

**MINISTRY OF EDUCATION AND TRAINING
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LÊ THỊ HOÀI AN

**A DISCOURSE ANALYSIS OF
ADVERTISEMENTS IN TERMS OF
PERSUASION STRATEGIES IN ENGLISH
AND VIETNAMESE**

Subject area: THE ENGLISH LANGUAGE

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

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Supervisor: NGŨ THIÊN HÙNG, Ph.D.

Examiner 1: Assoc. Prof. LŨU QUÝ KHƯƠNG

Examiner 2: Assoc. Prof. NGÔ ĐÌNH PHƯƠNG

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CHAPTER 1 INTRODUCTION

1.1. RATIONALE

With a view to create strong impressions on readers and persuade consumers to buy their products, the advertisers have to create many ways and strategies to make the messages become more persuasive. Persuasion is considered as an effective strategy and the core of advertising

Here are some examples relating to persuasion strategies used in English and Vietnamese cosmetic advertisement below:

(1.1) Recently awarded "Allure" 'Best of Beauty' (Oct. 2009) and "Elle" 'Genius Award' (April 2009).The diverse shades of **Bobbi's Blush** offer the best way to give cheeks color that looks fresh and natural. [A-1]

(This Ads uses the Alpha strategy – “Increase Source Credibility” to raise more persuasion for the product) [B - 1]

(1.2) Chọn lựa để sở hữu 1 trong 3 Combo mỹ phẩm Kalina- sản phẩm chính hang của Nga được phân phối độc quyền bởi T&H Cosmetic Company, chỉ với 98,000VNĐ, giảm 64%. Giá gốc 270.000VNĐ.

=> *(This Ads use Omega strategy – “Raise the Comparison” in order to make the offer seem more attractive).*

With the popularity of advertisement nowadays, researching a discourse of advertisements in terms of persuasion strategies is very necessary and useful for people in common and English learners in particular. Therefore, “**A discourse analysis of advertisements in terms of persuasion strategies in English and Vietnamese**” is the title of the master thesis I wish to carry out.

1.2. AIMS AND OBJECTIVES OF THE STUDY

1.2.1. Aims of the study

The aim of the research is to carry out a discourse analysis of English and Vietnamese advertisements in term of persuasion strategies in order to find out their discourse features such as layout, vocabulary, syntax, and pragmatic features. Besides, this study helps Vietnamese learners of English understand and grasp the distinctive characteristics of persuasion strategies used in advertisements.

1.2.2. Objectives of the study

1) To describe the discourse features of advertisement of English versus Vietnamese in term of persuasion strategies - Alpha and Omega strategies.

2) To find out and explain the similarities and differences between English versus Vietnamese advertisements in term of persuasion strategies.

3) To suggest some implication for teacher and learner of English, especially people who trained to become advertisers.

1.3. SCOPE OF THE STUDY

The focus of this thesis is just put on the layout, vocabulary, [B- k]yntax, and pragmatic features.

In spite of various means of advertising, our scope of investigation is limited to advertisements in the internet.

1.4. RESEARCH QUESTIONS

1) What are the linguistic features of persuasion strategies in advertisements in terms of lexical choice, syntax and pragmatics in English and Vietnamese?

2) What are the similarities and differences between English and Vietnamese persuasion strategies in advertisements in term of

their layout, lexical choice, syntax and pragmatics?

3) What are some possible suggestions for teaching and learning English as well as using English by people majoring in advertising to create effective persuasion strategies in advertisement?

1.5. SIGNIFICANCE OF THE STUDY

It is hoped that my MA thesis entitled “**A Discourse Analysis of Advertisements in terms of persuasion strategies in English and Vietnamese**” will be helpful for teaching and learning English at marketing colleges which are responsible for training future advertisers. In other words, it will probably help students as potential advertisers know how to make an effective and attractive persuasion in advertisements to appeal the consumer’s purchasing

1.6. ORGANIZATION OF THE STUDY

Chapter 1: Introduction

Chapter 2: Theoretical Background

Chapter 3: Methodology

Chapter 4: Finding and Discussions

Chapter 5: Conclusion and Implications

CHAPTER 2 LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. REVIEW OF PREVIOUS STUDIES

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 Hassan (1976) with “Cohesion in English”, Brown and Yule (1983) with “Discourse Analysis”, Widdowson (1994) with “Linguistics”, Cook (1993) with “Discourse”.

In Vietnam, many linguists have made contributions to the study of discourse analysis. Tran Ngoc Them with “He thong lien ket van ban tieng Viet” (1999), Diep Quang Ban (2003) with “Giao tiep - Van ban - Mach lac – Lien ket – Đoạn Văn”, Nguyen Hoa with “An Introduction to Discourse Analysis” (2000) and “Phan tich dien ngon – Mot so van de ly luan va phuong phap” (2003), Nguyen Thi Viet Thanh with “He Thong Lien Ket Loi Noi Tieng Viet” (2001).

Besides, from different views, some linguists have approached advertising and advertising language in “Ve ngon ngu quang cao” (Tran Dinh Nguyen – Nguyen Duc Toan, 1993), “Ngon ngu quang cao – Phuong phap sao phong” (Nguyen Duc Dan, 1994); “Doi net ve quang cao o Viet Nam” and “Advertisement texts studied in aspect of the structure” (Vo Thanh Huong, 2000). Ton Nu My Nhat with her Ph.D dissertation named “A Discourse analysis of travel Advertisements in English and Vietnamese” (2005) reviewed literature discourse analysis and proposed an analytical framework for the linguistic description of lexical-grammatical features in travel

advertisements in the light of Halliday's functional-systemic grammar.

2.2. THEORETICAL BACKGROUND

2.2.1. Discourse and Discourse Analysis

2.2.1.1. Concepts of Discourse

We view discourse in this thesis as follows:

- Discourse is a 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.

2.2.1.2. Concepts of Discourse Analysis

Brow and Yule (1983) states that "discourse analysis" is the study of language use with the reference to the social and psychological factors that influence communication.

2.2.2. Specialized Advertising Discourse

2.2.2.1. Definition of Advertising

The definition given by Cook [6] states: "*Advertising means clearly identifiable, paid for communications in the media, which aims to persuade, inform or sell.*"

2.2.2.2. Language of Advertising

Effective advertising message should be:

- meaningful, pointing out the benefits that makes the product desirable or interesting to consumers.
- believable, so that consumers will believe that the product or service will deliver the promised benefits.
- distinctive, telling people how the product is better than competing brands. [13, p.21-22]

2.2.2.3. Means of Advertising

In this thesis, we only use the data sources which are taken from the Internet in both Vietnamese and English for analysis.

2.2.3. Speech Acts

2.2.3.1. Speech Acts Theory

Austin described three characteristics, or acts, of statements that begin with the building blocks of words and end with the effects those words have on an audience. Locutionary acts, Illocutionary acts and Perlocutionary acts: [2].

2.2.3.2. The Classification of Speech Acts

In this study, my examination just focused on the three main types of speech act such as representatives, directives and commissives.

2.2.4. Stylistic devices

The most frequent definition of Stylistic Devices (Rhetoric) is one defined as the ability to write clearly, correctly and in a manner calculated to interest the readers.

2.2.5. The Communication Functions

According to the online dictionary Wikipedia [26], Jakobson distinguishes six communication functions, each associated with a dimension of the communication process:

1. Addresser (speaker, narrator, author)
2. Addressee (hearer, reader, viewer, user)
3. Code (system)
4. Message (text; discourse, what is being said)
5. Context (referent; about what?)
6. Contact (channel of communication; psychological or physical connection)

2.2.6. Overview of Persuasion Strategies in Advertising

2.2.6.1. Definition of Persuasion in Advertising

John O' Shaughnessy and Nicholas Jackson O' Shaughnessy [11, p.ix] say that "Effective advertising is, almost always persuasive advertising, and advertising does not seek to persuade is really missing an opportunity".

2.2.6.2. Model of Persuasion:

2.2.6.2.1. Alpha Strategies

Alpha strategies attempt to persuade by increasing the approach forces. An offer or a message can be made more attractive by adding incentives, creating more convincing reasons, finding more credible source, and so on.

2.2.6.2.2. Omega Strategies

Omega strategies attempt to persuade by decreasing avoidance forces. Thus, Omega change strategies work by removing or disengaging someone's reluctance to change.

2.3. SUMMARY

CHAPTER 3 METHODS AND PROCEDURE

3.1. METHODOLOGY

3.1.1. Research Design

Thanks to both qualitative and quantitative approaches, the researcher can describe and analyze then makes comparison and draws conclusions in order to reach the goals already set.

3.1.2. Research Methodology

The descriptive method is used to give a detailed description of some persuasion strategies in English and Vietnamese Advertisements.

The analytic method is used to classify and justify a certain feature or characteristic.

The comparative method is used to give the comparison of the persuasion strategies used in two languages, English and Vietnamese Advertisements.

3.2. RESEARCH PROCEDURE

3.3. DESCRIPTION OF SAMPLE

260 advertisements (130 in English and 130 in Vietnamese) are randomly taken and classified into two model of persuasion – Alpha strategies and Omega strategies. Then, the distinctive features of English and Vietnamese advertisements were found and analyzed.

3.4. DATA COLLECTION

The collected data for analysis in this thesis come from the Internet only.

3.5. DATA ANALYSIS

3.6. VALIDITY AND RELIABILITY

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1. AN OVERVIEW OF THE ALPHA STRATEGIES

Alpha strategies attempt to persuade by increasing the approach forces. An offer or a message can be made more attractive by adding incentives, creating more convincing reasons, finding more credible source, and so on.

4.1.1. Making Messages more Persuasive

Strategy of this kind was found to create strong argument that justify and compel expected or desirable actions.

In English

Our Volcano foot mask *contains almost an entire produce aisle; potatoes, tomatoes, papayas, lemon...we use all these wonderful fresh ingredients to deodorize and soften unsightly feet.*

[A-2]

In Vietnamese

BRIGHTENING DAY CREAM -Khi thoa lên da sau 5 giây thành phần bột thuốc mịn trong sp sẽ thẩm tan và *hút nhờn vùng chữ T trên bề mặt da và tận sâu chân lông.*

[B-2]

4.1.2. Adding incentives

This strategy was used to add extra inducements for compliance, including interpersonal ones such as being liked for your opinion or choice.

In English

Receive a 2-Piece Gift with any purchase of 2 or more Michael Kors fragrance items.

[A-3]

In Vietnamese

Mua phần mềm diệt virus Kaspersky *nhận ngay quà tặng áo mưa Kaspersky*

[B-3]

4.1.3. Increasing source credibility

This strategy was aimed to make the source of the advertisement more expert or attractive to increase their persuasiveness

In English

An ISO 9001:2008 & 22000:2005 certified company involved in manufacturing of home supplies such as milk products and desi ghee.

[A-4]

In Vietnamese

Neptune 1:1:1 là thể hệ dầu ăn hoàn toàn mới, được đặc chế cho sức khỏe của người Việt Nam và là dầu ăn duy nhất **được Viện Dinh Dưỡng Quốc Gia nghiên cứu và tư vấn.**

[B-4]

4.1.4. Emphasize scarcity

This strategy was found to tell the target audience or consumers that few items of product exist for only a short time. In this sense, scarcity makes the opportunity more attractive.

In English

This is a 3 day only sale so you want to be sure you take advantage of these great pet gifts!

[A-5]

In Vietnamese

Chiếc máy tính bảng được tạp chí Stuff - **giá bán thông thường là 13.999.000 VND sẽ được bán với giá đặc biệt là 9.990.000 VND trong 1 ngày duy nhất là ngày 12/ 2/ 2011** tại FPT Shop số 10 Nguyễn Văn Linh, Quận Hải Châu, Đà Nẵng.

[B-5]

4.1.5. Engage a norm of reciprocity

By this strategy, small, gratuitous favors are expected to obligate the recipient to reciprocate, but you control the avenue of reciprocate.

In English

We proudly offer free shipping and handling in the US and Canada. **Free Shipping will be applied automatically to all qualifying orders** [A-6]

In Vietnamese:

Maydocsach.vn miễn phí vận chuyển cho toàn bộ các đơn hàng, không có bất kì giới hạn nào về giá trị của đơn hàng.

[B-6]

4.1.6. Emphasize consistency and commitment

The advertisers aimed to create small actions or reframe the target's prior actions to appear consistent with the requested behavior.

In English

You can now try *Lush Illumination* before you make the actual purchase. [A-7]

In Vietnamese

Vui lòng đến bất kỳ quầy hàng Estée Lauder để **tham gia miễn phí chương trình Bright Now- được kiểm tra và tư vấn cũng như nhận mẫu sản phẩm dung thử mới CyberWhite EX Advanced Performance Brightening Essence.** [B-7]

4.2. AN OVERVIEW OF THE OMEGA STRATEGIES

As compared with Alpha Strategies, Omega strategies attempt to persuade by decreasing avoidance forces. Thus, Omega change strategies work by removing or disengaging someone's reluctance to change

4.2.1. Redefining relationship

This strategy was found to have the function of pointing out the potential problems which the customers can meet in the future and from this advertisers introduce their products or services like a good solution to help the customers face and overcome their problems.

In English

In case there are unexpected incidents which happen to affect your financial status, how will your life-partner and family financially cope? Will loans be settled? Not sure? We can help...

[A-8]

In Vietnamese

Bệnh tật luôn đến mà không báo trước, cùng với đó là những rủi ro tài chính bất ngờ. Vì vậy, để luôn an tâm trước những rủi ro, đặc biệt về sức khỏe cũng như các chi phí y tế phát sinh, hãy đến với các loại hình Bảo hiểm Y tế đa dạng của Bảo Hiểm Bảo Việt như bảo hiểm kết hợp con người, bảo hiểm trợ cấp nằm viện và phẫu thuật, bảo hiểm chi phí y tế và vận chuyển y tế cấp cứu... [B-8]

4.2.2. Raising the comparison

Omega strategy of this kind was used for deducing customers' resistance by raising the comparison between the old price and new price in order to point out the money customers can save.

In English

BabyLegs is having an awesome 75% off \$75 or more sale!!! This means you pay only \$18.75 for \$75 in BabyLegs!!!

[A-9]

In Vietnamese

Xóa bỏ thâm quầng mắt, vết chân chim và chống lão hóa cho mắt rạn ngò với 5 bộ mặt nạ COLLAGEN CRYSTAL EYELID

PAITCH chỉ với 55,000đ trên giá trị bộ sản phẩm 150,000đ (giảm đến 63%) [B-9]

4.2.3. Pushing the choice into the future

This strategy was used to take more chances for customers to buy the products immediately by prolonging the time of paying.

In English

Try Buy Now Pay Later! Choose to buy now and pay nothing for up to 12 months [A-10]

In Vietnamese

Trả góp 14.000 đồng để mua LCD, laptop. Ngày 1/8, chương trình mua sắm trả góp lãi suất 0% mang tên gọi “**Mua trước, trả sau, đua nhau sắm**”. [B-10]

4.2.4. Guaranteeing

This strategy was found to fulfill the function of addressing and removing some of the customer’s imaginable and hanging fears involved with buying a product by showing the time of guarantee and chances to get refund.

In English

We offer a One Year unconditional money back guarantee*. [A-11]

In Vietnamese:

. Trong thời hạn 30 ngày, thành viên có thể đổi hoặc trả bất kỳ sản phẩm nào có thiếu sót, trong trường hợp không có sản phẩm thay thế, giá trị của hàng đổi hoặc trả sẽ được trừ vào đơn hàng sau. [B-11]

4.3. THE DISTRIBUTION OF THE PERSUASION IN ALPHA AND OMEGA STRATEGIES IN TERMS OF DISCOURSE

4.3.1. Layouts of EAs and VAs

4.3.1.1. The Headline

4.3.1.1.1. Alpha Strategies Used in Headlines.

a) **The headline pattern for persuasive strategy “Add incentives”**

➤ **Attached gifts when purchasing**

b) **The headline patterns for persuasive strategy “Increase Source Credibility”**

➤ **The product’s name + the prestige awards or expert sources**

c) **The headline pattern for persuasive strategy “Emphasize Scarcity”:**

[B-10] ➤ **Time scarcity**

d) **The headline patterns for persuasive strategy “Engage A Norm of Reciprocity”:**

➤ **Small gratuitous favors**

e) **The headline pattern for persuasive strategy “Emphasize Consistency and Commitment”**

➤ **Free sample for trying**

4.3.1.1.2. Omega Strategies Used in Headlines

a) **The headline patterns for persuasive strategy “Raise the comparison”:**

➤ **The percentage off in price + saved money**

b) **The headline patterns for persuasive strategy “Pushing the choice into the future”:**

➤ **Extending the time for paying out**

c) **The headline patterns for persuasive strategy “Guarantee”**

➤ **Guarantee time**

4.3.1.2. *The Body Copy*

The first, it is built from two parts, the first part is product's information and the other is persuasive strategies used to persuade customers.

The second, the body copy only concentrate on the persuasive strategy without the part of the product's information

The last, the body copy is for asking customers do some small requests to get the product's bonuses or gifts.

4.3.1.3. *The Illustration*

The first kind, the illustration shows the product's picture and attached gift's picture.

The second kind, the illustration is a photograph shows the difference of a person before and after using the product

The last kind of illustration in advertisements is to use the famous people's images to attract the customer's attention.

4.3.1.4. *The Standing Detail*

The first one, the Standing Details are put in a special area and are usually hided under the name of "contact us", "need help" or "about us" in EAs and "liên hệ" in VAs.

With the second one, the Standing Details are put at the bottom of the advertisement, and it also includes the company's address, email address, website address, and phone number.

4.3.1.5. *Summary*

Basically, the general layout of advertisements in both languages has the same features. It includes the Headline, The Body Copy, the Illustration, and the Standing Details. However, the headline's percentage of appearance in each language has some differences.

4.3.2. *Lexical Choices in EAs and VAs*

4.3.2.1. *Weasel words*

From the samples that I collected in both EAs and VAs, it can be seen that the weasel words " help/giúp", "improve/cải thiện", and " reduce/giảm" are commonly used at the persuasive strategy "*Make messages more persuasive*" in both languages.

Beside above weasel words, "up to" in EAs and its equivalent "tới/đến" in VAs also appears commonly in the persuasive strategy "*Emphasize Scarcity*" and "*Raise the comparison*".

4.3.2.2. *Evaluative Adjectives*

The use of adjectives is an effective and necessary device to make advertisements become more impressive to customers and this is the reason why advertisers use them as an efficient tool for persuasive strategies.

4.3.2.3. *Hyperbole*

Hyperbole is a technique which heightens expectations by enlarging upon the characteristics of products so that advertisers use it as an effective tool to increase persuasion in their advertisements.

4.3.2.4. *Summary*

Thanks to vocabulary choices, the persuasive strategies used in advertisements become more effective and attractive. The more lively and vivid advertisements are, the higher persuasion is.

4.3.3. *Syntactic features in EAs and VAs*

4.3.3.1. *Passive Voice in EAs and VAs*

The English passive voice is formed by the following construction:

**Subject passive + Verb passive (be/get + PP) + optional Agent
(by-Phrase)**

In the Vietnamese language, Diep Quang Ban (2009) points out that Vietnamese also has passive meaning, typically shown through the use of “bị” and “được” [23,p.58].

According to him, passive sentences are realized by three main constructions:

Goal + Vtransitive (1)

Goal + bị/được + Vtransitive (2)

Goal + bị/được/do + Agent + Vtransitive (3)

4.3.3.2. Conditional Sentences in EAs and VAs

According to “Longman English Grammar” of Alexander (1992), the form for each type of conditional sentences is as follows:

Type 1:

if + Simple Present, will-Future

Type 2:

if + Simple Past, Conditional I (= would + Infinitive)

Type 3:

if + Past Perfect, Conditional II (= would + have + Past Participle)

In Vietnamese, according to Diep Quang Ban [23,p.221] the Conditional Sentence can be recognized by the following structures:

Nếuthì(1)

Hễthì(2)

Miễn (là)thì(3)

Giá (mà/như)/giả sử.....thì(4)

4.3.3.3. Imperative Sentences in EAs and VAs

According to Quirk et al [18, p.830] and Alexander [1, p184],one of the most common structure of the imperative is the subjectless 2nd person imperative. These are two main forms of imperative:

-Affirmative imperative: V (Base form of the verb)

-Negative imperative: Do not + V (base form)

4.3.3.4. Summary

We can summarize the syntactic features in EAs and VAs in the following table.

Table 4.8. Syntactic Features in EAs and VAs

Types of sentences	English		Vietnamese	
	Occurrence	Rate	Occurrence	Rate
Passives sentences	25	45%	65	65.6%
Conditional sentences	8	14.3%	6	6.1%
Imperative sentences	23	41.1%	28	28.3%
Total	56	100%	99	100%

4.3.4. Speech Acts Used for Persuasive Strategies in EAs and VAs

4.3.4.1. Representative in persuasive strategies in EAs and VAs

4.3.4.2. Commisive in persuasive strategies in EAs and VAs

4.3.4.3. Directive in persuasive strategies in EAs and VAs

4.3.4.4. Summary

Table 4.11. Speech acts in persuasive strategies in EAs and VAs

Speech acts	Type	Occurrence	Rate
English	Representative	130	72.6%
	Commisive	21	11.7%
	Directive	28	16%
	Total	179	100%
Vietnamese	Representative	130	68.42%
	Commisive	23	12.1%
	Directive	37	19.5%
	Total	190	100%

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1 CONCLUSIONS

“A Discourse Analysis of Advertisements in terms of Persuasion Strategies in English and Vietnamese” is a study of how persuasion strategies in advertisements are structured and what characteristic discourse features are used in these advertisements. With this aim, we carry out to analyze and find out the similarity and differences between EAs and VAs in terms of layout, lexical choices, syntactic features and pragmatic features. This thesis is also aimed to make an original contribution to the theoretical studies of discourse analysis and advertising in general as well as the discourse features of persuasion strategies in English and Vietnamese in particular. The findings presented below are drawn from the major differences and similarities between EAs and VAs.

In terms of the layout features, both EAs and VAs have frame in common. In general, persuasive strategies in advertisements contain 4 parts: the Headline, the Body Copy, the Illustration, and the Standing Details in which the Headline and the Body Copy are the main parts. In the Headline, the similarity is that the headlines for persuasive strategy “Add incentives” are used commonly in both EAs and VAs (19.6% in EAs and 21.5% in VAs) and no Headlines found in two strategies “Make a message more persuasive” and “Redefine relationship” in both languages. One more similarity between two languages is that the Body Copy of EAs and VAs has three forms: Firstly, it is built from two parts, the first part is product’s information and the other is persuasive strategies used to persuade

customers. Secondly, the body copy only concentrate on the persuasive strategy without the part of the product’s information and the last, the body copy is for asking customers do some small requests to get the product’s bonuses or gifts. In general, there is no difference in layout feature between EAs and VAs.

With regard to the lexical choices, there are many similarities between EAs and VAs. The first one is weasel words are usually used in persuasive strategies of advertisements, especially in three kinds “Make messages more persuasive”, “Emphasize Scarcity” and “Raise the comparison”. With the use of weasel words, the advertisers not only convince the customers that they are trying to offer help with their products but also make it possible to catch the attention of customers. The second similarity is evaluative adjectives which are used in three forms namely base-form adjectives, comparative adjectives and superlative adjectives. The evaluative adjectives appear in all six persuasive strategies “Make messages more persuasive”, “Increase, Source Credibility”, “Emphasize Scarcity”, “Raise The comparison”, “Pushing the choice into the future” and “Guarantees” and they are absent from the other strategies. Nevertheless, the percentages of evaluative adjectives are not the same in two kinds of data. They account for a higher percentage in EAs than in VAs. The third similarity involves hyperbole. It only appears in persuasive strategy “Make message more persuasive” without being in the other strategies in both languages. Because all advertisers want to enhance their products in order to attract customer’s attention and increase the persuasion, hyperboles are used like an effective tool in persuasive strategies.

As regards the syntactic structures, there is a difference in EAs and VAs. In English, passive sentences only appear in two persuasive strategies “Make a message more persuasive” and “Increase source credibility”, whereas, in Vietnamese, besides these two strategies, it appears in three strategies “Add incentives”, “Engage a norm of reciprocity”, and “Emphasize consistency and commitment”. One more difference is the persuasive strategies which contain passive voice most in EAs is “Increase source credibility”(100% -1 passive voice per an advertisement), on the other hand, two strategies “Add incentives” and “Engage a norm of reciprocity” are strategies which have a largest quantity of passive voice in VAs (100% for each strategy). Passive sentences used in persuasive strategies in order to emphasize the product’s quality and reliance and it is considered as a good way to highlight the product’s incentives which customers can get when purchasing. There is a similarity of the use of conditional sentences in two languages. With the purpose of removing and addressing some of the customer’s fears involve buying a product; most conditional sentences are used in in persuasive strategy “Guarantee” in both languages. In terms of imperative sentences, EAs and VAs have the same using. Imperative sentences are used in two strategies “Emphasize *Scarcity*” and “*Emphasize Consistency and Commitment*” in both languages. However, the imperative sentence in VAs is more than in EAs (82.3% versus 76.7%) and this show that Vietnamese advertisers tend to use imperative sentences in persuasive strategies more than English advertisers.

Finally, in terms of pragmatic feature, both languages have using types of speech acts in common. Those are representative,

commissive and directive. The similarity in using representative in EAs and VAs is that *Representative* appears in all persuasive strategies that we collected (260 samples). With regard to commissive, the similarity in EAs and VAs is that commissive occupies absolutely (100%) in persuasive strategy “Guarantee” in two languages. However, the percentage of commissive in VAs is higher than EAs (70% in VAs and 40% in EAs). In strategy “Emphasize Consistency and Commitment”, the percentage of commissive in VAs is lower than in EAs (62.5% versus 64.2%). In Directive, the similarity is persuasive strategy “Emphasize Scarcity” is a strategy contains directive most in both EAs and VAs (81.2% in EAs and 88.9% in VAs). However, the difference in using directive in persuasive strategies between two languages is that in strategy “Emphasize Consistency and Commitment”, the directive in EAs is lower than in VAs (71.4% versus 75%) and the total percentage of directive in two languages is not the same, VAs have directive more than EAs and this shows Vietnamese advertiser tends to use directive in persuasive strategies in advertisements more than English advertisers (69.8% versus 58.3%).

5.2. IMPLICATIONS

Firstly, with the results which are found and studied in this thesis, we hope they will be useful reference resource for anyone who concerns about discourse of advertisements, especially discourse of persuasive strategies in advertising. In fact, there have been quite a lot of researches on the language of advertising in general, but the studies on language in persuasive strategies used in advertisements are still very few. Therefore, this research hopefully will be of some help for students majoring the English language or language

researchers when they conduct a piece of scientific research on the advertising language related to persuasive strategies in advertisements.

Secondly, basing on the typical discourse features of persuasive strategies in advertisements as well as the similarities and differences between two languages can make a considerable contribution to the teaching and learning English for specific purposes, especially English for persuasive strategies and English for Business and Marketing. In addition, when teaching students of marketing field, the teachers of English will help their students have a deep understanding about layout, vocabulary, syntactic features, as well as pragmatic features in persuasive strategies of advertisements. This understanding will not only help students majoring in Business and Marketing know how to make an effective and attractive persuasion in advertisements but also help customers have an objective and careful consideration before buying a product.

5.3. LIMITATIONS OF THE STUDY

First of all, there are many factors contributing to the success of a persuasive strategy in advertisements, but in this thesis we only focus on four features such as layout, vocabulary, syntactic features, and pragmatic features in persuasion strategies. Secondly, due to the lack of time, reference material as well as limited linguistic knowledge, the samples selected for analysis are only taken from the internet. Thirdly, the researcher does not explain the similarities and differences in the discourse features in Vietnamese and English advertisements based on the cultural differences because this is not the focus of the thesis.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

This thesis is an attempt to make a detailed analysis of discourse analysis in terms of persuasion strategies in English and Vietnamese advertisements. However, within the limitation of time and materials, the study is by no means complete and still remains some other aspects awaiting investigation. We strongly suggest further studies on the following areas:

- A contrastive analysis of stylistic devices used in persuasive strategies in English and Vietnamese advertisements.
- An investigation into coherence in persuasive strategies in English and Vietnamese advertisements
- An investigation into culture influences on persuasive strategies in English and Vietnamese advertisements