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AN INVESTIGATION INTO LINGUISTIC
FEATURES OF REPETITION IN BUSINESS
SPEECHES IN ENGLISH AND
VIETNAMESE

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CHAPTER 1

INTRODUCTION

1.1. RATIONALE

Since ancient times, and in cultures broader around the world, oral communication has played a central role in establishing cohesive and honorable human relations in villages, cities and societies. This tradition provides important resources for men and women of today who want greater skills in speech communication [31, p.6].

Speeches are especially important to businessmen because their speeches are often considered news and they are picked up by journalists. In any business, one of the most important things to contribute to its success is a powerful and persuasive business speech. The best way to create a favorable lasting impression to customers and partners and get desired results for both businessmen and their company is giving good speeches.

There are many factors for a good speech but the most important of all is the style which is the inevitable effect of good speech in improving the ideas of a speech. The style can advance and strengthen ideas and arguments in a speech and it helps the speaker build a close relationship with their listeners. And some useful tactics of good styles are the stylistic devices – also called rhetorical devices or figures of speech which make speeches more interesting and lively and help speakers get and keep their readers and listeners' attention.

With effects of not only promoting clarity, but also encouraging the acceptance of an idea, repetition is often used in the business speeches and gives more power to the speeches. For this reason, I choose to do research on the topic “*An investigation into*

linguistic features of repetition in business speeches in English and Vietnamese”. I hope that the research result will provide certain linguistically useful practical knowledge for teachers and learners of English, especially for those who are not very good at making speech.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims : The study aims at

- setting off linguistic features of repetition in business speeches in English and Vietnamese.
- comparing the similarities and differences of linguistic features of repetition in business speeches in English and Vietnamese.
- helping language users do better in their speechmaking as well as achieve a persuasive writing.

1.2.2. Objectives : The study is targeted at :

- Providing an in-depth analysis of linguistic features of repetition in EBSs and VBSs.
- Analýing the similarities and differences of linguistic features of repetition in business speeches under the light of the own socio-cultures, economies of two nations- The U.S.A and Vietnam.
- Suggesting some implications for languages users in creation and appreciation of speeches containing stylistic devices.

1.3. SCOPE OF THE STUDY

Repetition is more and less mentioned in several researches and it can be explored in lots of aspects. However, this study mainly focuses on the findings of the linguistics features of repetition in EBSs and VBSs.

1.4. RESEARCH QUESTIONS

This study is to find the reply to the following questions :

1. What are the linguistic features of repetition in business speeches in English and Vietnamese ?
2. What are the similarities and differences of linguistic features of repetition in business speeches in English and Vietnamese?
3. What are some implications for languages users in creation and appreciation of speeches containing stylistic devices, namely repetition ?

1.5. SIGNIFICANCE OF THE STUDY

The fact is that, most of Vietnamese people are not very good at making speeches. Their speeches are either incoherent or unpersuasive and one of the most important reasons is that they are not keen on using stylistic devices in their speeches. Hence, to some extent, this research will be a good reference document to language users in using and creating stylistic devices, namely repetition – an easy and popular stylistic device- in making speech. The findings of the research will help Vietnamese speakers get better understanding of usages of repetition in business speeches in English and Vietnamese in order that they are able to apply these in their work selectively.

1.6. ORGANIZATION OF THE STUDY

Chapter 1, *Introduction*

Chapter 2, *Literature review and theoretical background*

Chapter 3, *Research design and methodology*

Chapter 4, *Findings and discussion*

Chapter 5, *Conclusion*

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

The study of repetition, a stylistic device has been done by many researchers. It is appeared in a series of works including Clean Brooks and Robert Penn Warren, *Modern Rhetoric* (1961); Donald Freeman,ed., *Linguistic and Literary Style* (1970) ; Galperin, IR , *Stylistics* (1971) ; V.A Maltzew Minks, *Stylistics* (1984); Connor, U., *Contractive Rhetoric* (1996), Victoria A. Fromkin, *Linguistics* (2000); Widdowson, H.G, *Practical Stylistics* (1992), Nguyễn Thị Việt Thanh (2001), Phan Văn Hoà (2005) ect. The stylistic devices are categorized into different groups with carefully analyzed examples.

In Vietnamese, Đinh Trọng Lạc, Võ Bình and Lê Anh Hiền, Đinh Xuân Quỳnh, Nguyễn Thái Hoà... have some books with Vietnamese stylistics. In addition, there are some master thesis carried out by Phan Thị Uyên Uyên (2006), Nguyễn Thị Diệu Trâm (2005) ect. However, these do not clearly mention on repetition.

Some works relating to speeches has been done to date such as Sproule, J.M, *Speechmaking* (1997), Tedford, T.T, *Public Speaking in a Free Society* (1991), Dania Carlin, *Public Speaking Today...*, and some researches by Nguyễn Thị Thanh Hải (2007) and Lê Thị Hoàng Vân (2008) . Again, there is no research on repetition, specially the linguistic features of repetition in business speeches being done. Thus, this study will be conducted with the aim of contributing a small part to the field of stylistics, especially to the field of speeches.

2.2. THEORETICAL BACKGROUND

2.2.1. Speech and Business Speech

2.2.1.1. Notion of Speech and Business Speech

Britannica Online Encyclopedia defines, “*speech is human communication through spoken language*”[38]. According to Webster’s New World College Dictionary, speech is “ *a talk or address given to an audience*” or “ *the general word for a discourse delivered to an audience whether prepared or impromptu*” [40]. In addition, Đỗ Hữu Châu [7, p.9] stresses that lectures, speeches are *written discourse made to be spoken..*

There are various viewpoints of business speeches, in short, business speeches can be considered as a formal public discourse concerning business issue, presentations at work such as the speeches relating to politics or culture, diplomacy, ect...

2.2.1.2. Classification of Business Speech

With the great importance in widening the relationship, marketing the products, persuading the partners or thanking the customers, ect...business speech includes in a large variety of kinds. They may be Business anniversary; Business startup; Sales and marketing; Job change; Job promotion; Staff thank you and other; Business award or Business Conference...

In this thesis, we mainly find and research the speeches of businessmen. However, there are some political or some famous people having important and interesting speeches about their affairs so their speeches are also mentioned here. For example the speeches of Margaret Thatcher, Barrack Obama, Prime Minister Nguyễn Tân Dũng, Historian Dương Trung Quốc at the Meeting of National Assembly of Vietnam.

2.2.2. Repetition

2.2.2.1. Notion of Repetition

The notion of repetition is stated by a lot of linguists such as J. Vandryes, [20, p.211], Galperin [20, p.211], Đinh Trọng Lạc[5] or Trần Ngọc Thêm [8, p.87]. In a nutshell, in my thesis, “*repetition is using the same word, structure or idea more than once for emphasis or for a special effect*” is taken as lodestar.

2.2.2.2. Classification of Repetition

The classification of repetition is various, it is categorized by linguists, Đinh Trọng Lạc [3] , Trần Ngọc Thêm [8], Galperin [20]... and from the linguists having the articles from wikipedia ... [41]. However, it needs stressing that there is a distinction between sound, syntactic and semantic repetitions. So that in this thesis, the classification of repetition are based on mains groups of stylistic devices – Phonetic stylistic means; Lexical stylistic devices and Syntactical stylistic devices.

1. Repetition of sounds

a. Alliteration : is the repetition of the same sound at the beginning of two or more stress syllables. [42]

b. Assonance: is the repetition of similar vowel sound, preceded and followed by different consonants, in the stressed syllables of adjacent words. [28]

2. Repetition of syntax (Repetition of words, phrases, clauses, and sentences)

a. Epizeuxis or palilogia is the repetition of words in immediate succession, for vehemence or emphasis.

b. Conduplicatio is the repetition of a word in various places throughout a paragraph.

c. Anadiplosis is the repetition of the last word of a preceding clause. The word is used at the end of a sentence and then used again at the beginning of the next sentence.

d. Anaphora is the repetition of the same word or group of words at the beginning of successive clauses, sentences, or lines.

e. Epiphora is a figure of speech and the counterpart of anaphora. It is the repetition of the same word or words at the end of successive phrases, clauses or sentences.

f. Mesodiplosis is the repetition of a word or phrase at the middle of every clause.

g. Diaphora is the repetition of a name, first to signify the person or persons it describes, then to signify its meaning.

h. Epanalepsis is a figure of speech defined by the repetition of the initial word or words of a clause or sentence at the end. The beginning and the end are the two positions of stronger emphasis in a sentence.

i. Diacope is a rhetorical term meaning uninterrupted repetition of a word, or repetition with only one or two words between each repeated phrase.

3. Repetition of lexis

a. Pleonasm is the use of more words in the sentence than necessary to express the meaning; redundancy of expression.

b. Tautology is the repetition of the same word/phrase or the same idea or statement in other words often in different grammatical forms.

2.2.2.3. Stylistic function of repetition

Many linguists touch upon the problem of repetition such as Sara Thorne [44, p.476] or Peter Pam [45, p.471]. However, in my

work I stick to the opinion of I. Galperin [20, p.212-214]. Repetition as a stylistic device is the typical generalization of linguistic means of expressing excited condition, which could be expressed by different means, depending on the degree and the character of the excitement. The most common function of the repetition is the intensifying function. The stylistic device of repetition aims at logical emphasis, an emphasis necessary to fix the attention of the reader on the key word of the utterance. The background repetition is sometimes used to stress the ordinarily unstressed elements of the utterance. Finally, like many stylistic devices, repetition is polyfunctional. One of them is the rhythmical function.

Thus, repetition is one of the most important and more intensively used stylistic devices which accomplishes different functions in speech, most common of which is the function of adding expressiveness to the utterance.

2.2.3. Stylistic features of repetition

2.2.3.1. Stylistic devices (rhetoric)

2.2.3.2. Repetition and other stylistic devices

a. Climax

b. Antithesis

c. Parallel construction

d. Reiteration

e. Enumeration

In short, the combination among stylistic devices is inevitable in interesting and successful speeches. Using repetition only can not make a persuasive speech, so in our findings, there are some examples using combination among stylistic devices, namely repetition, antithesis and climax. This makes a greater force in

confirming the contrast of the objects , gives the continual evidences and brings the excitement, forcefulness and trenchant voice for the speech.

CHAPTER 3 METHODOLOGY OF THE STUDY

3.1. RESEARCH METHODS

3.2. RESEARCH PROCEDURES

3.3. INSTRUMENTS FOR DATA COLLECTION

3.4. DATA COLLECTION

3.5. DATA ANALYSIS

CHAPTER 4 FINDINGS AND DISCUSSION

Following the point of view of linguists as Đinh Trọng Lạc [3], Trần Ngọc Thêm [8], Galperin [20]... and from the linguists having the articles from wikipedia [41]..., reading more than 250 business speeches in English and Vietnamese, we have 350 samples of repetition in English and 200 samples in Vietnamese.

4.1. REPETITION OF SOUNDS IN EBSS AND VBSS

4.1.1. Repetition of Sounds in EBSSs

We have two types – they are alliteration and assonance. The power of this type is often expressed in literature, especially in poetry. Thus, we rarely see this type in speeches, especially in business speeches.

a. Alliteration

(1) “*Whether it is with tariffs or with new, more sophisticated faces of Smoot and Hawley, today we **run the risk** of sliding down a slippery slope of tit-for-tat measures*”.[56]

In a sort paragraph, the speaker used a number of “alliteration”- *run the risk; sliding down a slippery slope; tit-for-tat* in order to increase the risk and difficulty of the problem.

b. Assonance

(2) “*... in which mercantile pursuits have precedence over human beings, the market over individuals, **and might over right?***”[49]

4.1.2. Repetition of Sounds in VBSSs

(4) “*Chúng tôi nghĩ rằng công tác giám sát của HDND không nhất thiết phải ...mà quan trọng là cần có chương trình giám sát vụ thẻ, chọn lựa “đúng” và “trúng” vấn đề cần giám sát và tổ chức giám sát có hiệu lực, hiệu quả.*” [101]

4.2. REPETITION OF SYNTAX IN EBSS AND VBSS

4.2.1. Repetition of Syntax in EBSSs

. 4.2.1.1. Repetition of Words, Phrases and Clauses

We have 9 kinds of repetition of words, phrases and clauses depending on their positions in the sentences. The following table shows the distribution of these kinds in 230 samples in EBSSs.

1. Anaphora

Anaphora can start with a word or phrases. Anaphora can also repeat clauses at the beginning of sentences. For example:

(9) “**Provided each of us** recognizes that we need to belong as much as we need our freedom. **Provided we** accept that such belonging and such freedom are exercised in a universal and collective framework,**Provided we** endorse the idea that the

democratic principle needs renewal if it is to go beyond the local and penetrate the global — this is what-we-call-global governance. Provided we acknowledge that this implies fundamental changes to Provided we forge a global governance that blends political drive, democratic legitimacy and technical excellence. Provided all these conditions are met — and there is much work to be done here —" [53]

In the example above (9), we can see that the phrase “*Provided we*” were repeated four times makes the audiences pay their attention into the speech . However, these sentences were between the first “*Provided each of us*” and the last “*Provided all.*” which creates stronger effect of repetition in the speech.

Especially, the speakers used not only repetition in their speeches but also *enumeration*. We had the general structure “*Provided we +V+ that +...*”. This made their utterances richer in descriptive detail and created the deep impression on the hearers.

2. *Epiphora*

(12) “*But remember what Jesus Christ told his two disciples: "no, let's go back down to the world." yes, after praying today, let's go back into the world. We have to be in the world but we must not be of the world. Let us bring morality. Let us bring faith in god back into Philippine society.*”[57]

3. *Mesodiplosis*

(15) “*There are thousands and thousands of hardworking people who have helped you get to this point, people who are celebrating with you today, who are praying for you every single day, and others who couldn't be here, for whatever reason. I want you to think of the people who sacrificed for*

you -- you know that -- family members who worked a third job to get you through, who took on the extra shifts to get you through, who put off doing something important for themselves to get you to this day.” [77]

4. *Anadiplosis*

(16) “*But breakthroughs change lives primarily where people can afford to buy them, only where there is economic demand, and economic demand is not the same as economic need.*” [66]

5. *Conduplicatio*

In example (20), the phrase “one or two” was repeated several times although they were not the same; they are “*a word or two*”, “*one or two comments*”, “*one or two favorable reactions*”, “*one or two unfavorable reactions*” or “*one or two papers*”. However, the repeated phrase gave strong impression and effect.

(20) “*Now, may I just have a word or two about this year's Budget for next year. I did notice you referred to indirectly, Myself I went on soda water before lunch for that very reason. Now there have been one or two comments on this Budget that haven't been altogether favorable. There have I think been one or two although unfavorable have not been wholly right. May I just have a go at one or two, not a lot, but one or two? Now one or two papers have accused it of being a very highly deflationary Budget and condemned it on that account.*” [73]

6. *Epizeuxis or Palilologia*

(22) “*.... And you will find that you'll have to readjust again and again and again. And there may*” [76]

7. *Epanalepsis*

(23) “*Our goal is to make the NAFTA economies even more competitive. Our goal is an even more efficient and open platform that will draw more business to and through North America. Our goal is to reduce off shoring of North American jobs ... the work of the NAFTA Commission are focused on this goal*” [59]

8. Diacope

(26) “And it underscores the need for Canada to be deeply engaged internationally-**through** trade, **through** investment, **through** technology, **through** innovation and **through** the development of new products.” [58]

4.2.1.2 Repetition of Sentences, Sentence Structures

(27) “But in those moments, those inevitable moments, I urge you to think about this day. **Look around you. Look around you.** There are thousands and thousands of hardworking people who have helped you get to this point....” [77]

4.2.2 Repetition of syntax in VBSS

4.2.2.1 Repetition of Words, Phrases and Clauses

1. Epizeuxis

(32) Các đồng chí đang đi trên con đường còn dài, chúc các đồng chí sức khỏe, **thành công, thành công** hơn nữa. [96]

2. Conduplicatio

(34) Còn việc bây giờ xử lý như thế nào? Thì tôi xin đề nghị phải coi đây là **công trình quan trọng quốc gia**. Bởi vì nó tiêu một số tiền - cả cái cùm ấy nó tiêu một số tiền gấp 10 lần tiêu chí tiền cho **một công trình quan trọng quốc gia**. Cho nên chúng tôi đề nghị phải đưa vào diện **công trình**

quan trọng quốc gia, Quốc hội phải thẩm tra và cuối năm nay chúng ta sẽ xem xét quyết định.... [134]

3. Anadiplosis

(37) Ba là, chủ động **hội nhập quốc tế**. **Hội nhập quốc tế** để tạo nguồn lực bổ sung và hỗ trợ cho xây dựng nền kinh tế độc lập tự chủ theo định hướng xã hội chủ nghĩa....[132]

4. Anaphora

(41) “**Cũng vì niềm đam mê** và tham vọng sáng tạo giá trị, sáng tạo sự thịnh vượng cho xã hội **Cũng vì niềm đam mê**, tham vọng và khát vọng chiến thắng các bạn cũng sẽ học cách dùng cảm để đón nhận rủi ro và thử thách.**Cũng vì niềm đam mê**, nỗi khát khao chiến thắng tôi cũng tin rằng các bạn cũng sẽ thật khiêm nhường, điềm tĩnh học cách đón nhận thất bại và đứng lên từ thất bại.” [125]

5. Epiphora

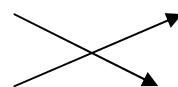
(42) “Bước vào kỷ nguyên mới, chúng ta đang được chứng kiến sự ra đời ngày càng nhiều ..., hiện đại **hơn**, thông minh **hơn** và cũng thân thiện với môi trường **hơn....**”. [126]

4.2.2.2 Repetition of Sentences, Sentence Structures.

(44) “**Năm cánh hoa** cũng tượng trưng cho các vai trò xúc tác, mở đường, quảng bá, vận động và tiếp thu, Ngoại giao Văn hóa Việt Nam sẽ **mang Việt Nam ra với thế giới** và **mang thế giới về với Việt Nam.**” [122]

In example (43), we had two phrases “**mang Việt Nam ra với thế giới**” and “**mang thế giới về với Việt Nam**”. The word “**mang**” is repeated twice and the structure in two phrases is similar. This is the same as stylistics device – Chiasmus.

.... mang Việt Nam ra với thế giới



.... mang thế giới về với Việt Nam.

4.3. REPETITION OF LEXIS IN EBSS AND VBSS

4.3.1. Repetition of Lexis in EBSs

4.3.1.1. Pleonasm

Pleonasm is the use of more words than is necessary semantically.

These are among the typical examples:

(47) “But even **more than that**, **added to that**, **the fact is that** there are hundreds of small companies who would not exist unless they supplied bigger companies and” [73]

In example (47), we can see that “**even more than that**” or “**added to that**” or “**the fact is that**” have the same idea and speaker could use one of them to express her idea.

4.3.1.2. Tautology

(49) “You have shown remarkable qualities. You have had to make tough decisions. You have had to be clear minded. You have had to be decisive. You have had to be firm. You have had to be tenacious. You have had to find the money to pay the bills. You have always had to look to the future.” [73]

Let us have a look at examples (49) the words “**tough decision**”, “**clear minded**”, “**decisive**”, “**firm**” and “**tenacious**” are synonyms . However, speakers repeated their ideas a lot of times by using different words which have the same meanings.

4.3.2. Repetition of Lexis in VBSSs

4.3.2.1. Pleonasm

In example (53), we had two words “*minh bạch*” and “*rõ ràng*”, they had the same meaning. In this case, “*rõ ràng*” is a redundant and unnecessary word.

(53) “*Sự quan tâm, thương yêu xã viên như “một đại gia đình”, kịp thời xử lý các yêu cầu về vật chất, tinh thần, mọi hoạt động được thực hiện một cách công khai, minh bạch, rõ ràng, dân chủ....*” [128]

4.3.2.2. Tautology

The aesthetic function of Tautology in VBSSs is showed in these instances.

(55) “*Chúng ta nhận thấy ở đây không khí của một ngày hội, hôm nay đúng là ngày Tết độc lập, tại hội trường này, chúng ta tập hợp lực lượng doanh nhân tiêu biểu, đồng thời là lực lượng mạnh, một lực lượng đầy sức sống của dân tộc chúng ta.*” [96]

The phrases “*lực lượng mạnh*” and “*một lực lượng đầy sức sống*” were used to complement the idea “*lực lượng doanh nhân tiêu biểu*” in the first clause.

4.4. STYLISTIC FEATURES OF REPETITION IN EBSS AND VBSS

4.4.1. Stylistics Features of Repetition EBSs

4.4.1.1. Antithesis in Repetition

(59) “*Though we are prepared to be flexible, and though we are prepared to be generous, we are not prepared to be taken for granted*”. [62]

We are prepared

We are not prepared

*to be
flexible*

*to be
generous*

><

to be taken for granted

4.4.1.2. Climax in Repetition

(64) “*Mr. Gardiner a winner in today's world, a winner in tomorrow's world and a winner for Britain. Will you join me in a toast? "Our award winner, Mr. Gardiner ". [73]*

Three phrases in (64) “*a winner in today's world*”, “*a winner in tomorrow's world*” and “*a winner for Britain*” gradually decreases in specific.

4.4.1.3. Parallelism in Repetition

(70) *Because I think one of the most immoral things you can do is to pose as the moral politician demanding more for health, more for education, more for industry, more for housing, more for everything and then when you see the bill say.*[73]

The phrases here begin with “*more for*” which are followed by nouns.

4.2.2. Stylistics Features of Repetition in VBSSs

4.4.2.1. Antithesis in Repetition

(82) “*Sự hy sinh ấy đang diễn ra từng giờ từng phút, ở khắp mọi miền Tổ quốc thân yêu của chúng ta, từ biên giới đến hải đảo, từ thành phố đến miền núi, vùng sâu, vùng xa; từ các giáo sư, tiến sĩ, các nhà khoa học đến các nhân viên y tế thôn bản, các chiến sĩ quân y trong lực lượng vũ trang.*” [124]

In [82] we had a number of contrast:

Từ biên giới >< đến hải đảo

từ thành phố >< đến miền núi, vùng sâu, vùng xa;

từ các giáo sư, tiến sĩ, các nhà khoa học >< đến các nhân viên y tế thôn bản, các chiến sĩ quân y trong lực lượng vũ trang

4.4.2.2. Climax in Repetition

(85) “*Từ xưa đến nay, mỗi khi Tổ quốc bị xâm lăng, thì tinh thần ấy lại sôi nổi, nó kết thành một làn sóng mạnh mẽ, to lớn, nó lướt qua mọi sự nguy hiểm, khó khăn, nó nhấn chìm tắt cả lũ bán nước và lũ cướp nước.*” [108]

In this example, we had anaphora “*nó*” repeated three times. At the same time, Climax was also used which made continual and strong stress.

nó kết thành một làn sóng mạnh mẽ, to lớn



nó lướt qua mọi sự nguy hiểm, khó khăn



nó nhấn chìm tắt cả lũ bán nước và lũ cướp nước

4.4.2.3. Parallel Construction in Repetition

(88) “*Trẻ em ngày càng được bảo vệ tốt hơn, chăm sóc tốt hơn và giáo dục tốt hơn, đặc biệt là được ưu tiên và khẳng định trong đường lối, chính sách và trong chiến lược, kế hoạch phát triển kinh tế xã hội của các cấp, các ngành theo hướng tiếp cận dựa trên nhu cầu và đáp ứng các quyền cơ bản của trẻ em.*” [135]

Example (88) used parallelism in repetition, the phrase “*tốt hơn*” was repeated three times and followed by three different verbs.

bảo vệ tốt hơn - chăm sóc tốt hơn - giáo dục tốt hơn

4.5. COMPARISON OF REPETITION IN EBSS AND VBSS

With 350 examples of repetition in EBSSs and 200 ones in VBSSs, we come to the summary of repetition in EBSSs and VBSSs as followed.

a. Frequency of Repetition in EBSSs and VBSSs

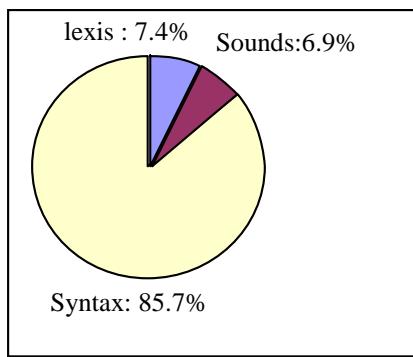


Figure 4.1. Frequency of repetition in EBSs

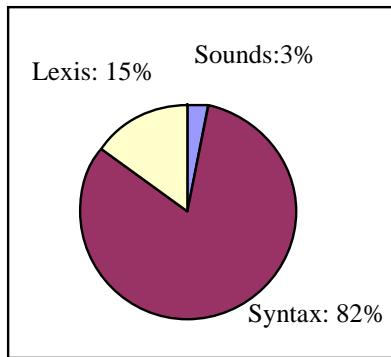


Figure 4.2. Frequency of repetition in VBSs

b. **Table 4.11.** Frequency of occurrence of repetition of Sounds in EBSs and VBSs

	In EBSs	In VBSs
Alliteration	+	-
Assonance	+	+

c. **Frequency of Repetition of Syntax in EBSs and VBSs**

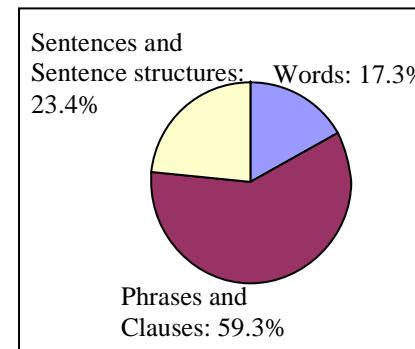


Figure 4.3. Frequency of repetition of Syntax in EBSs

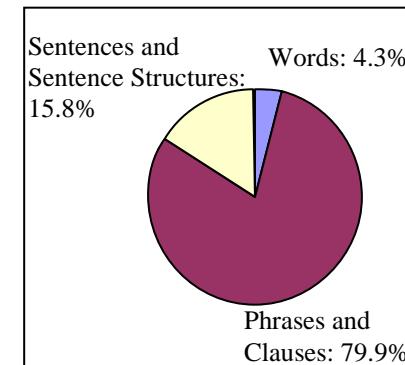


Figure 4.4. Frequency of repetition of Syntax in VBSs

d. **Table 4.12.** Frequency of occurrence of repetition of words, phrases and clauses in EBSs and VBSs

Classification of repetition of words, phrases and clauses	EBSs	VBSs
1. Anaphora	+	+
2. Epiphora	+	+
3. Mesodiplosis	+	-
4. Anadiplosis	+	+
5. Conduplicatio	+	+
6. Epizeuxis	+	+
7. Diaphora	-	-
8. Epanalepsis	+	+
9. Diacope	+	+

e. Frequency of Repetition of Lexis in EBSs and VBSs

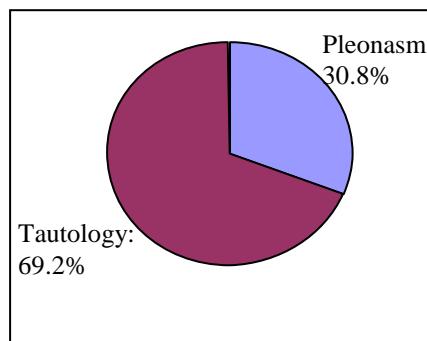


Figure 4.5. Frequency of repetition of Lexis in EBSs

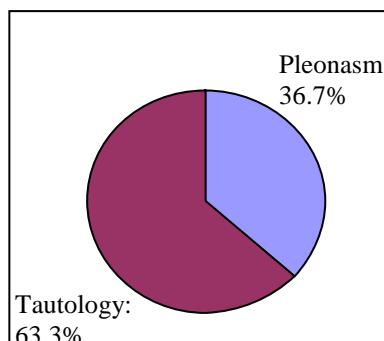


Figure 4.6. Frequency of repetition of Lexis in VBSs

f. **Table 4.13. Frequency of Stylistic features of repetition in EBSs and VBSs**

	VBSs (79)	EBSs (127)
Antithesis	31 (15.5%)	55 (15.75%)
Climax	27 (13.5%)	23 (6.6%)
Parallelism	21 (10.5%)	49 (14%)

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

After analyzing 530 samples of repetition, 350 samples in English and 200 samples in Vietnamese, we find that repetition has the distinctive features and different effects in expressing speakers' ideas and attracting the hearers. Although there are some differences, repetition's functions in two languages are almost analogous. Also, through the quantitative data, the frequencies of occur of repetition have been displayed. Some appealing results are gained in our thesis as follows:

A commonly shared feature between EBSs and VBSs is the high frequency of repetition of syntax. It is easily understandable because repetition of syntax is the convenient and easy way to use. Anaphora is used in powerful utterances aiming at stressing any meaning or feeling aspects to strike the important information, attract hearers' attention and give powerful utterances.

In repetition of lexis, Tautology is used with higher frequency than Pleonasm because of its aesthetic function in speeches.

Antithesis in Repetition dominates in both EBSs and VBSs, the reason is that maybe both Westerner and Vietnamese people are highly aware of the power of antithesis in repetition to convey their viewpoints into listeners' mind. Repetition in antithesis in both the two languages can play cohesive role, namely create the coherence for EBSs and VBSs. Moreover, we can see that there are some examples using combination of repetition, antithesis and climax. This gives a greater force in confirming the contrast of the objects, makes the continual evidences and brings the excitement, forcefulness and trenchant voice for the speech.

However, there are some differences, mainly occurring in the frequency of kinds of repetition. For examples, the frequency of repetition of phrases and Clauses in VBSs is higher than in EBSs; Diacope in EBSs seem to be overwhelmed over those in VBSs; The frequency of repetition of words in EBSs is higher than in VBSs...

In conclusion, repetition as well as stylistic devices in VBSs have-not been used absolutely to be able to develop to a high degree of their aesthesis functions in speeches. Sometimes, it may not have the aesthesis function but it is just a repeating of words, phrases or clauses. This is an pity and this may be the weak point of Vietnamese in giving ideas and persuading the hearers.

5.2. IMPLICATIONS

The study in this thesis provides a new and interesting approach to repetition, especially in EBSs and VBSs. For teaching, our findings provide general stylistic features of repetition and thus help the teachers in giving students some advices in how to use repetition effectively. Namely, learners will be advised to use repetition effectively to present their ideas in a logical, smooth way

in speaking periods. As for learners, theoretically, this thesis equips them with some basic knowledge of the nature of repetition and the wonderful combination of repetition and some other stylistic devices. Learners will know how to take advantage of repetition to associate sentences, paragraphs as well as the whole speech as well as attract hearers' attention to sharpen their viewpoints or convey their emotion. Finally, this study is also very useful for those who want to be good at writing speeches, especially the businessmen. In fact, using repetition effectively cannot make a good speech. However, this is the simplest and easiest way to make the speech coherent, interesting and persuasive. Thus, we should take advantage of the interesting functions of repetition in our speeches to be able to convey our ideas and attract audiences' attention which is one of important factors for a successful speech.

5.3. LIMITATION AND SUGGESTIONS FOR FURTHER STUDY

From personal experience as doing the research, some following further researches should be carried out in order to have an overall picture of stylistic devices in business speeches in both languages.

- An investigation into syntax, semantics and pragmatics of antithesis in EBSs and VBSs.
- An investigation into syntax, semantics and pragmatics of metaphor in EBSs and VBSs.
- An investigation into syntax, semantics and pragmatics of parallel construction in EBSs and VBSs.
- An investigation into syntax, semantics and pragmatics of climax in EBSs and VBSs.