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**A DISCOURSE ANALYSIS OF ENGLISH AND
VIETNAMESE ADVERTISEMENTS FOR
BEAUTY CARE PRODUCTS**

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

Nowadays, advertising has penetrated into every corner of human life and become an indispensable part in our life. Advertising in the field of beauty care products is not an exception. The main purpose of advertising is to sell products or services. In order to reach that purpose, language is a very important component of most advertisements. Vestergaard & Schroder [37] say, “Advertising takes many forms, but in most of them language is of crucial importance.”

Most beauty care products are advertised through all forms of media such as newspapers, magazines, television, radio, the internet, etc. In general, advertisements have their own language characteristics. In advertising, people can use incomplete sentences but they are still successful in communication. Good advertisements for beauty care products must first grab the attention of the audience, captivate their interest by describing the merits of products, create a desire to possess a product as a good opportunity, and finally move them to action of purchasing the product. In addition, in order to achieve the purpose of advertising, advertisers for beauty care products must pay attention to such features as layout, syntax, lexis, and so on. Through advertisements for beauty care products, we find out the beauty of language, strategies and techniques through the use of layout, syntax, lexis and devices that are expected to be beneficial.

For the above reasons, “**A Discourse Analysis of English and Vietnamese advertisements for beauty care products**” is chosen as the title of the thesis. I hope that the study will provide some useful knowledge of advertising language in the field of beauty care products for Vietnamese teachers and learners of English as well as for those who

are interested in advertising, especially advertising of beauty care products.

1.2. Aims and Objectives of the Study

1.2.1. Aims of the Study

The aim of the research is to carry out a discourse analysis of English and Vietnamese advertisements for beauty care products in order to find out the features in terms of the layout, lexis, syntax features and cohesive devices as well as discover similarities and differences of these features between the two languages and help Vietnamese learners of English understand and grasp the language characteristics of English advertisements for beauty care products.

1.2.2. Objectives of the Study

- To identify some discourse features of EAPs and VAPs in terms of their layout, lexical features, syntactic features and cohesive devices.
- To find out the similarities and differences between EAPs and VAPs.
- To suggest some implications for teachers and learners of English.

1.3. Scope of the Study

The research is restricted to some discourse features such as the layout, lexical features, syntactic features and cohesive devices of written EAPs and VAPs. Moreover, our scope of investigation just focuses on the advertisements in the fields of skin and hair from websites.

1.4. Research Questions

1. What are the features of EAPs and VAPs in terms of their layout, lexical features, syntactic features and cohesive devices?
2. What are the similarities and differences between EAPs and VAPs in terms of their layout, lexical features, syntactic features and cohesive devices?
3. What are some suggestions for teaching and learning English for Vietnamese learners?

1.5. Significance of the Study

1.6. Organization of the Study

The research includes five chapters: Chapter 1(Introduction), Chapter 2 (Literature Review and Theoretical Background), Chapter 3 (Methods and Procedure), Chapter 4 (Discussion and Findings) and Chapter 5 (Conclusions and Implications).

Chapter 2:

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. Literature Review

Discourse Analysis, which can be considered as the study of language in use, has attracted the interest and concern of many linguists and researchers. Up to now, a lot of well-known scholars who have made great contribution to this interesting field include Halliday and Hasan (1976), Brown and Yule (1983), Winifred Crombie (1986), Guy Cook (1992), McCarthy (1991), etc.

In Vietnam, the study of discourse and discourse analysis has been done by many linguists such as Trần Ngọc Thêm (1999), Nguyễn Thiện Giáp (2000), Nguyễn Hòa (2000), (2006), (2008), Diệp Quang Ban (2009).

Together with discourse analysis, many famous linguists have made a great contribution to the study of the advertising language: Leech (1996), Myers (1994), Clark (1996), Cook (1992)

Besides, some Vietnamese linguists have approached advertising and advertising language and examined the related issue in a number of studies such as “Về ngôn ngữ trong quảng cáo” by Trần Đình Nguyên and Nguyễn Đức Toàn (1993), “Ngôn ngữ quảng cáo – phương pháp sao phỏng” by Nguyễn Đức Dân (1994), “Về lập luận trong quảng cáo” by Mai Xuân Huy [50], etc.

Moreover, there have been doctoral dissertations and master theses related to the topic such as Phan Văn Hòa (1998), Tôn Nữ Mỹ Nhật (2005), Ngô Thi Hồng (2004), etc.

However, to my knowledge, up to now there has been almost no research on discourse analysis of advertisements for beauty care products. Thus, the research entitled “A Discourse Analysis of English and Vietnamese Advertisements for Beauty Care Products” is chosen as the subject area of our master thesis.

2.2. Theoretical Background

2.2.1. Related Theoretical Issues

2.2.1.1. Discourse

2.2.1.2. Discourse Analysis

2.2.1.3. Spoken and Written Discourse

2.2.1.4. Cohesion and Coherence

a) Coherence

b) Cohesion

2.2.2. General View of Advertising

2.2.2.1. Notions of Advertising

2.2.2.2. Language of Advertising

2.2.2.3. Media of Advertising

2.2.2.4. Layout of an Advertisement

2.2.2.5. Advertisements for Beauty Care Products

According to Business and Finance Dictionaries & Glossaries [56], beauty care is defined as “cosmetics, treatment to improve one's appearance”. From this definition of beauty care, we can define advertisements for beauty care products as follows: advertisements for beauty care products are advertisements for products of cosmetics, treatment to improve one's appearance.

2.2.3. Summary

Chapter 3:

METHODS AND PROCEDURES

3.1. Research Design

The thesis design is based on the combination of both qualitative and quantitative approaches.

3.2. Research Methods

In order to achieve the aim of the study, we combine different research methods such as descriptive method, comparative and contrastive methods, analytic method and inductive method. Among them, the descriptive method and comparative and contrastive methods are the dominant ones frequently used in the thesis.

3.3. Description of Samples

200 samples of advertisements for beauty care products in the field of skin and hair care (100 EAPs and 100 VAPs with the medium length from 50 words to 270 words) collected from websites of companies manufacturing those products.

3.4. Data Collection

The relating data in this study is taken from websites of well-known companies manufacturing those products in the United States and in Vietnam.

3.5. Data Analysis

In this study, 200 EAPs and VAPs collected consist of different types of skin care products and hair care products. With the collected data, we carry out analyzing EAPs and VAPs in terms of the layout, lexical features, syntactic features and cohesive devices. Finally, the analysis results of EAPs and VAPs would be examined and compared in each category in order to find out the similarities and differences between the two languages.

3.6. Research Procedures

The procedure for the research will carry out the tasks: collecting and classifying data, analyzing data, comparing and contrasting, synthesizing the findings, drawing conclusions, putting forward some implications and making suggestions for further researches.

3.7. Validity and Reliability

Chapter 4:

FINDINGS AND DISCUSSIONS

4.1. Layouts of EAPs and VAPs

4.1.1. The Headline

The Headline is the title of an advertisement and can be seen as the most important part of an advertisement.

Headlines are divided into three types: direct headlines, indirect headlines and combination headlines [35]. Most advertisements examined use direct headlines.

In terms of structure, the headline of an advertisement for beauty care products contains some certain facts: *the type of product, the main ingredient, the prominent benefit of the product, the weight or volume of the product, the code of the product, the trademark registered and skin / hair type*. Among these parts, *the type of product* is considered the most important information and always present in the headline. One or more parts, beside the type of the product can be present or absent. Obviously, the structures of the headlines in EAPs and VAPs are both similar and different. There are headlines in EAPs and VAPs that have the same elements but different orders/patterns. Besides, there are some headline patterns that are available in EAPs but absent in VAPs and vice versa.

4.1.2. The Body Copy

Arens (1982) states: “The body copy comprises the interest, credibility, desire and often even the action steps”. In his opinion, “Body copy covers the features, benefits, and utility of the product or service”. In

advertisements for beauty care products, body copy is the important part that give detailed information about the products and the way for readers to take actions. The body copy of EAPs and VAPs is presented in paragraph or divided into small sections under subheads.

In EAPs, the detailed information about the products consists of all facts such as *benefits of the products with or without key ingredients' benefits, ingredients, usage, cautions, price, weight/volume, size, sku (stock-keeping unit), organic content, product shelf life, product lead life, online selling and online communication*. However, not all the above components always exist in their body copy and they do not always come in a fixed order. Depending on the purposes of the advertisers, which components are preferred to the others. Undoubtedly, the *benefits of the products* are always obligatory. The other facts are optional.

In VAPs, the Body Copy is also the important part consisting of facts such as *introduction, benefits of the products with or without key ingredients' benefits/ key ingredients, ingredients, usage, cautions, price, weight/volume and online selling*. Among these facts, *benefits of the products with or without key ingredients' benefits* or *key ingredients* are always available, the others are optional.

In EAPs and VAPs, the body copy is the vital part with its specific features. The facts such as *size, sku (stock-keeping unit), organic content, product shelf life, product lead life and online communication* in the body copy of EAPs are ones that the body copy of VAPs does not have. However, writing an *introduction* in the body copy is the way that rarely appears in EAPs. Moreover, *online selling* is not popular in VAPs as in EAPs.

4.1.3. The Illustration

In most EAPs and VAPs, the illustration normally appears after the headline and at the left side of the advertisement. The body copy is at the right side or below the illustration. It is basically the picture of the

bottle that contains the product. However, in VAPs, the illustration is not only the picture of the bottle of the product, but also the picture of the box containing the product bottle, the picture of the product bottle opened, the picture of key ingredients, etc.

In reality, the illustration of EAPs and VAPs on the internet is the embodiment of the computer-general art. The vital picture of the product is presented clearly, beautifully and colorfully. The impressive side of the product picture is always easily seen with main information, specially the product name and the company's name. The name of the product is printed very large and bold letters.

1.1.4. The Slogan

A slogan is a catch phrase or group of words that are combined in a special way to identify a product or company. From the data collected, we realize that slogans are not present in EAPs and only appear in VAPs. In VAPs, they are accompanied with the name of a particular product or the name of the company. The purpose of the slogan is to make a strong impression on readers so that they remember much about the product advertised. Typographically, slogans are printed in the italic and bold font style with stylized font.

4.1.5. Summary

4.2. Lexical Features in EAPs and VAPs

4.2.1. Evaluative Adjectives in EAPs and VAPs

Leech (1966) observes that "Advertising language is marked by a wealth of adjective vocabulary". There is a good collection of adjectives found in EAPs and VAPs. In EAPs and VAPs, evaluative adjectives are used with a relatively high frequency. The evaluative adjectives include both positive and negative aspects. However, positive adjectives in both EAPs and VAPs outnumber negative adjectives (86.8% versus 13.2% in EAPs; 85.4% versus 14.6% in VAPs). In reality, advertisers use positive adjectives to give information about products

such as its quality, characteristics and benefits...

(4.48) A **rich** and **luxurious** lotion designed specifically for hands.

[A-87]

(4.51) Dầu gội trị gàu Oceanic chăm sóc da đầu **hữu hiệu**.

[B-41]

Meanwhile, negative adjectives help advertisers to highlight the necessity of the product for whoever in that situation.

(4.54) *Blemish Control Astringent* for **blemished** skin treatment and maintenance. [A-100]

(4.58) Đặc biệt hiệu quả với loại trùn mụn đầu đen, tế bào **chết**, da **dây, thô, da nám, xạm, xấu**. [B-87]

Another characteristic in EAPs and VAPs is that not only adjectives in their base form but also comparatives and superlatives are used in the Body Copy of EAPs and VAPs. Remarkably, English and Vietnamese advertisers have the tendency of using the base form of evaluative adjectives (93.8% versus 97.7%). The use of comparatives is rather low (4.2% versus 0.4%) and the use of superlative adjectives take up the approximate percentage (2.0% versus 1.9%).

4.2.2. Verbs Denoting Benefits of Products in EAPs and VAPs

The benefits of products are an indispensable part in any advertisements for beauty care products in English and Vietnamese. A wide range of verbs denoting the benefits of the products is used with different shades of meaning. In EAPs and VAPs, these verbs represent tokens of love in different ways: *care, protection, help and treatment*. Therefore, using these verbs easily touches the heart of readers, especially females. When anything touches the heart, there is a special effect.

Verbs representing “Care”

In English: *nourish, soothe, nurture, comfort, pamper, etc*

In Vietnamese: *chăm sóc, nuôi dưỡng, dưỡng, bồi bổ, nâng niu, etc*

Verbs representing “Protection”

In English: *protect, prevent, shield, defend, keep, etc.*

In Vietnamese: *bảo vệ, phòng trị, chống, ngăn ngừa, giữ, etc*

Verbs representing “Help”

In English: help” are *aid, give, offer, bring, etc.*

In Vietnamese: *cho, mang lại, hỗ trợ, etc*

Verbs representing “Treatment”

In English: *restore, kill, remove, eliminate, heal, seal, absorb, brighten, strengthen, transform, etc*

In Vietnamese: *loại bỏ, chữa trị, điều trị, trị, diệt, tái tạo, phục hồi, etc.*

In sum, verbs denoting benefits of products give readers a general view of benefits of the products advertised.

4.2.3. Borrowed Words in EAPs and VAPs

Fromkin, Collins, Rodman and Blair [11] regard “borrowing” as a widespread phenomenon during the development of one language.

In VAPs, for the purpose of highlighting the style of products, using English borrowed words becomes one of the distinguishing features in terms of lexical choice. However, no borrowed words are found in EAPs.

The English words have been borrowed in the two ways: *full borrowing* and *partial borrowing*. In VAPs, the existence of English borrowed words is at a rather large number, 389 words: 266 words (*full borrowing*) and 123 words (*partial borrowing*). Moreover, these borrowed words are mainly used with three kinds of parts of speech: noun, verb and adjective. They are used to name products, to refer to products’ ingredients or the action in the field of beauty care, etc.

(4.89) Sữa tắm trắng **Care** với công thức hoàn hảo. [B-73]

(4.90) Xà bông thơm **Daily** có 4 màu: hồng, xanh lá, tím, vàng.

[B-44]

The above examples show that the names of products are English words with the form of noun as *Care* (4.89) and adjective as *Daily* (4.90).

Among 389 English borrowed words, nouns dominates with 76.9%, followed by adjectives (22.1%) and verbs (1%).

4.2.4. Addressing Terms and Personal Pronouns in EAPs and VAPs

Cook (1992:155) notes that advertisers favour the use of pronouns and tend to use them in particular ways. Personal pronouns “you, your, we, our” in EAPs and “*bạn, của bạn, chúng ta*” in VAPs make the language sound warm, friendly and help to narrow the gap between the advertiser and the reader.

The addressing terms “you”, “your”, “*bạn*”, “*của bạn*” show the feeling that the advertisement is a friendly conversation between two friends. The reader will easily accept a product as if it has been recommended by a good friend.

Besides, the use of first personal ones “we” “our” in EAPs is the most direct way to tell the receiver that the manufacturer is responsible for his product. It is also like a self-introduction to the potential customers. In Vietnamese, the first personal pronouns are used to express a close relationship in the conversation between the manufacturer and the reader. The manufacturer puts himself in the position of the reader to make the advertisement become more friendly.

The noticeable point is that the total number of personal pronouns found in VAPs is far fewer than that in EAPs (55 versus 99).

4.2.5. Summary

4.3. SYNTACTIC FEATURES IN EAPs AND VAPs

4.3.1. Imperative Sentences in EAPs and VAPs

Quirk et al [32, p. 803] defines that: “Imperatives are sentences which normally have no overt grammatical subject, and whose verb has the basic form”. In their opinions, the most common type of the

imperative is the subjectless 2nd imperative. Two main forms of imperative are affirmative imperative and negative imperative:

- Affirmative imperative: **V (Base form)**

- Negative imperative: **Do not + V (Base form)**

(4.110) *After shampooing, spray on affected areas. Do not rinse out. Use as needed.* [A-13]

The above example is the use of affirmative and negative imperatives in *giving instructions*. Besides, in EAPs, imperative sentences are also used to *give warnings of using products, suggest online buying and online communicating*. In EAPs, affirmative imperatives dominate over negative ones (97.2% versus 2.8%). Remarkably, negative imperatives are not used in suggesting online buying and online communication but used in giving instructions and warnings.

In Vietnamese, according to Diep Quang Ban [41], imperative sentences are sentences whose subjects are the readers/the hearers. The common structures often used in Vietnamese imperatives are:

- Affirmative imperative: **Hãy + Verb** (1)

Verb+ đi/ thôi/ nào/ đi thôi/ đi nào (2)

Verb (3)

- Negative imperative: **Đừng/ Chớ/ Không/ Không được +Verb** (4)

(4.119) *Rửa mặt thật sạch bằng nước ấm trước khi sử dụng. Thoa kem vào buổi sáng và tối.* [B-64]

(4.121) *Không dùng để dưỡng da, tẩy trắng da.* [B-88]

The example (4.119) shows that affirmative imperative is used to give instructions. “*Không dùng*” in (4.121) is the form of negative imperative used to give warnings.

In VAPs, advertisers use imperative sentences in *persuading readers to buy/use products, giving instructions, warnings and suggesting online buying*.

Affirmative imperatives are commonly used in *persuading readers to buy/use products, giving instructions and suggesting online buying*. Only negative imperatives are employed in *giving warnings*. Most of the affirmative imperatives found in VAPs belong to the third structure.

There is a similarity in EAPs and VAPs that the use of affirmative imperatives predominate negative ones.

4.3.2. Simple Sentences in EAPs and VAPs

In EAPs and VAPs, simple sentences with subject, the name/type of the product are very popular.

Simple sentences are used to talk about benefits/ useful characteristics of the products.

Besides, simple sentences are used to talk about the actions of the products.

4.3.3. Ellipsis in Declarative Sentences in EAPs and VAPs

Ellipsis refers to the omission of some elements of a sentence or of those that have already occurred in the context. When used in advertisements, ellipsis results in conciseness and vividness.

According to Quirk et al [32, p. 896, 897], ellipsis in declarative sentences includes such two types as *ellipsis of subject alone* and *ellipsis of subject plus operator*.

In EAPs, the element ellipated of ellipsis of subject found is “it”. “It” in this case is always the product’s name. For example:

(4.132) *This gentle, build-up free formulation contains organic acai berry, as well as a perfect blend of other natural berry ingredients for normal hair & daily use. **Hydrates** the hair and soothes the scalp. **Leaves** hair soft, healthy and manageable.* [A-28]

Additionally, in order for readers to remember the benefits and actions of the products, advertisers use sentences with ellipated subjects recovered by context.

The other type of ellipsis of subject is that auxiliary is included in the sentence. The auxiliary used in these sentences is usually “can” followed by “be +-ed participle”. This is also the passive form of ellipsis of subject referring to the product’s usage:

(4.135) *Can also be used on chest and hands.* [A-53]

In Vietnamese language, Diệp Quang Ban [41, p.280] defines that ellipsis of subject is the sentence in which subject should be cited is absent. Like EAPs, the subject ellipated found in VAPs is always the product’s name. The ellipated subjects can be recovered by the previous sentences. For instance:

(4.136) *Sữa Tắm Sữa Bò giúp da cân bằng độ ẩm, luôn mịn màng, trắng đẹp. Đặc biệt **diệt khuẩn** và **khử mùi** hôi cơ thể.* [B-97]

Besides, ellipsis of subject is also used in listing. In VAPs, this type of sentence is used in listing useful effects of the products. The subjects ellipated are the product’s names recovered by context.

Another type of ellipsis in declarative sentences is *ellipsis of subject plus operator*. Quirk and al (1985) show that if the main verb BE is ellipated, the elliptical sentence begins with what would be a subject complement in the full form. In EAPs, the ellipated elements of ellipsis of subject plus operator found are “it” and “is”. “It” in these sentences is mainly the product’s name, commonly recovered by context. For example:

(4.140) *Safe for sensitive skin. Fragrance-free. Oil-free.* [A-80]

However, no cases of *ellipsis of subject plus operator* are found in VAPs. The total number of ellipsis in declarative sentences in VAPs is 122 instances, that in EAPs is approximately twice with 224 instances.

4.3.4. Passive and Active Voice in EAPs and VAPs

In English, the passive voice is the one in which the subject receives the action of a transitive verb. Passive voice is used when the

focus is on the action. The construction of a passive sentence can be stated as:

Goal + V_{passive} (be/get+P.P) + by + Actor/Agent (1)

Goal + V_{passive} (be/get+P.P) (2)

However, most of the passives found in EAPs belong to the second construction and the passive auxiliary is normally *be*.

(4.144) *This fantastic shampoo is uniquely formulated to clean the hair and make it shiny and manageable.* [A-1]

The grammatical subject “*This fantastic shampoo*” in (4.144) is not the actor of the act “*formulate*” but they receive the action by unnamed agents. This means that whoever or whatever performs the action is not so important as the goal and the process. The purpose of the writer is to emphasize the products’ benefits as well as how well they are made.

Apart from the second construction above, there is an existence of the other construction in which the passive form can be used with modal verb “*can*”: The modal verb “*can*” used in passive sentences shows the benefits of using the products. The transitive verbs “*apply*” and “*use*” are normally used in this type of passives.

The active voice is a grammatical voice in which the subject is doing the action. Active sentences are used to talk about the useful effects of the products and the benefits of the ingredients.

In Vietnamese, according to Đỗ Việt Hùng, passive sentence is realized by three main constructions:

Goal + V_{transitive} (1)

Goal + bị/được + V_{transitive} (2)

Goal + bị/ được/do + Agent + V_{transitive} (3)

In VAPs, most passive sentences follow the second and third constructions. In VAPs, “*được*” in most passives expresses active meaning. Like EAPs, the purpose of the writer of using these passives is to emphasize the products’ benefits and how well they are made.

(4.152) *Xà bông thơm Hoa Lài được kết tinh từ hương Hoa lài thơm ngát mang lại hiệu quả làm sạch da và cân bằng độ ẩm cho da.*

[B-43]

Contrasting with “*được*”, “*bị*” expresses negative meaning. Although “*bị*” expresses negative meaning denoting damage, it is also the art of using language to highlight the importance of the product.

(21) *Đặc biệt nếu tóc bị rụng, tinh dầu bưởi sẽ kích thích nuôi dưỡng chân tóc mọc trở lại.* [B-92]

However, in VAPs the passives with “*được*” outnumbers the passives with “*bị*” (72% versus 28%).

In Vietnamese, an active sentence is one in which the subject is the doer of the action and the predicate is a verb referring to the action. Most active sentences in VAPs are used to talk about the benefits of the products and the ingredients’ benefits for skin or hair. In VAPs, active voice is preferred to passive voice (86% versus 14%)

The findings show that the rate of active sentences in EAPs and VAPs are quite high (80.6% versus 86%). The tendency of using active sentences to present the actions, benefits of the products is popular in both English and Vietnamese. Meanwhile, the use of passive sentences is only at a low rate (19.4% versus 14%).

4.3.5. Summary

4.4. COHESIVE DEVICES IN EAPs AND VAPs

4.4.1. Grammatical Cohesion in EAPs and VAPs

Table 4.10. Grammatical Cohesion in EAPs and VAPs

Grammatical Cohesion	English		Vietnamese	
	Occurrence	Rate	Occurrence	Rate
Reference	73	78.5%	5	25%
Substitution	0	0	0	0%
Ellipsis	0	0	0	0%
Conjunction	20	21.5%	15	75%

Total	93	100%	20	100%
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As can be seen from the findings, no cases of substitution and ellipsis are found in EAPs and VAPs. This shows the similarity in using grammatical cohesive devices in EAPs and VAPs. However, it is noticeable that there is a big difference in using reference and conjunction between EAPs and VAPs. In EAPs, the use of reference takes up 88% and that in VAPs is only 25%. Vice versa, the use of conjunction in EAPs with only 12%, that in VAPs is over than six times (75%).

4.4.1.1. Reference in EAPs and VAPs

According to Halliday and Hasan [14, p.31], reference is the specific nature of the information that is signaled for retrieval. They divide reference into two types: *exophora* and *endophara*. In this thesis, the majority of endophoric reference is *anaphoric*.

The use of reference in EAPs takes the highest percentage (88%), which is outnumbered in VAPs (25%). However, the similarity in EAPs and VAPs is that no cases of comparative reference are found in the data collected. Among the three categories of reference devices, EAPs have a strong tendency to use personal pronouns with high percentage (63.9% versus 15%). It is noticeable that demonstratives are used in EAPs with 15.7% and in VAPs with 10%.

4.4.1.2. Conjunction in EAPs and VAPs

Halliday and Hasan [14] state that conjunction marks the systematic link between what is to follow and what has gone before. They adopt a scheme of four categories: Additive, Adversative, Causal and Temporal. The findings indicate that the conjunction in EAPs is much less than that in VAPs (12% versus 75%). This shows that in VAPs, conjunction is more dominant in making cohesion than other cohesive devices. However, in EAPs, conjunction is not dominant in making the relationship.

Additive is one subclass of conjunction. In EAPs, while additive conjunction is used with a quite low rate (4.8%), that is quite abundant in VAPs (25%) by using the common phrase “ngoài ra”. With the use of additive conjunction, some information about the products as well as their benefits is added in order to clarify, explain and illustrate what is previously said.

Adversative conjunction shows a big difference in EAPs and VAPs. While in EAPs adversative conjunction takes up 7.2% with 6 instances, no cases of adversative conjunction were found in VAPs. Adversative conjunction in EAPs is marked by “*but, yet*”. By using adversative conjunction, readers are prepared to receive something that is opposed to what has been said before

Causal conjunction is not found in EAPs but in VAPs causal conjunction appears with 4 instances (20%). The relation between cause-and-result is set up with the use of “*nên, bởi vậy*” in VAPs. In this relation, the former is the cause or reason of the result in the latter.

Temporal conjunction also has the same tendency as causal conjunction. While temporal does not exist in EAPs, it ranks first in VAPs (30%). With the mark of mainly the phrase “*đồng thời*” in VAPs, the tie established is temporal. That is what happens first and what happens next or two events happen simultaneously.

4.4.2. Lexical Cohesion in EAPs and VAPs

Reiteration is considered the main kind of lexical cohesion. According to Halliday and Hasan [14, p.288], reiteration consists of repetition, synonym, super-ordinate and general word. However, for the sake of unity in analysis, only three categories of reiteration including repetition, synonym and super-ordinate are exploited. The use of reiteration as a lexical cohesive device in EAPs and VAPs can be tabulated as follows:

Table 4.16. Reiteration in EAPs and VAPs

REITERATION	English		Vietnamese	
	Occurrence	Rate	Occurrence	Rate
Repetition	116	92.8%	316	94.6%
Synonym	9	7.2%	18	5.4%
Super-ordinate	0	0%	0	0%
Total	125	100%	334	100%

As table 4.16 shows, the number of instances of reiteration in VAPs is outnumbered that in EAPs (334 instances versus 125 instances). It is noticeable that the majority of the lexical reiteration ties were of repetition. Repetition is very commonly utilised with 116 instances (92.8%) in EAPs and 316 instances (94.6%) in VAPs, followed by synonyms (7.2% versus 5.4%). There is a similarity in EAPs and VAPs that no cases of super-ordinate are used by the advertisers.

4.4.3. Summary

Chapter 5:

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

“A Discourse Analysis of Advertisements for Beauty Care Products in English and Vietnamese” is a study of how advertisements for beauty care products in English and Vietnamese are presented and what distinctive language features are used in these advertisements. In order to achieve this aim, I have set up major goals for the thesis: investigate and find out the similarities and differences between EAPs and VAPs in terms of the layout, lexical features, syntactic features and cohesive devices. From the analysis of 100 EAPs and 100 VAPs, I have come to the following findings:

In terms of the layout, there are many similarities and differences between EAPs and VAPs. The layout of EAPs includes three components: headline, body copy and illustration; meanwhile, there are

four components in the layout of VAPs: headline, body copy, illustration and slogan. In both languages, headline and body copy are the main parts that are informative and persuasive. Appearing in bold letters and usually being read first, the headline - the title of the advertisement, is normally the product's name including the compulsory element, type of product and extra information such as main ingredient, prominent benefit, code, weight/volume, skin/hair type and so on. Because of the presence or absence of extra information, the structures of the headlines in both English and Vietnamese are both similar and different. There are headlines in EAPs and VAPs that have the same elements but different orders/patterns. Besides, there are some headline patterns that are available in EAPs but absent in VAPs and vice versa. However, the remarkable similarity is that “direct headlines” are commonly used in both languages. The body copy is the most informative part often covering such common facts as benefits of the products with or without key's ingredients' benefits, usage, cautions, price, weight/volume, size, sku, organic content, product shelf life, product lead life, online selling and online communication. In the body copy, benefits of the products with or without key's ingredients' benefits are always obligatory, the others are optional. However, with the section of online selling and communication, the rate of occurrence in EAPs (82%) is more than as three times as in VAPs (82% versus 22%). Besides, the illustration performs the duty of supporting the headline as well as attracting the readers. Lastly, the slogan appears in VAPs but is absent in EAPs. They are the most effective means in order to draw attention to one or more aspects of a product.

As regards the lexical features, in EAPs and VAPs have many similarities as well as differences. Firstly, evaluative adjectives are used in three forms namely base-form adjectives, comparative adjectives and superlative adjectives. These adjectives play an important role in making

advertisements for beauty care products more successful because they focus on the description of quality, characteristics and benefits of the product and its ingredients. This gives orientation to the customers in making a good choice for themselves. In addition, in both EAPs and VAPs, positive adjectives outnumber negative adjectives. This shows the tendency of creating pleasant impressions for people who read these advertisements. Secondly, there are many verbs denoting benefits of products in EAPs and VAPs. These verbs represent tokens of love in diverse ways: care, protection, help and treatment. However, their main difference is shown in the rate of occurrence between verbs denoting benefits of products in EAPs and VAPs. Thirdly, borrowed words are one of the lexical features showing a great difference between EAPs and VAPs. In VAPs, there are 389 borrowed words with different parts of speech such as noun, verb and adjective. Among them, the use of nouns predominates the others with 76.9%. The use of adjectives ranks second with 22.1% and with the smallest percentage (1%) is the use of verbs. These borrowed words are mostly English words with variants in the script or pronunciation. Meanwhile, no cases of borrowed words are found in EAPs. Lastly, the use of first and second personal pronouns in EAPs and VAPs is more popular than the use of the others. The noticeable point is that the total number of personal pronouns found in VAPs is far fewer than that in EAPs (55 in VAPs versus 99 in EAPs). Moreover, VAPs have a strong tendency to use first personal pronouns (92.7%), whilst this is lower in EAPs (62.6%). Second personal pronouns in EAPs occupy 37.4% whereas those in VAPs take up a small percentage (7.3%).

With regard to the syntactic features, this thesis deals with the distinctive ones as follows: imperative sentences, simple sentences, ellipsis in declarative sentences and active and passive voice. There is a great similarity in both EAPs and VAPs. Advertisers have a strong

tendency that affirmative imperatives are preferred to negative imperatives (97.2% versus 2.8% in EAPs and 97% versus 3% in VAPs). Together with imperative sentences, simple sentences and ellipsis in declarative sentences show the tendency of using syntax that are simple but impressive to readers. In both languages, simple sentences are used to talk about benefits, useful characteristics, actions of products. However, there are differences in using ellipsis in declarative sentences in EAPs and VAPs. Most of the verbs after the ellipsed subjects in ellipsis of subject in VAPs are ordinary verbs, not auxiliary verbs, while in EAPs there are both ellipsis of subject with auxiliary and ellipsis of subject without auxiliary. Moreover, the use of ellipsis of subject plus operator is present in EAPs with 131 instances but can not be found in VAPs. Another noticeable point is that the use of active sentences is popular in both EAPs and VAPs (80.6% versus 86%).

Finally, cohesion is a linguistic device which contributes to linking text elements together. The findings show that there are some similar trends in using cohesive devices in EAPs and VAPs. Firstly, in these advertisements, lexical cohesion is more popularly utilised than grammatical cohesion. Secondly, in grammatical cohesion, no cases of substitution and ellipsis are found in any advertisements for beauty care products. Lastly, regarding lexical cohesion, the use of repetition in EAPs and VAPs takes up a very high level (57.3% versus 94.0%), followed by synonym (42.7% versus 6%). No cases of super-ordinate are used in EAPs and VAPs.

Besides the similarities mentioned above, there exist certain differences between EAPs and VAPs. In terms of grammatical cohesion, while English advertisers have a higher tendency to use reference than Vietnamese ones (88% versus 25%), the Vietnamese advertisers utilize conjunction more than three times as much as the English (75% versus 12%). Among the three categories of reference devices, EAPs tend to use

personal pronouns with high rate. Moreover, in personal reference, there is a big difference between EAPs and VAPs that only EAPs use possessive determiners which are not found in VAPs. Besides, in terms of conjunction, adversative conjunction, causal conjunction and temporal conjunction create the differences in EAPs and VAPs. Adversative conjunction exists in EAPs with a low proportion (7.2%), whereas it does not occur in VAPs. Moreover, while there are no cases of causal conjunction and temporal conjunction in EAPs, causal conjunction takes up 20% and temporal conjunction occupies 30% in VAPs. Additionally, in terms of lexical cohesion, the number of repetitions and synonyms found in EAPs is more than in VAPs.

5.2. IMPLICATIONS

It is our hope that this thesis will be of much benefit not only for writing advertisements for beauty care products on websites but also for the field of teaching and learning English.

To teachers:

The thesis will probably be a useful reference resource for teaching English to Vietnamese learners. Hopefully, the result of this research will provide teachers with useful knowledge of discourse analysis, advertising and especially the discourse features of advertisements for beauty care products. Through the features of advertisements for beauty care products in each language, teachers can show their students prominent linguistic peculiarities in English or Vietnamese in order for them to have a good insight into the language they are involved in.

To learners:

Also, the thesis will provide learners with a good knowledge of discourse analysis, advertising and advertisements for beauty care products which help them have a sound background and good methods to write an effective and persuasive advertisement for beauty care product.

Especially, for students majoring in business and marketing or those responsible for the marketing of companies manufacturing beauty care products, advertising is considered an important business means.

5.3. LIMITATIONS OF THE STUDY

Due to the shortage of time, reference material as well as limited linguistic knowledge, the study has got certain restrictions.

Firstly, discourse analysis is a broad field including many subfields. However, the study only focus on some discourse features in terms of the layout, lexical features, syntactic features and cohesive devices, so it has not reached the expected depth as it should. Secondly, all advertisements for beauty care products in English and Vietnamese chosen for analysis are only taken from websites of companies manufacturing beauty care products, not from the other media. Thirdly, only written advertisements for beauty care products in the fields of skin and hair are examined.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

For the sake of making further investigation into the field of beauty care products, I would like to offer some suggestions for further research:

1. An investigation into stylistic devices used in advertisements for beauty care products on TV in English and Vietnamese.
2. An investigation into speech acts in advertisements for beauty care products in English and Vietnamese.