

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



**ĐỖ VÂN ANH**

**A DISCOURSE ANALYSIS OF  
ADVERTISEMENTS IN ENGLISH AND  
VIETNAMESE  
ON THE INTERNET**

**Subject area: THE ENGLISH LANGUAGE**

**Code : 60.22.15**

**M.A. THESIS IN THE ENGLISH LANGUAGE**

**(SUMMARY)**

**Danang – 2012**

The thesis has been completed at the College of Foreign Languages,  
Danang University.

Supervisor: **NGŨ THIỆN HÙNG, Ph.D.**

Examiner 1: .....

Examiner 2: .....

The thesis to be orally defended at Examining Committee.

Time:

Venue: Danang University

The original of this thesis is accessible for purpose of reference at the -

- Information Resources Centre, Danang University

- College of Foreign Languages Library, Danang University

## CHAPTER 1 INTRODUCTION

### 1.1. RATIONALE

Language is used as a tool to transmit messages and to communicate our feelings whether in form of words, gestures or voices. All languages rely on the process of semiotics to relate a sign with a particular meaning. Obviously, we use signs to describe and interpret the world around us.

Discourse analysis in advertising focus not only on language alone. In a sense, language shouldn't be treated as an isolated object, but in good consideration of context.

Nowadays, advertising on the internet is becoming very familiar to us. Different from print ads, advertising on the internet has its own characteristics.

(1) Nha Khoa Lan Anh. Chuyên về phục hình răng, răng sứ và chỉnh nha. Trang thiết bị hiện đại, điều trị nhẹ nhàng và chuyên nghiệp. Tư vấn tận tình qua hotline 0917 463468

(3) Vacations are better when you book with an expert  
170 locations to choose from.

Celebrating 60 Years. Liberty Travel. American's vacation Experts. 877.458.3838. Learn more.

From the instances of advertisements above, we realize that language used in ads on the internet has some differences in comparison with other ads, for example, the use of such words as: "hotline" or "learn, click..." the stylistic devices and the combination

of music, language, and pictures. For this reason, I wish to carry out my research on the topic "A Discourse Analysis of Advertisements in English and Vietnamese on the Internet".

### 1.2. AIMS AND OBJECTIVES

#### 1.2.1. Aims of the Study

This research aims to analyze the discourse features of advertisements in the perspective of semiotics and discover the effects of the combination of music, language and pictures in the success of an advertisement.

#### 1.2.2. Objectives of the Study

- To describe the communication functions and the stylistic devices of advertisements in English and Vietnamese on the internet.

- To find out the effects of the combination of language, music and pictures in advertisements.

- To suggest some implications for teachers and learners of English.

### 1.3. SCOPE OF THE STUDY

- Some discourse features of advertisements in English and Vietnamese are analyzed in the perspective of Semiotics

- The focus of this thesis is put on the application of communication functions of Jakobson, the stylistic devices to achieve these functions, and the effects of the combination of language, music and pictures in advertisements.

### 1.4. RESEARCH QUESTIONS

1. What are the communication functions and stylistic devices used in advertisements in the two languages?

2. What are the effects of the combination of language, music, and pictures in an advertisement?

3. What are the similarities and differences of communication functions and stylistic devices between English and Vietnamese advertisements?

4. What are some possible suggestions for teaching and learning in both languages?

### **1.5. SIGNIFICANCE OF THE STUDY**

The study is just an attempt to consider the effects of advertising under the perspective of semiotics.

### **1.6. ORGANIZATION OF THE STUDY**

*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. LITERATURE REVIEW**

Up to now there have been a lot of books in which discourse and discourse analysis are mentioned by well-known scholars such as Halliday and Hasan (1976) with “Cohesion in English”, Brown and Yule (1983) with “Discourse Analysis”, Cook (1989) with “Discourse”, Nunan (1993) with “Introducing Discourse Analysis”, Joan Cutting (2002) with “Pragmatics and Discourse”. In Vietnamese, [30], [36]

Besides, in advertising field, a number of books and related studies in English and Vietnamese have been conducted. See more in [5], [11], [15], [16], [21]

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

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

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

The concept of “Discourse” is regarded in this thesis as:

- Discourse is language in use for communication.
- Discourse is a language unit which has meaning unity and purpose.

- Discourse can be constituted by the combination of many sentences. In English [4], [6], [18], [24]

##### **2.2.1.2. Discourse Analysis**

Brown, G. and Yule, G. [2, p.1] suggests that *the analysis of discourse is, necessarily the analysis of language in use.* [17], [26]

## **2.2.2. Overview of Advertising on the Internet**

### **2.2.2.1. Definition of Advertising**

Especially, a definition given by Cook [5] states: “*Advertising means clearly identifiable, paid for communications in the media, which aims to persuade, inform or sell. But the world is also used to cover a much broader range of activities – from design to public relations- by what are often the same organizations, using similar skills.*”[11], [20]

### **2.2.2.2. Language of Advertising**

Advertising is designed by the advertiser to be as interesting and efficient as possible so that the target consumers will get influenced at their first sight.

### **2.2.2.3. Advertising on the Internet**

Advertising on the internet can have different shapes and sizes. They have their own strong points, i.e. pictures move, music plays, and language can be a combination of speech, song and writing.

### **2.2.3. Concepts of Semiotics**

According to Chandler, D. [3, p.1], semiotics “*is the study of signs*”. Meanwhile Jakobson [3, p.8] defines semiotics as “*the general science of signs which has its basic discipline linguistics, the science of verbal signs*”. More in [5]

### **2.2.4. The Communication Functions**

Jakobson distinguishes six communication functions, each associated with a dimension of the communication process.

1. Referential (imparting information: emphasis on context).
2. Expressive (expressing emotional states: a cry, a sign: emphasis on addresser)
3. Conative (influencing behaviour: ordering, begging, emphasis on addressee)
4. Phatic (e.g. Hello! establishing or maintaining social relationships emphasis on the contact)
5. Metalingual (referring to nature of the interaction: genre, emphasis code)
6. Poetic (focusing on textual features: emphasis on message)

## **2.2.5. Stylistic Devices**

In the book entitled “*Stylistics*” [23, p.3], Richard, B. says: “*Stylistics is the art of speech, an art concerned with the use of public speaking as a mean of persuasion*”. In the scope of this study, three categories of stylistic devices are discussed namely: parallelism, repetition and rhyme.

### **2.2.4.1. Parallelism**

According to Cook [4, p.15], parallelism is “*a device which suggests a connection, simply because the form of one sentence or clause repeats the form of another. This is often used in speeches, prayers, poetry, and advertisements. It can have a powerful emotional effect*”. Instances adapted from [10]

### **2.2.4.2. Repetition**

Repetition, either in the form of sound or pattern, can constitute an effective technique of memorizing particular statements. [10]

#### **2.2.4.3. Rhyme**

By Wikipedia (last modified on 24 June 2012 at 14:02.), in the general sense general rhyme can refer to various kinds of phonetic similarity between words, and to the use of such similar-sounding words in organizing verse.

### **CHAPTER 3**

## **RESEARCH DESIGN AND METHODOLOGY**

### **3.1. RESEARCH DESIGN**

The thesis design was based on the combination of both descriptive and explorative approaches. A contrastive analysis was conducted with English as L2 and Vietnamese as L1.

### **3.2. DATA COLLECTION**

#### **3.2.1. Sampling**

After observing many ads, we picked out about 200 particular advertisements in English and Vietnamese on the internet (100 for each), and focused on finding the effects of the combination of language, music and pictures in these advertisements.

#### **3.2.2. Procedure**

**3.2.3. Instruments:** The study employed the Google engine for searching the samples of ads online in English and Vietnamese.

### **3.3. DATA ANALYSIS**

### **3.4. VALIDITY AND RELIABILITY**

## CHAPTER 4

## FINDINGS AND DISCUSSIONS

## 4.1. COMMUNICATION FUNCTIONS USED IN ADS IN ENGLISH AND VIETNAMESE ON THE INTERNET

## 4.1.1. Referential Function Factors in Advertisements

4.1.1.1. *Introducing the Existence of a Particular Product*

The advertisement has some texts that provide descriptive information about the product. From the function of informing, the name of the brand is very important. Therefore, the name of the product or service is usually at the beginning of an ad.

## (7) Riverton Chevrolet

Internet shoppers pay less. We always have the best prices on Pre-Owned inventory. Click here.

4.1.1.2. *Presenting the Merit/Value of a Particular Product*

## (15) Business banking should make Banking easier

Home Federation bank. You'll know. You're home.  
Learn more.

It is the referential function that helps advertiser reinforce the brand's name and image to the public.

## 4.1.2. Expressive Function Factors in Advertisements

The second function refers to the addresser and his or her emotions. Among such elements are interjections, such as "ah!" conveying surprise, delight, or fright, and "oh!" conveying dismay, sadness, or pain. Another means of communicating expression is the use of imperative and subjunctive moods of verbs.

## (26) Bạn muốn ghi lại những khoảnh khắc "wow"

Và chia sẻ trên facebook ngay lập tức?

Trúng máy ảnh Samsung Dv300S mỗi tuần một lần khi tham gia cuộc thi "Chia sẻ khoảnh khắc wow"

Gọi ngay đội wowteam cơ động.0902.67.67.43. Chụp là "wow". Chạm vào là chia sẻ



the word "wow" was used in order to show a feeling of excitement and surprise. Viewers can see a beautiful girl. Her hair is up, which denotes positive feelings. Life becomes easier when you choose Samsung smart Camera.

## 4.1.3. Conative Function Factors in Advertisements

4.3.1.1. *Conative Function Factors that Get the Audience to Take or Buy a Product in a Direct Way*(32) *Mở tài khoản tại VIP. Miễn phí rút tiền tại ATM của tất cả các ngân hàng.*

*Mở tài khoản tại VIP. Giao dịch dễ dàng qua Mobile banking 24/7.*

*Mở tài khoản tại VIP. Cơ hội sở hữu trọn bộ Apple.*

In (32), the imperatives were made with an illocutionary force aiming at a direct influence on the audience's decision to buy something.

#### 4.1.3.2. Conative Function Factors that Get the Audience to Take or Buy a Product in an Indirect Way

Customers are requested to experience the qualities or characteristics of the product in terms of expressing the distinctive merit or value of a product.

(34) *Free yourself from glasses and contact lenses with laser eyes surgery from Ultralase. Start wiping. Ultralase*

Experience life without glasses. Click to win free treatment



Apart from the use of imperative sentence, advertisers also pay attention to the pictures. In (34), a girl with glasses appears. Then a hand with cloth wipes away everything. This message means that you can change your life by having laser eyes surgery from Ultralase.

#### 4.1.4. Phatic Function Factors in Advertisements

The Phatic function of language is that which keeps the channel of communication open. By this function, advertisers want to start a story or a reason to buy a product.

(44) *Announcing the first nonstop service from Boston to Asia.*

*Boston-Tokyo nonstop. Welcome aboard. Book now.*

Japan airlines

In (44), greeting words like “welcome” was used to establish communication. Therefore, the contact between advertisers and viewers was prolonged.

#### 4.1.5. Metalingual Function Factors in Advertisements

The “metalingual function” is used whenever the addresser and the addressee need to check whether they use the same code and when the language is used to speak about language.

(52) *Who looks out for long island business? The long Island Association.*

*The long Island Association. Advocacy. Networking Benefits. LIA Long Island Association. Leading long island. Learn more.*

In (52) “LIA” was illustrated by *The long Island Association*.

#### 4.1.6. Poetic Function Factors in Advertisements

The poetic function aims towards message and focuses on the message for its own sake. This function is used to please the senses of addressees. Therefore, in advertisement, metaphor, rhythm, balance and contrast of sentences, clauses, phrases and words... also play their part in the success of an ad.

(59) *Water the family tree.* The Florida Keys & Key West. Come as you are.

In (59), “water the family tree”, the word was used metaphorically to emphasize a need for a relax.

## 4.2. STYLISTIC DEVICES OF ADVERTISEMENTS IN ENGLISH AND VIETNAMESE ON THE INTERNET

### 4.2.1. Rhyme

When looking at advertisement on the internet, we have found out the rhyme between the words at the end of one line with that in the next line.

(67) 22 Coolpix, at the heart of the image.

I am an innovative <u>sensor</u>	}	Rhyming [ə]
I am the light <u>keeper</u>		
I am a Coolpix S9300		
I am a Nikon.		

Learn more

The rhyme was applied right in the same line in Vietnamese ads on the internet, normally in the slogan. Slogans in Vietnamese ads were structured with two segments each of which correlated to each other in the same line

(69) Con bò cười khuyến mãi đặc biệt. Mua nhanh tay tiết kiệm ngay 2000đ

#### 4.2.2. Parallelism in Stylistic Devices of Advertisements on the Internet

##### 4.2.2.1. Parallelism in English Ads at Sentence/ Clause Level

*Table 4.10c Parallel structure of English Ads on the internet*

S/NP	VP	Co
(Unlimited love)	(is)	(listening to across country rock show)
(Unlimited love)	(is)	(an authentic Beats audio experience)

##### 4.2.2.2. Parallelism in English Ads at Phrase Level

(77) Stop scrolling. Stop searching. Start watching. Get TV weekly magazine. TV the finder

*Table 4.10d Parallel structure of English Ads on the internet*

V(bare infinitive)	V-ing
(Stop)	Scrolling
(Stop)	Searching
(Start)	Watching

##### 4.2.2.3. Other Structures of Parallelism in English Ads on the Internet

*Table 4.10h Parallel structure of English Ads on the internet*

NP	To V	O
(Gear that inspires you)	(to seek)	(new adventure)
(Gear that inspires you)	(to blaze)	(new trails)
(Gear that inspires you)	(to share)	(new memories)
(Gear that inspires you)	(to share)	(your stories)
(Gear that inspires you)	(to make)	(new friends)
(Gear that inspires you)	(to set)	(new goals)
(Gear that inspires you)	(to explore)	(Ø)

##### 4.2.3. Parallelism in Vietnamese Advertisements

Parallelism is found quite popular in Vietnamese ads. Like English advertisements, parallelism at phrase level occurs more frequently.

*Table 4.11a Parallel structure of Vietnamese Ads on the internet*

S/NP	VP	O	Adv
(Đường Can Linh)	(trị)	(mụn)	(hiệu quả)

(Ø)	(làm mờ)	(vết thâm)	(Ø)
-----	----------	------------	-----

#### 4.2.4. Repetition in Stylistic Devices of Advertisements on the Internet

(90) Viet Capital. *CTCP quản lí quỹ đầu tư chứng khoán Bản Việt.*  
 Một trong những *công ty quản lí quỹ* hàng đầu Việt Nam.  
*CTCP chứng khoán bản Việt.* Giải thưởng nhà tư vấn phát  
 hành vốn chứng khoán tốt nhất Việt Nam. Top 10 *công ty*  
*chứng khoán* hàng đầu.

In (90), the words of the brand's names were repeated to create a rhyme with alliteration, so consumers could easily remember the product and the quality.

### 4.3. THE COMBINATION OF MUSIC, LANGUAGE, PICTURES AND WORDS IN ADVERTISING

#### 4.3.1. Music, Pictures and Words in English Ads on the Internet

Let us look at the ad for Love- Chloe perfume [43]

(93) **Song words** **Pictures**

*SCENE ONE: IN AN APARTMENT*

*MUSIC CASUAL AND FREE SPIRITED*



Hi yeah... saw you last 1. A girl is about to go out. She doesn't

night

forget to wear a kind of perfume  
 named Love- Chloe

When I saw you last night

2. She looks at herself in the mirror  
 with great confidence before leaving a  
 luxury apartment

*SCENE TWO: IN THE STREET*

*MUSIC SPEEDS UP AND MORE UP BEAT*



I could easily see.

3. The girl walks down the street  
 and then she drives a fashionable sport  
 car and she looks at herself in the mirror  
 of the car.

*SCENE THREE: IN A FANCY RESTAURANT AND BACK TO HER  
 APARTMENT*

*MUSIC BUILDING TO A CLIMAX WITH CONTENT RESOLUTION*



She can't love ya.

4. She walks into a restaurant, expressing a feeling of self confident and attractive and then she walks back home in a happy sense.

#### 4.3.3. Telling Tales in Ads: Music with Pictures and Talk

Let's look at the instance below for Nissan [45]



#### (95) Song words

#### Pictures and dialogue

1. A woman is in the bathroom, she is looking at a pregnancy stick test and smiles.
2. She walks back to the bed room. Her husband is working on the computer. She informs him the news with great joy: "It's positive"

3. The man looks shock with the Sudden news and asks her "Positive?"

4. "We are having a baby", she said. Then he holds her in his arms. It seems like an epiphany hits his head.

5. He walks to the yard where he parks his car. He looks carefully at his car.

Music played

Now when I was a little boy

at the age of five,

I had somethin' in my pocket

Keep a lot of folks alive

Now I'm a man .

Made twenty-one,

You know baby,

We can have a lot of fun.

I'm a man

I spell m-a-n man

6. He touches the car and looks inside it

7. He tries to enlarge the back of the car.

8. He drags the tire

9. He shows the trade mark of Nissan

10. He pulls so strongly that he falls backwards

11. He stands up and takes dirt off his clothes

Talk "We can have a baby. Nissan Maxima. The forward sponsored

Class. Innovation for daddy,  
Innovation for all.”

#### **4.4. DISCUSSION OF THE SIMILARITIES AND DIFFERENCES OF ADVERTISEMENTS IN ENGLISH AND VIETNAMESE ON THE INTERNET**

##### **4.4.1. Application of Communication Functions in Advertisements on the Internet**

###### **4.4.1.1. Similarities**

Firstly, the referential function with the aim of imparting information is commonly used in every advertisement in English and Vietnamese to advertise the brand's name and also the merit or the truth value of a product .

Secondly, the expressive function is used to express the emotion or attitudes. Both advertisements in the two languages applied this function to differentiate the product from their competitors.

Next, conative function plays an important part in the success of an advertisement since the main function of advertising is to persuade customers, which involves in conative function. Ads in the two languages used many techniques to persuade and inform customers.

Besides, with the phatic function advertisements on the internet in English and Vietnamese aroused interest of audience and maintained the audience's attention

Another communication function is metalingual one. When analyzing ads on the internet in both languages, we realized the use of terminology.

Lastly the poetic function, advertisements in English and Vietnamese made use of words, sentence transformations to achieve the goal of persuading and catching the attention of audiences.

###### **4.4.1.2. Differences**

As regard to the referential function, there was a correlation between referential and conative function in English ads. . Vietnamese ads normally concentrated on the information and the merit of the product only.

As in the expressive function, English ads on the internet made good use of imperative and exclamation mark to convey the mood. Besides, verbs denoting certainty like “promise” ... was widely used. Vietnamese ads on the internet employed the existence of “wow” to show the satisfaction of utilizing a product. The imperative form was normally used in Vietnamese ads to achieve the goal of persuading customers.

In concerning to the conative function, which is the most important function in advertising. Ads on the internet in both languages were found to use the imperative form. However, the words “click, learn, see, visit, come...” were normally used in English ads on the internet to persuade customers for further purposes. Apart from these words, “give, get” were utilized in some ads when information to customers was fully conveyed. Moreover, the aim was to convince them to buy a product at a nearest shop for example. Vietnamese ads also applied the use of “click”. Besides, some verbs like “mua, mở tài khoản, gửi tiết kiệm” were used depending on the kind of product.

Regarding the phatic function in advertisements in the two languages, English ads on the internet used more phatic elements such as “hello, welcome” or some verbs “announce, let’s, introduce”. Besides, Yes/No questions were found in English ads to establish or maintain social relationships. Vietnamese ads used “có mặt” to mark the existence of a product and begin a monologue. Yes/ No questions were also found in Vietnamese ads on the internet

As in Metalingual function, we realized that English ads employed the use of acronym whereas Vietnamese ads preferred blending.

In terms of the Poetic function, both languages used words for pleasure to achieve the goal of attracting the attention of customers. English ads tended to use the contrast of word for example: new and old, nothing and the best...Besides, the metaphor such as “water the family tree” or idiomatic phrases were also applied in English ads. Vietnamese ads made use of the words to create a melody tune to customers.

#### **4.4.2. Utilization of Stylistic Devices in Ads in English and Vietnamese on the Internet**

##### **4.4.2.1. Rhyme**

###### *a. Similarities*

When analyzing ads on the internet, we realized that most English and Vietnamese were short copy ads. Besides, ads in the two languages used rhyme to make the product more impressive.

###### *b. Differences:*

in English ads, rhyme was between the words at the end of one line with that in the next line. Vietnamese ads seemed to prefer short slogans with rhyme and rhythm to draw attention to a product.

##### **4.4.2.2. Parallelism**

###### *a. Similarities*

. One similarity was found is the application of ellipsis in parallel structures to ensure the beat and rhythm of the syntagm in the ads in the two languages.

###### *b. Differences*

. English ads used conjunction to create the parallelism in different sentences. This type of grammar wasn’t found in Vietnamese Ads.

##### **4.4.2.3. Repetition**

###### *a. Similarities*

. Both English and Vietnamese were found to make use of repetition in ads on the internet.

###### *b. Differences*

we found out a difference in syntactic elements within the same sentence or in sentences.

## CHAPTER 5

### CONCLUSIONS AND IMPLICATION

#### 5.1. CONCLUSIONS

The study has examined how advertisements on the internet were structured and what characteristic features are used in these advertisements under the perspective of semiotics. In order to achieve this aim, we set up many goals for this thesis: investigate and find out the effect of communication functions, the combination of music, speech and pictures in advertisements. After that we point out the differences and similarities between advertisements on the internet in English and Vietnamese.

In terms of six communication functions of Jakobson, both English and Vietnamese ads have many similarities as well as differences. In advertisements in the two languages, the referential and conative functions seemed to be the most powerful ones, and the others were subordinate. All features salient in English advertisements on the internet could be found in Vietnamese ones. There was a correlation between functions for example expressive and conative functions. This is because an educational message may be addressed to a receiver and it is associated almost with the addresser, and generally entails an attenuation of the emotive function. Moreover, a correlation between the poetic and referential functions happened because of the ambiguity of the message.

In terms of layout, advertisements on internet in the two languages were short copies, and were usually combined with music,

pictures or talk to draw the attention of viewers. Music was an especially powerful stimulus for affecting mood. Music is widely used in advertising because it is believed to improve recall of the advertised product. This is a distinctive feature of advertisements on the internet in both English and Vietnamese.

As regarding to the stylistic devices used in advertisements on the internet, English and Vietnamese had at disposal means to carry out the surface structure operations that made the message more impressive. These surface structures are rhyme, grammar parallelism, repetition that was used to bring a stylistic effect that created an appeal to customer; hence, produced a cognitive effect to remember the product being advertised.

As for lexical choice, advertisements on the internet used terminology for surfing the web such as: click, start, stop... In English, we realized the high frequency of using these words: “learn more, visit today, click to discover, announcing, introducing, let’s, ...” Vietnamese ad was more popular with “để biết thêm thông tin, xin vui lòng truy cập” or “tư vấn tận tình qua hotline”...

Apart from the similarities mentioned in the aspects above, it could be said that phatic function in the ads in English on the internet was found more diversified in lexical choice for example: “hello, welcome, introduce, announce”, Y/N question, Why-interrogative syntactic forms whereas Vietnamese ads made use of Y/N question or “có mặt”. Parallelism could occur at various levels such as phase

levels, clause level or sentence levels. However, parallelism at phrase level was more popular in the two languages.

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

This thesis is hoped to be useful for not only teachers and learners of English but also recruiters and copywriters both theoretically and practically.

### **5.2.1. Implication to the Language Teaching**

Advertisements on the internet are a good source for English teaching materials at school, particularly at colleges specialized in English. In addition, the finding of the study will probably be a useful reference resource for anyone who is keen on studying language, especially advertising language. Therefore, when teaching students about advertisements, teachers of English should pay more attention to vocabulary as well as grammar in advertisements on the internet. Mastering the discourse features under the perspective of semiotics helps teachers become more confident and flexible in designing their lectures in order to convey them to the students more effectively. On this basis, the students will easily receive the knowledge the teacher want to convey to them. Besides, through the contractive analysis, drawing out the similarities, differences between advertisements on the internet in English and Vietnamese, teachers can show students prominent linguistic peculiarities in both languages so that students can have a good insight into the language they are involved in.

### **5.2.2. Implication to the Language Learning**

Also, this thesis will be of much benefit to learners of both languages. From the knowledge gained from this thesis, students can have sound background and good methods to write an effective and persuasive advertisement on the internet. Besides, successful communication in an advertisement helps evoke customer's emotion, get them to think about the message, and encourage them to purchase the product. Accordingly, the referential function guides students to learn about the existence, merit of a product. The conative function persuades customers to take action. These are the most important functions in an ad. Besides, the phatic, metalingual and poetic function helps keep the message go smoothly.

## **5.3. LIMITATION OF THE STUDY**

Discourse analysis is a broad field including many subfields. Due to the shortage of time, reference materials as well as limited linguistic knowledge, the study has got certain restrictions. Firstly, the study focuses only on semiotic features such as: communication functions, the combination of language, music, pictures in advertisements and the stylistic devices, so it has not reached the expected depth as it should. Secondly, all advertisements are taken from online American newspapers and Vietnamese ones. Besides, we use the engine of Google to search for advertisements on the internet.

## **5.4. SUGGESTIONS FOR FURTHER RESEARCH**

This thesis only focused on certain discourse features under the perspective of Semiotics such as communication functions, stylistic devices and the effects of the combination of music, language and pictures in advertisements. Such discourse matters as lay-outs,

lexical choice and speech acts haven't been discussed yet. Besides, the instances used in this corpus were from online advertisements; therefore, this cannot concentrate on a certain field of advertising for example: beauty care, beverage, or medicine...

From the limitation mentioned above, some suggestions for further research would be put forward as follow:

1. A Discourse Analysis of Advertisements on the Internet in English and Vietnamese in terms of Prosodic and Graphic features
2. An Investigation into Poetic Function used in online advertisements
3. A study of music and sound used in TV Commercial advertisements