

MINISTRY OF EDUCATION AND TRAINING  
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**A DISCOURSE ANALYSIS OF THE  
LINGUISTIC FEATURES OF THE  
ADVERTISEMENTS OF FOOD AND DRINK  
IN ENGLISH VERSUS VIETNAMESE**

**Field: THE ENGLISH LANGUAGE  
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## CHAPTER 1: INTRODUCTION

### 1.1. RATIONALE

Communication plays an important role in our life in the era of information bloom. The fast growth of this field has brought many new changes and trends to our society, making the social face different day by day, even minute by minute. We can also exchange information through many ways like television, radio, internet, newspapers, posters, etc. in which advertisement occupies much time.

As regard to the use of language in a pedagogical view, advertisements as a genre offer a great number of choices for the manipulation of language to bring the prominence to the linguistic surface structures in both informative and persuasive functions. This can trigger an assumption that language learners can be benefited from being exposed to the advertisements of food and drink as far as the language acquisition and skill training are concerned.

I have decided to carry out *a discourse analysis of the linguistic features of the advertisements of food and drink in English versus Vietnamese*. I try to describe the characteristics of the advertising language in both English and Vietnamese advertisements of food and drink products, then draw the similarities and differences between two.

### 1.2. AIMS AND OBJECTIVES OF THE STUDY

#### 1.2.1. Aims of the Study

This study aims to examine the syntactic and semantic features of advertisement language. The readers and the writers of these kinds of advertisements have pragmatic knowledge and a critical evaluation

of the use of linguistic devices in creating an effective and persuasive advertisement.

#### 1.2.2. Objectives of the Study

The study describes the speech acts used in the advertisements. Contrasts the syntactic forms and semantic functions of the language of advertising, discovers the similarities and differences regarding the language of advertising and puts forward some suggestions to the English teaching and learning concerning the syntactic and semantic features of advertisement language.

### 1.3. RESEARCH QUESTIONS

1. What are the linguistic features of the speech acts used in the advertisements of food and drink in English and Vietnamese at discourse level?

2. What are the linguistic features of and stylistic devices of the advertisements of food and drink in English and Vietnamese at discourse level?

3. What are the similarities and differences of the speech acts and the stylistic devices of the advertisement of food and drink between English and Vietnamese in terms of discourse analysis?

4. What pedagogical suggestions should be put forward to the teaching and learning English concerning the speech acts and stylistic devices of advertisements of food and drink products in both English and Vietnamese?

### 1.4. SCOPE OF THE STUDY

This study deals with discourse analysis of the syntactic and semantic features of the advertisements of food and drink in English versus Vietnamese and aims at examining the luxuries product ads.

## 1.5. ORGANIZATION OF THE STUDY

Chapter 1: Introduction

Chapter 2: Literature review

Chapter 3: Methodology of research

Chapter 4: Findings and discussions

Chapter 5: Conclusion and Implications.

## CHAPTER 2

### LITERATURE REVIEW AND THEORETICAL BACKGROUND

#### 2.1. REVIEW OF PREVIOUS STUDIES

In English, in “*A Discussion Concerning Linguistic Units and Meaning in English Language Advertisements*”, Dinh Gia Hung, Ho Si Thang Kiet discussed the features of English linguistic units and semantic meaning used in advertisements. In “*The Discourse of Advertising*”, Cook provided a framework for analysis of advertisements. In “*An investigation into the sentence patterns used in travel advertisements on English and Vietnamese websites*”, Phung Ngoc Bich examined sentences structures used in travel advertisements on the internet. The studying several genre types such as Nguyen Hoa with *An Introduction to Discourse Analysis*, etc. In Vietnamese, Trần Ngọc Thêm with *Hệ thống liên kết văn bản Tiếng Việt*; Phan Văn Hòa with is devoted to discourse level such as the study of conjunctions, Hồ Thu Hồng with “*Quảng cáo và ngôn ngữ quảng cáo trong báo chí tiếng Nga*”, etc.

#### 2.2. THEORETICAL BACKGROUND

##### 2.2.1. Discourse and Discourse Analysis

###### 2.2.1.1. Concepts of Discourse

In this part, I review some aspects related to discourse that I will have a clearer understanding about the discourse is a language in use, for communication, discourse is a language unit which has meaning, unity and purpose and discourse can be constituted by the combination of many sentences such as [2], [22], [3], [5], [15], [18]

##### 2.2.1.2. Discourse Analysis

Discourse analysis is concerned with the study of the relationship between language and the contexts in which it is used *Social Communication in Advertising* by Leiss, W, Kline, S. & Jhally, S., *Discourse Analysis-The Socio-linguistic Analysis of Natural Language* by Stubbs, M., “*An Introduction to Discourse Analysis*” by Nguyen Hoa. In this part, I study of how language is used in linguistic products with reference to social and psychological factors that influence communication.

##### 2.2.2. Specialized Advertising Discourse

###### 2.2.2.1. Definition of Advertising

Advertising delivers messages to a large number of people at low cost per “contact”, is a fast method of communicating with many people at the same time and is to sell something - a product, a service, or merely an idea through effective communication in each definition.

###### 2.2.2.2. Language of Advertising

Advertisements as a genre have their distinctive linguistic features which are manifested in the manipulation of language for the sake of informing and persuading.

###### 2.2.2.3. Some Characteristics of Advertising Discourse

Advertisements as a genre have their distinctive linguistic features which are manifested in the manipulation of language for the sake of informing and persuading.

Advertising language has some following typical characteristics: *Legality, theoretical, factual foundation, national characteristic, the popularity, the vividnes, the multi-stylistic.*

### 2.2.3. Speech Acts

#### 2.2.3.1. Speech Acts Theory

According to Austin, when making an utterance, the speaker performs an action that consists of three acts: locutionary, illocutionary and perlocutionary acts. Speech acts may be performed directly or indirectly. We often use indirect speech acts when we wish to be polite. “*Would you please give me a hand?*” is in preference to “*Give me a hand*” or “*I want you to give me a hand.*”

#### 2.2.3.2. The Classification of Speech Acts

According to Searle, there are five types of general functions performed by speech acts, but in this study, my examination just focuses on the four main types of speech act such as *representatives, directives, commissives* and *questions.*

### 2.2.4. Stylistic devices

#### 2.2.4.1. Concept of Stylistic Devices (Rhetoric)

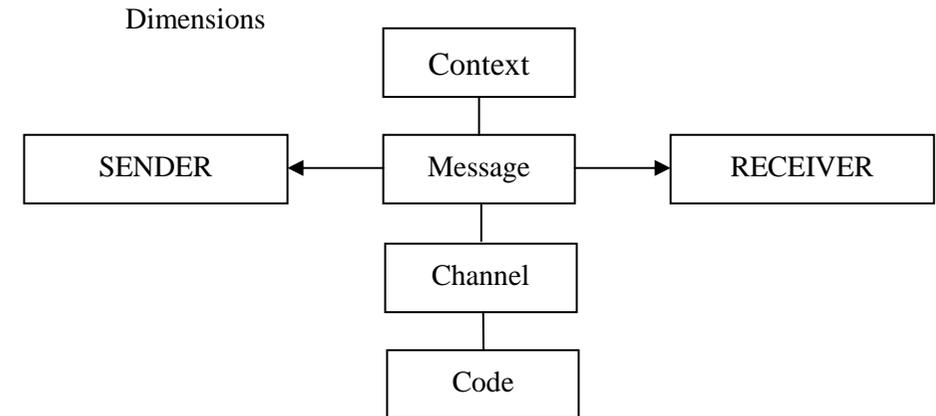
Stylistic Devices (Rhetoric) takes into consideration the “output of the act of communication”. The most frequent definition of rhetoric is one defined as the ability to write clearly, correctly and in a manner calculated to interest the readers.

#### 2.2.4.2. Functions of Stylistic Devices (Rhetoric)

In the scope of this study three categories of stylistic devices are discussed: *parallelism, repetition* and *rhyme.*

### 2.2.5. The Communication Functions

My study bases on the two theories of Jakobson in semiotics of semantics and Searle in pragmatics.



**Figure 2.1: Act of verbal communication**

Any given act of verbal communication is composed of six factors: *Addresser, addressee, code, message, context, contact.*

Corresponding to these six factors, depending on the factor emphasized in a specific message, are six functions: *Emotive, conative, metalingual, poetic, referential, phatic.*

## 2.3. SUMMARY

### CHAPTER 3

#### RESEARCH DESIGN AND METHODOLOGY

##### 3.1. RESEARCH DESIGN

I describe the advertisements of food and drink in English and Vietnamese in terms of form, key ingredients such as speech acts,

stylistic devices. The study is designed with the descriptive and explorative methods, discover the similarities and differences of the advertisements, a contrastive analysis is conducted with English as L2 and Vietnamese as L1.

### 3.2. DATA COLLECTION

#### 3.2.1. Sampling

Two main types: long copy ads and short copy ads.

200 samples in English and 200 samples in Vietnamese were collected from luxuries product ads in forms of texts such as print materials or labels on food and drink packages. The majority of the samples were taken from the online electronic texts and the magazines in English and Vietnamese.

#### 3.2.2. Procedure

#### 3.2.3. Instruments

### 3.3. DATA ANALYSIS

The data was analyzed qualitatively to seek for information along the dimensions of categories and characteristics stated in the research questions.

### 3.4. VALIDITY AND RELIABILITY

## CHAPTER 4: FINDINGS AND DISCUSSION

### 4.1. SPEECH ACTS USED IN ADS OF FOODS AND DRINKS IN ENGLISH AND VIETNAMESE

This section discusses how the speech acts were used in reference to the interpersonal functions proposed by Jacobson mentioned in chapter 2. For the facilitation of the presentation, they are reviewed here as follows.

*Table 4.1 Jakobson's communication functions*

Element	Function	Specification
Addresser	Emotive	(expressing feelings and states)
Addressee	Conative	(influencing behaviour of addressee)
World	Referential	(imparting information)
Channel	Phatic	(checking or establishing contact)
Code	Metalingual	(negotiating or checking the language)
Form	Poetic	(foregrounding linguistic structures)

#### 4.1.1. Representatives used in the ads of foods and drinks in English and Vietnamese

##### 4.1.1.1. Introducing the existence of a particular food product

Ads of foods and drinks can introduce us to new products or remind us of the existence of ones we already know about. Representatives in advertising a product also help a manufacturer reinforce his/her brand's name and image to the public.

(5) Aquafina: Pure water – perfect taste.

A refreshed commitment. [49]

As referred to the interpersonal functions by Jacobson, the representatives in the examples mentioned above acted like the statements to assert the existence of the products being mentioned. Such product names as *Aquafina*, *Tiger Beer*, *Grolsch*, in English, *Dutch Lady*, *Tường An*, *EnsureGold* in Vietnamese.

(12) EnsureGold: Hãy chăm sóc sức khỏe Vàng của cha mẹ với EnsureGold để đền đáp công lao và tình thương vô bờ ấy! [68]

##### 4.1.1.2. Presenting the ingredients/components of a particular food product

The products as *Indian Biryani Rice*, *Campbell's Seashore Soups*, *Quaker Oats* in English, *Nestle Gấu*, *Lysivit*, *Kiddy – dầu cá hồi tự nhiên* in Vietnamese respectively below were table for the ingredients as components of the products advertised.

**Table 4.2 Presenting the ingredients of food products by representatives**

Brand's names		Ingredients
English	Indian Biryani Rice	[+Fresh Herbs&Spices] [+Spicy Hot Curries] [+Garnished With Raisins ] [+Toasted Almonds]
	Campbell's Seashore Soups	[+New England Clam Chowder] [+sweat minced clams] [+ shrimp][+ sauterne wine] [+Oyster] [+whole oysters]
	Quaker Oats	[+oatmeal protein] [whole-grain cereals][+vitamin B] [+food-iron][+food-energy]
Vietnamese	Nestle Gấu	[+chất xơ tự nhiên từ táo][+cái bó xôi][+đường chất cần thiết]
	Lysivit sirô	[+LISINE HÀM LƯỢNG CAO][+VITAMIN NHÓM B]
	Kiddy – dầu cá hồi tự nhiên	[+dầu cá hồi nhập khẩu][+dầu mè] [+ dầu hạt cải] [+ dầu gạo][+DHA][+FPA tự nhiên][+omega 3,6,9] [+ vitamin A, B1, E] [+axit béo]

#### 4.1.1.3. Presenting the merits/credits/values of a particular food product

Along with the listing of the ingredients or components that make up the food products, the representatives also help assert the merits or values of the products themselves.

**Table 4.3 Presenting the merits of food products by representatives**

Brand's names		Merits/values
English	Indian Biryani Rice Campbell's Seashore Soups	<i>Colourful, add a Festive Touch To Your Indian Recipe</i>
	Quaker Oats	<i>unequaled among all leading whole-grain cereals in protein, delicious</i>
Vietnamese	Nestle Gấu	<i>mang tới hương vị thơm ngon bé thích, những dưỡng chất cần thiết, giúp hệ tiêu hóa khỏe mạnh hơn</i>
	Lysivit sirô	<i>vừa ăn ngon, lại nhanh nhẹn, giúp kích thích ăn ngon và tăng cân, giúp chuyển hóa thức ăn để cung cấp năng lượng cho cơ thể của trẻ em</i>
	Kiddy – dầu cá hồi tự nhiên	<i>tăng cường dưỡng chất, thông minh vượt trội, Công nghệ tinh chế hiện đại loại bỏ hoàn toàn mùi tanh đặc trưng của dầu cá</i>

#### 4.1.2. Directives used in the ads of foods and drinks in English and Vietnamese

##### 4.1.2.1. Getting the audience to take/buy the product in a direct way

The directives in the ads were used to call for the potential customers' actions related to what the product may suggest. The directives were made with an illocutionary force aiming at a direct influence on the audience's buying decision.

**Table 4.4 Directives and direct suggested actions to customers' buying decision**

Brand's name		Suggested action to potential customers' buying decision
English	Campell's Seashore Soups	<i>Look for the Campell's Soups with the new life preserver on the label. And head for the seashore. Campell's Seashore Soups</i>
	Campell's Beef Noodle Soup	<i>Try it today!</i>
	Nesbitt's	<i>Keep a supply of Nesbitt's on hand. Ask for Nesbitt's wherever soft drinks are sold. Look for this distinctive carry carton. Take home six bottles of Nesbitt's today.</i>
	Green Giant	<i>why don't you have the Green Giant to dinner? Next mealtime, head for the seashore. Campell's Seashore Soups.</i>
Vietnamese	EnsureGold	<i>Hãy chăm sóc sức khỏe Vàng của cha mẹ với EnsureGold để đền đáp công lao và tình thương vô bờ ấy!</i>
	Number 1 Nước tăng lực dâu	<i>Nạp ngay number 1 dâu!</i>
	Neptune 1:1:1	<i>Nhớ dùng Neptune 1:1:1 nhé!</i>
	Dutch Lady	<i>Hãy cho bé uống sữa Cô Gái Hà Lan mới với nguồn dinh dưỡng thiết yếu</i>

**4.1.2.2. Getting the audience to take/buy the product in an indirect way**

The audience or potential customers were not directly asked to buy or take the product being talked about. These customers were requested to experience the qualities or characteristics of the products.

**Table 4.5 Directives and indirect suggested actions to customers' buying decision**

Brand's name		Suggested action to potential customers' buying decision
English	Roast sanko coffee	<b>INDULGE YOURSELF...</b> <i>Get all the best of the coffee bean – aroma, flavor, but not caffeine!</i>
	Campell's Tomato Soup	<i>Consider Campell's Tomato Soup, Can you spare 4 minutes to hear it?</i>
	Florida's Orange Juice	<b>BRING FLORIDAR'S BRIGHT SUNSHINE</b> into Your Daily Life!
Vietnamese	Ridielac alpha	<i>À ừm ... Em ơi, em há miệng to nào, Măm măm nào em ơi!</i>
	Sữa chua Vinamilk Nha Đam	<i>Khám phá bí mật của làn da mịn màng trong từng muỗng sữa chua Vinamilk Nha Đam!</i>
	Kẹo trái cây thập cẩm Crundy	<i>Thưởng thức kẹo Crundy, bạn sẽ cảm nhận được sự ngọt ngào và thú vị trong mỗi giây phút thư giãn một mình hay với bạn bè.</i>
	YoMost PowerFruit mới	<i>Hãy tưởng tượng sức mạnh từ trái cây PowerFruit và sữa chua lên men nay hội tụ trong sữa chua Yomost PowerFruit Mới!</i>

#### 4.1.2.3. Directives and Indirect Suggested Actions to Customers' Clearing Misconceptions

As regard to the polarity of the proposition of the directive, apart from the affirmative form, the directives of the ads can have the negative form. This syntactic form of directives can be used with the function of clearing possible misconceptions of the potential customers

#### 4.1.3. Commissives used in the ads of foods and drinks in English and Vietnamese

##### 4.1.3.1. Explicit Advertiser/manufacturer's Commitment to the benefit/values of products

In this part, the advertiser/manufacturer signals a high commitment to the potential customers with their product, with performative verbs like *bet, promise, offer, assure, insure, ensure* plus the first person subject.

(43) Potato Chips

Undergoing the strictest of quality controls, we can **assure** you that only the best quality potatoes are made into your favorite potato chips. [46]

##### 4.1.3.2. Non-explicit Advertiser/manufacturer's Commitment to the benefit/values of products

Apart from the actualization of the advertiser/manufacturer's commitment to the benefits/values of the product. In English, such verbs as *ensure, insure, offer* in the commissive are used.

In Vietnamese corpus, such verbs as *đảm bảo, cam kết* in the commissive are used.

Table 4.6 Modes of commitment to the benefit/value of the product advertised

Commit -ment Modes	Linguistic means	Language	E.g.
Explicit Commitment	Performative verb used with 1 <sup>st</sup> Subject	English	<i>Undergoing the strictest of quality controls, we can <b>assure</b> you that only the best quality potatoes are made into your favorite potato chips.</i>
		Vmese	<i>Đó là <b>cam kết</b> của tôi.</i>
Non-Explicit Commitment	Performative verb used with 3 <sup>rd</sup> Subject	English	<i>This <b>insures</b> that it will stay right where you need it.</i>
		Vmese	<i>Công nghệ chế biến <b>đảm bảo</b> vệ sinh an toàn thực phẩm mang đến cho phôi Vinamilk một chất lượng hoàn hảo</i>
	Verbs of commitment	English	<i>It <b>offers</b> bold flavor and a clean finish</i>
		Vmese	<i>Công nghệ tinh chế hiện đại <b>loại bỏ</b> hoàn toàn mùi tanh đặc trưng của dầu cá</i>
	Modal auxiliaries	English	<i>Whatever you choose, it'<b>ll</b> make a fuss-free and fantastic springtime dinner.</i>
		Vmese	<i>Dù bạn thích trà đen hay trà xanh, uống nóng hay uống lạnh, lipton <b>cũng</b> đáp ứng được các hương vị bạn muốn</i>

#### 4.1.4. Questions used in the ads of foods and drinks in English and Vietnamese

Questions are as a subcategory of directives. In this study, a question is not carried out basing on such typical principles of a genuine question as:

- The speaker wants to know the proposition;
- The speaker does not know the proposition;
- The speaker tries to illicit the proposition from the hearer

**Table 4.7 Questions and advertisers' communicative purposes**

Communicative purpose	Syntactic form	Language	E.g.
Arousing customer's curiosity	Yes-No Interrogative	English	<i>Are you young enough to drink it?</i>
		Vietnamese	<i>Bạn đã bao giờ ăn sáng bằng một ly kem chưa?</i>
Reaffirming the value with certainty	Yes-No Interrogative with epistemic marker	English	<i>But are these low-calorie dairy aisle staples really so good for you?</i>
		Vietnamese	<i>bạn có <b>biết</b> trái cây PowerFruit có sức mạnh hơn hẳn những loại trái cây thông thường khác không?</i>
Arousing customer's concern	Yes-No Interrogative	English	<i>Feel like snacking all day? Children come home school starving?</i>
		Vietnamese	<i>Đã bao giờ bạn <b>đếm</b> có bao nhiêu <b>chủng</b> probiotic trong sữa bé đang dùng chưa?</i>

## 4.2. STYLISTIC DEVICES OF THE ADVERTISEMENTS OF FOOD AND DRINK IN ENGLISH

In this section, I study the stylistic devices such as rhyme, parallelism, repetition that will be presented along with prominence.

### 4.2.1. Rhyme

#### 4.2.1.1. Rhyme in English

In the corpus of study I have found instances of the use of words that rhyme in poetry or songs/jingles.

We can see the rhyme between the word at the end of one line with that in the next line: Rhyming [u:], Rhyming [@U], Rhyming [U], Rhyming [u:], Rhyming [aIm]

#### 4.2.1.2. Rhyme in Vietnamese

In Vietnamese corpus, the short copy ads with rhyme were found instead of long copy ones in English.

**Table 4.8 The interrelation between two rhymed parts**

Rhyming	Quality		Merits
[Q]	Vừa <u>ngon</u> vừa <u>giòn</u>	————→	ai ăn cũng thích
	Chua ngọt <u>ngon ngon</u>	————→	giúp <u>con</u> <u>đề</u> kháng

### 4.2.2. Parallelism in Stylistic Devices of the Advertisements of Food and Drink in English

The verb phrases in syntagms are constituted by the grammatical pattern *S + Can + Verb*. The verb phrase in syntagms is the combination of auxiliary *Will* and *bare infinitive* to form the grammatical structure *S + Will + Verb*.

**Table 4.9a Parallel structure of English ads of food and drink**

S/NP	VP		Od/NP
	Aux	Bare inf.	
(You)	(can)	(smoke)	(fish)
(you)	(can)	(grill)	(it)
(you)	(can)	(wrap)	(it up) in leaves

Parallelism in the advertisements of food and drink in English have many types, *S + Can + Verb*, *S + Will + Verb*; *N/Adj + N*, *Adj + N* and assonance also is used in some cases.

Parallelism in stylistic devices of the advertisements of food and drink is used in Vietnamese.

**Table 4.10a Parallel structure of Vietnamese ads of food and drink**

S/VP	VP	Od	Co
(Dutch Lady)	(Giúp)	(trí não)	(hoạt động hiệu quả)
(Ø)	(Giúp)	(Ø)	(tăng năng lực học hỏi)

**Table 4.10b Parallel structure of Vietnamese ads of food and drink**

Sentence	Prepositional Phrase as Adjunct	
(Trà gừng...)	(với công dụng)	kích thích tiêu hóa
(Ø)	(Ø)	chống nôn
(Ø)	(Ø)	phòng ngừa đầy hơi
(Ø)	(Ø)	ăn khó tiêu
(Ø)	(Ø)	say tàu xe
(Ø)	(Ø)	phòng ngừa nhiễm lạnh

One more case of parallelism that should be mentioned here the one to be achieved by the ellipsis of a clause that precedes the parallel parts. This part also mentions the conjunction *Or*, *And* and the preposition *with*

**Table 4.11 Parallel structure with conjunction of English ads of food and drink**

S	VP	O/NP
(S)	spoon into	Campell's Manhattan Style (or) New England ... <u>with</u> clams.
	(Ø)	(Or) cream of Shrimp Soup <u>with</u> ... sauterne wine
	(Ø)	(Or) Oyster Stew <u>with</u> succulent, whole oysters

#### 4.2.3. Repetition in Stylistic Devices of the Advertisements of Food and Drink in English

Repetition is used some cases in this part such as the initial [k], the initial sound [s] and the other cases. All repeated words such as “*thông minh ...*”, “*trà...*”, “*uống...*”, “*sữa đặc có đường*”, “*Ông Thọ*” and “*sống...*” help to create a rhyme with alliteration, so consumers are easy to remember both the product and the quality, the activities associated to the product itself.

**Table 4.13 Repetition in English and Vietnamese ads of food and drink**

Mode of repetition	Language	Repeated part	Effect or prominence
Repetition of brand's name	English	<u>Coke after Coke after coke</u>	The brand's name gets more salient and easy to remember
		<u>Seafood salads</u>	
		<u>Seashore Soups</u>	
	Vietnamese	<u>SỮA ĐẶC ÔNG THỌ</u>	
<u>trà đen hay trà xanh</u>			
Repetition of the quality & activities related	English	<u>Maybe the reason more is because ...</u>	The quality and features of product get more salient and easy to remember
	Vietnamese	<u>uống nóng hay uống lạnh</u>	
		<u>sống vui, sống khỏe và sống thọ hơn</u>	

#### 4.3. DISCUSSION OF THE SIMILARITIES AND DIFFERENCES BETWEEN ENGLISH AND VIETNAMESE IN ADVERTISEMENTS OF FOOD AND DRINK

##### 4.3.1. Utilization of Speech acts in the ads of foods and drinks

###### 4.3.1.1. Similarities

Both English and Vietnamese were found to make use of major kinds of speech acts such as representatives, directives, commissives and questions in the texts different communicative purposes. As regard to representatives, the two languages at disposal declarative sentences for the declaration or proclamation of the brand's names of the product.

The directives in both languages in advertisements in foods and drinks were found to fulfill the function of appealing actions from the audience in the process of approaching the buying decision.

In commissives, English and Vietnamese were found to employ the speech act verbs in both explicit performative and non-explicit performative commissives such as speech act verbs as *insure*, *assure*, *bet*, *cam đoan*, *đảm bảo*, *cam kết* in English and Vietnamese.

Regarding the questions in advertisements of foods and drinks in English and Vietnamese, Yes-No interrogative sentences were the sole syntactic form used for this kind of speech act.

###### 4.3.1.2. Differences

Directives in ads of food and drink in English can occur at various parts of the text as a beginning slogan, at the middle of the text, at the end of the text such as [33], [34]. In Vietnamese, directives were found at the beginning and the end such as [35], [36], [37].

##### 4.3.2. Utilization of Stylistic Devices in the Ads of Food and Drink

###### 4.3.2.1. Rhyme

Both English and Vietnamese made used of rhyme in both long copy ads and short copy ads. The cause and effect relationship can also be established in a mutual relationship, not in the same line but between the neighboring lines from top to bottom in the vertical direction

*Table 4.16 The horizontal Correlation between the parts in Rhyme in Vietnamese ads*

Correlation	Cause	Entailment	Effect
	Quality		Merits
Rhyming	Vừa <u>ngon</u> vừa <u>giòn</u>	→	ai ăn cũng thích
[Q]	Chua ngọt <u>ngon ngon</u>	→	giúp <u>con</u> đề kháng

*Table 4.17 The vertical Correlation between the parts in Rhyme in English ads*

Interrelated parts between the lines	Cause and effect
Get Dr.Seuss' "Horton Hears a Who" NABISCO has a book for you The wonderful "Horton Hears a Who"	↓ The nomination of the beneficiary achieved after auditory/perceptive claim
We're turning it into a TV show On CBS and we just know	
Just send us \$1.00 and two labels you took From some of these cookies- and you'll get the book	↓ The cognitive effect achieved after visual show
	↓ The prize achieved after the suggested action of buying

###### 4.3.2.2. Parallelism

###### a. Similarities

Both English and Vietnamese ads made use of the grammatical parallelism where the same syntactic structures were used in different clauses

**Table 4.19 Partial Parallelism in Vietnamese ads**

S/NP	VP	Od	Co/VP
(Dutch Lady)	(Giúp)	(trí não)	(hoạt động hiệu quả)
(Ø)	(Giúp)	(Ø)	(tăng năng lực học hỏi)

*b. Differences*

We can notice some differences in the full grammatical parallelism where the same syntactic elements of the clauses were actualized in the sentence in English but instances of this case were absent in Vietnamese ads.

**Table 4.20 Full Parallelism in English ads of food and drink**  
(reviewed here for comparison)

S/NP	VP		Od/NP
	Aux	Bare inf.	
(Your family)	(will)	(love)	(the flavor combination of this meal)
(you)	(will)	(love)	(how easy it is to prepare)

- The use of conjunction to create the parallelism in different parts of the sentence and the fragments in English.

- Grammatical parallelism was not found in the ads in Vietnamese.

**4.3.3. Repetition**

**4.3.3.1. Similarities**

Both English and Vietnamese were found to make use of repetition in the ads of foods and drinks.

**Table 23a Repetition in English and Vietnamese ads of food and drink**

Mode of repetition	Language	Repeated units	Repeated part	Effect or prominence
Repetition of brand's name	English	Words	<u>Coke after Coke after coke</u>	The brand's name gets more salient and easy to remember
			<u>Seafood salads</u>	
			<u>Seashore Soups</u>	
	Vietnamese		<u>SỮA ĐẶC ÔNG THO</u>	
			<u>trà đen hay trà xanh</u>	

**4.3.3.2. Differences**

The data analysis has shown instances of repetition in clausal structure where the whole superordinate clauses were repeated in different sentences. However, corpus of study just recoded the instances of this case in English ads whereas this repetition pattern was found to be rare or absent in the ads of food and drink.

**4.4. SUMMARY**

This chapter has presented the results of data analysis concerning the aspects of speech acts used with communicative functions. As for the effect that is brought to the salience of the brand's names of the products as well as their quality and features, the examination of the stylistic devices has revealed such as rhyme, parallelism and repetition.

**CHAPTER 5: CONCLUSIONS AND IMPLICATIONS**

**5.1. CONCLUSIONS**

Regarding the use of speech acts in the ads of foods and drinks, both English and Vietnamese were found to employ the major speech acts like representatives, directives, commissives and

questions for both informative and persuasive functions. In terms of the interpersonal functions of Jacobson, the representatives and commissives were characterized with the referential function to impart the knowledge and the manufacturer's commitment to the qualities and features of the product. Directives and questions were treated as the language devices for calling actions from the customers. The directives of the ads in English and Vietnamese with the negative form as *Don't* in English and *Đừng* in Vietnamese were used to prevent the customer from worrying about the inconveniences, undesirable things or doubting the merits or values of the product.

As regards the stylistic devices used in the advertisements of foods and drinks, English and Vietnamese have at disposal means to carry out the surface structure operations that make sentences and their constituents more prominent and influence the interpretation of text meaning in terms of stylistic values.

## **5.2. IMPLICATIONS TO THE LANGUAGE TEACHING AND LEARNING**

### **5.2.1. Implications to the language teaching**

- The teachers should bear in mind that advertisements fall within a specific genre with its distinctive features.

- The teachers should give further explanation to the use of such linguistic units as performative verbs which are typically used in performative commissives, specifically the non-explicit commissives with the use of 3<sup>rd</sup> subject.

- Regarding the stylistic devices, the teachers should relate the use of a specific means of manipulating language to the knowledge

of grammar and semantics where the grammatical structures of parallelism, repetition should be applied.

### **5.2.2. Implications to the language learning**

- As learners of language, the students as audience of an advertisement of foods and drinks do not read or interpret the text or discourse of advertisement.

- The learners should be aware that they are dealing with a specific genre with distinctive features.

- The learners should be prepared to figure out the implicational meaning derived from the interpretation of the speech acts employed in the ads.

- The learners should be aware of the similarities and differences in the advertisements of foods and drinks in English and Vietnamese.

- The learners should pay attention to the dissimilarities in using the ellipsis in creating questions, representatives.

## **5.3. LIMITATION AND RECOMMENDATION FOR FURTHER RESEARCH**

- A discourse analysis of advertisements of foods and drinks in English and Vietnamese in the perspectives of semiotics;

- A discourse analysis of advertisements of foods and drinks in English and Vietnamese in terms of Prosodic and graphic features;

- A discourse analysis of long copy of advertisements of foods and drinks in English and Vietnamese;

- A discourse analysis of short copy of advertisements of foods and drinks in English and Vietnamese.