

MINISTRY OF EDUCATION AND TRAINING  
UNIVERSITY OF DANANG

DƯƠNG THỊ THẢO GIANG

A STUDY LINGUISTIC FEATURES OF REAL  
ESTATE ADVERTISEMENTS IN ENGLISH  
VERSUS VIETNAMESE

Field Study : THE ENGLISH LANGUAGE  
Code : 60.22.15

MASTER THESIS IN THE ENGLISH LANGUAGE  
(SUMMARY)

Danang, 2012

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

**Supervisor:** HỒ THỊ KIỀU OANH, Ph.D.

**Examiner 1:**

**Examiner 2:**

**The thesis was be orally defended to the dissertation board**  
**Time : 28<sup>TH</sup> October 2012**  
**Venue : University of Danang**

**The origin of the thesis is accessible of purpose of reference at:**  
**- The College of Foreign Language Library, Danang University**  
**- Danang University Information Resources Centre**

## CHAPTER 1

### INTRODUCTION

#### 1.1 RATIONALE

Language is a medium of thought, of communication and a means of the development of society. Language connects people from culture to culture and links the world. It also allows people to convey and elaborate their perspective. The more society develops, the more important language plays role. In the world, each country has their own culture, and each culture has their own language. Therefore, language is an extremely important tool for them to maintain their culture as well as their tradition. In the period of global economic integration and intercultural communication, language is an effective way for each country to keep their national identity and exchange their culture as well as their economy. Especially, when they aim at an economic integration to have chance to interact well with other countries, to attract investment from these countries, language is a necessary tool for them to achieve their purpose.

Through language, advertising is one of ways to link people with their society, an effective way to open a successful business. Advertisement is a paid form of non-personal communication. Advertising promotes ideas, goods and services of identified sponsors. It appears at anytime and at anywhere to create sales. Therefore, advertisement is one of the disciplines where the use of language has to be employed with care in order to deliver the message effectively. In other words, people use advertisement to draw customers' attention to buy their products among which, real estate advertisement is not an exception.

Real estate is a basic need for people to survive. It is a place including all the natural resources and permanent buildings on where people live, work, relax and entertain. We start a day with it and we also end a day with it. In other word, real estate is a basic need for the survival of people all over the world. Vietnamese idiom has: “*An cư lạc nghiệp*”, through this idiom, we can see that, land, houses, building are things which we cannot survive without them. We want to built a life, develop a country; we have to have a place, at least to exist.

Although there have been a lot of researches into the linguistic features of advertisements such as: hair care products, shampoo, medicine advertisements, job advertisements, etc, there is hardly a study investigating semantic and syntactic features of real estate advertisements. This could as a result cause problems to communicators of different cultures like Vietnamese and native speakers of English in cross-cultural communication in comprehending advertisements on real estate like these illustrated in the following examples:

*“Đất biệt thự ven biển Đà Nẵng - Khu du lịch Xuân Thiều  
 Đây là khu đô thị mới, rất đẹp, hiện đại đồng bộ với các con  
 đường lớn từ đường 7m5 trở lên: đường 10m5, 11m5 , 15m5 ;  
 vỉa hè 5m , không có đường 5m5. Lô đất có vị trí đẹp: gần bờ  
 sông Hàn, đường Ngũ Hành Sơn và bãi tắm biển Hồ Xuân  
 Hương- Furama, thuộc 1 trong những bãi biển sạch đẹp nhất  
 hành tinh ; song song với con đường Sơn Trà-Điện Ngọc đi  
 vào phố cổ Hội An và Ngũ Hành Sơn. Lô đất nằm trên đường  
 11m5, có vỉa hè 5m”.* [42]

*“Jonesville, Yadkin County, North Carolina Land For Sale - 554,82 Hectares 1371 Acres, Mountain setting, 1/2 mile from I-77, Heavily wooded, great timber value. Incredibly convenient to major metropolitan centers. Western North Carolina conjures up images of freedom and new beginnings. Watch the sunset over the Blue Ridge Mountains. The magic of natural surroundings...fill your senses with fresh clean air with warm star lit nights only minutes from the modern world” [57]*

In addition, although real estate advertisements are of a topical and heated issue and interest a majority of people in a society especially those who are involved in real estate such as investors and traders, they have not been so far studied by linguistic researchers. Therefore, the study of real estate advertisements is indispensable and justifiable.

## **1.2 AIMS AND OBJECTIVES**

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

Advertising language is various. It varies from this field to another field. Semantics, pragmatics and syntax are basic methods to analyze an advertisement as well as a language. In order to attract people’s attention, an advertisement has to be correct in syntax and be simple in meaning. However, Vietnamese advertising language is different from English advertising language. For this reason, this topic is carried out to finding out the syntactic, pragmatic and semantic features of real estate advertisements in English vs in Vietnamese. As a result, the similarities and differences in semantic, pragmatic and syntactic features of real estate advertisements between these two languages are studied.

### **1.2.2. Objectives**

The study is intended:

- To describe the semantic and syntactic features of real estate advertisements in English.
- To describe the semantic and syntactic features of real estate advertisements in Vietnamese.
- To compare those semantic and syntactic features of real estate advertisements in English Vs Vietnamese.

## **1.3 SCOPE OF THE STUDY**

In this study, I will study the semantic and syntactic features of real estate advertisements in English vs Vietnamese. Advertising samples are collected from mass of communication such as newspapers, magazines, the Internet etc both in English and in Vietnamese. These samples not only limit on selling or buying houses, land but also focus on introducing or advertising for resorts, hotels both in English and in Vietnamese.

## **1.4 RESEARCH QUESTIONS**

In order to achieve the aims and objectives mentioned above, this study is to answer the following questions:

1. What are the semantic and syntactic features of real estate advertisements in English?
2. What are the semantic and syntactic features of real estate advertisements in Vietnamese?
3. What are the similarities and differences of real estate advertisements in English Vs Vietnamese in terms of semantic and syntactic features?

### 1.5 SIGNIFICANCE OF THE STUDY

Because of rapidly economic development and high demand of living standards, people want not only a place to live but also a place to relax, to entertain or somewhere to go sightseeing. Advertising is a good tool to help people to get information fastest.

This study is expected to help learners of English know about the semantic and syntactic features of real estate advertisements in English Vs Vietnamese. In addition, it could contribute to the efficient writing strategies of real estate advertisements in these two languages.

### 1.6 ORGANIZATION OF THE STUDY

This study is organized into five chapters as follows:

Chapter 1: Introduction.

Chapter 2: Theoretical background.

Chapter 3: Methods and Procedures

Chapter 4: Findings and Discussions.

Chapter 5: Conclusion.

## CHAPTER 2

### LITERATURE REVIEW AND THEORETICAL

### BACKGROUND

#### 2.1 LITERATURE REVIEW

Up to now, there have been a lot of books in which linguistic features are mentioned by well-know linguists such as “Cognitive Semantics: Meaning and Cognition” edited by Jens Allwood which presents extensions of, and critical commentaries on existing approaches, as well as attempts to develop new approaches integrating semantics and cognition; “Semantics: A Coursebook” by

James R.Hurford, which supplies us with basic ideas in Semantics as well as its aspects; “An Introduction to Syntactic Analysis and Theory” by H. Koopman, D. Sportiche, E. Stabler; “Syntactic Theory: A Formal Introduction” by Ivan A. Sag, Thomas Wasow is particular well suited to general reader or those who work in disciplines related to linguistics. Or “Pragmatics” by G. Yule, who gives us the study of how people make sense of each other linguistically. In his work, basic concepts such as the cooperative principle, deixis, and speech acts are explained and illustrated, providing readers with an ideal foundation for further study.

In Vietnam, many linguists have made contributions to the study of linguistic features. Nguyen Hoa, with his “ Understanding English Semantics”, intends to equip the students with an overview of a field so fluid and abstract and so related with other areas, in particular, pragmatics and discourse analysis. With “Hệ thống từ nối biểu thị quan hệ logic-ngữ nghĩa trong Tiếng Anh và Tiếng việt”, Phan Van Hoa helps foreign language learners to get more knowledge about means of linking words in sentences or discourse. In “Văn bản” and “Ngữ pháp tiếng Việt”, Diep Quang Ban gives readers a general studies of Vietnamese grammar. Nguyen Thien Giap, with “Dụng học Việt ngữ”, systematizes all studies about linguistic pragmatics. With “Ngữ pháp tiếng Việt” Hoang Trong Phien supplies learners with basic knowledge about syntactic units and methods to identify modern syntactic phenomena.

In terms of advertising, it has become more and more popular in all kinds of mass media which we see every day, everywhere, and at any time. Therefore, it is easy to understand the reason why

advertising language deeply draws linguists' attention in the world as well as in Vietnam.

As a result, linguists have so far studied virtually all fields of advertisements but those of advertisements on real estates. Most of these thesis concentrate on pragmatic and discourse analysis. This is the reason why I have decided on this thesis titled: *A Study of Linguistic Features of Real Estate Advertisements in English Vs Vietnamese, which base on linguistic features.*

## **2.2 THEORETICAL BACKGROUND**

### **2.2.1 Semantic Features**

#### **2.2.1.1 The Meaning of Meaning**

#### **2.2.1.2 Components of Word- meaning**

Nguyễn Hòa, Understanding English Semantics, Nhà xuất bản Đại học Quốc gia Hà Nội, distinguishes four major components of word- meaning:

- Denotation
- Connotation
- Structural meaning
- Categorical meaning

#### **2.2.1.3 Sentence and Utterance Meaning**

#### **2.2.1.4 Discourse**

### **2.2.2 Syntactic Features**

To make clear the meaning of syntax, we will clarify its aspects involved.

#### **2.2.2.1 Categories**

#### **2.2.2.2 Phrase Structure**

### **2.2.3 Sentence**

#### **2.2.3.1 Sentence in English**

According to Tran Huu Manh [32], sentences may be simple, compound or complex.

#### **a. Simple Sentences**

In English, according to Tran Huu Manh's view[32, p. 90], there are seven sentence types.

- S + V intransitive
- S + intensive + C
- S + V intransitive + A
- S + V monotransitive + O
- S + V ditransitive + O + O
- S + V complextransitive + O + C
- S + V complextransitive + O + A

#### **b. Compound Sentences**

These are sentences formed by two or more independent clauses joined by co- ordinators such as and, but and others

#### **c. Complex Sentences**

A complex sentence is a sentence with one independent clause and at least one dependent clause. Dependent clauses include:

- Nominal Clauses
- Adverbial Clauses
- Relative Clauses

#### **2.2.3.2 Sentences in Vietnamese**

##### **a. Simple sentence**

According to Tran Huu Manh's view, there are seven sentences structures in Vietnamese:

- S + V intransitive
- S + V intensive+ C
- S + Vintransitive+ A

- S + V+ O monotransitive
- S + V ditransitive + O + O
- S + V complextransitive + O + C
- S + V complextransitive O + A

*b. Compound sentence*

### **2.2.3.3 Method of Sentence Analysis**

- Descriptive Linguistic Analysis: (Traditional Grammar)
- Tree diagram:

### **2.2.4 Real Estate Notion**

According to [42], Real estate is

*"A piece of land, including the air above it and the ground below it, and any buildings or structures on it. Real estate can include business and/or residential properties, and are generally sold either by a realtor or directly by the individual who owns the property (for sale by owner). In most situations in the United States, real estate is a legal designation, and is subject to legislation".*

Real estate advertising is you have something and then telling the customer it's been sold or rented and showing them something more expensive, less attractive or of poorer quality, than what was advertised.

*2.2.4.1 Real Estate*

*2.2.4.2 Real Estate Advertising*

## **CHAPTER 3**

### **METHOD AND PROCEDURE**

#### **3.1 RESEARCH DESIGN**

#### **3.2 RESEARCH METHODS**

#### **3.3 RESEARCH PROCEDURES**

### **3.4 DESCRIPTION OF SAMPLES**

### **3.5 RELIABILITY AND VALIDITY**

## **CHAPTER 4**

### **FINDINGS AND DISCUSSIONS**

#### **4.1 SEMANTIC AND SYNTACTIC FEATURES OF REAL ESTATE ADVERTISEMENTS IN ENGLISH VS VIETNAMESE**

##### **4.1.1 Characteristics of Real Estate and Real Estate Advertising**

*4.1.1.1 The Economic Characteristics*

*4.1.1.2 The Physical Characteristics*

*4.1.1.3 Real Estate Advertising*

Each advertisement normally contains at least a sentence or a phrase acting as a slogan to attract readers. A real estate advertisement is maybe long or short, but in the limitation of my study, I only focus on syntactic features of these sentences. What are syntactic features of those kinds of sentences or phrases? Which kinds of sentences or phrases they belong to? Let us go into details.

##### **4.1.2 Semantic Fields of Real Estate Advertisements in English Vs Vietnamese**

*4.1.2.1 Real Estate for Sale*

*a. Phrasal Level*

[1] NP

Like other noun phrases in other kinds of text, noun phrases in real estate advertising can have both basic and complex structures which consist of a head and optional modifiers: Premodifier(s) + Head + Postmodifier(s).

[2] VP

According to Longman dictionary of Language Teaching and Applied Linguistics, a verb phrase contains the head verb, and also any object(s), compliment(s), and adverbial(s).

In real estate advertisements, there are some differences in using language between English and Vietnamese. In my data, we hardly found examples containing verb phrases in Vietnamese advertisement. Normally, advertisers use verb phrases to open an advertisement.

*b. Sentential Level*

Real estate advertising employs a wide variety of structures to convey the messages about their premises to customers more effectively. The seven basic structures are used adequately in real estate advertising for sale.

- [1] S + V intransitive
- [2] S + Vintensive + C
- [3] S + V intransitive + A
- [4] S + V monotransitive + O
- [5] S + V ditransitive + O + O
- [6] S + Vcomplextransitive + O + C
- [7] S + Vcomplextransitive + O + A

*Table 4.1 Relative frequency of English and Vietnamese structure of real estate advertising for sale.*

Pattern	English		Vietnamese	
	Number	%	Number	%
NP	15	23.81	13	22.81
VP	4	6.35	7	12.28
S + V in	3	4.76	5	8.77

S + Vin + C	8	12.70	12	21.05
S + V inten + A	5	7.94	3	5.26
S + V mono + O	10	15.87	9	15.79
S + V di + O + O	4	14.27	3	5.26
S+ V com + O + C	9	14.29	3	5.26
S+ V com + O + A	5	7.94	2	3.50
<b>Total</b>	<b>63</b>	<b>100</b>	<b>57</b>	<b>100</b>

**4.1.2.2 Real Estate Advertisement for Buying**

This kind of advertising is originated in the high demand of customers. They want to own a suitable house in a quick time. Customers normally post the piece of advertisement by themselves on classified advertisements. Or they ask real estate agency to help them. In this kind of advertisement, I cannot find out the advertisements in English. In Vietnamese, this purpose is shown through the following structures:

[1] VP

“Cần mua gấp nhà rộng mặt tiền khu vực chợ Bến Thành”

“Cần mua chung cư Royal City Nguyễn Trãi”

This kind of advertisement mainly focuses on the purpose of customers rather than describing the house. That is the reason why there are few advertisements about this purpose. Especially, in English, I cannot find out any advertisements.

**4.1.2.3 Real Estate Advertisement for Rent**

The purposes of the buyers are different from those of the renters. When people want to buy a house or land, they have to put them into consideration very carefully. Since it is a place in which they live during their life. In addition, it is not easy for them to change another one. On the contrary, renting a house is much easier.

They collect information, decide whether it is suitable or not and then rent. Furthermore, they just live there in a short time, or just for their vacation. If they do not be satisfied, they can change and easily find another one.

*a. Phrasal Level*

Noun phrase may be common used in real estate advertising both in English and in Vietnamese.

*b. Sentential Level*

[1] S + Vmonotransitive + O

[2] S + Vcomplextransitive + O + C

[3] S + Vditransitive + O + O

*Table 4.2 Relative frequency of English and Vietnamese structure of real estate advertising for rent*

Pattern	English		Vietnamese	
	Number	%	Number	%
NP	13	37.14	10	23.81
VP	2	5.71	4	9.52
S + V in	0	0	2	4.76
S + Vinten + C	6	17.14	7	16.67
S + V in + A	3	8.57	7	16.67
S + V mono + O	6	17.14	5	11.90
S + V di + O + O	0	0	3	7.14
S+ V com + O + C	4	11.42	3	7.14
S+ V com + O + A	1	2.85	1	2.38
<b>Total</b>	<b>35</b>	<b>100</b>	<b>42</b>	<b>100</b>

**4.1.2.4 Real Estate Advertisements for Attracting Investments**

Common examples of investment properties are apartment buildings, resorts and rental houses, in which the owners do not live in the residential units, but use them to generate ongoing rental income from tenants. Those who invest in real estate also expect to generate capital gains as property values increase over time. This is the most basic characteristic of real estate investment and investors.

Due to the limitation of the materials, I only find down above advertisements for my linguistic analysis. No English advertisements are found.

[1] S + Vintransitive + C

[2] S + Vcomplextransitive + O + C

**4.1.2.5 Real Estate Advertisements for Business**

*a. Phrasal Level*

[1] NP

[2] VP

*b. Sentential Level*

In English:

[1] S + Vmonotransitive + O

[2] S + Vintensitive + A

[3] S + Vintransitive + O + O

[4] S + Vcomplextransitive + O + C

[5] S + Vcomplextransitive + O + A

In Vietnamese:

[1] S + Vmonotransitive + O

[2] S + Vintransitive + C

[3] S + Vditransitive + O + O

[4] S + Vcomplextransitive + O + C



[5] S + Vcomplextransitive + O + A

*Table 4.3 Relative frequency of English and Vietnamese structure of real estate advertising for business*

Pattern	English		Vietnamese	
	Number	%	Number	%
NP	5	27.78	3	20
VP	5	27.78	2	13.33
S + V in	0	0	0	0
S + Vinten + C	0	0	0	0
S + V in + A	0	0	0	0
S + V mono + O	3	16.67	3	2
S + V di + O + O	0	0	2	13.33
S+ V com + O + C	4	22.22	3	20
S+ V com + O + A	1	5.56	2	13.33
<b>Total</b>	<b>18</b>	<b>100</b>	<b>15</b>	<b>100</b>

#### **4.1.2.6 Real Estate Advertising for Entertainment**

Entertainment is truly a very important part of our daily lives.

In my thesis, I mainly choose advertisements for parks and museums for my semantic and syntactic analysis.

In English:

*a. Phrasal Level*

[1] VP

*b. Sentential Level*

[1] S + Vintensive + C

[2] S + Vditransitive + O + O

In Vietnamese:

[1] S + Vmonotransitive + O

[2] S + Vditransitive + O + O

[3] S + Vcomplextransitive + O + C

*Table 4.4 Relative frequency of English and Vietnamese structure of real estate advertising for entertainment*

Pattern	English		Vietnamese	
	Number	%	Number	%
NP	35	29.16	29	24.17
VP	10	8.33	15	12.50
S + V in	3	2.50	7	5.83
S + Vinten + C	17	14.17	21	17.50
S + V inten + A	8	6.67	10	8.33
S + V mono + O	19	15.83	15	12.50
S + V di + O + O	6	5.00	8	6.67
S+ V com + O + C	15	12.50	11	9.17
S+ V com + O + A	7	5.83	4	3.33
<b>Total</b>	<b>120</b>	<b>100</b>	<b>120</b>	<b>100</b>

## **4.2 THE SIMILARITIES AND THE DIFFERENCES OF LINGUISTIC FEATURES IN ENGLISH VS VIETNAMESE**

From the above description of structure in real estate advertising, we draw some similarities and differences in semantics and syntax of real estate advertising.

### **4.2.1 The Similarities**

Both real estate advertising in English and Vietnamese have different forms, it has its own features in semantics and syntactics. However, simple and attractive are two general features of real estate advertisements.

Semantically, there are different types and different styles in writing real estate advertisements but the common purpose is selling products or services for target customers. It is the persuasion the main purpose that advertisers have to take care of in their advertisements. These advertisements not only have to be brief and concise but also ensure to bring about enough information. Simultaneously, the used language has to make the characteristics of each product or service more outstanding. Both real estate advertising in English and Vietnamese meet these requirements. The purpose of real estate is the same with other kinds of advertising; therefore the purpose of real estate advertising for sale, for rent and for investment are the same. That is to attract a wide range of customers.

Syntactically, both English and Vietnamese employ adequately the seven basic structure to express the ideas and persuade customers. According to Tran Huu Manh, this is also the specific characteristics of the similarities in English and Vietnamese language.

In details, the table 4.4 shows that both real estate advertising in English and Vietnamese use noun phrases ( an adjective modify the noun) and simple sentences more frequently than other structures all in real estate for sale, for rent as well as for investment, entertaining and business. On the contrary, the number of compound or complex sentences is fewer. The style which real estate advertising belongs to is the descriptive style; therefore, the simple sentence and noun phrases combine with adjectives is the most effective way to transmit the messages which has been fully taken advantages of by advertisers in both English and in Vietnam. Because of the limited quantity of samples, the number of other types of sentence such as S

+ V, S + V + O + O and S + V + O + A is not much used. In the case of real estate for sale, both English and Vietnamese have the most various types of sentences. It seems to be that, real estate for sale is more paid attention than the others.

#### 4.2.2 The Differences

Semantically, the same purposes of real estate advertising in English and Vietnamese are selling, renting the houses, land and attracting people. Through all the samples in the thesis, we can realize that the need for a place to live in England is different from those in Vietnam. The English wants to own a place where is far from the centre, close to the nature to enjoy the fresh air and the beauty of the nature, and to escape from the pollution as well as the noise. On the contrary, Vietnamese people have a trend to live in the center for a more convenient life. The nearer the centre their house is, the more convenient they feel. This is because of the difference in the life style and culture of English and Vietnamese people. Moreover, the transportations in English are more modern and convenient. Concurrently, the English's economy is more developed than Vietnam's, the population is denser, it is easy to understand the reason why the English does not want to live in the centre. Meanwhile, in Vietnam, big cities are the ideal destination for living, studying and working.

In other hand, Vietnamese people care about their neighborhood when choosing a place to live than the English. From our ancestor to our generation, Vietnamese people highly appreciate emotions that are clearly shown in their idiom “*bán bà con xa, mua láng giềng gần*” or in the proverb “*một bò cái lý không bằng một tí cái tình*”. This idea is also strongly expressed by Trần Ngọc Thêm in

“Cơ sở văn hóa Việt Nam”. “Về mặt tổ chức cộng đồng, con người nông nghiệp ưa sống theo nguyên tắc trọng tình. Hàng xóm sống cố định lâu dài với nhau phải tạo ra một cuộc sống hòa thuận trên cơ sở lấy tình nghĩa làm đầu: Một bồ cái lí không bằng một tí cái tình. [40.p14]

Under the light of culture, based on the traditional custom, there is no need for wedding restaurants in English. Because their wedding ceremony is often hold in the church. And their weddings are not complicated like these in Vietnam. On the contrary, the need for restaurants in Vietnam is more and more increasing. Therefore, we hardly see advertisements about wedding restaurants in English.

In terms of real estate advertising for attracting investment, I hardly find out any advertisements in English.

Syntactically, verb phrase is not normally used both in English and in Vietnamese. But in their advertisers’ usages, English advertisers use verb phrase for the advertisement’s conclusion. On the contrary, Vietnamese advertisers use it to open an advertisement.

There are some structures which English does not use to convey the messages to readers in real estate for rent, for business and for entertaining. Such as: S + V, S + V + O + C, S + V + O + A and in Vietnamese: S + V, S + V + C, S + V + A are not fully used. The frequency of the structure S + V + O is used and paid attention to the most in English advertisements. On the contrary, the Vietnamese advertisers employ the structure S + V + C most. Those happen because there are some differences between the English’s culture and Vietnamese’s culture. Trần Ngọc Thêm [39, p38] pointed out “Trong cách ứng xử với môi trường tự nhiên hình thành hai thái độ đối lập: Dân nông nghiệp sống phụ thuộc nhiều vào thiên nhiên, ở cố định

một chỗ với cái nhà, cái cây của mình nên có ý thức tôn trọng, không dám ganh đua với thiên nhiên. Sống hòa hợp với thiên nhiên - đó là mong muốn của cư dân các nền văn hóa trọng tĩnh phương Đông” and “Còn dân du mục thì nếu thấy ở nơi này không thuận tiện, họ có thể dễ dàng bỏ đi nơi khác, do vậy dẫn đến tâm lý coi thường thiên nhiên; bởi vậy mà các nền văn hóa phương Tây trọng động luôn mang trong mình tham vọng chinh phục và chế ngự thiên nhiên”. From his conclusion, we can understand that the way people treat their living environment will affect their language using. As a result, The English tends to use more structures which contain the mobility. These usages show their ambition to conquer, dominate the nature and other people. On the contrary, Vietnamese advertisers like the tranquility in their structures. In other words, they want to lead a leisurely life, be in harmony with nature and around people.

## CHAPTER 5

### CONCLUSIONS AND IMPLICATIONS

#### 5.1 CONCLUSION REMARKS

Advertising in general and real estate advertising in particular appear everywhere, every time. Because of the need of the market economy, advertising is deeply rooted in our daily life and closely follows our step. Although advertising appears in many different forms and mean, it basically uses language as a means to draw customers’ attention and supply them with necessary information about their products as well as their services.

In addition, people often think that real estate advertising is very jejune and inflexible. Because they often see this kind of advertising advertised simply on boards or a piece of paper. In fact, both real estate in English and Vietnamese have high aesthetic effects

in expressing ideas and drawing attention to their products or services, making a strong impression on customers in order to arouse their interest of buying, renting or using products and services.

To be honest, the advertisers' attention to real estate has not fully taken care of yet. Therefore, wide ranges of advertisements are delivered unintentionally; the language in those is not much taken care of. In fact, to real estate advertising, advertisers often pay much attention to the idea than the language that they use. Therefore, a variety of advertisements is not brief and wordy. On the other hand, some of them are too short and not informative enough. It is the reason why real estate advertisements enable people to think of and care about selling and buying real estate than care about the beauty of the language in real estate advertisements.

An investigation into linguistic features of a discourse is not new, but the investigation into linguistic features of real estate advertising is rather new. This thesis is the study of how real estate advertisements are written in English and Vietnamese in order to get a full understanding of the typical linguistic features of this kind of advertisement in both languages.

The study is hoped to make some valuable contributions to the teaching and learning of English linguistic features in general and of semantics and syntax in particular. Especially, it will not only help Vietnamese learners get better understanding of real estate advertising language which they have not paid much attention to yet. Concurrently, the researcher hopes to provide them with some necessary strategies and techniques in writing and translating real estate advertising language.

## **5.2 IMPLICATIONS**

As far as we know, language plays a very important role in our life. We use language as a tool for both communication and non-

communication. The communicative as well as non-communicative competence is estimated through linguistic roles and the understanding of languages of nations we interact. On carrying out this research, I do hope this thesis will make some contribution to the field of teaching English, learning English and writing real estate advertisement in mass media.

Firstly, the finding of the study will probably be a useful reference resource for anyone who has passion for study language. It not only helps them to appreciate the beauty of advertising language but also provide them with some necessary strategies and techniques in writing advertisements, especially in writing real estate advertising. In fact, there have been quite lots of researches on the language of advertising in general, but the studies on real estate advertising language are still very few. Therefore, this research hopefully will have some help for students majoring the English language when they conduct a piece of scientific research on the advertising language related to real estate.

Secondly, syntax is a difficult subject for both English and Vietnamese. Both of these learners even have difficulty in learning the syntactic rules of their own mother tongue. Together with other studies related to syntax, I hope that this thesis will help English teachers to learn and know more about English and Vietnamese linguistic features in general, and linguistic features in advertising language in particular. Concurrently, it provides them with necessary knowledge that teachers could master to help students. Because semantics and syntax are not easy for students. Therefore, teachers should be patient with their students in order to help them clearly understand and distinctively distinguish English and Vietnamese these linguistic features when they study them.

Thirdly, for advertisers and businesses. We clearly knew the most important purpose of advertisers is selling their products and services. Advertising is an effective tool for advertisers to achieve their goals. This study is carried out, hopefully to provide some knowledge of linguistic features which may benefit the advertisers and businesses in writing advertising in general.

Finally, for realtors. Real estate is a heated issue of the society. It always attracts a large number of people all over the world. However, real estate advertising is not much paid attention to as much as other kinds of advertising. Thus, this study hopefully to provides them some techniques which are maybe useful for them to write more brief and effective real estate advertisements- a major field in the economy but is disregarded in advertising field to some extent.

### **5.3 LIMITATIONS**

In spite of the fact that we have tried our best in finding materials and investing our efforts, due to the lack of time as well as relevant materials for research and the limited knowledge of the writer, this study is not without limitations.

In addition, although the studies of advertisements have been done by a lot of linguists, the studies on the real estate advertising are rather few. Therefore, it cannot avoid limitation as well. The study on real estate advertising is rather general.

Moreover, because forms of real estate advertising are diverse, from short to long, simple to complicated, the choose for the sentence to analyze the syntactic features are rather subjective.

Syntactically, this thesis studies only 100 samples in English and 100 samples in Vietnamese. I also do not study the syntactic feature of whole advertisement; I just focus on the sentence which brings the message of the advertisers. It can be considered as the

slogan of the advertisements not other descriptive sentences about the house, land or resort in advertisements. Therefore, the sentence structures are analyzed based on these sentences. The differences among the frequency of basic seven structures in English and Vietnamese are not much. From the table 4.1, we can conclude that the differences between these two languages in using structures are not remarkable.

With those difficulties and limitation of personal ability, sources of materials relating to the problem under investigation and outside factors, some weaknesses are inevitable. I would be very grateful to those who take interest in the topic and this work. Any comment, advice and adjustment is valuable to make this work more fulfilled, diversified and perfect.

### **5.4 FURTHER RESEARCH**

For the further investigation into real estate field, I would like to offer some suggestion for further researches:

Firstly, we find it important to investigate the discourse analysis of real estate advertising in English and Vietnamese.

Secondly, we should have a quantitative study on the frequency of imperative sentences in real estate advertising and deeply investigate the pragmatic features of these sentences.

Thirdly, we can conduct a thesis on the pragmatic features of real estate advertisements in English and Vietnamese.

Finally, each city in the world has its own advertisement to introduce to other cities. We can conduct a research on this kind of advertising in term of discourse analysis or syntax.