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**A DISCOURSE ANALYSIS
OF STOCK MARKET NEWS
IN ENGLISH AND VIETNAMESE**

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

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CHAPTER 1 INTRODUCTION

1.1. STATEMENT OF THE PROBLEM

It is clear that news is more and more important in our daily life when it has attracted much attention of people from all walks of life. Whatever forms news is in, the requirement of high quality articles is sharply on the rise. In Vietnam, this requirement is more and more asserted when Vietnam has officially been a member of the WTO. This event has stepped up Vietnamese people's demand for information. With most entrepreneurs, catching up on the latest news, especially economic news is originated not only from their individual requirements but also from the worldwide trend, the trend of regional integration and development.

With regard to financial market, some experts consider it as the most important market in all economy; it has strong and direct impact on all companies. In Vietnam, this market has started to be noteworthy in recent years and has become one of the liveliest markets which have attracted a lot of investors' attention, especially when Vietnam officially joined the WTO. As a part of financial market, the stock market has played a decisive role in all countries' economy. Appreciating the necessity of news on the stock market, all kinds of mass media has concentrated on this topic of which electronic newspapers have made up a high rate.

For the above reasons, I have decided to choose A Discourse Analysis of Stock Market News in English and Vietnamese as the topic of my M.A thesis. This thesis was carried out with the hope that all findings in this thesis would partially provide the English learners

in general and students majoring in journalism with helpful knowledge of linguistic features of SMN in English and Vietnamese.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims of the Study

This research is carried out with the intent to analyze the discourse of SMN in English and Vietnamese in order to help Vietnamese learners of English, especially students interested in journalism grasp the distinctive characteristics of this kind of discourse in both English and Vietnamese and overcome the shortcomings when writing it in both languages.

1.2.2. Objectives of the Study

The objectives of this research are:

- To find out the layout features of stock market news (SMN) in English and Vietnamese.
- To identify syntactic and lexical features of SMN in both English and Vietnamese.
- To pick out the cohesive devices used in this type of news in English and Vietnamese.
- To find out and explain the similarities as well as the differences between English and Vietnamese news on stock markets in terms of layout, syntactic features, lexical features and cohesive devices.
- To suggest some implications for teaching English to Vietnamese learners, especially journalism students and students of finance and stock market.

1.3. SCOPE OF THE STUDY

This research focused mainly on stock market news because in recent years, this topic has become one of the most burning issues drawing a lot of attention of readers, especially entrepreneurs all over

the world. With regard to the discourse of SMN in English and Vietnamese, we just dealt with four aspects namely layout, syntax, vocabulary and cohesion.

1.4. RESEARCH QUESTIONS

The research attempted to answer the following questions:

1. What are the typical discourse characteristics of SMN in English and Vietnamese in terms of their layout, syntactic features, lexical features and cohesive devices?
2. What are the similarities and differences between English and Vietnamese SMN in terms of their layout, syntactic features, lexical features and cohesive devices?

1.5. SIGNIFICANCE OF THE STUDY

It is our hope that not only English teachers but also English learners will get benefits from what we discover in this study. All typical discourse features in terms of the layout, syntactic structures, lexical features and cohesion serves as a great source of fundamental and necessary knowledge to form and write effectively a stock news item in English and Vietnamese on the stock market. In addition, this study will contribute to raising the awareness from English learners in general; students majoring in journalism in particular of the importance of this type of news.

1.6. ORGANIZATION OF THE STUDY

The research consists of five chapters as follows:

Chapter 1, Introduction

Chapter 2, Literature Review and Theoretical Background

Chapter 3, Methods and Procedures

Chapter 4, Findings and Discussion

Chapter 5, Conclusions and Implications

CHAPTER 2 LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. PREVIOUS RESEARCHES RELATED TO THE STUDY

With regard to discourse, there have been some outstanding publications contributing to the understanding of this term as well as putting its theory into practice of discourse analysis. In English, there are some typical authors such as Cook [6], Halliday [13], McCarthy [21]. In Vietnam, some linguists have also made great contributions to the study of discourse and discourse analysis such as Nguyễn Thiện Giáp [43], Diệp Quang Ban [38], Nguyễn Hòa [46].

As far as the investigation of news is concerned, a number of writers have discussed some aspects of language in journalism such as Crystal and Davy [7], Thorne [32], Van Dijk [36].

At the University of Danang, there have been some graduation theses which give an insight into the characteristics of news and brief news such as these of Trương Văn Lành [34], Nguyễn Thị Phước Đa [24], Nguyễn Phi Đính [23], Nguyễn Thị Việt Tài [25], Võ Thị Kim Thoa [35], Trần Thị Mỹ Tín [33].

However, to the best of my knowledge, there has been no evidence showing that someone has studied the discourse features of the stock market news before. Hence, *A Discourse Analysis of Stock Market News in English and Vietnamese* was conducted with the aim of supplementing more information to the background knowledge of the discourse of news.

2.2. THEORETICAL BACKGROUND

2.2.1. Theory of Discourse Analysis

2.2.1.1. Notion of Discourse

2.2.1.2. Cohesion and Coherence

- a) Cohesion
- b) Coherence

2.2.2. Fundamental Syntactic Features of Discourse

2.2.2.1. Sentence Types

2.2.2.2. Comparison Constructions

2.2.2.3. Voice

2.2.3. Newspapers and Electronic Newspapers

2.2.3.1. Functions of Newspapers

As to functions of newspapers, there have been various opinions from many researchers. Some think that a newspaper serves several functions such as information, education, entertainment, advertisement and archives. Sharing some but not all these functions, Boerger [56] claims that a newspaper should carry out four basic functions: to inform, to interpret the news, to provide a service to readers and to entertain.

2.2.3.2. Language of Newspapers

According to Hữ Đạt [42], press style has eight characteristics including function of informing, orienting public opinions, gathering and organizing the public, strong militant spirit, aesthetics and education, excitement and persuasion, conciseness and expressiveness and other particular traits on using words. Obviously, this author has not drawn a definite distinction between functional and linguistic features. Sharing some but not all what mentioned above, Hoàng Anh [64] claimed that language of newspapers should display eight qualities: accuracy, concreteness, popularity, conciseness, fixed quantity, evaluation, expressiveness, model. In other words, these particular traits characterize most types of

newspapers. However, depending on different types of newspaper, some of these features are prominent than the others. With respect to economic news, especially stock market news, four qualities: accuracy, concreteness, conciseness, evaluation get the better of all.

2.2.3.3. News and Stock Market News

a) Notion of News

According to Wikipedia [57], news was defined as follows:

“News is the communication of selected information on current events which is presented by print, broadcast, Internet, or word of mouth to a third party or mass audience.”

Clayton [5; p.34] defined news as *“What is says it is. Think about it. It is not ‘olds’, it is ‘news’. News stories are never about history. It is vital you discover something new – something that has not happened before.”*

To give a full description of news, Đinh Văn Hùng [47] provided some definitions of news as follows:

“News is something today different from yesterday, tomorrow is different from today about anything and anywhere in daily life” or *“News is a piece of information around a remarkable event, has a general attraction”, “News is what is reflected again”* or finally *“News is something a person wants to keep as a secret but other wants to reveal”*

In brief, from the above definitions and from the criteria required for this thesis, news can be understood as the information about *“current events which is presented by print or the Internet to a third party or mass audience”*.

b) Layout of News

According to Hornby [16], layout is defined as *the way in which the parts of something are arranged according to a plan*. With such a definition, we may define the layout of discourse in general and discourse of news in particular as the way that the writers arrange the sentences or ideas in the discourse.

Researching on the way to organize the ideas in discourse of news in English, Nguyễn Hòa [46; p.213] viewed that the layout of the discourse of news consisted of two main parts which were called the “*summary*” and the “*development*”.

c) Notion of Stock Market News

Based on Business Dictionary [55], Stock Market or Stock Exchange was defined as:

“Organized and regulated financial market where securities (bonds, notes, shares) are bought and sold at prices governed by the forces of demand and supply.”

Stock exchanges basically serve as (1) primary markets “*where corporations, governments, municipalities, and other incorporated bodies can raise capital by channeling savings of the investors into productive ventures*”; and (2) secondary markets “*where investors can sell their securities to other investors for cash, thus reducing the risk of investment and maintaining liquidity in the system*”.

With regard to the stock exchanges, it is necessary to mention the three largest exchanges in the world. They are in the descending order: New York Stock Exchange (NYSE), London Stock Exchange (LSE), and the Tokyo Stock Exchange (TSE).

The above definition partly enables us to visualize what the stock market is and who participants in the stock market are. As a result, the news on stock markets can be understood as *the information concerning*

the act of selling and buying securities (bonds, notes, shares) in stock markets which are presented by print or the Internet to a third party or mass audience.

CHAPTER 3 METHOD AND PROCEDURE

3.1. RESEARCH METHODS

With the aim of identifying the discourse features of SMN in English and Vietnamese in terms of layout, grammatical and lexical features, and cohesive devices and making a comparison between SMN in English and those in Vietnamese, it is impossible to apply one method only, but the combination of several methods were employed in order to carry out our investigation which was set forth as follows:

- Quantitative and qualitative methods
- Statistic and descriptive methods
- Analytic and synthetic methods
- Comparative and contrastive methods
- Inductive method

3.2. DATA COLLECTION

As to online or electronic newspapers, there are a large number of newspapers with various types in both English and Vietnamese, however; with reference to stock market news, there are not many websites to select since this topic requires intensive study and concentration which naturally cannot be expressed all in common newspapers with assorted genres. That is the reason why the number of websites used in this thesis is partly restricted

3.3. DESCRIPTION OF SAMPLES

In order to achieve the aims and objectives of the thesis, only 200 SMN of medium length (100 items in English and 100 in Vietnamese) were chosen to investigate.

3.4. DATA ANALYSIS

On the basis of 200 collected samples of SMN in both English and Vietnamese, data analysis goes through the following steps:

- Identifying the layout of SMN in both English and Vietnamese
- Making a comparison of English and Vietnamese SMN in terms of layout
- Depicting grammatical features of English and Vietnamese SMN
- Contrasting and finding out the similarities as well as differences concerning syntactic features of English and Vietnamese SMN
- Describing lexical features of SMN in English and Vietnamese
- Comparing and contrasting lexical features of English and Vietnamese SMN
- Defining and setting forth cohesive devices of SMN in English and Vietnamese
- Examining and collating English and Vietnamese SMN in respect of cohesive devices

3.5. RESEARCH PROCEDURES

The procedures for conducting the thesis were as follows:

- Collecting and classifying data
- Analyzing data
- Comparing and contrasting
- Putting forward some implications

3.6. VALIDITY AND RELIABILITY

Since all news items for this thesis were collected from genuine websites, totally trustworthy sources of data, the quality of the data is

quite valid and reliable. Additionally, these news items were written based on the actual situation of the world economy in 2011 so they are not invented samples and still contemporary. Furthermore, all findings in this study were recorded from the analysis of evidence, statistics and frequencies without following any set results; so the objectivity of the study is guaranteed.

CHAPTER 4 FINDINGS AND DISCUSSION

4.1. LAYOUT OF ENGLISH STOCK MARKET NEWS (ESMN) AND VIETNAMESE STOCK MARKET NEWS (VSMN)

4.1.1. Layout of ESMN

The analysis shows that ESMN generally embraces two parts: the *summary* and the *development*. The following parts further analyse these constituents of ESMN.

4.1.1.1. The “Summary” of ESMN

a) The Headline

Let us consider the following headlines:

[4.1] ***Stock Futures Surge as Jobless Claims Fall Below 400,000*** [A-5]

[4.2] ***Stock Futures Higher on Eurozone Optimism*** [A-7]

The headlines in this news genre are usually put separately at the beginning of the news items which are in bold type and big size with the aim of spotlighting.

b) The Topic Sentence

The topic sentence of ESMN often stands after the headline with the aim of developing the headline and summarizing the development. In terms of content, the topic sentence chiefly represents some of six

elements as stated above, of which WHO substituted by WHICH and WHAT are indispensable factors. Besides, the other elements are generally described specifically in the main part – the development.

4.1.1.2. The “Development” of SMN in English

From the data collected, The *development* in this news item includes five parts: *Elaboration or Details on Stocks, Background, Details on Stocks in Other Areas, Future plans and Speculations* and *Information on companies as well as their stocks* of which the first two parts are more important and obligatory since they serve as an illustration of the summary. In order to make the layout clearer and simpler, the last three constituents can be added up to make the *Additional Mentions*.

From the above examples and through investigation, we find that ESMN is displayed in a complicated structure with two main parts: the *summary* and the *development*. The *summary* is constituted by the *headline* and the *topic sentence* whereas the *development* seems to be much more complicated with three indispensable elements: the *elaboration*, the *background* and the *additional mentions* of which the last one is the most multifarious with various details. Still, these details are not always present at once and their orders are inconstant.

4.1.2. Layout of VSMN

Analyzing the collected data, we find that most of VSMN are displayed in the same way with one separate sentence in bold and big size introducing the main idea, one or two sentences in close connection with the previous sentence and the following paragraphs supporting the foregoing with more details. These may be called the *Headline*, the *Topic Sentence and Supplementary Sentence* and the *Development* of which the first two parts are included in the

Summary. Here, the layout of VSMN is discussed in terms of two parts: *Summary* and *Development*.

4.1.2.1. The “Summary” of VSMN

a) The Headline

Most headlines are often in bold and big size with the aim of attracting the readers. In terms of the content, the headlines of VSMN normally offer a general overview on what will be mentioned in the following with an overt and intelligible way of presenting.

b) The Topic Sentence and Supplementary Sentence

The collected data show that the *Topic Sentence and Supplementary Sentence* of VSMN are always placed between the headline and the development. Among these two sentences, the first one manifests the main idea of the news and the other supplements the additional information. However, the collected data show this supplementary sentence is sometimes absent in VSMN.

4.1.2.2 The “Development” of VSMN

The collected data reveal that VSMN is inclusive of home and international stock market news with different structures of displaying.

The home VSMN basically consists of two main parts: *Summary* and *Development*. In the *Summary*, a brief overview on the stock transaction during a day is provided which is sometimes accompanied by a specific statistics and general comment. Besides, the *Development* including the *Elaborations* concentrates on depicting the trading volume as well as the changes of the stocks indexes during a day in chronologic order. It is noteworthy that Vn-Index and *HNX-Index* as well as two trading floors in HCM City and Hanoi are two main objects in home VSMN. In addition, details on these two floors are sometimes presented separately, alternately or in the same paragraph. Lastly, the *comments*

from an authoritative organization or some experts are also given so that the investors may make better decision in buying or selling shares.

As regards the international stock market news in Vietnamese, the collected data indicate that these news items in Vietnamese are significantly affected by those in English in terms of layout.

Through investigation, we find that most elements found in ESMN are also available in the international stock market news in Vietnamese. Even so, their presence does not always occur at the same time and their order in VSMN is sometimes changed. Besides, the details in the *Additional Mentions* can be interposed between the *Elaboration* and the *Background*.

4.1.3. Comparison of ESMN and VSMN in Terms of Layout

4.1.3.1. Similarities

4.1.3.2. Differences

4.2. SYNTACTIC FEATURES OF ESMN AND VSMN

4.2.1. Syntactic Features of ESMN

4.2.1.1. Sentence Types

With the purpose of conveying news sufficiently and convincingly, a discourse of news, especially news on stock market in English normally employs a variety of sentence types.

- The complex sentence gains an advantage over the others with 49.6%.
- Simple sentence makes up 39.93%, slightly lower than the complex sentences.
- The other sentence types inclusive of compound and compound-complex sentences occupy the lowest rate with 9.63% and 0.84%.

4.2.1.2. Comparison Constructions

Based on the collected data, we find that comparison constructions displaying the statistical results on stocks and the relevant aspects are usually found in ESMN and most of them are scalar comparison. Among these constructions, the comparison of superiority and inferiority occur with the highest frequency (220 times).

In addition, comparison of equality is also applied in ESMN with the lowest frequency (24 times) to show the relationship among numbers and figures denoting statistics or to assess the specific markets. As a result, a large number of expressions showing comparison such as *as much as*, *as low as*, *higher than*, *more than*, *compared with* and so on are extremely popular in ESMN.

4.2.1.3. Voice

On the basis of what are discovered, we reckon up the distribution of active and passive sentences in ESMN in the following table:

Table 4.5: Distribution of Voice in ESMN

Voice	Number of Sentences	%
Active	1560	94.5
Passive	90	5.5
Total	1650	100

4.2.2. Syntactic Features of VSMN

4.2.2.1. Sentence Types

The collected data reveal that the simple sentences predominate over other kinds of sentences with the highest frequency of 64.6%.

Besides, for the sake of coherence when conveying many ideas in one sentence, compound and complex sentences are used with lower percentage (21.3% and 13.3%). In addition, the special simple sentence

– predicate sometimes appears in VSMN with the lowest frequency of 0.8%.

4.2.2.2. Comparison Constructions

The collected data reveal that most of comparison constructions found in VSMN are both scalar and non-scalar comparisons. Among them, comparison of superiority and inferiority are the most common with 345 times of using. Meanwhile, the comparisons of equality are the least ones with 35 times. On this account, a large number of expressions showing comparison such as *nhất, so với, hơn, tương tự như* are quite common in VSMN.

4.2.2.3. Voice

Based on the collected data, sentences in passive voice preponderate over those in active voice.

4.2.3. Comparison of ESMN and VSMN in Terms of Syntactic Features

4.2.3.1. Similarities

4.2.3.2. Differences

4.3. LEXICAL FEATURES OF ESMN AND VSMN

4.3.1. Lexical Features of ESMN

4.3.1.1. Words Denoting Increase or Decrease

4.3.1.2. Time Expressions

4.3.1.3. Economic Terms

4.3.1.4. Acronyms

The allocation of typical expressions in ESMN is tabulated in the following table:

Table 4.8: Summary of Lexical Features of ESMN

Expressions	Occurrence	%
Words denoting increase or decrease	865	18.7
Time expressions	1022	22
Acronyms	1002	21.6
Economic terms	1747	37.7
Total	4636	100

4.3.2. Lexical Features of VSMN

4.3.2.1. Words Denoting Increase or Decrease

4.3.2.2. Time Expressions

4.3.2.3. Economic Terms

4.3.2.4. Acronyms

We summarize the distribution of lexical features of VSMN in the table 4.9.

Table 4.9: Summary of Lexical Features of VSMN

Expressions	Occurrence	%
Words denoting increase or decrease	1626	31.3
Time expressions	842	16.2
Acronyms	1445	27.8
Economic terms	1281	24.7
Total	5194	100%

4.3.3. Comparison of ESMN and VSMN in Terms of Lexical Features

4.3.3.1. Similarities

4.3.3.2. Differences

4.4. COHESIVE DEVICES OF ESMN AND VSMN

4.4.1. Cohesive Devices of ESMN

4.4.1.1. Lexical Reiteration

Based on the collected data, lexical reiteration or word repetition also plays a primary role in ESMN.

4.4.1.2. Reference

Obviously, by using reference, the writers on the one hand, maintain the cohesion between clauses or sentences. On the other hand, they also bring the brevity to the news by avoiding word repetition.

In brief, lexical reiteration and reference are the two remarkable devices used to make English stock market news cohesive. This can be demonstrated by the following table:

Table 4.10: Distribution of Cohesive Devices of ESMN

Types of Cohesive Devices	Number of Sentences	%
Lexical Reiteration	996	63.9
Reference	563	36.1
Total	1559	100

4.4.2. Cohesive Devices of VSMN

4.4.2.1. Lexical Reiteration

The collected VSMN items show that words repetition is widely used in order to stress the main entities such as names of companies, names of stocks or issues concerning stocks.

4.4.2.2. Reference

Based on the collected news items, all reference forms in VSMN are anaphoric, among which demonstratives with “*này*” take up the most in order to speak of something or a fact mentioned before in the news. In conclusion, the frequency of occurrence of cohesive devices in VSMN is as follows:

Table 4.11: Distribution of Cohesive Devices of VSMN

Types of Cohesive Devices	Number of Sentences	%
Lexical Reiteration	438	65.8
Reference	228	34.2
Total	666	100

4.4.3. Comparison of ESMN and VSMN in Terms of Cohesive Devices

4.4.3.1. Similarities

4.4.3.2. Differences

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1. A SUMMARY OF RESULTS

“*A Discourse Analysis of Stock Market News in English and Vietnamese*” is an investigation into how the stock market news is structured and what typical discourse features are employed in this news genre in both languages. In order to achieve these goals, we have already attempted to identify and describe some linguistic aspects involved in the discourse of ESMN and VSMN such as the layout, syntactic features, lexical features and cohesive devices, then compare and contrast these features to find out the similarities and differences between two languages.

Additionally, most of concepts interpreted in this study are chiefly based on the theories of discourse analysis of Cook [6], Halliday [11], [13] and Nunan [26] in English as well as of Diệp Quang Ban [38] and Nguyễn Hòa [46] in Vietnamese. The analysis of 200 samples shows some interesting results as follows:

In terms of layout, there are some certain similarities between ESMN and VSMN. Firstly, two components including the *Summary* and the *Development* can be found in both ESMN and VSMN. Secondly, the *Summary* is always located at the beginning to catch the attention from the readers and partly help them to grasp the main information. Thirdly, the *Elaboration* is always available in SMN in both languages. Finally,

most elements in the *Additional Mentions* of ESMN are present in the international stock market news in Vietnamese. Additionally, these factors are arranged at random in news in both languages. Besides such similarities, they can be distinguished from the other by some significant features. Firstly, as regards the content, there are two types of VSMN: home and international whereas each news item in English displays both of these contents. Secondly, apart from the headlines, the Summary in English news includes one long sentence covering most of six elements of information including WHICH, WHAT, WHEN, WHERE, WHY and HOW of which WHERE is optional factor whereas the summary in Vietnamese news embraces two sentences: one for main idea and the other for additional factors introducing nearly all elements of information of which WHERE appears more frequently. Finally, in ESMN, the *Development* tends to begin with the elaboration then comes to the background whereas the order of these two elements is sometimes reversed in the international stock market news in Vietnamese. In addition, in VSMN, the details in the *Additional Mentions* can be placed between the *Elaboration* and the *Background* whereas these details incline to be displayed in paragraphs continuously in ESMN.

Syntactically, ESMN and VSMN have some points in common. Concretely, both English and Vietnamese journalists apply three sentence types: complex, simple and compound sentences plausibly in order to convey information sufficiently and effectively. As to comparison constructions, comparison of superiority and inferiority are the most common and comparison of equality is the least one. Additionally, the voice is also employed in both English and Vietnamese news. In addition to the similarities, ESMN and VSMN also display some differences. As regards sentence types, in ESMN, the complex

sentences take up the most with 49.6% whereas in VSMN, the simple sentences are the most popular with 64.6%. Besides, compound-complex sentences appear in ESMN and special simple sentences are present in VSMN but these two types are absent in the other because Vietnamese does not have compound-complex sentences and English does not have special simple sentences. As for comparison, most of comparison constructions in ESMN are scalar comparison while in VSMN both scalar and non-scalar comparisons are used. Lastly, even though passive voice has not been recognized as a morphological aspect in Vietnamese, it is quite surprising that the passive sentences preponderate over active ones in VSMN (86% vs. 14%). Conversely, in English news, the active sentences outnumber the passive ones (94.5% vs. 5.5%).

Lexically, words denoting decrease and increase, time expressions, economic terms and acronyms are typical expressions employed in both ESMN and VSMN. Besides, the stock market news in these two languages also has several similarities as well as differences. Firstly, verb phrases appear most frequently to display the decrease and increase in both ESMN and VSMN. However, in English news, noun phrases are also used to express these two tendencies. Secondly, time expressions constituted by preposition and noun phrases appear more in ESMN than in VSMN (22% vs. 16.2%). Finally, the economic terms and acronyms are present in SMN in English and Vietnamese with the high proportion (37.7%, 24.7% vs. 21.6%, 27.8%). Even so, the economic terms in English news seem to be more diversified than those in VSMN.

As regards cohesive devices, lexical reiteration and reference are commonly used in both ESMN and VSMN. This type of news in both languages also shares some common features. Concretely, lexical

reiteration is in the majority chiefly with names of companies or stocks. Additionally, anaphoric is the most common reference form in which demonstratives are also available in news in both languages. Besides the similarities, they can be distinguished from each other by some prominent points. Specifically, personals preponderate over the others in English news whereas in VSMN demonstratives are the most prominent reference form. Furthermore, there are no personals and comparative reference in VSMN.

5.2. IMPLICATIONS

Hopefully, this thesis would be a valuable source for not only teachers and learners of English but also students specialized in journalism both theoretically and practically.

To teachers:

This thesis can be served as a good reference material for teaching and learning English at schools, particularly at colleges specialized in English. With this material, the teachers are equipped with general knowledge of discourse analysis as well as SMN in English and Vietnamese. Such equipment enables the teachers to feel more confident to answer their students' queries relevant to SMN and helps them to improve their teaching skill. Here are some suggestions put forward to make teaching period more effective:

Firstly, before providing the theory of discourse features of ESMN and VSMN, the teachers should ask their students to identify parts or the layout of a news sample, then recognize other discourse features such as grammar, lexis and cohesive devices. By this way, the learners will more easily memorize the general knowledge of ESMN and VSMN that the teachers wish to convey to them.

Secondly, the above findings reveal that the grammar seems to be complicated in both ESMN and VSMN. If a learner cannot grasp all these grammatical features, they may have difficulties in writing this news genre. Therefore, the teachers should emphasize the importance of grammatical features in writing this news genre by giving various kinds of exercises. Additionally, rules of using cohesive devices and their occurrence contribute to the unity of the news. Concretely, one of the most frequent devices to make the cohesion in ESMN is anaphoric reference which may be hard for some learners to apply. Being aware of possible difficulties, the teachers are also advisable to provide learners with many examples in contexts to clarify the cases in which the native users of language take advantage of anaphoric references so that the learners can get familiar with using it at an early stage.

The other factor which makes most learners worried when they try to approach ESMN is vocabulary. This worry is caused by the quantity and diversity of vocabulary learners need to memorize. Learners also consider learning vocabulary as problem difficult to solve when they have not enough time to learn by heart all new words and their usage because unlike grammar, most of vocabularies used in ESMN are polysemantic and terminological. That is why it requires close attention and frequent explanation on the part of the teacher, as well as patience on the part of the student. Furthermore, when introducing a new word, teachers should attach it to a particular context and co-text so that the learners can not only memorize the words' meaning but also know how to use them.

Finally, through the contrastive analysis, drawing out the similarities and differences between ESMN and VSMN, the teachers

can develop their learners' ability to translate this news genre in this language into the other.

To students:

English learners can benefit a lot from this thesis. Firstly, they are provided a great deal of knowledge concerning discourse analysis as well as aware of how important discourse analysis is. Secondly, all theories of discourse analysis and research method enable the English learners to explore other kinds of discourse on their own. By this way, they can grasp all principles on layout, grammar, lexis and cohesive devices appropriate to different genres of discourse. Thirdly, a discourse analysis of SMN in English and Vietnamese allows the English learners to broaden their understanding not only on the stock market in general but also linguistics aspects constituting a SMN item so that they can achieve success in writing this type of news in both languages. Finally, by deducing both similarities and differences between English and Vietnamese news, learners of both languages are facilitated when translating news from this language into the other. Also, they can avoid many mistakes caused by word by word translating and cultural barriers. For journalism students, being offered a deep theoretical insight into elements making a successful SMN item is of a great value.

5.3. LIMITATIONS OF THE STUDY

Despite the researcher's great efforts in implementing the thesis, some shortcomings are inevitable. Firstly, the theoretical background is not sufficient enough since it should have dealt with more concepts, especially on news. Secondly, because the stock market is a rather new topic which restricts the sources of news, all samples are retrieved from some certain websites. Finally, the author's shortage of knowledge on

stock market makes the use of terms in this study not as precise as we wish.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

For many reasons stated above, only some certain discourse characteristics of ESMN and VSMN such as the lay out, syntactic features, lexical features and cohesive devices were examined. Besides, much effort was made to point out the similarities and differences between news in two languages. Hence, there are still many linguistic aspects of this type of news awaiting analysis. For further investigation, we would like to offer some suggestions:

- A constrative analysis of stylistic devices of SMN in English and Vietnamese
- An investigation into pragmatic features of ESMN and VSMN
- An investigation into coherence in ESMN and VSMN
- An investigation into culture influences on ESMN and VSMN