

THE UNIVERSITY OF DANANG
UNIVERSITY OF FOREIGN LANGUAGE STUDIES



PHẠM THỊ PHƯƠNG ANH

**A STUDY OF RHETORICAL DEVICES
IN TITLES OF ONLINE TOURISM NEWSPAPERS
IN ENGLISH VERSUS VIETNAMESE**

Major: ENGLISH LINGUISTICS

Code: 822 02 01

**MASTER THESIS IN
LINGUISTICS AND CULTURAL STUDIES
OF FOREIGN COUNTRIES
(A SUMMARY)**

Da Nang, 2020

This thesis has been completed at University of Foreign Language Studies,
The University of Da Nang

Supervisor: Assoc. Prof. Dr. Nguyễn Thị Quỳnh Hoa

Examiner 1: Assoc. Prof. Dr. Nguyễn Văn Long

Examiner 2: Dr. Bảo Khâm

The thesis was orally defended at the Examining Committee

Time: July 3rd 2020

Venue: University of Foreign Language Studies -The University
of Da Nang

This thesis is available for the purpose of reference at:

- *Library of University of Foreign Language Studies, The University of Da Nang.*
- *The Center for Learning Information Resources and Communication - The University of Da Nang.*

Chapter One

INTRODUCTION

1.1. RATIONALE

Newspaper nowadays is an indispensable part of human's lives by providing a huge amount of information such as facts, stories, statistics, and reports about various areas of life. Since tourism proves its typical role in the socio-cultural integration of a country together with economic development, tourism newspapers become more and more popular. Tourism is also a gold opportunity to spread the local and domestic culture, traditions and values. The rapid development of science and technology in recent years has led to the creation of online tourism newspaper that has become a breakthrough with the great benefits it brings to the tourism industry in not only advertising effectiveness but also time and cost saving.

Practically, reading newspapers in foreign language is pretty difficult to fully understand all the writers' implication. Structures and expressions in English articles often make Vietnamese readers confused. By that reason, English online tourism newspapers accompanied with different rhetorical devices make it hard for Vietnamese readers to catch the meaning of the text.

Meanwhile, the title is considered to be one of the most important parts of newspaper article. A bad, unattractive or inappropriate title may make readers pass the news and ruin the effort of the writer. Using rhetorical devices in the titles, journalists can attract and catch the eyes of readers by drawing vivid pictures for the readers to visualize and evoke their positive emotions from the first moments. In terms of language and linguistic functions, rhetorical devices prove their effects in expressing the author's ideas and intention. Rhetorical devices are widely employed strategies in a

wide range of fields such as arts, literature, communication, presentation and daily life. Studies about rhetorical devices or stylistic devices have been done by many researchers and linguists but in different aspects. Following is an example of a title in Vietnamese online tourism newspaper:

“Mơ màng Suối Yến”

The writer use personification (words used for human-being are applied to illustrate things/ objects) to describe the beauty of “Suối Yến/Yen Stream”. The noun “mơ/dream” ー a series of thoughts, images, and sensations occurring in a person's mind during sleep, is the root adjective “mơ màng/dreaming” used to describe Yen Stream instead of a person. It sketches a fanciful and beautiful scene which is rare and incredible like a dream. By questioning what the dreaming thing appears in that Yen Stream, readers might click on and continue reading to finally realize the miracle attraction is not only in the beauty of the stream but also underneath the mystery stories that people keep telling about Yen Stream. Consequently, the use of personification (one of rhetorical devices) in this title might have potential effective on motivating tourists to spend time exploring more and help develop tourism behavior.

All of these motivate me to conduct the research “A STUDY OF RHETORICAL DEVICES IN TITLES OF ONLINE TOURISM NEWSPAPERS IN ENGLISH VERSUS VIETNAMESE”.

1.2. AIMS AND OBJECTIVES OF THE STUDY

1.2.1. Aims of the study

This study is aimed to:

- - Investigate into the effectiveness of rhetorical devices in titles of online tourism newspapers in English and Vietnamese.

1.2.2. Objectives of the study

This study is intended to:

- Find out and describe common rhetorical devices used in titles of online tourism newspapers in English and Vietnamese
- Explore the similarities and differences between common rhetorical devices used in titles of online tourism newspapers in English and Vietnamese

1.3. RESEARCH QUESTIONS

In order to achieve the above aims and objectives, the following research questions are put forward:

1. What *rhetorical devices* are used in titles of online tourism newspapers in English?
2. What *rhetorical devices* are used in titles of online tourism newspapers in Vietnamese?
3. What are the similarities and differences in *rhetorical devices* used in the English and Vietnamese titles of online tourism newspapers?

1.4. SCOPE OF THE STUDY

This study focused on the rhetorical devices used in English and Vietnamese titles of one American and one Vietnamese online tourism newspaper in the period 2018-2019. This thesis was carried out and based on 200 English titles from Travel Daily News and 200 Vietnamese titles from Du Lich. Travel Daily News and Du Lich are two popular online tourism newspapers in English and Vietnamese. The aspects of tourism mentioned in those articles vary from food, destinations to activities, travel experience, hotel and lodging, mice industry, aviation, sea travel and so on.

1.5. SIGNIFICANCE OF THE STUDY

This thesis may help English learners and teachers in Vietnam have better insight into the rhetorical devices used in titles of online

tourism newspapers in English and Vietnamese. It is hoped that, the data and contrastive analysis of this research will be worth reading for the readers who take interest in reading English and Vietnamese online tourism newspapers.

1.6. ORGANIZATION OF THE STUDY

There are five main chapters in this study as follows:

- **Chapter 1: Introduction** - includes the rationale, aims and objectives, the research questions, the scope of the study, the significance of the study and the organization of the study.

- **Chapter 2: Literature Review and Theoretical Background** - presents the previous studies which are closely related to the thesis and the theoretical background of the study.

- **Chapter 3: Research Methods** - describes the research design, the research methods, the data collection, samples, instrument, procedure of the study, the data analysis and the reliability and validity of the study.

- **Chapter 4: Findings and Discussion** – aims at describing, comparing to find out the similarities and differences in the *rhetorical devices* using in the titles of English and Vietnamese newspapers.

- **Chapter 5: Conclusion and Implications** - gives the summary of what has been drawn out from the study and some implications. This section will also give some suggestions for further research.

Chapter Two

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEWS

2.2. THEORETICAL BACKGROUND

2.2.1. Definition of Online Tourism Newspaper

“*Short*” and “*catching*” are words describing the features of English titles (Bastian et al., 1956, p.62). The significances of the news are packed in some key words in the titles and a good title will not only convey the brief content of the articles but also catchy enough to arouse reader's curiosity. In some English newspapers sensational titles are quite common. The practices of title writing are different with different newspapers. The selection of language is based on the peculiar nature and expression meaning of the titles (Galperin, 1977, p.303).

2.2.2 Definition and features of titles of online tourism newspapers

In general, the titles of online tourism newspapers are the headings of the news which contains the most important and interesting information of the articles. They are often short and catching in order to catch readers’ most attention and also help them to have a quick, accurate and comprehensive visualization of the news.

2.2.3. Definition of Rhetorical Device

Rhetoric has raised a great deal of awareness among many linguists and researchers in the world for so long. Richard (1973, p.160) defines it as “*the art of linguistically or symbolically creating salience. After salience is created, the situation must be translated into meaning*”. Farrell (1993) claims that “*rhetoric is an acquired competency, a manner of thinking that invents possibilities for persuasion, conviction, action, and judgments.*” This paper will mainly mention the studies of Galperin (1977) and Đinh Trọng Lạc (2003) two famous linguists who had well-known accredited researches about *RDs* as the theoretical background. Basing on the

use of *rhetoric* in language, Galperin defines each *RDs* as a generalized model of applying extra certain structures or semantic property in basic structure sentences with specific purposes. In the book “99 phương tiện và biện pháp tu từ tiếng Việt” by Đinh Trọng Lạc, *RDs* in Vietnamese is defined as means of language which usually bring additional information apart from the basic meaning of words. It can be seen that the theory of Galperin emphasizes more on the key function of *RDs* which will be explained more following. In short, rhetorical devices in language can be understood as language tools added to a sentence under authors’ purposes which creates special effects in linguistic expression.

2.2.4. Functions of Rhetorical Devices

According to Galperin (1977), *RDs* are used as language tools with 2 main functions. For the sake of the readers, *RDs* make the objectives of the writers clearer to the readers so that they can understand the emotions, feelings, and ideas of the writer at a deeper level. About the writers, *RDs* convey their messages and perspectives more vividly to evoke readers’ responses under the writers’ purposes. Generally, *RDs* create a system of signs used to evoke emotion in readers and influence their decisions and actions. For this reason, *RDs* used in online tourism newspapers might have their goal to add special effects on the advertisements which will appeal to the potential audience and finally influence human choices on specific travel decisions and bring benefits to the industry.

2.2.5. Classification of Rhetorical Devices

The classification suggested by Galperin (1977) is simply organized and very detailed. He classify *RDs* into three types based on the level-oriented approach, they are *phonetic*, *lexical* and *syntactical RDs*.

2.2.5.1. Phonetic Rhetorical Devices

- a. *Onomatopoeia*
- b. *Alliteration*
- c. *Rhyme*

2.2.5.2. Lexical Rhetorical Devices

- a. *Metonymy*
- b. *Metaphor*
- c. *Personification*
- d. *Simile*
- e. *Irony*
- f. *Hyperbole*
- g. *Allusion*

2.2.5.3. Syntactical Rhetorical Devices

- a. *Stylistic Inversion*
- b. *Rhetorical Questions*
- c. *Enumeration*

2.6. SUMMARY

Rhetorical devices, their characteristics and functions have attracted attention of many linguists as well as researchers. The matter of discovery of their marvel as well as application them in literature is always new and endless. RD is certainly an important instrument which can help language users transfer their message fully and meaningfully, reach their aims in communication.

Although the title plays an important role in the effectiveness of an online tourism newspaper, the RDs used in those are not always the same in all articles or in the two languages. But their similar influence on news' success and reader's feeling and reaction can not be refused. This thesis hopes to partly contribute to analyzing and understanding more about the RDs used in TOTNs, their importance and their impact on readers.

Chapter Three

RESEARCH METHODS

3.1 RESEARCH DESIGN

This thesis is aimed at investigating common RDs used in the titles of online tourism newspapers in English and Vietnamese. This is both a qualitative and quantitative study. The design has been made with the aim of exploring and finding the features of some commonly used RDs together with the similarities and differences in English and Vietnamese TOTNs.

3.2. RESEARCH METHODS

This study was carried out via the descriptive method and the contrastive.

The descriptive method was used in the first step to describe, characterize the RDs used in the titles and classify them into different categories.

The contrastive method was used to find out the similarities and differences of some common RDs in English and Vietnamese TOTNs.

3.3. DATA COLLECTION

This study focuses on the rhetorical devices used in English and Vietnamese titles of one American and one Vietnamese online tourism newspaper in 2018-2019. The sources for this study were chosen based on Google Top Results. Travel Daily News (<https://www.traveldailynews.com/>) was the first result with the key words “the most popular Online Tourism Newspapers”. Although Du Lich (<http://vtr.org.vn/>) was the third result with the key words “Các trang báo mạng du lịch Việt Nam”, it was selected to study because of its domain (.org) and the internationality with both English and Vietnamese articles. This thesis was carried out and

based on 200 English titles from Travel Daily News (<https://www.traveldailynews.com/>) and 200 Vietnamese titles from Du Lich (<http://vtr.org.vn/>). Travel Daily News and Du Lich are two popular online tourism newspapers in English and Vietnamese. The aspects of tourism mentioned in those articles vary from food, destinations to activities, travel experience, hotel and lodging, mice industry, aviation, sea travel and so on. The criteria for choosing samples are:

- The samples must be a language expression displaying a specific rhetorical device as defined in Chapter 2.
- The sample must be part of a title of one of the online tourism newspapers mentioned in the scope of the thesis.

3.5 DATA ANALYSIS

Each TOTN was analysed by qualitative method. RDs used in English and Vietnamese are classified and categorized in accordance with particular types of RDs. The collected samples were qualitatively categorized and tabulated in accordance with particular types of RDs as earlier stated.

Linguistic description and analysis helped to analyze each group in detail to clarify its own characteristics.

Finally, the data were compared and contrasted to make the conclusion of the similarities and differences in terms of RDs in English and Vietnamese TOTNs.

3.5. RESEARCH PROCEDURE

The procedure of this study followed these steps:

- Reading carefully the previous studies to choose the topic.
- Orientating the problems relating to the thesis.
- Reviewing the previous studies thoroughly and identifying the research scope.

- Collecting and classifying of 200 English titles and 200 Vietnamese titles of tourism articles from two travel sites of America and Vietnam.

- Analyzing data: point out the artistic, aesthetic and expressive value of each rhetorical device and their contributions to the success of the titles.

- Contrastive analysis for analyzing the data in quantity and quality; similarities and differences of some commonly used RDs in English and Vietnamese titles.

- Putting forward some implications on practical application or further.

3.6. RELIABILITY AND VALIDITY

Firstly, the titles used for analysis were taken from reliable sources which were the two official online tourism newspapers in English and Vietnamese. All quotations in this thesis were cited exactly from the origin with clear reference of the authors' names, the time, the place of publication and even the page number.

Secondly, the findings and conclusions in the study were drawn from the process of collecting, classifying, analyzing and comparing the data without any prejudices and presuppositions.

Finally, the analyses in this study were conducted following the Theoretical framework mentioned in Chapter Two to make a consistent and rational study. By all these reasons, this research study and its result were reliable.

3.7. SUMMARY

In general, in this study, the constrative analysis was intended to follow qualitative and quantitative approaches. After the data collection, the observation and analysis of titles of online tourism newspapers in English and Vietnamese were proceeded so

that the similarities and differences in the use of rhetorical devices in both languages could be drawn out.

Chapter Four

FINDINGS AND DISCUSSION

4.1. PHONETIC RHETORICAL DEVICES IN ENGLISH AND VIETNAMESE IN ENGLISH AND VIETNAMESE ONLINE TOURISM NEWSPAPERS' TITLES

4.1.1. Alliteration

The repeating of sounds or letters in the titles might not refer to any meaning but it is a good way to make impression to readers' mind, consider some examples following:

- **In English:**

(4.1) *Accessible aviation: Galloping growth*

(<https://www.traveldailynews.com/...growth>)

(4.2) *Revolution at the Royal: "Golf is not enough"*

(<https://www.traveldailynews.com/...enough>)

(4.3) *IGTM 2019 unveils headline speakers to "Grow golf together" in Marrakech*

(<https://www.traveldailynews.com/...rakech>)

- **In Vietnamese:** There is no sample using *alliteration* in the data collection.

4.1.2. Rhyme

- **In English:**

(4.4) *9th Athens Open Air Film Festival - Magical cinema nights [nart] under Attica's starry sky [skai].*

(<https://www.traveldailynews.com/...sky>)

- **In Vietnamese:** There is no sample using *rhyme* in the data collection.

4.2. LEXICAL RHETORICAL DEVICES IN ENGLISH AND VIETNAMESE IN ENGLISH AND VIETNAMESE ONLINE TOURISM NEWSPAPERS' TITLES

4.2.1. Metonymy

- **In English:** Let examine these titles taken from the data collection:

(4.5) *Travel industry discusses approaches to manage sustainable tourism growth in Europe*

(<https://www.traveldailynews.com..europe>)

Travel industry is used in this titles to refer to people who work in it and attend the conference about sustainable tourism growth in Europe. Instead of listing all the participants' career positions and fields, the writer use this metonymy image to emphasize the importance of the issue not only to individuals or some organizations but more to everyone works in this industry.

- **In Vietnamese**

(4.6) *Cao Bằng: Làng đá Khuổi Ky làm du lịch homestay.*
(Cao Bang: Stone Village Khuoi Ky develops homestay tourism.)

(<http://vietnamtourism.gov.vn...30490>)

(4.7) *Làng Bao La làm du lịch, đưa tre Việt đi ra thế giới.*
(Bao La Village develops tourism, brings Vietnamese bamboo to the world.)

(<http://vietnamtourism.gov.vn...28053>)

Làng đá Khuổi Ky and *Làng Bao La* are both geographic locations in Vietnam. They both refer to the citizens living there who decide to invest on local tourism development to let more and more

people notice their hometown. *Metonymy* in this case has the effect of creating a concrete and vivid image of ordinary local citizens.

4.2.2. Metaphor

Metaphor is used in online tourism newspapers in English and Vietnamese with the purpose of stimulating the curiosity and attracting the attention from readers by breaking the primary meaning of *metaphor words* in particular contexts like following examples:

- **In English:**

(4.8) *Azamara sets sail with PerryGolf for more than 70 Marquee golf courses in over 20 countries.*

(<https://www.traveldailynews.com..nership>)

This is a metaphoric title that emphasizes the fact of taking partnership and cooperating of *Azamara and PerryGolf* by the phrase *sets sail*.

(4.9) *Traveling fans head to Japan for Rugby World Cup 2019.*

(<https://www.traveldailynews.com..2019>)

Similarly, in sample 4.10, *head* (n) is a part of human body which decides the thoughts and mind of a person, when someone takes notice a thing, his head also turns into the thing's direction. The writer wants to imply in this title the lively image that *traveling fans* are feeling interested in and traveling to *Japan* in order to attend the *Rugby World Cup 2019*.

- **In Vietnamese**

(4.10) *Báo Hongkong ấn tượng năm tầng thượng phô diễn "hào quang" của Sài Gòn.*

(*Hongkong Newspaper is impressed by five rooftops showing the "halo" of Saigon.*)

(<http://vietnamtourism.gov.vn...28696>)

Hào quang/ halo does not only refer to the circle of light that human eyes can see. *Hào quang* becomes a concept of the dynamic bustle of Saigon especially at night. Consequently, readers can imagine a picture of brilliant Sai Gon by nights.

4.2.3. Personification

- **In English:** There is no English titles in the data collection using *personification*.

- **In Vietnamese**

The objects become more lively and attractive with human's feelings, characteristics or actions. In order to bring human life to these inanimate objects, writers choose verbs or adjectives which normally belong to human beings. Vietnamese titles uses *personification* four times more than English ones, and the numbers of *verbs* employed is also much higher than adjectives. 10/12 *personification* cases in Vietnamese titles use *verb* as a means to characterize things and objects. Let us take a closer look at the following instance:

(4.11) *Gia Lai trở mình vào mùa đẹp nhất trong năm.* (*The weather of Gia Lai turns over in the most beautiful season of year.*)

(<http://vietnamtourism.gov.vn...30457>)

The verb *trở mình* gives Gia Lai_ a destination in Vietnam ability to act like a lady. Naturally, when seasons change, the scenery in a place also changes which makes interesting differences in different time of a year and creates curiosity among tourists. When a person is lying in a position for a while, they will *trở mình* (turn over) to change the position and feel more comfortable. This verb brings the imagination in the readers' mind about the magic of a land that suddenly changes completely right after changing season and

provokes viewers' curiosity to find out when the season is and how the change happens.

(4.12) *Đi đâu thì đi nhưng đừng quên Tây Bắc mùa xuân, hoa đang gọi.*

(Wherever you go, don't forget Taybac in spring, the flowers are calling you).

(<http://vietnamtourism.gov.vn/...28262>)

The *hoa* (**flower**) is the attractive characteristics of *Tây Bắc land*, it appears like people living there, are smiling at the guests and waving to visitors to their localities. Thanks to this, *Tây Bắc land* appears as a welcoming and hospitable land. Other cases also use the verbs related to engaging or attracting other people such as *vẫy gọi/ beckon, đón/ welcome, gọi/ call, núu/ hold, hút/ attract, mê hoặc/ glamour*.

Other two remaining cases are:

(4.13) *Mơ màng Suối Yến.* (*Dreaming Yen Stream*)

(<http://vietnamtourism.gov.vn/...30542>)

(4.14) *Nghệ An: E ấp biển Quỳnh.* (*Nghe An: Bashful Quỳnh*)

(<http://vietnamtourism.gov.vn/...29684>)

Each *adjective* above describes different human' feeling, *mơ màng/ dreaming* is the beauty and unique charm of *Suối Yến*, *e ấp/ shy, bashful* depicts the sight of unspoiled and pristine beaches, like a beautiful country girl who still feels shy and timid to be seen by outsiders.

4.2.4. Simile

Using *simile* in the titles, the authors can help readers to visualize more easily and specifically what they want to mention. Let consider following samples:

- **In English:**

(4.15) *Luxuria is your key to the world of extraordinary lifestyle experiences.*

(<https://www.traveldailynews.com/...holiday>)

Luxuria is compared to the key which is an indispensable item, the writer emphasizes the importance of *Luxuria* for travelers in order to get to the *world of extraordinary lifestyle experiences*. In this sample, the verb *is* can be regarded as to comparing word between two objects.

- **In Vietnamese**

(4.16) *Pù Luông - Thiên đường giữa đại ngàn (Pu Luong – The heaven in the Jungle)*

(<http://vietnamtourism.gov.vn...29830>)

(4.17) *Ghé thăm hồ Lắk – viên ngọc giữa đại ngàn Tây Nguyên (Visit Lak Lake- The jewel in Tay Nguyen jungle)*

(<http://vietnamtourism.gov.vn/...30246>)

The subjects in these titles are compared to other things basing on some similar characteristics. *Thiên đường/ heaven* is the place of angels and all the best things in life happen. The author use *thiên đường* for *Pù Luông* with an implication of beautiful natural scenery as well as comfortable experiences that tourists may have when coming there. *Viên ngọc/ the jewel* is not only beautiful but rare and valuable, that is the reason it is used to compared to the *Lak Lake* in order to praise the beauty of that lake. Using *simile* in the titles, the authors can help readers to visualize more easily and specifically what they want to mention.

4.3. SYNTACTICAL RHETORICAL DEVICES IN ENGLISH AND VIETNAMESE IN ENGLISH AND VIETNAMESE ONLINE TOURISM NEWSPAPERS' TITLES

4.3.1 Stylistic Inversion

- **In English:** There is no English titles in the data collection using *stylistic inversion*

- **In Vietnamese:** It may be because the Vietnamese grammar is not too strict in conjugating verbs or word types like English grammar which makes Vietnamese authors easier to apply *inversion* into their titles.

(4.18) *Cam Ranh- **Đặc sắc** văn hóa xứ biển* (*Cam Ranh-Special coastal culture*).

(<http://vietnamtourism.gov.vn/...30647>)

(4.19) ***Độc đáo** ngày hội hoa muồng vàng tại Gia Lai* (*Unique yellow lily festival in Gia Lai*).

(<http://vietnamtourism.gov.vn/...30087>)

(4.20) ***Kì vĩ** thác Jraibliang - Bảo Đại* (*Wonderful Jraibliang waterfall – Bao Dai*)

(<http://vietnamtourism.gov.vn/...30027>)

In those titles, the adjectives which describe typical features of the destinations are put forward and in front of the subjects with the same purpose is to emphasize and highlight those characteristics.

4.3.2. Rhetorical Questions

- **In English:** Being written under form of question with Wh-word or question mark at the end, these *rhetorical questions* clearly are not used to ask for answers but to stimulate the curiosity of readers and urge them to read the articles to recheck the information in the titles. Let us have closer look at the title:

(4.21) ***How** to recycle abroad on holiday?*

(<https://www.traveldailynews.com/...holiday>)

Without Wh-words, these following question are Yes/No questions which not only provoke curiosity but also surprise among

readers after they read the articles. *Geneology Travel* is mentioned in the newspapers as a novelty and uncommon travel form in the industry; however, it is receiving increasing attention and specific development orientations. By that reason, it cannot be *an overlooked niche* but even grow and develop broadly.

(4.22)*Geneology Travel: An overlooked niche?*

(<https://www.traveldailynews.com/...niche>)

- **In Vietnamese**

(4.23)*Ai đã đánh thức miền di sản?(Who has woken up the heritage?)*

(<http://vietnamtourism.gov.vn/...30645>)

Readers may never know *Ai/ who* awakens the destination but they will be impressed by the fact that there is a whole new different transformation happening to that place and that is the intention of the writer.

4.3.3. Enumeration

(4.24)*Youth Travel at ITB Berlin: Explore the world, learn languages, find new friends.*

Three actions are named one by one as a chain with similar structure under the writer's purpose to emphasize that *Youth Travel at ITB Berlin* has many benefits. All the benefits listed here are so interesting which will attract readers' attention and engage them to that even.

4.4. FREQUENCY OF OCCURRENCE OF SOME COMMON RHETORICAL DEVICES IN TITLES OF ONLINE TOURISM NEWSPAPERS IN ENGLISH AND VIETNAMESE

4.4.1. Frequency of occurrence of three types of RDs in TOTNs in English and Vietnamese

Using rhetorical devices in titles of online tourism newspapers is not very common in both languages (less than 10%). Among three categories, Lexical RDs make up the highest percentage with positive effects on making coherence, smoothness and deep implication for the titles (more than 50%). Moreover, there is a big difference in choosing Syntactical RDs between English and Vietnamese. While in Vietnamese, Syntactical RDs are preferred to be used as frequently as Lexical RDs, in English, those appear four times less than Lexical RDs. Phonetic RDs make up the smallest amount of the investigated data.

4.4.2. Frequency of occurrence of RDs in TOTNs in English and Vietnamese

Rhetorical Devices		English		Vietnamese	
		Number	Percentage	Number	Percentage
Phonetic	Alliteration	11	5.5%	1	0.49%
	Rhyme	2	1.0%	1	0.49%
Lexical	Metonymy	13	6.5%	18	8.82%
	Metaphor	46	23.0%	67	32.84%
	Personification	10	5.0%	27	13.24%
	Simile	82	41.0%	5	2.45%
Syntactical	Stylistic Inversion	2	1.0%	64	31.37%
	Rhetorical Question	14	7.0%	12	5.88%
	Enumeration	20	10.0%	9	4.41%
	TOTAL	200	100.0%	204	100%

4.5. SIMILARITIES AND DIFFERENCES IN USING RHETORICAL DEVICES IN ENGLISH AND VIETNAMESE TITLES OF ONLINE TOURISM NEWSPAPERS

4.1.1. Similarities

Firstly, *RDs* can be found in both English and Vietnamese

titles, which means that writers of both languages pay much attention to beautify their language and make impression to readers. Secondly, among the *RDs* which are invested in this paper, *metaphor* is preferred in both languages. In terms of *lexical rhetorical devices*, both English and Vietnamese titles share some same categories. More specifically, *metaphor* and *simile* use beautiful and gorgeous things and abstracts to refer to the main objects, *personification* uses lots of verbs describing invitation and attraction. Lastly, all *rhetorical devices* applied in English and Vietnamese titles not only for describing destinations or events, but also for making impression and pushing interaction from readers.

4.4.2. Differences

In term of *Phonetic RDs*, two languages has two different phonetic and pronunciation systems which makes it hard to compare. However, it can be seen clearly from table 4.4 that *phonetic device* is favored much more in English OTNTs.

In term of *Lexical RDs*. they are used with higher proportion in Vietnamese compared to in English and the number of cases of *personification* found in the English data is the fewest. *Metaphor* is used with the highest proportion in English whereas in Vietnamese, it is fewer than *simile and personification*. The total cases of *lexical RDs* in English is as half as in Vietnamese, it might be explained that English writers do not “beat about the bush” like the Vietnamese and their way of writing is clearer and more direct to the point. Due to that reason, directness is dominant in English titles while indirectness is dominant in Vietnamese ones.

In term of *Syntactical RDs*, there is a huge gap between two languages in the number of titles using *stylistic inversion*. Most of the cases in Vietnamese titles are the reversal of adjectives and

nouns, which is already the default in English grammar. It seems more easily to apply *inversion* in Vietnamese because it doesn't strictly follow verb conjugation and strict grammar rules like English.

4.6. CONCLUDING REMARKS

This chapter has examined the rhetorical devices of titles of online tourism newspapers in English and Vietnamese. It also includes similarities and differences between two languages. The next chapter of this study will give some final conclusions and the implications of this study.

Chapter Five CONCLUSION

5.1. CONCLUSION

This thesis was carried out in the light of Rhetorics; some of researchers and linguists in the field of this were mentioned in the Literature Review. As regards of Methodology, both the qualitative and quantitative methods are adopted for the analysis of this study. The data was collected, classified and analyzed following three categories: Phonetic RDs, Lexical RDs, Syntactical RDs. The study found out 9 common RDs used in the titles of online tourism newspapers in English and Vietnamese namely: simile, metaphor, metonymy, personification, enumeration, rhetorical questions, stylistic inversion, alliteration, rhyme. These RDs employed effectively to bring the purpose of getting readers's interest and attention.

In the titles of online tourism newspapers in English, the writers mainly employed Lexical RDs, especially simile, which occupies over 40%. Among the types of comparison, superlative

comparison is used the most widely. The reason is that superlative comparison is used in both literary as well as scientific writing to emphasize certain objects, persons, places, or events, which have unique or extraordinary attributes. As mentioned in chapter two, titles of online tourism newspapers need to be short and catching. The significances of the news are packed in some key words in the titles and a good title will not only convey the brief content of the articles but also catchy enough to arouse reader's curiosity. Hence, using superlative adjectives to describe typical objects or destinations might

impress readers immediately with attractive features mentioned under authors' intention, at the same time raise the readers' curiosity who want to verify whether the information is right.

In the titles of online tourism newspapers in Vietnamese, Syntactical RDs appear most frequently with the priority of applying stylistics inversion up to 30%. There is a huge gap between two languages in the number of titles using stylistic inversion. Most of the cases in Vietnamese titles are the reversal of adjectives and nouns, which is already the default in English grammar, so that the readers can read the words containing typical features of the objects first. This RD is also found in many other writing genres. It seems more easily to apply inversion in Vietnamese because it doesn't strictly follow verb conjugation and strict grammar rules like English.

Contrasting RDs used in titles of online tourism newspapers in two languages with the tables of the frequency of occurrence of those RDs, we realized the use of phonetic RDs is not common in both languages. Especially rhyme appears less than 1% of frequency. Moreover, the most favorite RD which is used frequently in both

languages is metaphor. Both English and Vietnamese titles use beautiful and gorgeous things and abstracts to refer to the main objects.

In conclusion, although the RDs found in each language are different, they also prove their effects in expressing authors' intention and attracting readers' attention.

5.2. IMPLICATIONS OF THE STUDY

For learners of both languages, the results of the thesis may be beneficial in some ways. The contrastive analysis will offer them a good insight in *rhetorical devices*. Moreover, thanks to the rhetorical effects of *rhetorical devices* identified in this study, students would find it more interesting to learn about *rhetorical devices*. Secondly, there will be negative effects due to the misuse or overuse of *RDs* such as uninspiring repetition or mechanical style. tool to writers in their invention, creation and work.

Last but not least, for the sake of language teachers, the studies on *RDs* like this study could help them gain more experience and documents for teaching. Newspapers with content reflected in the titles with *RDs* applied could be a good source for the teachers when they're planning to encourage their students in writing and setting the titles for various types of writing. Due to the fact that the samples in this study's data collection are taken from real articles in popular online newspapers and the tourism industry is a prominent issue receiving a lot of attention at the moment, the teachers can create students' trust in the applicability and practicality of *RDs* in daily life, which can increase the motivation for their learning and studying then also bring good results in schooling.

5.3. LIMITATIONS OF THE STUDY

Understanding and using RDs are complicated and abstract problem in language. They are classified into many kinds and their features are so plentiful and ambiguous. This thesis only concentrates on some common RDs used in TOTNs in English and Vietnamese and certainly cannot help encountering difficulties and limitations. Due to the shortage of sources of materials related to the topic, limited ability of the researcher as well as other outside factors, the thesis just collected, investigated, analyzed and contrasted 400 examples in both languages, therefore, it certainly contains some weaknesses.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

Due to the limitations above, suggestions for further research could be:

1. An Investigation into Pragmatic Features in Titles in Tourism Newspapers in English and Vietnamese.
2. A Study of Rhetorical Devices in the Articles of Tourism Newspapers in English and Vietnamese.