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**LÊ HOÀNG UYÊN MY**

**A DISCOURSE ANALYSIS OF COFFEE  
ADVERTISEMENTS IN ENGLISH AND  
VIETNAMESE**

**Major: ENGLISH LINGUISTICS**

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**Supervisor: Dr. Huỳnh Ngọc Mai Kha**

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## Chapter One

### INTRODUCTION

#### 1.1. RATIONALE

In our daily life, communication, which is an interactive process by means of language, plays a vital role in every activity of human. Therefore, it is very necessary for us to investigate the meanings realized through spoken and written language that we use every day in terms of grammar and meanings. For the last decades, studying the meanings lying behind the cover of language has been given much attention by linguists all over the world.

The utterances we produce are dictated by our individual experiences, our perception of the world, or the circumstances, and are based on linguistic choices. As a result, this is not a simple work due to the complex meanings of the speaker(s) or writer(s) in their ways of using language as well as the various interpretations of the listener(s) or reader(s), especially in writing. Unlike oral communication, in writing, there is no face-to-face interaction between the writer(s) and the reader(s). So, it is important for linguists to find out the way that writers use language to express their idea and attitude toward the issue mentioned as well as the way that they communicate with readers through language.

Nowadays, advertising language has become an important part in the society because it is highly informative and has been widely accepted by the public. For this reason, I decided to carry out the study on the Coffee Advertisements in terms of Functional

Grammar analysis, with the aim to investigate how advertisers communicate with their customers by means of language. It is obvious that language is a crucial part of advertisements, which helps consumers be well-informed about products as well as make decision on their choice. Therefore, the use of language should be paid attention to create a good advertisement. However, still little research has been written about this topic, particularly in the Coffee Advertisements in English and Vietnamese.

Due to this fact, it is necessary to clarify the essence of language in the Coffee Advertisements. An investigation into Systemic Functional Grammar of the Coffee Advertisements in English and Vietnamese language will be a contribution to the present knowledge of the field; and the findings of a contrastive analysis between English and Vietnamese will be beneficial for both Vietnamese and English learners.

## **1.2. AIMS AND OBJECTIVES**

### **1.2.1. Aims**

This study aims to examine the functional aspects of the Coffee Advertisements in English and Vietnamese to provide the Vietnamese teachers and students of English with an insightful knowledge concerning how language functions and organized in the advertisements in English and Vietnamese.

### **1.2.2. Objectives**

To achieve the aim of the study, the following objectives are intended:

- To find out the functional aspects of the Coffee

Advertisements in English and Vietnamese in view of Systemic Functional Grammar and Discourse Analysis

- To discover the similarities and differences of the Coffee Advertisements in English and Vietnamese in terms of the meta-functions of Systemic Functional Grammar and Discourse Analysis

### **1.3. RESEARCH QUESTIONS**

To achieve the aims and objectives mentioned above, the study seeks the information for the following research questions:

1. What is the Interpersonal function of the Coffee Advertisements in terms of the analysis of clause as exchange in English and Vietnamese?
2. What is the Ideational function of the Coffee Advertisements in terms of the analysis of clause as representation in English and Vietnamese?
3. What are the similarities and differences of the Coffee Advertisements in English and Vietnamese in terms of the meta-functions of Systemic Functional Grammar and Discourse Analysis?

### **1.4. SCOPE OF THE STUDY**

The study was limited to the analysis of the meta-functions of Systemic Functional Grammar of the Coffee Advertisements in English and Vietnamese such as Ideational function, Interpersonal function and Discourse analysis. In more detail, clause as representation of Ideational function and clause as exchange of Interpersonal function in the Coffee Advertisements would be looked

into. Such Textual functions as theme, rheme would not be examined and they were put beyond the scope of this study.

## **1.5. ORGANIZATION OF THE STUDY**

The study is presented in the following parts:

Chapter 1: Introduction

Chapter 2: Literature Review and Theoretical Background

Chapter 3: Research Methods and Procedures

Chapter 4: Findings and Discussions

Chapter 5: Conclusions and Implications

### **Chapter Two**

## **LITERATURE REVIEW AND THEORETICAL BACKGROUND**

### **2.1. LITERATURE REVIEW**

Systemic Functional Grammar is a model of grammar founded by Michael Halliday in the 1960s in the United Kingdom and later in Australia. He contributed considerable studies about Systemic Functional Grammar. His book *An Introduction to Functional Grammar* (first published in 1985) gives an overview of English grammar on functional perspective and detail illustration to make clear the theoretical matters (Halliday, 1994).

Graham Lock with his book *Functional English Grammar* explores ways in which English grammar enables speakers and writers to represent the world, to interact with one another, and to create coherence messages (Graham, 1996).

Christian Matthiessen in cooperation with Halliday in their books *Introduction to Functional Grammar* (Halliday &

Matthiessen, 2004) *Systemic Functional Grammar: a first step into the theory* (Halliday & Matthiessen, 2009), etc., the Systemic Functional Grammar and meta-functions of lexico-grammar are thoroughly and deeply investigated. Also, ways of expressing Ideational as well as Interpersonal meaning are analyzed clearly and carefully, contributing to the later researches into this type of meaning.

In Vietnam, many linguists like Cao Xuân Hạo, Diệp Quang Ban, Hoàng Văn Vân, etc. have studied Vietnamese from the perspective of Functional Grammar. Their works play a very important role in the linguistic research in Vietnamese.

From the Functional Grammar's perspective, Cao Xuân Hạo in the book *Sơ thảo ngữ pháp chức năng* points out the Vietnamese typological characteristics and presents the grammatical system in a sincere, accurate and simple way. Speech acts and Modality are described carefully in this book as a crucial part of Interpersonal meaning (Cao Xuân Hạo, 2004).

Diệp Quang Ban in his book *Ngữ pháp Tiếng Việt* presents almost all aspects of Vietnamese grammar. In his presentation of the syntax and meaning of sentence, he follows Halliday's point of view about Functional Grammar, analyzing Vietnamese sentence in terms of structure and function in the light of the three meta-functions of language. In addition, he points out the differences in the characteristic of Vietnamese language in comparison with English and proposes new mode of analyzing the structure of Vietnamese sentence (Diệp Quang Ban, 2004).

## **2.2. THEORETICAL BACKGROUND**

### **2.2.1. Discourse Analysis**

#### **2.2.1.1. *Concepts of discourse***

Discourse is one of those elastic terms which one sometimes encounters in linguistics. It is used in somewhat different ways by different scholars. Discourse is used beyond the boundary of isolated sentences. It means that any sequence of language in written or spoken form is concerned with the use of language in stretches larger than a sentence. Briefly, all concepts of discourse stress the communicative dynamics of language. Therefore, there is a strong tendency for discourse analysts to rely more heavily on observation of language use during interactions in natural sequences of sentences.

#### **2.2.1.2. *Features of discourse***

- Every discourse has a specific target.
- Every discourse must be completed both in form and in content.
- Every discourse has its unity.
- Language use may be categorized according to register (the type of activity engaged in through language), level of formality, attitudes to the other participants or to the communication, relationships between participants and the situational context.

#### **2.2.1.3. *Discourse and context***

Context plays a very important role in Discourse Analysis. A discourse and its context are in close relationship: the discourse elaborates its context and the context helps interpret the meaning of

utterances in the discourse. The knowledge of context is a premise of the analysis of a discourse. When we study and analyze a discourse, we should bear in mind that no context, no discourse and we should not neglect the related context of a discourse.

### **2.2.2. An overview of Functional Grammar**

Functional Grammar is a theory of grammar concerned with the social and pragmatic functions of language, relating these to both formal syntactic properties and prosodic properties. This is a grammar which is considered as the resource for creating meanings by means of wording. The functional description of the language involves identifying all the various functions that are incorporated into the grammar and all the structures which serve to express some meaning in the language. According to Halliday and Matthiessen (2004, p.23) “a language is a resource for making meaning, and meaning resides in systemic pattern of choice”. Due to the language system, people have the available options to choose when using language in order to fulfill a communicative purpose. In other words, the grammar of a language is manipulated to suit the occasion.

Unlike traditional grammar which assumes that sentence only has one structure (through the system of sentence elements such as Subject, Predicate, Complement, Adverbial complement, etc.) to carry out different functions, Functional Grammar believes that every sentence has three configurations and each of them has its own specific meta-function. The first configuration expresses the Ideational meta-function in which sentence is analyzed as Process, Participant and Circumstance. The second one manifests the

Interpersonal meta-function where the organization of a sentence includes Mood and Residue. The third one shows the Textual meta-function where the sentence is organized into theme and rheme.

### **2.2.3. Meta-functions**

#### **2.2.3.1. Clause as exchange**

The Interpersonal meta-function of language is concerned with clause as an exchange in which four speech functions are exchanged in rhetorical interaction: statements, questions, offers and commands. The Interpersonal meta-function embodies all uses of language in order to express social and personal relations, personalities, personal feelings, and the speaker's intrusion into speech situation and speech act. Halliday further explains the term that "In the clause, the Interpersonal element is represented by Mood and Modality." (Halliday, 1973, p.41). Beside Mood, it is also embodied by the Personal pronoun system, Modality and Tense.

##### ***a. Mood***

The Mood element consists of two parts: the Subject, which is a nominal group, and the Finite operator, which is part of a verbal group. Mood realizes the selection of Mood in the clause through the sequential arrangement of the Subject and Finite. Mood in the clause might be Indicative or Imperative; if Indicative, it is either Declarative or Interrogative; if Interrogative, it is either Polar Interrogative (Yes/ No type) or Content Interrogative ('Wh-' type) (Halliday, 1994, p.44).

##### ***b. Modality***

The resource for expressing Modality includes Modal verbs

and/ or Modal adjuncts. This study mainly focuses on Modal verbs.

Modal verbs give additional information about the function of the main verb that follows it. They have a great variety of communicative functions. For example, ‘*must*’ expresses a strong obligation, a logical conclusion or a certainty, while ‘*must not*’ expresses a prohibition. Each Modal verb also has its negative form.

### ***c. Personal Pronoun***

Halliday also mentions that Interpersonal meaning is embodied in the Personal pronoun system (Halliday, 1994). This is one method of assigning certain roles to the two (or more) people involved in the text. English Personal pronouns carry different grammatical roles in the clause.

#### ***2.2.3.2. Clause as representation***

##### ***a. Transitivity***

Transitivity was developed as the concept of transitive or intransitive verb (Halliday, 1976, p.159) whether the verb takes an object or not, but in SFG, it functions to link grammar to the meta-function of the clause, deals with the “transmission of ideas” “representing process” or “experiences”: actions, events, processes of consciousness and relation.

##### ***b. Process, Participant and Circumstance***

One of the functions of a clause is to represent experience: to describe the events and states of the real and (unreal) world. A representation of experience consists of:

- Processes defined by Halliday (2004, p.106) is a term referring in general to ‘going-on’ (verbs) like doing, happening,

seeing, feeling, thinking as well as being and having. In functional model of grammar, the one obligatory constituent of a clause is the Process, which can be typically expressed or realized by the verbal group.

- Participants are the entities involved in the Process; as a necessary part of the Process. All Participants can take on the Subject functions i.e. Actor, Sayer, Sensor, etc. Participants are realized by nominal group.

- Circumstances are the principal types of Circumstantial elements in English which specify the when, where, why and how of the Process and can be realized by adverbial group or prepositional phrase..

### ***c. Process types***

According to Halliday (1994), the transitivity system of English includes six Process types, namely Material, Relational, Mental, Existential, Behavioral and Verbal.

#### ***a. Material process: process of doing***

Material process is a process of doing, happening and about action. The Process usually consists of Verb, Actor (logical subject) and Goal (noun or pronoun). Material process expresses the notion that some entity ‘does’ something which may be done ‘to’ some other entity (Halliday, 2004, p.181).

#### ***b. Mental process: process of thinking***

Mental process is a process of thinking involving: perception, affection and cognition. Mental process has two

Participants: Sensor and Phenomenon. Halliday and Matthiessen (2004, p.208) claims that there are four different subtypes of sensing: Perceptive, Cognitive, Desiderative and Emotive.

***c. Relational process: process of being***

Relational process is defined as a process of being, realized by the verb *be* in the simple present or past and appear to have two inherent Participants. Actually, Relational process is a rich and varied type of Process, which covers the many different ways that “being” is expressed (Eggsins, 1994). However, in this analysis, we only refer to two simple types, they are Attributive process and Identifying process.

***d. Behavioral process: process of behaving***

Behavioral process is a process of physical and psychological behavior, such as *breathe, dream, smile, laugh, cry, and cough*. It is recognized at the boundary between Material and Mental process (Halliday & Matthiessen2014, p.301).

***e. Verbal process: process of saying***

The clauses of saying consists of verbs of saying to convey other subtleties of what speech act theorists call illocutionary force belong to Verbal process such as *say, tell, ask, praise or urge, explain, remind, challenge, beg, promise, congratulate, grumble, agree, report, etc.*

***f. Existential process: process of existing***

Existential Process concerns the representation of existing or happening (Halliday, 1985, p.130). In every Existential process, it must have an “Existent”.

## Chapter Three

### RESEARCH METHODS AND PROCEDURES

#### 3.1. METHODOLOGY

This thesis design was based on the combination of descriptive and comparative methods; qualitative and quantitative techniques.

#### 3.2. RESEARCH DESIGN

This descriptive and qualitative study was conducted with a contrastive analysis to describe and compare the English Coffee Advertisements with the Vietnamese ones. The theoretical framework employed in this study was Systemic Functional Grammar. This includes the analysis of clause as exchange and clause as representation. To support my analysis, evidences were used where necessary to highlight the qualitative information obtained from the contrastive analysis.

English was chosen as the foreign language (L2) and Vietnamese (L1) as a contrastive means to discover the similarities and differences.

##### 3.2.1. Data Collection

The data used for analysis was taken from the written Coffee Advertisements in English and Vietnamese on websites. I analyzed the monologues as a methodological experiment, expecting the data to help me discern the lexico-grammatical and discursal patterns of the monologues processed differently from the labor-intensive line-by-line analysis of text in discourse analysis. My data was designed to be tagged for grammatical perspective on discourse from Halliday's Systemic Functional Linguistics. In this current study, as an initial stage of the analysis, one hundred and ten English and

Vietnamese Coffee Advertisements were collected. They were taken from twelve official websites of coffee brands on the Internet in the United States and Vietnam. The one hundred and ten selected samples were collected within one year 2018. The length of the Coffee Advertisements are divergent for each language, where lexical items range from 119 words to 158 words in the English advertisements and from 115 to 242 words in the Vietnamese advertisements.

### **3.2.2. Procedure**

Besides the sampling, this contrastive analysis was designed with two main phases: descriptive phase and comparison phase realized in the following steps:

#### **3.2.2.1. Collecting samples**

The search was conducted in a series of steps. To start with the searching, I split the texts into sentences. Sentences were then split up into clauses containing a verbal group for Lexico-grammatical analysis. These clauses were annotated with the tense form they display. The searching steps were as follow:

- Clauses were classified by structure.
- Clauses were classified by purpose.

#### **3.2.2.2. Data analysis**

I divided the analysis into two parts: Interpersonal dimension and Ideational dimension.

In the analysis based on the Interpersonal dimension, I adopted the way Halliday & Matthiessen (2014) outlined the concept of Interpersonal meta-function elements. As a Systemic Functional Language analyst, I evaluated the degrees of interactive efficiency in

a socio-cultural ambiance of the given discourse. Therefore, I first looked for the Mood to see how the Mood carries the essential information about the exchange process. This also included the analysis of Modal auxiliaries and Pronouns then focused on the choice of Tense in the Coffee Advertisements.

Finally, the second part of my analysis explored the Ideational meta-function in the Transitivity system of Processes. In this part, I evaluated the frequency of six Process types in the Coffee Advertisements to see how language is employed as a representation of human experience. This also included the analysis of Participants and Circumstances.

Along with the analysis and presentation of the meta-function dimensions in the English Coffee Advertisements, I also presented my analysis of meta-function dimensions in the Vietnamese Coffee Advertisements in a contrastive analysis which highlighted the salient points about the similarities and differences in the two languages.

## **Chapter Four**

### **FINDINGS AND DISCUSSIONS**

#### **4.1. CLAUSE AS EXCHANGE IN THE COFFEE ADVERTISEMENTS IN ENGLISH AND VIETNAMESE**

First, in terms of Mood, I can say a large percentage of Declarative mood is used in both languages. The occurrence of Declaratives in the ECAs and VCAs is dominant (80.65% in English and 81.30% in Vietnamese). The rest two Mood types have much smaller proportion. The Imperative mood makes up for 15.18% in

the ECAs and 18.70 % in the VCAs. The Interrogative mood accounts for the least proportion in the ECAs 4.17% while there is no expressions of Interrogative mood in Vietnamese. In the English Coffee Advertisements, the advertisers tend to use more Interrogative mood than in the Vietnamese ones. Besides, positive polarity outnumbers negative polarity significantly in both languages.

In terms of Modal auxiliary, futurity such as ‘*will*’/ ‘*sẽ*’ and possibility such as ‘*can*’/ ‘*có thể*’ are the most frequently employed in two languages. In the ECAs, futurity is more common than possibility, which is contrary to the VCAs, in which possibility is more popular than futurity.

With relation to Pronoun system, the finding suggests that Personal pronouns and Possessive pronouns are more commonly used in the ECAs than VCAs. In which, Personal pronoun ‘*you*’ is mostly adopted, followed by ‘*we*’ as Personal pronoun.

In regard to Tense, the frequency of Tense form in the English and Vietnamese Coffee Advertisements is similar. The Present tense is dominated in both languages (87.79% in English and 86.33% in Vietnamese), followed by Past tense with 10.42% in the ECAs and 12.23% in the VCAs. Future tense is rarely used in the coffee advertisements in both languages.

#### **4.2. CLAUSE AS REPRESENTATION IN THE COFFEE ADVERTISEMENTS IN ENGLISH AND VIETNAMESE**

Based on the transitivity system analysis of the Coffee

Advertisements in English and Vietnamese, I can conclude that in both languages concerned, three major Process types including Material clause, Relational clause, Mental clause as well as three minor Process types such as Existential clause, Behavioral clause and Verbal clause are adopted. In addition, Participants and Circumstances are also involved in clauses in both the ECAs and the VCAs. .

Table 4.1. Process distribution in the ECAs and the VCAs

<b>Types</b>	<b>the ECAs</b>		<b>the VCAs</b>	
	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>	<b>%</b>
<b>Material</b>	297	54	333	40.51
<b>Relational</b>	144	26.18	397	48.30
<b>Mental</b>	93	16.91	68	8.27
<b>Existential</b>	6	1.09	18	2.19
<b>Behavioral</b>	7	1.27	5	0.61
<b>Verbal</b>	3	0.55	1	0.12
<b>Total (Clause)</b>	550	100	822	100

The table makes a comparison of Process types distribution between the ECAs and the VCAs. It is clear that three major Process types (Material, Relation and Mental) largely dominate the Coffee Advertisements in both languages. Nonetheless, there is a slight difference in the frequency of Material clauses and Relational clauses in the ECAs and the VCAs.

As can be seen from the chart, in the ECAs, Material clauses play a vital role with the highest percentage of distribution while in

the VCAs, Relational clauses account for the largest proportion in frequency. Overall, the English coffee advertisers tend to employ Material clauses in their advertisements, which mainly focus on describing the features and ingredients of coffee products as well as demonstrating the process of making coffee. Meanwhile, the Vietnamese coffee advertisers mostly use Relational clauses in their coffee advertisements to clarify and identify their products, as well as providing further information relating to coffee.

With relation to Participants both the ECAs and the VCAs tend to use receptive clauses with the presence of Goal, which means the English and Vietnamese advertisers mainly pay attention to the coffee product – Goal, and they use receptive clauses to shift the focus on the product – Goal, not the doer – Actor. As a result, the frequency of clauses with the absence of Actor is high in both languages.

In terms of Circumstances, a wide range of Circumstantial elements are adopted in both languages in general.

Location Circumstances and Accompaniment Circumstances are the three most mainly used in both languages. It can be concluded that the coffee advertisers in English and Vietnamese tend to pay attention to product descriptions. As a result, a large number of Manner Circumstances are used to mention to the process of making products, whereas Location elements are employed to introduce the source of coffee products and Accompaniment Circumstances for describing the ingredients included in coffee products.

Nevertheless, there are some certain differences in the two languages. In the ECAs, Manner and Location Circumstances are distributed evenly while in the VCAs, Manner Circumstances are much more common than Location Circumstances. Another considerable difference in both languages is the use of Role and Contingency Circumstances. Role Circumstances in the VCAs occupy the same proportion as Matter Circumstances with 1.77%, however; no Role Circumstance is found in the ECAs. Finally, Contingency Circumstances make up the least amount of the figure in the ECAs with only 0.66%, and this Circumstantial elements do not occur in the VCAs.

### **4.3. SUMMARY**

This study is on the English and Vietnamese Coffee Advertisements from the Systemic Functional Grammar perspectives. To carry out the study, theoretical background about Systemic Functional Grammar was briefly reviewed in terms of meta-functions including Interpersonal meta-function and Ideational meta-function. Then the Coffee Advertisements were analyzed in terms of Mood and Process clauses. Relating to Mood pattern, Declarative Mood plays the most vital role in expressing the writers' message. Next is the analysis of Transitivity Processes and their Participants as a system of the Experiential meaning. The finding shows that three main Process types such as Material, Relational and Mental dominate the Coffee Advertisements. From the analysis above, a conclusion may be drawn that Systemic Functional Grammar provides us an analytic tool to look at the whole text and its characteristic features.

## Chapter Five

### CONCLUSIONS AND IMPLICATIONS

#### 5.1. CONCLUSIONS.

In terms of Interpersonal function, the research finds out that English and Vietnamese clauses could be analyzed into Mood and Residue. However, the elements within the Mood block in each language are different. The Mood element in English consists of Subject, Finite element with or without Mood adjuncts. Meanwhile, in Vietnamese, the Mood element comprises of the Mood expressions with or without Modality factors. Since the Coffee Advertisements are monologues with the aim to provide information and characteristic of coffee products, the clauses in the Coffee Advertisements in both languages are structured mostly in Declarative Mood structure and function mostly as statements. The occurrence of Declaratives in the ECAs and the VCAs is equivalent. English and Vietnamese advertisers also use Imperative Mood in the advertisements, especially to describe the instruction of using the products. There is a slight difference between these two languages, there is no Interrogative Mood in the VCAs while in the ECAs, the Interrogative Mood accounts for 4.17%.

Secondly, in both English and Vietnamese, Personal pronoun system could be used to indicate the roles of the writers and the readers in written texts. With the most use of Personal pronoun 'you', the writers mainly focus on their readers to gain the readers' attention. Besides, Personal pronoun 'we' is also employed in both

languages. In the ECAs and VCAs, ‘we’ is the group including the writer and his staff or company, who play the main role in manufacturing the product. This might be the self-positioning of the writers as they consider themselves as conductors to give reliable information and advice to their readers.

In Modal auxiliary aspect, futurity such as “*will/ sẽ*” and possibility such as “*can/ có thể*” are the most frequently employed in the two languages. In the ECAs, futurity is more common than possibility, which is contrary to the VCAs, in which possibility is more popular than futurity.

With relation to Tense, the frequency of Tense form in English and Vietnamese Coffee Advertisements is similar. The Present tense is dominated in both languages, followed by Past tense while Future tense is rarely used in the Coffee Advertisements.

In terms of Ideational function, the research shows that both the ECAs and the VCAs use all the six types of Process in Transitivity system in the text. The three major process types that are employed in the Coffee Advertisements in both languages are Material clauses, Relational clause and Mental clause. A considerable difference between the two languages is that in the ECAs, Material clauses play a vital role with the highest percentage of distribution while in the VCAs, Relational clauses account for the largest proportion in frequency (figure 4.12) . This result indicates that the English coffee advertisers tend to employ Material clauses in their advertisements, which mainly focus on describing the features

and ingredients of coffee products as well as demonstrating the process of making coffee. Meanwhile, the Vietnamese coffee advertisers mostly use Relational clauses in their coffee advertisements to clarify and identify their products, as well as providing further information relating to coffee.

Beside Process types, Participants and Circumstances are also involved in the analysis.

With the limited time of the analysis, only Actor and Goal are analyzed as Participants in this research. The result shows that both the ECAs and the VCAs tend to use receptive clauses with the presence of Goal, which means the English and Vietnamese advertisers mainly pay attention to the coffee product – Goal, and they use receptive clauses to shift the focus on the product – Goal, not the doer – Actor. As a result, the frequency of clauses with the absence of Actor is highly dominated in both languages.

In addition, the analysis also presents some certain similarities between the ECAs and the VCAs in distributing Circumstantial elements. Manner Circumstances, Location Circumstances and Accompaniment Circumstances are the three most mainly used in both languages. It can be concluded that the coffee advertisers in English and Vietnamese tend to pay attention to product descriptions. On the other hand, a difference should be noted between the two languages is the use of Role and Contingency Circumstances. In the VCAs, Role Circumstances occupy the same proportion as Matter Circumstances, however; no Role Circumstance

is found in the ECAs. Finally, Contingency Circumstances make up the least amount of the figure with only 0.66%, and this Circumstantial elements do not occur in the VCAs.

In conclusion, the analysis shows a fact that English and Vietnamese advertisers both have linguistic devices to express Interpersonal meaning as well as Ideational meaning in the Coffee Advertisements. In the scope of this thesis, they are Mood system, Personal system, Modality and Tense in terms of Interpersonal function, along with the six Process types, Participants and Circumstances in terms of Ideational function. The combination in using these elements is helpful in establishing relationship between the writers and readers as well as expressing the writers' experience including their outer and inner world.

## **5.2. IMPLICATIONS**

After studying Interpersonal meaning and Ideational meaning expressed in English and Vietnamese coffee advertisements in the light of Hallidayan Functional Grammar, I realized that it is important for language learners to know and do researches about Functional Grammar and the three configurations of clause which can help to express the three meta-functions in various contexts. We now have many evidences that not everybody who is proficient in grammar is able to use language effectively. Halliday (1994) also claims that language is a systemic resource which represents a meaning in a context. It is not a set of acceptably grammatical sentences. So, when learning a second language, it is not enough and

not effective to merely know the grammar. The more important thing in the process of second language acquisition is to understand the meanings of grammar and to be capable of using an appropriate grammar point in a particular context. In other words, learners need to be supplied the knowledge of the grammar's meanings and its use in particular situations; and the duty of a teacher is to supply learners that knowledge. They are essential knowledge for them to successfully interpret the other's meanings as well as accomplish their purposes in communication. So, hopefully, this thesis would make some useful contribution to teaching and learning English theoretically and practically. Moreover, the study is a good result to those who work in marketing with good skills to write advertisements more effectively.

### **5.3. LIMITATIONS OF THE STUDY**

This research has got a number of restrictions due to the limited knowledge of the researcher and reference materials. First of all, all the Coffee Advertisements in English and Vietnamese collected for this analysis are only chosen from online websites. Second, only some certain linguistic characteristics of English and Vietnamese Coffee Advertisements such as communicative language function and functional grammar can be examined in the study. Finally, there are many types of advertisements which attract the attention of many people; the researcher can only focus on the Coffee Advertisements in the United States and Vietnam in general. However, hopefully, the study will be a valuable reference for anyone who takes an interest in this field.

#### **5.4. SUGGESTIONS FOR FURTHER RESEARCHES**

Within the limitation of time and materials, the study is by no means complete and still remains some other aspects awaiting research which merit further studies, such as Textual meta-function in the Coffee Advertisements. Therefore, I would like to recommend *A contrastive analysis of Textual function in the Coffee Advertisements in English and Vietnamese* should be carried out to clarify the essence of language in the Coffee Advertisements.