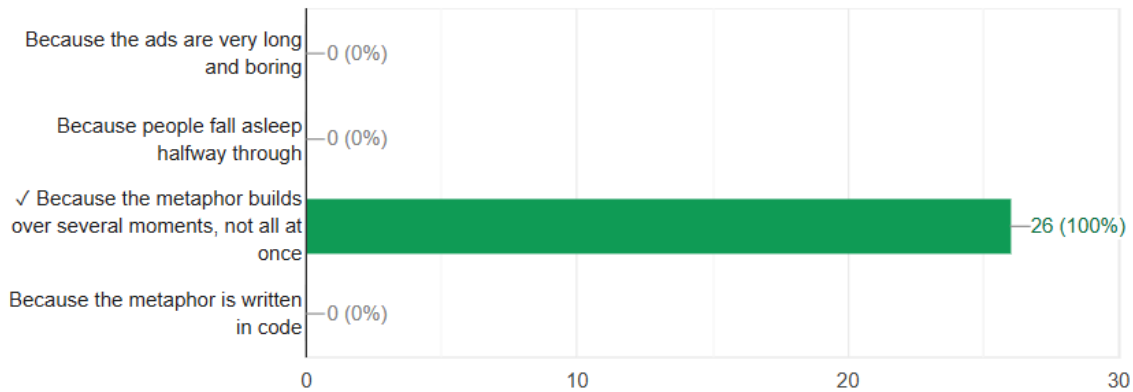
24 / 26 correct responses



## Why is metaphor awareness in commercials often said to "develop gradually"?

 Copy chart

26 / 26 correct responses



Dear All,

Well done. Everybody gets a maximum score. It would go against Forceville's principles to deduct points for "incorrect" metaphor interpretations. And there were many- diverse, creative, impressive. To exemplify it, here are just a few of your interpretations of the McDonald's commercial ([https://www.youtube.com/watch?v=C5z\\_UTFCZko&t=2s](https://www.youtube.com/watch?v=C5z_UTFCZko&t=2s)):

Ordering food is self-expression

food is personality

Ordering food at McDonald's is a celebrity experience

An individual is like thier McDonald's order

food is identity

people are food

Menus are celebrities

Meals are memories

McDonald's food is like football

eating mcdonald's is happiness

McDonald's food is like a work of art

Each of the above interpretations makes perfect sense and is easily justifiable. It goes without saying I could never include metaphor interpretation in the final test.

Kind regards, JW