

Supplementary Material

This supplementary material is linked to the article Nguyen (2025) *Visual communication in car advertising posters in Vietnam from a sociosemiotic perspective*.




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Appendix The descriptive analysis of the lines of meaning in car advertisement posters using Kress and van Leeuwen's (1996, 2006, 2020) visual grammar theory.

Code	Poster	Representational meaning	Interactive meaning	Compositional meaning
A1		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is placed in a setting of 'on the road in a suburban area' with two participants together behind the car, symbolizing 'companionship.' In this advertisement, the car is ideal for couples to share life's journeys together. 	<ul style="list-style-type: none"> - Viewing distance: long shot - Angle: oblique & eye-level - Modality: natural image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark. - Framing: framing car image and key information, indicating they belong together
A2		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion, 'on the road from the city center to the suburbs,' with information showing 3.15 L/100 km, indicating the car's current fuel consumption. This highlights the car's fuel efficiency on suburban roads. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & high - Modality: technological image → low fidelity → low modality (showing uncertainty about fuel consumption) 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Left-right: car image on the right and ideal information on the left + Top-bottom: real fuel consumption information at the bottom - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.

<p>A3</p>		<p>Conceptual representation</p> <ul style="list-style-type: none"> - Classificational processes: The car is not presented in a specific circumstance, which indicates that this advertisement positions the car as a promotional offer. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: technological image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
<p>A4</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion, 'on a sloping road from the city center to the suburbs,' highlighting the car's powerful performance. However, the image does not yet show a connection to the language. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & high - Modality: although the image is technologically intervened, one can still perceive the car's powerful performance → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
<p>A5</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is presented in a vast and open space, giving the feeling that sitting inside the car is like being outdoors, enjoying the open air. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Analytical processes: The image of the seating area and the trunk supports the information that the car has a spacious interior. 	<ul style="list-style-type: none"> - Viewing distance: Long shot - Angle: oblique & eye-level - Modality: natural but abstract image → low fidelity → low modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top, real information at the bottom - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and



O1	 <p>TÂN HƯỚNG Phòng Khách Thu Nhà VỚI OUTLANDER</p> <p>OUTLANDER</p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Reactional processes: The focus is on an outdoor living room space, implying that a large space offers a wide view. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Symbolic processes: The living room and its furnishings relate to the space and interior of the car. → Both processes convey the message that the car's interior is as spacious as a living room. 	<ul style="list-style-type: none"> - Gaze: offer act - Viewing distance: Close-up shot - Angle: frontal & eye-level - Modality: technological image → low fidelity → low modality 	<ul style="list-style-type: none"> - contrast strongly between light and dark. - Framing: framing car image and key information, indicating they belong together - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information on left margins + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
O2	 <p>OUTLANDER VƯỢT TRỘI NHẤT TRONG LĨNH VỰC CẤP CẤP 1.5 L</p> <p>ĐỘNG CƠ MẠNH MẼ TIẾT KIỆM BẤT NGỜ</p> <p>ĐỘNG CƠ 2.0L DOHC MIVEC</p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion 'on the road in the suburbs'. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Analytical processes: The image of the 2.0 L engine is the key component that contributes to the car's power. → Both processes convey the message that the car operates powerfully 'on the road in the suburbs' thanks to the 2.0 L engine. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & high - Modality: technological image → low fidelity → low modality because the power of the engine cannot be felt. 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top; real information at the bottom - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
O3	 <p>AN TOÀN VƯỢT TRỘI BẢO VỆ TỐI ĐA</p> <p>RCTA LDW BSW FCM</p> <p>OUTLANDER</p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion on the road. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Analytical processes: The technical specifications explain the safety features of the vehicle. → Both processes convey the message that the car is equipped with devices that ensure safe operation. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & high → Customer safety is paramount. - Modality: technological image → low fidelity → low modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground

O4



Narrative representation
 - Reactional processes: The focus is on the car's trunk, conveying the message that it is spacious enough to accommodate items of various sizes.

- Viewing distance: Close-up shot
 - Angle: oblique & low
 - Modality: technological image → high fidelity → high modality

+ Font size: key information in biggest size
 + Color: The colors are sharp and contrast strongly between light and dark.
 - Information value:
 + Center-margin: car image and key information at the center
 + Top-bottom: ideal information at the top
 - Salience
 + Placement: key information in the foreground
 + Font size: key information in biggest size
 + Color: The colors are sharp and contrast strongly between light and dark.

O5



Narrative representation
 - Speech process and mental process: The car is in motion on the road.
 Conceptual representation
 - Symbolic processes: Wind energy serves as a symbol of green energy.
 → Both processes convey that the car operates sustainably, is fuel-efficient, and protects the environment.

- Viewing distance: Close-up shot
 - Angle: oblique & low
 - Modality: technological image → low fidelity → low modality

- Information value:
 + Center-margin: car image and key information at the center
 + Top-bottom: ideal information at the top
 - Salience
 + Placement: key information in the foreground
 + Font size: key information in biggest size
 + Color: The colors are sharp and contrast strongly between light and dark.

P1



Narrative representation
 - Speech process and mental process: The car is in motion across various terrains (city, desert, suburbs), showcasing its powerful performance. However, the image does not yet demonstrate a connection to the information in linguistic expressions.

- Viewing distance: Long shot
 - Angle: oblique & low → premium segment car
 - Modality: technological image → low fidelity → low modality

- Information value:
 + Center-margin: car image and key information at the center
 + Top-bottom: ideal information at the top; real information at the bottom
 - Salience
 + Placement: key information in the foreground





P2

Narrative representation
 - Speech process and mental process: The car is in motion at high speed on the road, showcasing its powerful performance. However, the image does not yet demonstrate a connection to the information in linguistic expressions.

- Viewing distance: Close-up shot
- Angle: oblique & low → premium segment car
- Modality: technological but sensory image → high fidelity → high modality

- + Font size: key information in biggest size
- + Color: The colors are sharp and contrast strongly between light and dark.
- Information value:
 - + Center-margin: car image and key information at the center
 - + Top-bottom: ideal information at the top; real information at the bottom
 - Salience
 - + Placement: key information in the foreground
 - + Font size: key information in biggest size
 - + Color: The colors are sharp and contrast strongly between light and dark.



P3

Narrative representation
 - Speech process and mental process: The car is in motion powerfully on challenging terrain, demonstrating its robust performance. However, the image does not yet show a connection to the information in linguistic expressions.

- Viewing distance: Long shot
- Angle: oblique & low → premium segment car
- Modality: natural and sensory image → high fidelity → high modality

- Information value:
 - + Center-margin: car image at the center
 - + Left-right: given information on the left, new information on the right
 - Salience
 - + Placement: key information in the background
 - + Font size: key information in biggest size
 - + Color: The colors are sharp and contrast strongly between light and dark.





P4


Narrative representation
 - Speech process and mental process: The car is in motion powerfully in the city, showcasing its strong performance. However, the image does not yet establish a connection to the information in linguistic expressions.

- Viewing distance: Close-up shot
- Angle: oblique & low → premium segment car
- Modality: technological image → low fidelity → low modality

- Information value:
 - + Center-margin: car image and key information at the center
 - + Top-bottom: real information at the bottom
 - Salience
 - + Placement: key information in the foreground



P5	 <p>PAJERO SPORT TRẢI NGHIỆM PHONG CÁCH SỐNG MỚI</p> <p><i>Làm chủ cung đường Châu du bốn phương</i></p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion 'on the road from the city center to the suburbs,' showcasing its ability to perform across all terrains. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & low → premium segment car - Modality: technological image → low fidelity → low modality 	<ul style="list-style-type: none"> + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark. - Framing: framing visual elements, indicating they belong together - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
T1	 <p>TRITON ATHLETE TRẢI NGHIỆM PHONG CÁCH SỐNG MỚI</p> <p>KHAI PHÓNG ĐAM MÊ ĐÓN ƯU ĐÃI CHẤT</p> <p>50% PHÍ THUỐC BẢO 1 Năm bảo hiểm vật chất HẠO DẪN TỰ NÓNG</p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in powerful motion 'on a winding uphill road,' demonstrating its capability to perform in hilly and mountainous terrain. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: technological but sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Framing: framing visual elements, indicating they belong together - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top; real information at the bottom - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.

T2	 <p>CHINH PHỤC TỬ ĐAM MÈ ĐẾN THÀNH CÔNG</p> <p>GIÁ CHỈ TỪ 650 TRIỆU NHẬN NGAY LƯU ĐÃN</p> <p>TRITON ATHLETE</p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in powerful motion from an unfavorable environment to a favorable one, showcasing its ability to perform well on all types of terrain. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: technological but sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top; real information at the bottom - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
T3	 <p>QUÀ LỚN TRAO TAY NHẬN XE LIỀN NGAY</p> <p>TRITON ATHLETE</p>	<p>Conceptual representation</p> <ul style="list-style-type: none"> - Classificational processes: The car is not presented in a specific circumstance, indicating that this advertisement positions the car as a special offer. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: technological but sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
T4	 <p>HÀNH TRÌNH PHẤN KHÍCH</p> <p>TRITON ATHLETE</p>	<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in powerful motion on challenging terrain, showcasing its robust performance. 	<ul style="list-style-type: none"> - Viewing distance: Long shot - Angle: oblique & low → premium car - Modality: natural and sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.

<p>T5</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion on challenging terrain. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Analytical processes: An image of sturdy frame shows a characteristic of the car <p>→ Both processes convey that the car performs powerfully on challenging terrain due to its strong frame.</p>	<ul style="list-style-type: none"> - Viewing distance: Long shot - Angle: frontal & low → premium car - Modality: natural image → low fidelity → low modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top; real information at the bottom - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
<p>XF1</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion in the rain on a flooded urban road. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Classificational processes: A comparison of the ground clearance between the two cars is provided. <p>→ Both processes convey the message that the high ground clearance of the car allows it to move confidently on flooded roads due to rain.</p>	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & high → Customers are the top priority - Modality: technological image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the bottom - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
<p>XF2</p>		<p>Conceptual representation</p> <ul style="list-style-type: none"> - Classificational processes: The car is not presented in a specific circumstance, indicating that this advertisement positions the vehicle as a special offer. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: natural image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.



XF3



Narrative representation
 - Speech process and mental process: The car is in motion on the road.
 Conceptual representation
 - Analytical processes: The technical specifications explain the vehicle's safety features.
 → Both processes convey the message that the car is equipped with devices that ensure safe operation.

- Viewing distance: Long shot
- Angle: oblique & high → Customer safety comes first
- Modality: technological image → high fidelity → high modality

- Information value:
 - + Center-margin: car image and key information at the center
 - + Top-bottom: ideal information at the bottom
 - Saliency
 - + Placement: key information in the foreground
 - + Font size: key information in biggest size
 - + Color: The colors are sharp and contrast strongly between light and dark.

XF4



Narrative representation
 - Speech process and mental process: The car is in motion on a winding road.
 Conceptual representation
 - Analytical processes: The technical specifications explain the vehicle's safety features.
 → Both processes convey the message that the car is equipped with devices that ensure safe operation.

- Viewing distance: Close-up shot
- Angle: oblique & eye-level
- Modality: technological image → low fidelity → low modality

- Information value:
 - + Center-margin: car image and key information at the center
 - + Top-bottom: ideal information at the top
 - Saliency
 - + Placement: key information in the foreground
 - + Font size: key information in biggest size
 - + Color: The colors are sharp and contrast strongly between light and dark.

XF5



Narrative representation
 - Reactional processes: The focus is on the car's trunk, conveying that it has a spacious and comfortable cargo area for storing any types of items.



- Gaze: offer act
- Viewing distance: Long shot
- Angle: oblique & eye-level
- Modality: natural and sensory image → high fidelity → high modality

- Information value:
 - + Center-margin: car image and key information at the center
 - + Top-bottom: ideal information at the top
 - Saliency
 - + Placement: key information in the foreground
 - + Font size: key information in biggest size
 - + Color: The colors are sharp and contrast strongly between light and dark.



<p>XP1</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is parked at a beach, and family members are excitedly running toward the water, conveying the message that the car is suitable for families. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: frontal & eye-level - Modality: natural and sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image on left margin + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
<p>XP2</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in motion 'on the road in the suburbs. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Analytical processes: Three images support the claim of a powerful appearance → Both processes convey the message that the car has a strong design. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: technological image → low fidelity → low modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
<p>XP3</p>		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is parked on the road. <p>Conceptual representation</p> <ul style="list-style-type: none"> - Analytical processes: Three images demonstrate the exterior design and interior features. → Both processes convey the message that the car has a stylish appearance and comfortable interior. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & low - Modality: technological image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Salience + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.



XP4		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in powerful motion 'on a winding uphill road,' demonstrating its capability to perform in hilly and mountainous terrain. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: frontal & low → premium car - Modality: technological but sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information on the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.
XP5		<p>Narrative representation</p> <ul style="list-style-type: none"> - Speech process and mental process: The car is in powerful motion, transitioning from unfavorable conditions to favorable ones, showcasing its ability to perform well on all terrains. 	<ul style="list-style-type: none"> - Viewing distance: Close-up shot - Angle: oblique & eye-level - Modality: technological but sensory image → high fidelity → high modality 	<ul style="list-style-type: none"> - Information value: <ul style="list-style-type: none"> + Center-margin: car image and key information at the center + Top-bottom: ideal information at the top - Saliency + Placement: key information in the foreground + Font size: key information in biggest size + Color: The colors are sharp and contrast strongly between light and dark.