

**MINISTRY OF EDUCATION AND TRAINING  
UNIVERSITY OF DANANG**

**TRẦN CAO THẢO NGUYÊN**

**AN INVESTIGATION INTO  
VISITOR ATTRACTION ARTICLES  
IN ENGLISH AND VIETNAMESE  
ELECTRONIC NEWSPAPERS**

**Field : THE ENGLISH LANGUAGE**

**Code : 60.22.15**

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

**Danang, 2011**

The thesis has been completed at the College of Foreign Languages,  
**UNIVERSITY of DANANG.**

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This thesis was defended at the Examination Council for the M.A.  
thesis, University of Danang.

Time: 8h30, 07/01/2012

Venue: University of Danang

The original of this thesis is accessible for the purpose of reference  
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## CHAPTER 1

### INTRODUCTION

#### **1.1. RATIONALE**

Tourism has been considered as an indispensable component contributing enormously to the development and prosperity of every country. More and more people prefer spending their free time at the attraction to doing other activities. Many years ago, they gathered information about the trip over newspapers, guidebooks, or leaflets and brochures. However, until recently, the number of people who read VAAs online to get information about the place they intend to visit is on the rise.

To meet that great demand, more and more travel agencies upload their information on the internet with profound details on destinations, facilities, availabilities, prices and climate conditions. Besides offering travelers best services, they attach great importance to attractions because “*visitor attractions are the reason why tourism takes place*” [30, p.50] and “*it could be said that attractions are the original grain around which the destinations “pearl” around*”, [34, p.22]. Therefore, most of websites are full of visitor attraction articles with splendid photos and a wealth of information to stimulate tourists, arouse their interest and to give them a general view of the place they intend to visit.

In fact, a VAA is a very special kind in the world of travel writing, for it is not only to attract visitors and persuade them to go on holiday, but it also serves to meet the demand of recreational reading.

Hence, copy writers must wisely choose language and organize their article well to catch readers’ attention, arouse their desire, and induce their action. Therefore, I would like to carry out my research on the topic “***An Investigation into Visitor Attraction Articles in English and Vietnamese Electronic Newspapers***” to clarify their main features in both two languages. This thesis is conducted with the hope that it will provide certain useful practical knowledge and facilitate the process of teaching and learning how to write visitor attraction articles, especially for Vietnamese teachers and students majoring in journalism, tourism, language as well as those who are interested in this field.

#### **1.2. AIM OF THE OBJECTIVES OF THE STUDY**

##### **1.2.1. Aims of the Study**

The study aims to analyze the typical discourse features of EVAAs and VVAAs as well as discover similarities and differences of these features between the two languages.

##### **1.2.2. Objectives of the Study**

This study is planned to:

- To identify and describe the layout features of VAAs in English and Vietnamese.
- To find out the syntactic structures, lexical features and stylistic devices of VAAs in English and Vietnamese.
- To compare and contrast the features mentioned above to clarify the similarities and differences of two languages.
- To suggest some implications for teaching English to Vietnamese learners, especially in teaching the article writing skill

for journalism students, tourism students, language students and those who concern.

### **1.3. SCOPE OF THE STUDY**

There are many factors contributing to the success of this kind of articles, but the study focuses on analyzing discourse features of VAAAs such as layouts, syntactic structures, lexical features and stylistic devices in the two languages.

### **1.4. RESEARCH QUESTIONS**

1. What are the typical characteristics of EVAAs in terms of their layouts, syntactic structures, lexical features and stylistic devices?
2. What are the typical characteristics of VVAAs in terms of their layouts, syntactic structures, lexical features and stylistic devices?
3. What are the similarities and differences between EVAAs and VVAAs in terms of the above aspects?

### **1.5. ORGANIZATION OF THE STUDY**

This study is divided into five chapters beside references:

Chapter 1 (Introduction), Chapter 2 (Literature Review and Theoretical Background), Chapter 3 (Methods and Procedures), Chapter 4 (Findings and Discussion) and Chapter 5 (Conclusions and Implications)

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **2.1. PREVIOUS RESEARCHES RELATED TO THE STUDY**

Under the light of discourse analysis, many scholars such as Brown and Yule [7], Cook [9] have a great influence on the understanding and teaching of discourse.

In Vietnam, discourse has drawn much attention of many researchers such as Trần Ngọc Thêm [77], Diệp Quang Ban [58], Nguyễn Hòa [66]. Furthermore, a number of practical studies related to discourse of advertising is Tôn Nữ Mỹ Nhật [52], Bùi Thị Huy Huyền [8] and so forth.

#### **2.2. THEORETICAL BACKGROUND**

##### **2.2.1. Discourse and Discourse Analysis**

###### ***2.2.1.1. Concepts of Discourse***

The term of discourse is basically understood as language in use, for communication to convey the message in which has meaning unity and purpose with various length and related to the context in which it is used.

###### ***2.2.1.2. Concepts of Discourse Analysis***

Brown and Yule [8] state that “*Discourse analysis is the study of language use with the reference to the social and psychological factors that influence communication*”.

###### ***2.2.1.3. Spoken and Written Discourse***

Written discourse is different from spoken one in terms of the contexts, lexical choice, grammar, manner and speed of production. And the type of discourse which is dealt with in this thesis belongs to

written discourse that is well-planned and orderly and obviously it also has all of the characteristics of a written discourse mentioned above.

### **2.2.2. Newspapers and Electronic Newspapers**

#### **2.2.2.1. Newspapers and Their Functions**

News awareness is becoming an anytime and anywhere activity for those who want to stay informed. According to Leanna Boerger [80], newspapers have 4 basic functions: to inform, to interpret the news, to provide a service for readers, and to entertain.

#### **2.2.2.1. Electronic Newspapers**

The electronic newspaper, also known as online newspaper or a web newspaper existing on the World Wide Web or Internet, either separately or as an online version of a printed periodical.

### **2.2.3. Advertising**

#### **2.2.3.1. Definitions and Aims of Advertising**

Also, according to Cook [10, p.34], “*advertising means clearly identifiable, paid for communication in the media, which aims to persuade, inform or sell.*” A successful advertisement is expected to accomplish three following aims: to inform to persuade and to remind.

#### **2.2.3.2. Genres of Advertising**

Vestergaard and Schroder [53, p.1] divided advertising into two main types: *commercial and non - commercial advertising*. While the former directs towards a mass audience with the aim of promoting sales of a commercial product or service, the latter is appeals from association and societies for purposes of charity or

political propaganda. VAA belongs to commercial advertising because it is a message to readers and urges them to spend money to fulfill their need.

#### **2.2.3.3. Language of Advertising**

In the book “*Học và sử dụng tiếng Anh trong lĩnh vực quảng cáo thương mại*” [73], translated by Lê Huy Lâm và Phạm Văn Thuận, language of advertisements is characterized mainly by these aspects: creative, popular, truthful, ideological and artistic. Therefore, the language of the article must be more impressive and persuasive to attract visitors, includes many vivid sensory details that paint a picture and appeals to all of the reader's senses.

### **2.2.4. Travel Writing and Visitor Attraction Articles**

#### **2.2.4.1. Travel Writing and Styles of Travel Writing**

According to Henry David Thoreau [78] *travel writing is writing about places, persons, and things in other places--also writing about how to travel, when to travel, and advice on traveling.*

VAA is a very special article of travel writing which provides visitors with some factual information, service or introduces a place about major attractions, an event and other relevant information, often including rates, hours of operation, as well as contact information. Its information is timely and must be updated regularly.

#### **2.2.4.2. Definitions of Visitor Attractions**

The notion of *visitor attraction* is understood as a feature in an area that is a place, venue or focus of activities which providing its own unique range of products and services to attract visitors and determine the choice to visit one place rather than another. Its site attractions include both natural and man-made or built attractions that

are accessible and motivate large numbers of people to travel some distance from their home, usually in their leisure time, to visit them for a period of time.

#### **2.2.4.3. Articles and Visitor Attraction Articles**

According to Virginia Evans [54, p.136], *an article, in general, is a piece of writing for publication in a magazine, newspaper, brochure, leaflet.etc. It may be formal or informal in style depending on its intended readership. Its purpose may be to provide information, describe a place/ event/ experience, etc, present an opinion or balanced argument, offer advice/ suggestions, etc.*

In this thesis, a VAA is a kind of advertisements posted by travel agencies or tourist centers, introducing visitor attractions of a city, a country or a nation in order to promote the country's image all over the world in mass media such as newspapers, magazines, television, radio or the Internet. Its purposes are to provide readers with detailed information of a destination, to attract readers' attention, to persuade them to visit that place and to entertain people through recreational reading.

#### **2.2.4.4. Generic Structures of Visitor Attraction Articles**

Basing on VAAs collected, it can be seen that the generic structure of a VAA consists of two main parts: *Overview and Attraction Details*

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1. RESEARCH DESIGN**

This paper design is based on combination of both quantitative and qualitative approaches.

#### **3.2. RESEARCH METHODS**

The research was conducted with combination of several methods: descriptive, analytic, contrastive and inductive. Among them descriptive and contrastive method were dominant ones which are most frequently used in the thesis.

#### **3.3. DESCRIPTION OF SAMPLES**

300 VAAs (150 in English and 150 in Vietnamese) in the average length from 200 to 900 words uploaded since 2009 were chosen to investigate.

#### **3.4. DATA COLLECTION**

Data were collected from popular and prestige websites in the United States and Vietnamese.

#### **3.5. DATA ANALYSIS**

EVAAs and VVAAs were analyzed in terms of layout, lexical features, syntactic features and stylistic devices, then made comparison and contrast.

#### **3.6. RESEARCH PROCEDURE**

Firstly, we carried out collecting and classifying data. Secondly, we began to analyze data and compare then contrast VAAs. Finally, some implications were put forwards for teaching, learning

as well as writing VAAs as well as giving some suggestions for further researches.

### **3.7. VALIDITY AND RELIABILITY**

In the thesis, the validity and reliability are established, from collecting and analyzing data to producing the research results. All the corpora have been gathered from the most popular and prestigious websites in the United States, and Vietnam. These data, articles have been posted within three years (2009 and 2011), are not out-of-date. The accuracy and formality of language in the collected data ensure the validity and reliability of the research. In addition, frequency of occurrence in percentages of discourse features of VAAs in English and Vietnamese is set up reliably for making a comparison of these features between the two types of VAAs to find out the similarities and differences of the two languages. The investigation is carried out on the basis of the theoretical background from reliable publications of experienced linguists as presented in Chapter 2.

## **CHAPTER 4**

### **FINDINGS AND DISCUSSION**

#### **4.1. LAYOUT OF EVAA<sub>S</sub> AND VVA<sub>A</sub>S**

##### **4.1.1. Layout of EVAA<sub>S</sub> and VVA<sub>A</sub>S**

###### **4.1.1.1. Overview**

Overview includes brief summary parts with three basic elements: **Title**, **Contact/ Summary** and **Illustrations**. Firstly, the **Title** provides attraction name and its location. Secondly, while the **Contact** consists of information about hours, location, transportation and so on, while summary provides readers with location and characteristics of the attraction. Thirdly, **Illustrations** are presented with splendid photos or maps.

###### **4.1.1.2. Attraction Details**

Attraction Details, also called “*Body Text*”, are the main message of the article and usually set in a smaller font size than title.

**Attraction** of a destination can be either natural, human-made things such as the climate and historical buildings or events such as festivals and exhibitions. The attraction part is compulsory in any articles. **Accessibility** is related to the distance from centers of populations, tourist generating regions, or to transport facilities and time taken. **Amenities** at the location include entertainment, accommodation, and catering facilities as well as local transport services. **History** is mainly concerned with the process of foundation, construction, management of the spot. **Recognition** stage always consists of only one sentence to confirm that a spot has been officially recognized as a tourist destination in a region, country or all

over the world. **Legend** stage exists only in Vietnamese; it tends tell a story about the foundation of an attraction or the explanation of the names.

#### 4.1.2. Comparison of EVAAs and VVAAs in Terms of Layout

##### 4.1.2.1. Similarities

Firstly, both EVAAs and VVAAs display the same two-part structure with Overview and Attraction Details, in which title and attractions are two indispensable elements. Secondly, the titles mention to the destination and its location with maximum simplicity and brevity. Thirdly, in the Attraction Details, the stages in both languages are never in fixed order.

##### 4.1.2.2. Differences

In Overview, firstly, English VAAs include **Title**, **Contact** and **Illustrations**; meanwhile Vietnamese ones consist of **Title**, **Summary** and **Illustrations**. Secondly, while English **Titles** are composed of noun phrases, Vietnamese ones are constructed with noun phrases, verb phrases and adjective phrases. Thirdly, in English **Contact**, a lot of necessary information about the attraction is exhibited; however, Vietnamese **Summary** part includes the location and characteristics of the attraction. Fourthly, Vietnamese articles are decorated with splendid photos but in English, **Illustrations** are showed in slideshow offering clearer and bigger photos or we can find maps. In Attraction Details, while VVAAs include the **Legend** stage, it is completely absent in English.

#### 4.2. SYNTACTIC FEATURES IN EVAAS AND VVAAS

##### 4.2.1. Passive Voice in EVAAs and VVAAs

In English, *the passive voice is a grammatical construction in which the subject of a sentence denotes the recipient of the action rather than the former. The passive sentence often emphasizes the process rather than who is performing the action* [81]. According Quirk (1985), the English passive voice is formed by the following structure:

Subject<sub>passive</sub> + Verb<sub>passive</sub> (be/get + PP) + Optional Agent (by-Phrase)

(57) *The earlier buildings were destroyed by fire in 1834.* [A-26]

The structures of passive voices can be drawn out as 3 main following models [60]: *Goal + V transitive / Goal + bị / được + V transitive / Goal + bị / được/ do + Agent + V transitive*

(61) *Ghềnh Ráng đã được Bộ Văn hóa Thông tin xếp hạng danh thắng Quốc gia năm 1991.* [B-65]

##### 4.2.2. Conditional Sentences

According to Alexander (1990), the construction of real conditional sentences in English can be realized by three forms: If + present + modal / If + should/ present + imperative / Imperative + conjunction (and/ or/ or else/ otherwise) + clause.

(68) *You will not be let in if you don't come dressed appropriately.* [A-28]

Vietnamese conditional sentences can be recognized by the following forms:

Nếu.....thì ...../ Hết .....thì ..... / Miễn ....thì ..... / Giả (mà/ nhu/) giả sử .....thì....

(79) *Nếu muốn tham gia vào những chuyến phiêu lưu ở những nền văn minh cổ xưa thì hang động Jenolan của Australia là một điểm đến không thể bỏ qua.* [B-42]

#### 4.2.3. Imperative Sentences

According to Quirk, [48, p. 241], the *imperative sentence* is generally has no subject and has a verb in the base form. Following are two main forms of imperative: *Affirmative imperative: Verb (Base form) and Negative imperative: Do not + Verb (Base form)*

(87) *Call visitor services at the number below for performance schedules.* [A-37]

Formally marked by *Hãy, Phải, Đừng, Chớ, Không được,....đi, thôi, nào đi nào*, Vietnamese **Imperative Sentences** concludes: *Affirmative imperative (Hãy/ Phải + Verb / Verb + đi/ thôi/ nào) and Negative imperative (Đừng/ Chớ/ Không + Verb).*

(91) *Hãy đến với thảo nguyên Mộc Châu mênh mông cỏ và hoa để tìm được sự tĩnh lặng của hồn mình và niềm yêu cuộc sống.* [B-65]

#### 4.2.4. Comparison of EVAAs and VVAAs in Terms of Syntactic Features

##### 4.2.4.1. Similarities

Firstly, both English and Vietnamese VAAs take advantages of grammatical features that bring simplicity, conciseness and straightforwardness. Secondly, *Passive Sentences* predominate in most EVAAs and VVAAs because they are used to provide general facts about history, legend or date of recognition.

##### 4.2.4.2. Differences

It is quite surprising that Vietnamese VAAs use more *Passive Structures* than English ones (86.0% vs. 63.1%). Next, English advertisers have tend to use more *Imperative Sentences* than Vietnamese ones (23.3% versus 5.0%). Lastly, English *Conditional Sentences* take up a higher percentage than those in Vietnamese (13.6% versus 9.0%).

#### 4.3. LEXICAL CHOICE IN EVAAs AND VVAAs

##### 4.3.1. Location Verbs

According to Virginia Evans [54, p.19], there are a number of verbs used to describe the location and/ or surroundings of place; these verbs may explain position (e.g. *locate, situate, surround...*), give some suggestion of movement (e.g. *lead, wind,...*) and/ or action (e.g. *stand, rise, tower...*). Also, she named these verbs *location verbs*. These verbs help to in facilitating the locating process.

(95) *Located on the southeastern coast of the peninsula, Busan is in the South Gyeongsang province (Gyeongsangnam-do) and is about 763 sq. km (295 sq. miles) in area.* [A-41]

Vietnamese position verbs like “*đứng, tọa lạc, trải dài, núp, xây dựng, xuất hiện, dấn lối,...*” are used widely to give location and partly embellish Vietnamese language.

(100) *Đứng chắc trên một dãy non, với bộ áo xám tro, công trình xây dựng này (Nhà thờ Núi - Nha Trang) vẫn vững chãi, hiên ngang trước mưa nắng, gió sương.* [B-59]

##### 4.3.2. Trigger Verbs

In the book “*Web Advertising*”, Anja Janoschka [5] defines that certain words and phrases which have a special impact on the readers are called “*trigger words*”. These words are usually action words or

words that represent some sort of action and are sometimes called “magic words” because they trigger the user into action [86].

- (109) *In warmer weather, you can **wander** forest trails, **take** a scenic chair ride, **enjoy** a lumberjack show or Birds in Motion demonstrations, **visit** the Refuge for Endangered Wildlife, or **ride on** the mountain-bike trails.*

[A-45]

Quite similar to English copy writers, Vietnamese ones also employ many trigger verbs to lace their writing with the sense of urgency that will spur his readers into action.

- (112) *Đến Thủy Sơn, du khách được **văn cảnh chùa, ngắm toàn cảnh TP Đà Nẵng từ vọng Giang Dài và khám phá những hang động nổi tiếng.***

[B-32]

#### 4.3.3. Adjectives

Leach's [33] says that “Advertising language is marked by a wealth of adjective vocabulary”. Therefore, descriptive adjectives appear densely in VAAs.

- (114) *One of Vietnam's star attractions, **mountainous and forested** Phu Quoc is a **splendid tropical** getaway set with **beautiful** white-sand beaches and **quaint** fishing villages.*

[A-75]

Travel writer employs a great deal of sensory adjectives that appeal to the reader's five senses: sight, touch, taste, hearing and smell.

- (117) *Chiang Mai has always had many feathers to its bow with its cultural riches, relative peacefulness, **fantastic** handicraft shopping, **delicious** food and proximity to many natural treasures.*

[A-77]

Vietnamese admen also use descriptive adjectives to vividly portray the natural beauty.

- (124) *Đèn Trúc - Ngũ Động Sơn thờ người anh hùng dân tộc Lý Thường Kiệt. Khu danh thắng này có phong cảnh thiên nhiên hữu tình, núi non trùng điệp, có đèn Trúc nằm giữa rừng Trúc nêu thơ, có hệ thống hang động độc đáo.*

[B-65]

Similar to English writing, Vietnamese writers also apply numerous sensory adjectives.

- (127) *Raamgracht là một trong những con kênh yên bình và đẹp nhất ở đây, với những ngôi nhà dưới bóng râm nở đầy hoa hồng thơm ngát.*

[B-44]

#### 4.3.4. Proper Nouns

According to Quirk et al., proper nouns are basically names of specific people, places, months, days, festival magazines, and so forth. [47, p. 288].

- (129) *Often called the symbol of Hue, **Thien Mu** is one of the oldest and loveliest religious structures in Vietnam.*

[A-49]

With the aim of grabbing readers' attention to the described spots, Vietnamese writers also apply a wide range of *proper nouns* in their writing.

- (131) *Đến đất nước **Canada** xinh đẹp, bên cạnh các điểm du lịch tuyệt vời như Vườn quốc gia **Jasper**, núi đá **Rockies**, thác Niagara... du khách đừng nên bỏ qua Vườn bách thảo **Montreal** – một trong những vườn bách thảo nổi tiếng nhất thế giới.*

[B-51]

### 4.3.5. Comparison of English and Vietnamese VAAs in Terms of Lexical Features

#### 4.3.5.1. Similarities

Both English and Vietnamese copy-writers mention *Location Verbs*, *Trigger Verbs*, *Adjectives*, and *Proper Nouns*. *Trigger Verbs* and *Location Verbs* are rated third and forth respectively in both English and Vietnamese VAAs because English and Vietnamese copy writers prefer to highlight the beauty and history of the attraction by means of adjectives and proper nouns to locating the position and mentioning activities at the visiting places.

#### 4.3.5.2. Differences

Vietnamese *Adjectives* take up the highest frequency (45.1%), but in English ones, it occupies only 30.7%. *Proper Nouns* are found to be slightly more frequently used in EVAAs (46.6%) than in Vietnamese ones (39.3%); moreover, *Trigger Verbs* in English VAAs appear with a much higher percentage than in Vietnamese ones (17.2% vs. 11.2%). English *Location Verbs* take up 5.5%; meanwhile, only 4.4% *Location Verbs* are found in Vietnamese corpus.

### 4.4. STYLISTIC FEATURES IN EVAAs AND VVAAs

#### 4.4.1. Metaphor

Metaphor is defined by Oxford Advanced Learner's Dictionary as “*a word or phrase used to describe sb/sth else, in a way that is different from its normal use, in order to show that the two things have the same qualities and to make the description more powerful.*”

(135) *Notre-Dame is the heart of Paris and even of the country itself.*

[A-51]

Undoubtedly, Vietnamese travel writers also have a wide metaphorical word.

(142) *Thị trấn nhỏ bé này rất biệt cách "móc túi" du khách với hàng loạt chương trình giảm giá mạnh trong mùa du lịch. Còn với dân mê thể thao, Cape Cod cũng là thiên đường với rất nhiều môn: đi bộ, lướt sóng, chèo thuyền, đánh golf...*

[B-10]

#### 4.4.2. Simile

*Simile is an expression in which something is compared to something else by the use of a FUNCTION WORD such as like or as.”* [28]

(146) *Known as "Le Petit Paris" by the early builders and residents of this hillside resort town, Dalat is still a luxury retreat for city dwellers and tourists tired out from trudging along sultry coastal Vietnam.*

[A-55]

Vietnamese copywriters can really fulfill the need for their readers in terms of emotional and aesthetic value by using simile.

(151) *Từ tràn đong một nhũ đá giống hệt nụ hoa quỳnh trắng muốt đang chum chím nở giữa rừng hoa nhũ đá.*

[B-2]

#### 4.4.3. Personification

Personification is a term used mainly in literature to name the figure of speech, which “*involves directly speaking of an inanimate object, or an abstract concept, as if it were a living entity, often one with specifically human attributes. These attributes may include sensations, emotions, desires, physical gestures, expressions, and powers of speech, among others.*” [87]

(157) When the thick blanket of snow melts away, auspicious tulips cheer the downtown as spring clicks to summer. [A-87]

The entities in Vietnamese VAAs can act and have emotion like human

(166) ..và kia hai cánh buồm nâu lực lưỡng đang rẽ sóng nước ra khơi - hòn Cánh Buồm. [B-65]

#### 4.4.4. Hyperbole

According to Galperin, “*Hyperbole is deliberate overstatement or exaggeration, the aim of which is to intensify one of the features of the object in question to such a degree as will show its utter absurdity*”. [20, p.173]

(169) **Majestic and mysterious, inspiring and imperious: words alone cannot do justice to the natural wonder that is Halong Bay. Imagine 3000 or more incredible islands rising from the emerald waters of the Gulf of Tonkin and you have a vision of breathtaking beauty.** [A-89]

(172) **The tourist center of Haeundae boasts some of the country's finest resort hotels, while the Seomyeon neighborhood is a paradise for fashionistas and anyone who loves to shop.** [A-61]

As can be seen from the examples (169) & (172), the copywriters use successfully the comparatives and superlatives to make their destination more interesting and attractive for one reason that these appeals will rest a long time in readers' mind.

To the Vietnamese, hyperbole is a stylistic device employed widely in writing.

(173) **Đây là một hang rộng và đẹp vào bậc nhất của vịnh Hạ Long và đây cũng là nơi tập trung nhiều đảo đá có hình dáng đặc sắc không nơi nào có được.** [B-3]

More interestingly, copy-writers employs some special expressions like “*kiến trúc độc nhất vô nhị trên thế giới, kỳ quan độc nhất vô nhị, thiên hạ đệ nhất hùng quan...*” to highlight the destination to make their destination the best and no place else in the world can compare. Clearly, admen make strong use of it because it imparts vitality to advertisements and spur decision making. Really, that kind of exaggeration itself makes the destination more impressive, as we can see in the two instances (178) below:

(178) **Mỗi lâu đài đều có vẻ quyền rũ, độc đáo của riêng mình, không cái nào giống cái nào nhưng với lâu đài Predjamski có thể là kiến trúc độc nhất vô nhị trên thế giới vì nó gắn liền vào một hang động trên đá....** [B-37]

#### 4.4.5. Comparison of Stylistic Devices in EVAAs and VVAAs:

##### 4.4.5.1. Similarities

As can be seen from the table, the common thing between English and Vietnamese is that both of them have the tendency to use four types of devices to enhance the result of the writing.

##### 4.4.5.2. Differences

*Hyperbole* dominates English language with the overwhelming percentage (68.5%), as opposed to that in Vietnamese (29.2%). It proves that English writers pay more attention to the advertising language which requires the wide use of exaggeration than those of Vietnamese. *Metaphor* takes up 8.0 % in EVAAs compared with

14.9% in VVAAs. With 36.8%, *Simile* in VVAAs is more than twofold in comparison with EVAAs (16.2%). *Personification* takes up the smallest percentage in EVAAs with (7.3 %) while that in VVAAs accounts for (19.2 %).

## CHAPTER 5

### CONCLUSIONS AND IMPLICATIONS

#### 5.1. CONCLUSIONS

“An Investigation into Visitor Attraction Articles in English and Vietnamese Electronic Newspapers” is a study of how visitor attraction articles are structured and what typical discourse features are used in both kinds of languages. Hence, we carry out the analysis of English and Vietnamese visitor attraction articles in terms of *discourse structure*, *syntactic features*, *lexical features*, and *stylistic devices*, then compare and contrast mentioned features to find out similarities and differences between two languages.

In terms of *layout*, English and Vietnamese share a similar frame with two-part structures: Overview and Attraction Details. Meanwhile, they also have some distinctive features. English Overview consists of three components namely *Title*, *Contact* and *Illustrations*; nevertheless, in Vietnamese, they are *Title*, *Summary* and *Illustrations*. In regards to the Body Copy, two languages cover common items such as *Attraction*, *Accessibility*, *Amenities*, *History* and *Recognition* in which *Attraction* is the indispensable element. The *Legend* stage which is completely absent in English visitor attraction articles is relatively popular in Vietnamese ones (with 21%).

In terms of *syntactic features*, the research deals with the three prominent structures which are *Conditional Sentences*, *Passive Voice* and *Imperative Sentences*. *Passive Voice* predominates over other kinds of sentences in both English and Vietnamese (63.1% versus 86%). The use of *Conditionals* and *Imperatives* in EVAAs is more common than in VVAAs.

As for *lexical features*, both English and Vietnamese copy writers mainly focus on *Location Verbs*, *Trigger Verbs*, *Adjectives* and *Proper Nouns*. While Vietnamese VAAs are full of *Adjectives* (46.6%), English copy writers have a strong tendency to use *Proper Nouns* (45.1%). Besides, rated third and fourth position, *Location Verbs* and *Trigger Verbs* are used to provide readers with information about the location of the attraction and to urge people to action respectively.

Finally, as for stylistic devices, English *Hyperbole* predominates over other kinds of devices with 68.5%; meanwhile, in Vietnamese, *Simile* prevails over others. *Metaphor* is more widely used in Vietnamese than in English (14.9% versus 8%). Furthermore, Vietnamese admen use *Personification* over twofold as much as English ones (19.2% versus 7.3%).

#### 5.2. IMPLICATIONS

On carrying out this research, it is hoped that this thesis will make some contributions to teaching and learning to write an effective VAA. Therefore, the findings of the study will probably be a useful reference resource for anyone who is keen on VAAs such as teachers, freelance writers, journalists or students in languages and especially in journalism.

### To teachers

Teaching students to write a successful article is not an easy task to most teachers. The findings of the study will probably be a useful reference resource since it can provide teachers with some basic background knowledge of discourse, general layout as well as some distinctive features of VAAs in English and Vietnamese such as lexical, syntax and stylistics. Furthermore, the differences in culture and customs are things teachers may take into consideration when teaching about legend and history stages and so on. In terms of lexical choice, such words like *Location Verbs*, *Trigger Verbs*, *Adjectives* and *Pronouns* should be paid much concern than other kinds of words to get better writing result and so forth. By taking examples in both languages for students to make contrastive analysis and draw out the similarities and differences between visitor attraction articles in English and those in Vietnamese, students will recognize prominent linguistic peculiarities of each language.

### To students

It is a requirement that students should have a good basic background of discourse analysis to enrich their knowledge and meet the demand in their curriculum or in their future job. The background and necessary strategies presented will be important for students in setting up ways of writing an effective and impressive article. To write an article, the student should determine the layout, style and word choice. Reading and writing a lot help to improve vocabulary and create a style to write as naturally as natives do.

### To copy writers

To sell their writing to the websites, copywriters have to master the way of how to write a succinct and vivid visitor attraction article. It is quite difficult to achieve this aim if copywriters are lack of discourse knowledge or are not equipped with the good language competence, the ability to choose appropriate language and to combine them skillfully. Furthermore, their writing must be appealing to five senses of readers, fall into their interest and benefits but also informative and so forth. Spending a trip to the attraction they are going to describe is strongly recommended because a successful travel writer cannot write effectively without the factual information or experience of the described place.

### 5.3. LIMITATIONS OF THE STUDY

Firstly, for the author's limited reference materials, knowledge and experience, the study only focuses on some typical discourse features in terms of layout, syntactic features, lexical features and stylistic devices in VAAs. Secondly, the number of selected articles for analyzing is not numerous, only 300 samples, taken from American and Vietnamese websites of newspapers instead of approaching real ones. Finally, cultural feature is also an interesting domain to deal with, it has not been mentioned.

### 5.4. SUGGESTIONS FOR FURTHER RESEARCH

- *An Investigation into Cultural Features in English and Vietnamese Visitor Attraction Articles.*
- *A Study on Coherence and Cohesion in English and Vietnamese Visitor Attraction Articles.*