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**A STUDY OF COMPANY NAMES
IN ENGLISH AND IN VIETNAMESE**

Field: The English Language

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**M.A. THESIS IN THE ENGLISH LANGUAGE
(A SUMMARY)**

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CHAPTER 1

INTRODUCTION

1.1. RATIONALE

At present, there are hundreds of thousands of company names worldwide. In the process of approaching various kinds of company names learners of English find that the syntactic and morphological features of company names are really complicated to understand. They can be a word such as *Apple*, or a phrase as *Black Women In The Arts*, *Plan-It*. Besides, we find that some company names include blending forms such as: *FedEx* (**Federal Express** corporation), or *Qualcomm* (**Quality Communication**) and so forth. Moreover, we realize that some of company names themselves convey some cultural values such as company names include “*long*” or “*rông*” in Vietnamese or “*eagle*” in English. Therefore, we are wondering if cultural features are manifested in company names, and if so, we expect to identify structural and cultural similarities and differences between the English company names and the Vietnamese ones.

In reality, the linguistic and cultural features of company names have not been paid much attention so far. As a result, we would like to deal with the research title: “*A Study of Company Names in English and in Vietnamese*”.

1.2. AIM AND OBJECTIVES

1.2.1. Aim

This study is carried out so that we can deeply understand the structural and cultural features of the English and Vietnamese company names; then we can apply to teaching and learning English as well as setting up a company name.

1.2.2. Objectives

The objectives of this thesis are to analyze the syntactic and morphological features of the English and Vietnamese company names; to identify and describe cultural features of the English and Vietnamese company names; to find out the similarities and differences between English and Vietnamese company names in terms of structure and culture; to present suggestions for English teaching and learning as well as setting up a company name.

1.3. SIGNIFICANCE OF THE STUDY

Our study is intended to help learners of English know about the structural and cultural features of English and Vietnamese company names and to help company founders set up useful company names.

1.4. SCOPE OF THE STUDY

In this research, we mainly focus on the findings of the structural; i.e. syntactic and morphological features of English and Vietnamese company names. Furthermore, cultural features of the English company names will be indicated in comparison with those of the Vietnamese company names.

1.5. RESEARCH QUESTIONS

1. What are the syntactic, morphological and cultural features of the English and Vietnamese company names?
2. What are similarities and differences between the English company names and the Vietnamese ones in terms of syntax, morphology and culture?

1.6. ORGANIZATION OF THE STUDY

This study consists of five chapters:

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Methods and Procedures

Chapter 4: Findings and discussion

Chapter 5: Conclusion and Implications

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. PREVIOUS STUDIES RELATED TO THE RESEARCH

There have been a number of English and Vietnamese writers discussing company names. Patsular Media (2001), in *“The handbook of company names”*, emphasizes important strategies that help company founders be able to set up useful company names. Igor (2009), in *“Building the perfect beast: The Igor naming guide”*, also mentions the six steps of naming companies or products and describes different kinds of names.

Moreover, Nguyen Ngoc Ha (2007), in her master thesis *“An investigation into common institutional terms in English and in Vietnamese”* focuses on linguistics and translational aspects of common names of international and national organizations in English and in Vietnamese

Besides, Nguyen Thi Thao (2008) in her research *“Structural and Cultural Features of English and Vietnamese Website Domain Names”* mentions differences and similarities between Vietnamese and English website domain names in terms of structure and culture.

With regard to Vietnamese culture, Nguyễn Chí Bền et al. (2006) discuss the cultural features of Vietnam such as Dong Son culture and Vietnamese community culture, as well as some major functions of culture such as education and entertainment. Besides, Nguyễn Quang [12, p.23-26] mentions six typical characteristics of

culture. Moreover, Nguyễn Văn Mười (1999) provides us with Vietnam's culture consisting of Vietnamese names, the traditional áo dài, traditional musical instruments and so on. Then, Trần Ngọc Thêm (2001) provides us with characteristics of Vietnamese culture, culture of community organization as well as Vietnamese traditional symbols such as bamboo tree, banyan tree, the "áo dài", village, and so forth. With reference to culture of major English-speaking countries, Hữu Ngọc (2000) discusses Western cultural identity in general and American culture in particular. In addition, Tomscha (1992) mentions American customs and traditions including American traditional symbols such as the Statue of Liberty, the eagle and so forth.

Therefore, to my knowledge, the research of naming companies in English and Vietnamese in terms of syntactic, morphological and cultural features has not been found yet.

2.2. THEORETICAL BACKGROUND

2.2.1. Word Classes and Phrases

2.2.1.1. Word Classes

Word classes are categorized into closed-system items and open-system ones. Closed-system items consist of functional words such as articles, demonstratives, pronouns, prepositions, conjunctions and interjections that cannot normally be extended by the creation of new members. By contrast, open-system items have the same grammatical properties and structural possibilities as other members. They are composed of lexical words such as nouns, verbs, adjectives and adverbs.

2.2.1.2. Phrases

a. Noun Phrase

b. Verb Phrase

- c. Prepositional Phrase
- d. Adjective Phrase
- e. Adverb Phrase

2.2.2. Word-Formation

2.2.2.1. Word-Formation in English

- a. Affixation
- b. Acronyms
- c. Clipping
- d. Blending
- e. Conversion
- f. Compounding
- g. Back-formation
- h. Reduplicatives

2.2.2.2. Word-Formation in Vietnamese

- a. Compounding
- b. Reduplications

2.2.3. Culture and Language

2.2.3.1. Definition of Culture

It was defined from Wikipedia, the free encyclopedia as “*Culture can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Culture has been called “the way of life for an entire society”. As such, it includes codes of manners, dress, language, religion, rituals, norms of behavior such as law and morality, and systems of belief as well as the art.*”

According to Jack C. Richards et al, culture is the total set of beliefs, attitudes, customs, behavior, social habits, etc. of the members of a particular society [25, p.94].

According to Nguyễn Quang [12, p.23], culture of a nation is a complex pattern which includes what that nation has created and perceived; and how a nation acts in specific circumstances. This pattern helps distinguish this nation from the others.

Trần Ngọc Thêm [13, p.13] states that culture is a system of material and spiritual values which are created by people and are accumulated through practical activities in the interaction between people and their natural and social environments.

2.2.3.2. Basic Characteristics and Functions of Culture

According to Trần Ngọc Thêm [13, 30] culture is identified through four typical characteristics: systematicity, value-base, humanness and historical spread.

2.2.3.3. The Relationship between Culture and Language

CHAPTER 3

METHODS AND PROCEDURES

3.1. METHODS OF THE STUDY

3.1.1. Description of the Samples

3.1.2. Data Collection and Analysis

3.1.2.1. Data Collection

3.1.2.2. Data Analysis

3.2. STUDY PROCEDURES

CHAPTER 4

FINDINGS AND DISCUSSION

4.1. THE STRUCTURAL FEATURES OF THE ENGLISH AND VIETNAMESE COMPANY NAMES

4.1.1. The Structural Features of the English Company Names

4.1.1.1. General Structural Features

4.1.1.2. Structural Features of the Components

a. The Component Classifying Types of Companies

- *Syntactical Features*

The component classifying types of company names can be structured by one element or two elements. Thanks to this characteristic, we can easily identify what kind of business the company belongs to.

(4.2) Avon Rubber **Public Limited Company**

(4.6) American Broadcasting **Company**

As far as word-class is concerned, the component classifying types of company names is nouns/noun phrases.

- *Morphological Features*

Acronym and clipping are the two main processes used in forming the component classifying types of company, ie.:

(4.10) Ten Alps **PLC**

(4.11) Better Way Travel **Inc**

b. The Component Specifying Lines of Business

- *Syntactical Features*

The component specifying lines of business in English company names can be formed by one element, two or even three elements. For instance,

(4.12) Hallmark **Cards** Company

(4.14) **Cable & Wireless** Worldwide plc

(4.15) **3Com**

In (4.15), *3Com* is created by the cardinal number “*three*” and the clipped word “*com*” originating from “*Computers, Communication and Compatibility*”, which are the three lines of business the company focuses on.

In terms of word-class, 100% of the components specifying lines of business of companies are nouns or noun phrases such as:

(4.18) Fender **Musical Instruments** Corporation

- *Morphological Features*

- *Acronym*

(4.20) GE Company

- *Clipping*

(4.21) **3Com**

As mentioned in (4.15), “3Com” is the shorted form of “*Computers, Communication and Compatibility*”.

- *Blending*

(4.22) **Microsoft** Corporation

“*Microsoft*” was coined by Bill Gates to represent the company that was devoted to **micro**computer **software**.

c. The Component Specifying Personal Names of Companies

- *Syntactical Features*

The component specifying personal names of companies in English can be constructed by one or two elements. For instance,

(4.23) **World Choice** Travel Ltd

(4.26) **Hilton** Hotels Corporation

As regards word-class, the component specifying personal names of the English companies are formed by nouns/noun phrases, verbs/verb phrases, adjectives/adjective phrases and prepositional phrases.

- *Personal names realized by nouns/noun phrases*

(4.29) **Ford** Motor Company

(4.30) **Oxford** Instruments PLC

In addition to proper nouns, many of the personal names of companies in English can be realized by a wide range of structures of noun phrases. For instance,

(4.35) **Air Anywhere** Travel Ltd

(4.36) **Destinations 2000** Travel Ltd

(4.37) **Black Women In The Arts** Ltd

➤ *Personal names realized by verbs/verb phrases*

(4.38) **Askmenow** Inc.

(4.40) **Plan-It** Interiors Ltd

➤ *Personal names realized by adjectives/adjective phrases*

(4.43) **Caribbean** Mariculture LLC

➤ *Personal names realized by prepositional phrases*

(4.44a) **Into The Sun** Advertising Company

- **Morphological Features**

The English company names are formed by a variety of devices: acronym, blending, compound, reduplicative and mixed forms.

➤ *Acronym*

(4.45) **IBM** Corporation

➤ *Blending*

(4.48) **FedEx** Corporation

The name “*FedEx*” stands for Federal Express, invented by combining the beginning “*fed*” of the word “*Federal*” and the beginning “*ex*” of the word “*Express*”.

➤ *Compounding*

(4.50a) **Blockbuster** Incorporated Company

➤ *Reduplication*

(4.51) **Coca-Cola** Company

➤ *Mixed forms*

- The first kind is clipping plus nouns. For instance,

(4.52) **Telecom plus** Ltd

- The second kind is nouns plus clipping. For example,

(4.53) **CareTech** Plc

- The third kind is acronym plus nouns. For example,
(4.54) **U.S. Robotics** Corporation

4.1.2. The Structural Features of the Vietnamese Company Names

4.1.2.1. General Structural Features

4.1.2.2. Structural Features of the Components

a. The Component Classifying Types of Companies

- *Syntactical Features*

The component classifying types of companies in the Vietnamese company names are also structured by one or two elements. Let's consider the following examples.

(4.56) **Công ty Truyền Thông và Quảng Cáo Đất Võ**

(4.57) **Công ty Cổ Phần Bao Bì Hà Tiên**

- *Morphological Features*

The component classifying types of companies is formed by compounds and by single words.

(4.61) **Công ty Trách Nhiệm Hữu Hạn Ngày và Đêm**

(4.62) **Công ty Mây Tre Lá Trúc Xanh**

b. The Component Specifying Lines of Business

- *Syntactical Features*

The component specifying lines of business can include one element, two or three elements. For example,

(4.63) Công ty Cổ Phần **Len** Việt Nam

(4.64) Công ty Cổ phần **Xây Dựng và Dịch Vụ Địa Ốc** Đất Xanh

(4.65) Công ty Cổ Phần **Thiết Kế Trang Trí Xây Dựng** Vàng Vàng

Regarding word-class, the component specifying lines of business of the Vietnamese company names is formed nouns/noun phrases, verbs/verb phrases and the combination of verbs/verb phrases and nouns/noun phrases. For example,

(4.68) Công ty Cổ Phần **Dịch Vụ Bảo Vệ** Thăng Lợi

(4.69) Công ty TNHH **Khai Thác Thủy Sản Biển Sáng**

(4.70) Công ty TNHH **Quảng Cáo và Truyền Thông Mũi Tên Vàng**

- **Morphological Features**

The components specifying lines of business are compounds.

(4.71) Công ty TNHH **Tranh Cát Ý Lan**

c. The Component Specifying Personal Names of Companies

- **Syntactical Features**

The component specifying personal names of the Vietnamese companies is also set up by one or two elements.

(4.73) Công ty TTNHH **Ánh Sáng Gia Đình**

(4.75) Công ty Cổ Phần Phụ Liệu May **Nha Trang**

With reference to word-class, the personal names of the Vietnamese companies are also formed by nouns/noun phrases, verbs/verb phrases, adjectives/adjective phrases and prepositional phrases.

➤ ***Personal names realized by nouns/noun phrases***

The personal names of the Vietnamese companies are mostly formed by the proper nouns of people or places and by various kinds of noun phrases, such as:

(4.78) Công ty TNHH Xây Dựng **Trí Dũng**

(4.79) Công ty Cổ Phần Bê Tông **Biên Hoà**

(4.80) Công ty TNHH Thương Mại và Nội thất **Nhà Đẹp**

(4.83) Công ty TNHH **Phở 24**

➤ ***Personal names realized by verbs/verb phrases***

(4.84) Công ty TNHH Thương Mại Dịch Vụ **Tìm Một Giây**

(4.85) Công ty Cổ Phần **Bảo Tồn Di Sản Văn Hóa Việt**

➤ ***Personal names realized by adjectives***

(4.86a) Công ty TNHH Kết Sắt **An Toàn**

➤ ***Personal names realized by prepositional phrases***

(4.87a) Công ty TNHH Một Thành Viên **Xuyên Lọc Địa**

- **Morphological Features**

The formation of the Vietnamese company names is based on compounds, acronyms and mixed forms.

- **Compounding**

About 96% of the personal names of the Vietnamese companies are created by compounds, especially noun compounds, for example:

(4.88) Công ty TNHH Truyền Thông **Tia Năng**

Apart from normal compound nouns, a lot of Vietnamese company names are the combination of a noun and the word “*Việt*”, such as:

(4.90a) Công ty TNHH Thẩm Định Giá **Đất Việt**

- **Acronym**

(4.91) Công ty Cổ Phần May Thêu **MDK**

- **Mixed forms**

- The first kind is acronym plus nouns.

(4.93) Công ty TNHH Dịch Vụ Bảo Vệ **VN 24**

- The second kind is clipping plus noun phrases.

(4.94) Công ty TNHH **ViNa Miền Đất Ngọt**

- The third kind is nouns plus clipping.

(4.95) Công ty TNHH Thương Mại - Dịch Vụ **Sao Mai Vina**

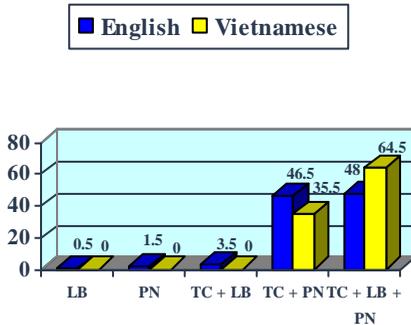
- The fourth kind is verbs plus clipping.

(4.96) Công ty TNHH Phát Triển Phần Mềm **Tin Tưởng Vina**

4.1.3. The Structural Similarities and Differences in the English and the Vietnamese Company Names

4.1.3.1. General Structure

Chart 4.1 summarizes the picture of the general structure of the company names in English and in Vietnamese.



(LB = lines of business; PN = personal names; TC = types of companies)

Chart 4.1: Summary of the general structure of the company names in English and in Vietnamese

a. Similarities

- Both the English and the Vietnamese company names are normally comprised of three components: (1) classifying types of companies, (2) specifying lines of business and (3) specifying personal names. However, in daily use it is observed that in both languages the second or the third can be omitted.

- The English and Vietnamese company names are also set up by the component classifying types of companies and the component specifying personal names.

b. Differences

- The English company names are also structured by the component classifying types of companies and the component specifying lines of business or by only one component - the component specifying lines of business or the component specifying personal names. However, these structures are not found in the Vietnamese company names.

- The English company names are set up by head nouns plus pre-modifier, while the Vietnamese company names are formed by head nouns plus post-modifiers.

4.1.3.2. The Structural Features of the Three Components

a. Similarities

The three components of the company names in English and in Vietnamese are constructed by one or two elements. With reference to the components classifying types of companies and specifying personal names, the two-element structure is a lot more commonly used in two languages, whereas the one-element structure is more popular for the component specifying lines of business.

As regards word-class, in both English and Vietnamese, nouns/noun phrases are the most noticeable features; nouns/noun phrases are only structured in the component classifying types of companies. The component specifying personal names in both English and Vietnamese is created by verbs/verb phrases, adjectives and prepositional phrases beside nouns/noun phrases.

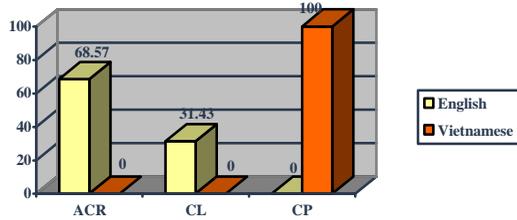
b. Differences

Although the component specifying lines of business is also formed by three elements in English and in Vietnamese, this kind of structure in English has a lower frequency compared with that in Vietnamese.

In terms of word-class, if the component specifying lines of business in the English company names is set up by only nouns/noun phrases, this component in the Vietnamese company names is formed by nouns/noun phrases, verbs/verb phrases or by the combination of verbs/verb phrases and nouns/noun phrases. With regard to the component specifying personal names, the verb phrases in English can be written as one word with or without a hyphen.

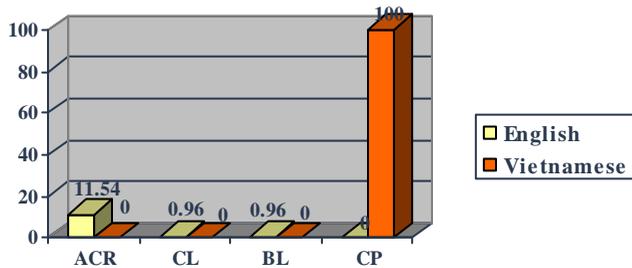
4.1.3.3. The morphological features of the three components

The morphological features of the three components of the English and Vietnamese company names are summarized in charts 4.8, 4.9, and 4.10.



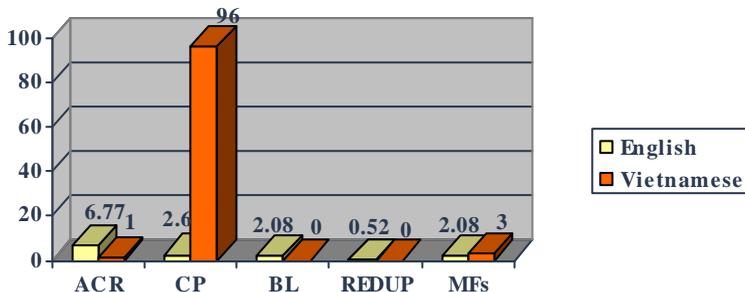
(ACR = Acronym; CL = Clipping; CP = Compounding)

Chart 4.8: Summary of the morphological features of the component classifying types of companies in English and in Vietnamese



(ACR = Acronym; CL = Clipping; BL = Blending; CP = Compounding)

Chart 4.9: Summary of the morphological features of the components specifying lines of business in English and in Vietnamese



(ACR = Acronym; CP = Compounding; BL = Blending; REDUP = Reduplicative; CP = Compounding)

Chart 4.10: Summary of the morphological features of the component specifying personal names in English and in Vietnamese

a. Similarities

Acronym, compounding and mixed forms are found in the component specifying personal names of the English and Vietnamese company names. The mixed forms in two languages are set up by acronym and nouns, by clipping and nouns/noun phrases or vice versa.

b. Differences

Of the three components, acronym is most commonly used in the English company names, while compounding is the most typical characteristic of the Vietnamese ones.

As for the component classifying types of companies, acronym and clipping are seen in the English company names, but these two processes does not exist in the Vietnamese company names; compounding is the only process found in the Vietnamese ones.

With regard to the component specifying lines of business, compounding is also the only process used in the Vietnam company names, not in the English ones. Nevertheless, the morphological

features of the English company names are more diversified such as: acronym, clipping and blending.

Beside acronym, compounding and the mixed forms, we recognize that blending and reduplicative also appear in the component specifying personal names of the English companies, but these two processes are not seen in that of the Vietnamese ones. What's more, the only dissimilarity of the mixed forms of the component specifying personal names in English and Vietnamese is the combination of verbs/verb phrases and clipping in creating personal names of the Vietnamese companies.

4.2. THE CULTURAL FEATURES OF THE ENGLISH AND VIETNAMESE COMPANY NAMES

4.2.1. The Cultural Features of the English Company Names

4.2.1.1. Proper Names

4.2.1.2. Colors

4.2.1.3. Traditional Symbols

4.2.2. The Cultural Features of the Vietnamese Company Names

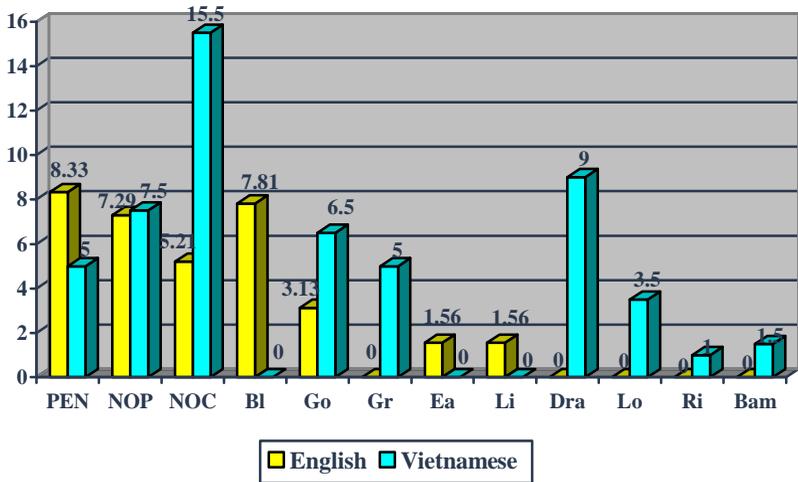
4.2.2.1. Proper Names

4.2.2.2. Colours

4.2.2.3. Traditional Symbols

4.2.3. Cultural Similarities and Differences between English and Vietnamese Company Names

Chart 4.11 summarizes cultural features manifested in the English and the Vietnamese company names.



(PEN = people's names; NP = names of provinces/cities; NC = names of countries; Bl = blue; Go = golden; Gr = green; Ea = eagle; Li = lion; Dra = dragon; Lo = lotus; Ri = rice; Bam = bamboo)

Chart 4.11: Summary of cultural features reflected in the English and Vietnamese company names

4.2.3.1. Similarities

Proper names referring to people's names, names of cities, provinces and of countries are found in both the English and Vietnamese company names. In terms of colours, golden is also used and to some extent this colour partly reflects expectations of high-quality products or services companies want to provide their customers. Besides, traditional symbols are included in English and Vietnamese company names and each symbol preserves the typical traditions of each nation.

4.2.3.2. Differences

With reference to proper names, English people's names are most popularly used in company names whereas names of countries are the most common in Vietnamese. Besides, the English companies are

culturally named after the founders' family names; in addition, the tendency of combination of the co-founders' family names indicates that the Western in general and the British or American in particular appreciate individuality and equality. Meanwhile, the Vietnamese ones are culturally formed by the founders' middle names and first names or by the founders' full names or given names. This shows that family value and the relationship among members in an extended family are highly respected.

Apart from golden, blue is quite preferable in the English company names while the Vietnamese companies normally use green in their names.

With regard to the traditional symbols, in the English company names, we can see the national animal of England "*lion*" symbolizing leadership, courage, honor, strength and the symbol of peace and strength "*the eagle*". Meanwhile, in Vietnamese company names, we can see the following symbols: "*long*" – *dragon* symbolizing the desire of achieving prosperity and high economic growth of our people, and the three symbols of Vietnam's commune culture including "*lua*" – *rice*, "*tre*" – *bamboo* and "*sen*" – *lotus*, which reflect some typical characteristics of the Vietnamese such as: hard-working, optimism, hospitality, simplicity and so on.

CHAPTER 5

CONCLUSION AND IMPLICATIONS

5.1. CONCLUSION

From the investigation, we can come to the following tentative conclusions:

As for the general structure, there are three components in both the English and Vietnamese company names: classifying types of companies, specifying lines of business and specifying personal names. However, in reality the component specifying lines of business or the component specifying personal names can be omitted; therefore, the English and Vietnamese company names are also formed by the components classifying types of companies and specifying personal names. Besides, the English company names are set up by the components classifying types of companies and specifying lines of business, and they can also be formed by only one component: by the component specifying lines of business or by the component specifying personal names. In terms of syntax, although noun phrases are used to form both the English and Vietnamese company names, the English company names are set up by head nouns plus pre-modifier; meanwhile, the Vietnamese company names are formed by head nouns plus post-modifiers. This result is due to the inherent characteristics of these two languages.

With regard to the structure of the three components, the English and Vietnamese company names are set up by one or two elements. The two-element structure is quite preferable in the components classifying types of companies and specifying personal names, but the one-element structure is more popular in the component specifying lines of business. The three-element structure just appears in the component specifying lines of business in two languages.

Syntactically, the most typical formation of the three components in English and Vietnamese is nouns/noun phrases for they are all used with a high percentage in both the English and Vietnamese company names. Whereas the component classifying types of companies is structured by nouns/noun phrases, the syntactical features of the component specifying personal names in both English and Vietnamese are more diversified: they can be nouns/noun phrases, verbs/verb phrases, adjectives or prepositional phrases.

From the analysis of the data collected, it is found that the component specifying lines of business in the Vietnamese company names is set up by a variety of structures: nouns/noun phrases, verbs/verb phrases or by the combination of verbs/verb phrases and nouns/noun phrases, but this component in the English company names is formed by nouns/noun phrases only. Moreover, unlike in Vietnamese the verb phrases used in the component specifying personal names in English can be written as one word with or without a hyphen.

Morphologically, of the three components, acronym has the highest frequency of occurrence in the English company names, while compounding is the most typical characteristic of the Vietnamese ones. Furthermore, the morphological features of the English company names are more diverse than those of the Vietnamese ones. As for the component classifying types of companies, acronym and clipping are found in the English company names, but these two features can not be seen in the Vietnamese company names except for compounding. In terms of the component specifying line of business, if compounding is the only feature used in the Vietnam company names, the morphological features of the English company names include acronym, clipping and blending. With reference to the component specifying personal names, in addition to sharing the three common features such as acronym, compounding and mixed forms with the

Vietnamese company names, blending and reduplicative are also seen in the English ones. The mixed forms in the Vietnamese company names are set up not only by acronym and nouns, by clipping and nouns/noun phrases or by nouns/noun phrases and clipping but also by the combination of verbs/verb phrases and clipping.

Culturally, proper names, colours and traditional symbols are the three most noticeable features manifested in the English and the Vietnamese company names.

The proper names are usually people's names, names of cities, provinces and of countries. People's names are most popularly used in the English company names whereas names of countries are the most common in the Vietnamese ones. What's more, the Western in general and the English or the American in particular tend to use the founders' family names or combine the co-founders' family names to create names for their companies, which shows that they appreciate individuality and equality. Meanwhile, the Vietnamese company names are formed by the founders' middle names and first names or by the founders' full names or given names. This indicated that the Vietnamese really respect family value and the relationship among members in a family.

In terms of colours, golden is also seen in two languages and, to some extent, expectations of supplying high-quality products or services to customers can be demonstrated. Apart from golden, blue is quite preferable in the English company names while the Vietnamese companies normally use green in their names.

One more thing mentioned in this thesis is that traditional symbols are different from nations to nations and they convey unique characteristics of each country. In the English company names, there are two symbols - the national animal of England - "*lion*" standing for

leadership, courage, honor, strength is found and “*the eagle*” of the United States representing peace and strength the American desire to gain in life. Meanwhile, in the Vietnamese company names, we can see the images of “*long*” – *dragon*, “*lua*” – *rice*, “*tre*” – *bamboo* and “*sen*” – *lotus*. These symbols manifest strong wishes to obtain prosperity and high economic growth of our people and some typical characteristics of the Vietnamese.

5.2. IMPLICATIONS

5.2.1. For Learners of English

The result of the study may be beneficial to learners of English. The contrastive analysis will offer them a good insight to get involved in structural and cultural features of the English and Vietnamese company names. In fact, this thesis helps English learners learn and know more about the similarities and difference between English and Vietnamese in terms of syntax and morphology. Besides, the findings of the study will help them appreciate the typical cultural features of Vietnam and other major English-speaking countries.

5.2.2. For Company Founders

In order to attract more and more visitors to companies as well as to be convenient for doing business, the company founders should pay attention to the following things:

- (i) First, the company name should stimulate customer’s curiosity as well as highlight significance and ideas that products and services are carrying by using rhetoric.
- (ii) Second, the company name should contain key words in order to advertise products or services that the companies are dealing with.
- (iii) Third, the company names should aim at target

customers' taste.

- (iv) Fourth, the company name should be as short as possible.
- (v) Finally, the company name should be easy to pronounce and easy to remember.

5.3. LIMITATIONS

Culture in general and culture of English-speaking countries in particular is very broad. However, this thesis only investigates some typical ones in English and Vietnamese company names as proper names, colours and traditional symbols. With the limited data for the analysis, there are certainly some other cultural features revealed basing on company names that the research has not covered. As a result, the cultural similarities and differences in English and Vietnamese company names have not been analyzed clearly yet.

With those difficulties and limitation of personal ability and sources of materials related to the problem under investigation, some weaknesses are inevitable.

5.4. SUGGESTIONS FOR FURTHER RESEARCHES

Due to the aforementioned limitations, it is necessary for us to have further studies which specifically focus on culture as follows:

- A contrastive study on cultural features of company names in English and Vietnamese;
- A study on cultural features of Vietnamese company names;
- A study on cultural features of English/American company names.