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**A STUDY OF LEXICAL, SYNTACTIC AND PRAGMATIC
 FEATURES OF COMPANY SLOGANS IN ENGLISH AND
 VIETNAMESE**

Study Field : THE ENGLISH LANGUAGE

Code : 60.22.15

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

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This study has been completed at the College of Foreign Languages,
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Chapter 1

INTRODUCTION

1.1 RATIONALE

Today, with the rapid development of economy around the world, competition of business becomes very hard. There is enormous number of companies in the world. Each has its own product or service and how can these companies demonstrate their products or services to the customers? This requires them to try many ways to exhibit their products or services. One of the effective ways to introduce them to the community is advertising.

The purposes of advertisements are to influence and motivate the public to buy and use their products or services. And a slogan is one of the most important communication tools in marketing which triggers the feelings and shows the product (or service) and company's claim. Company slogans have a major role in introducing products and trade name. The company may become successful with a strong slogan.

For example: the slogan of IBM "*And that's when it hits you. You're ready for IBM*". When the consumers look at this slogan, maybe the sentence "*you're ready for IBM*" will remain in their mind. They will hardly forget the name and the product of this company.

In Vietnamese, the slogan of Bitis Company (a Vietnamese footwear company) "*Nâng niu bàn chân Việt*" advertises the product impressively.

However, it is not easy for companies to write a good slogan. This research can help the learners improve their understanding of

slogans and help the companies write good slogans, one element that can enhance their competitive ability in the market especially in the time of world economic integration.

1.2 AIMS AND OBJECTIVES

1.2.1 Aims

This research focuses on lexical, syntactic and pragmatic features in English and Vietnamese slogans of production and service companies (ESCs and VSCs). Then, the study aims to point out the similarities and differences between two languages in terms of the lexical, syntactic and pragmatic features of ESCs and VSCs.

1.2.2 Objectives

To achieve the above aims, the study tries to:

- To point out the lexical, syntactic and pragmatic features of ESCs and VSCs.
- To find out the similarities and differences of the two languages in this field.
- To give implications to the learners of English in understanding the language of slogans and writing better slogans.

1.3 THE SIGNIFICANCE OF THE STUDY

This research is expected to be useful and significant for the students especially the students of business school, for designers of slogans, for advertising companies. These people can learn to how to write good slogans. The findings of the study can be necessary source for suggesting some good implications for the teaching and learning the language of company slogans.

1.4 SCOPE OF THE STUDY

To fulfil the tasks mentioned above, the study mainly focuses on some lexical, syntactic and pragmatic features of slogans of

production and service companies in English and Vietnamese. Sound, image and other linguistic features of slogans are out of the scope of this study.

1.5 RESEARCH QUESTIONS

In order to achieve the aims and objectives of the study, the research questions below would be answered.

1. What are the lexical, syntactic and pragmatic features of ESCs and VSCs?
2. What are the similarities and the differences between ESCs and VSCs in terms of lexical, syntactic and pragmatic features?
3. What are the implications of the study for teaching, learning and writing company slogans?

1.6 ORGANIZATION OF THE STUDY

The thesis consists of five main chapters.

CHAPTER 1 - Introduction

CHAPTER 2 - Literature Review and Theoretical Background

CHAPTER 3 - Research Design and Methodology

CHAPTER 4 - Findings and Discussions

CHAPTER 5 - Conclusions and Implications

Chapter 2

LITERATURE REVIEW

AND THEORETICAL BACKGROUND

2.1 PRIOR RESEARCHES RELATED TO THE THESIS

There have been some English writers studying the language of advertising in general and the slogans in particular.

Cook [11] wrote about the discourse of advertising. In this book, the author provided a framework for analysis of advertisements as a discursive genre.

Cook [64] defined that slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign.

Sells and Gonzalez [73] looked at the relationship between advertising and culture.

There have been some researches done into the language of advertising in Vietnamese. Dinh Gia Hung and Ho Si Thang Kiet [14] studied the features of English linguistic units and semantic meanings used in advertisements.

Ngo Thi Nhu Ha [30] studied on directives in advertising in English and Vietnamese.

Phan Thi Uyen Uyen [36] investigated some commonly used stylistic devices in advertising language in English and Vietnamese newspapers and magazines.

Ton Nu My Nhat [40] carried out a contrastive discourse analysis of travel advertisements based on the theory of Functional Grammar.

Truong Thi Phuong [40] investigated advertising slogans in English and Vietnamese.

With some previous studies on advertising and slogans mentioned, I hope the thesis “*A Study of Lexical, Syntactic and Pragmatic Features of Company Slogans in English and Vietnamese*” will contribute some more information to this field.

2.2 THEORETICAL BACKGROUND

2.2.1 Definitions of Slogans

There have been a lot of definitions of slogans, but the following one will provide us with some necessary knowledge of slogans for analysis.

“A slogan is a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people’s attention or to suggest an idea quickly”. [25]

2.2.2 Function of Slogan in Advertising

In advertising, a slogan can function in two forms: as a constituent of an advertising text and as an independent mini-text.

2.2.3 Principles in Writing Slogans

The slogan is an important detail in advertising. To have a unique and effective slogan is an important job and a creative art in the process of advertising. So when designing a slogan, the advertisers should remember these principles:

- a. Containing company goal
- b. Being concise
- c. Being not anti-induction
- d. Emphasizing the product or service benefits
- e. Being persuasive

2.2.4 Requirements of a Good Slogan

A slogan should:

- | | |
|--------------------------|----------------------------|
| 1. Be memorable | 3. Include a key benefit |
| 2. Recall the brand name | 4. Differentiate the brand |

- | | |
|---|--------------------------------|
| 5. Impart positive feelings for the brand | 10. Be original |
| 6. Reflect the brand’s personality | 11. Be simple |
| 7. Be strategic | 12. Be neat |
| 8. Be campaignable | 13. Be believable |
| 9. Be competitive | 14. Help in ordering the brand |

A slogan should not

- | | |
|--|-----------------------------|
| 1. Be in current use by others | 6. Be corporate waffle |
| 2. Be bland and generic | 7. Make you say “So what?” |
| 3. Prompt a sarcastic or negative response | 8. Be meaningless |
| 4. Be pretentious | 9. Be complicated or clumsy |
| 5. Be negative | |

[67]

2.3 LEXICON

2.3.1 Notion of Lexicon

In a Cambridge dictionary online, lexicon is defined as “all the words used in a particular language or subject, or a dictionary”. [68]

2.3.2 Word Structure

- a. The morpheme
- b. The word
- c. Types of Words

2.3.3 Word Class

There are two major families of word classes: lexical (or open) classes (nouns, verbs, adjectives, adverbs) and functional (or closed) classes (pronouns, articles, prepositions, auxiliaries and conjunctions).

[16, p.175, 176]

2.4 SYNTAX

2.4.1 Notion of Syntax

Knowing a language also means being able to put words together to form phrases and sentences that express our thoughts. The part of the grammar concerning the structure of phrases and sentences is called syntax. [25, p.155]

2.4.2 Syntactic Patterns in Languages

a. Phrases

The traditionally, a phrase is “a group of words that does not contain a verb and its subject and is used as a single part of speech”. [13, p.176]

There are five phrase types in both English and Vietnamese, but in this thesis, Noun Phrase (NP), Adjective Phrase (AP) and Verb Phrase (VP) are dealt with in investigating the English and Vietnamese company slogans because these phrases are quite popular in ECSs and VCSs.

a.1. The Noun Phrase

A noun phrase must contain a headword but needs not contain anything else. If the NP has more elements than the head, it may contain one or more premodifiers (which precede the head) and/or one or more postmodifiers (which follow the head). [13, p.181]

a.2. The Adjective Phrase

The adjective phrase contains a head adjective and optional intensifier and complement in English.

*Intensifier + **Head** + Complement*

He is quite **afraid** to make any move. [13, p.179]

And in Vietnamese, the adjective phrase consists of a head adjective and optional modifiers

*Premodifier(s) + **Head** + postmodifier(s)*

Em này còn **trẻ quá**. [52, p.160]

a.3. The Verb Phrase

A VP comprises a headword, optionally preceded by one or more auxiliaries and optionally followed by any of its object(s), complement and modifier(s) (except intransitive verbs)

The remains *will be **shipped** to Cleveland on Wednesday.*

*(Auxiliary + **Head** + PP Modifier+ PP Modifier)* [13, p.199]

b. Sentences

Sentences are classified in many different ways depending on different criteria.

This difference is up to different points of view of linguists. Besides, sentences can be divided into simple, compound, complex and compound complex for their complexity or declaratives, interrogatives, imperatives and exclamations in forms of affirmative and negative in terms of their purpose of discourse. [56]

2.5 PRAGMATICS

2.5.1 Notions of Pragmatics

In Oxford Advanced Learner’s Dictionary [25], pragmatics is known as the study of the way in which language is used to express what somebody really means in particular situations, especially when the actual words used may appear to mean something different.

2.5.2 Grice’s Maxims

Chapter 3

RESEARCH DESIGN AND METHODOLOGY

3.1 METHOD OF THE STUDY

3.1.1 Description of Samples

3.1.2 Data Collection and Analysis

3.1.2.1 Data Collection

3.1.2.2 Data Analysis

3.2 RESEARCH PROCEDURES

- Choosing the topic for the investigation by reviewing previous studies throughly.
- Collecting slogan samples from different sources in English and Vietnamese and sorting out different types according to lexical, syntactic and pragmatic functions.
- Analysing the strategies identified from the samples.
- Comparing out the similarities and differences of company slogans between the two languages.
- Analysing and discussing the results.
- Working out the problems and suggesting some implications for teaching, learning English and Vietnamese in writing an effective slogan.

3.3 RELIABILITY AND VALIDITY

The data collection of the study was done with the sources from the advertisements on TV, on sign board, on each product, on websites of companies... or in foreign and Vietnamese newspapers, magazines. In addition, the data analysis was based on the qualitative and quantitative methods. The samples of company slogans collected were observed, calculated and analyzed carefully to ensure the results.

Chapter 4

FINDINGS AND DISCUSSIONS

4.1 THE LEXICAL FEATURES OF ENGLISH COMPANY SLOGANS

4.1.1 The Use of Personal Pronouns

There are some ECSs using the second personal pronoun “you” such as:

(4.2) *You can be sure of Shell.* (Slogan of Shell Oil) [86]

And the use of the first personal pronoun “We” is shown in the following slogan:

(4.6) *We love to see you smile.*(Slogan of McDonald’s) [88]

4.1.2 The Use of Verbs

Look at these examples:

(4.8) *Precisely what you’re looking for.* (Slogan of Casio) [90]

(4.9) *Take me away!* (Slogan of Calgon Fragrance) [95]

Although the ultimate purpose of advertising is to persuade consumers to buy its products, advertisements seldom use the word “buy” in it.

4.1.3 The Use of Proper Nouns

Look at the following slogans:

(4.16) *It’s a Skoda. Honest.* (Slogan of Skoda) [70]

The most representative use of nouns in slogans lies in the brand names of the products or the services. In fact, the use of brand name in slogan is very impressive. With the slogans of these companies, the brand names always remain in consumers’ minds.

4.1.4 The Use of Adjectives

According to Quirk and Greenbaum [37], adjectives are either predicative or attributive. They are predicative when they function as subject complements or object complements.

(4.17) *Life is good.* (Slogan of LG)[112]

(4.19) *See how we make you happy.*

(Slogan of Norwich Union Direct) [85]

And they are attributive when they are premodify nouns.

(4.20) *Your flexible friend.* (Slogan of Access) [91]

4.1.5 The Use of Numerals

(4.28) *So easy to use, no wonder we're the world No.1.*
(Slogan of Aol) [111]

(4.29) *Give us 20 minutes and we'll give you the world.*
(Slogan of Wins Radio, New York) [89]

4.1.6 The Frequency of Lexical Features in ECSs

Table 4.1 The Frequency of Lexical Features in ECSs

Categories		Occurrence	%
Nouns (proper names)		22	14.7
Verbs		55	36.6
Numerals		17	11.3
Personal Pronouns		21	14.0
Adjectives	Predicative	15	10.0
	Attributive	20	13.4
Total		150	100

4.2 THE LEXICAL FEATURES OF VIETNAMESE COMPANY SLOGANS

4.2.1 The Use of Personal Pronouns

Vietnamese personal pronouns “bạn” and “chúng tôi” are commonly used in slogans. For instance:

(4.32) *Có thể bạn không cao nhưng người khác cũng phải ngưỡng nhìn.* (Slogan of Sai Gon Beer) [116]

(4.35) *Chúng tôi tự hào giúp bạn thực hiện ước mơ cho những ước mơ.* (Slogan of Sacombank) [117]

4.2.2 The Use of Verbs

(4.36) *Làm đẹp ngôi nhà bạn.*
(Slogan of Tuan Phuong Interior Company) [63]

(4.38) *Mang phồn vinh đến với khách hàng.*
(Slogan of Agribank) [131]

From the above examples, it can be seen in Vietnamese slogans designers never use the verb “*mua*” but they often use “*cho, mang lại, làm*”.

4.2.3 The Use of Proper Nouns

In VCSs, the use nouns are shown by the use of proper names and most representative use in slogans lies in the brand names.

(4.41) *Đẹp hơn với thời trang Thái Tuấn.*
(Slogan of Thai Tuan Company) [130]

(4.43) *Cảm nhận về đẹp cùng Việt Tiến*
(Slogan of Viet Tien Company) [148]

4.2.4 The Use of Adjectives

Vietnamese adjectives can be either attributive or predicative. In the following slogan, adjective functions as attributive.

(4.44) *Cuộc sống rạng rỡ sắc màu* (Slogan of S-Phone) [165]
And in this case, adjective functions as predicative.

(4.48) *Chân trời mới, tầm cao mới* (Slogan of Mobile Phone)

4.2.5 The Use of Numerals

(4.50) *100.000 cách để nói I LOVE YOU.*
(Slogan of Mobiphone) [167]

(4.51) *Sức mạnh vượt trội của NS-70*
(Slogan of Dong Thanh Company) [124]

4.2.6 The Frequency of Lexical Features in VCSs

Table 4.2 The Frequency of Lexical Features in VCSs

Categories	Occurrence	%
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Nouns (proper names)		15	10.0
Verbs		56	37.3
Numerals		15	10.0
Personal Pronouns		25	16.7
Adjectives	Predicative	20	13.3
	Attributive	19	12.7
Total		150	100

4.3 THE SYNTACTIC FEATURES OF ENGLISH COMPANY SLOGANS

4.3.1 Phrases

4.3.1.1 Verb Phrases

There exist two types of structure of verb phrase: *finite verb phrase and nonfinite verb phrase* [34, p.112]. The infinitive, the –ing participle and the –ed participle are the non-finite forms of the verb.”

(4.54) *Happiness is **playing** Bingo.* (Slogan of Bingo) [102]

“Verbal groups are mostly of maximum simplicity, consisting of only one word.” [27, p. 121]. For example:

(4.56) *Invent* (Slogan of Hewlett-Packard) [110]

Passive voice occurs very sporadically in slogans.

(4.63) *The Flavour of a Quaver is **never known to waver.***

(Slogan of Quavers) [96]

4.3.1.2 Noun Phrases

In some ECSs, sometimes the designers just use a noun phrase.

For instance:

(4.65) *The ultimate driving machine.* (Slogan of BMW) [79]

Noun phrase functions as a subject in a sentence.

(4.69) ***The Citi** never sleeps.* (Slogan of Citibank) [99]

Let us consider another ECS with subject as a noun phrase:

(4.70) *No **ordinary battery** looks like it or last like it.*

(Slogan of Duracell) [94]

Noun phrase functions as an object of a verb.

(4.72) *Let **your fingers** do the walking.*

(Slogan of Southwestern Bell Yellow Pages) [108]

Noun phrase functions as a complement of a sentence.

(4.73) *Elegance is **an attitude.*** (Slogan of Longines) [116]

Noun phrase functions as a complement in a preposition phrase.

(4.74) *The center of **your digital world.*** (Slogan of Intel Inside)

[76]

4.3.1.3 Adjective Phrases

In slogans, adjective phrase is used to describe product or service.

(4.79) *We make money **the old-fashioned** way.*

(Slogan of E. F. Hutton) [108]

4.3.1.4 Comparative and Superlative Adjective Structures

In English slogans, comparative and superlative structures of adjectives are often used. For example:

(4.82) *Probably **the best** beer in the world*

(Slogan of Carlsberg) [107]

(4.84) ***The quicker** picker-upper* (Slogan of Bounty) [66]

4.3.2 Sentences

4.3.2.1 Affirmative Sentences

Simple sentences consist of only one clause [37, p. 167]. We can distinguish some sentence patterns in ECSs in affirmative forms.

a. SVA:

(4.87) *You're in good hands.*

S V A (Slogan of Allstate Corporation) [114]

b. SVC

(4.90) We are Canada's Merchants.

S V C (Slogan of Hudson's Bay Company)[91]

c. SVO

(4.92) Every sip blended to a T. (Slogan of Tesley) [105]

S V O

d. SVOC

(4.94) You never had it so easy.

S V O C

Your tires never had it so good.

S V O C

(Slogan of Notouch Tire Cleaner) [87]

e. SVOO

(4.95) We bring good things to life.

S V O O

(Slogan of General Electric) [85]

f. SV

(4.96) Drivers wanted.

S V (Slogan of Volkswagen)[92]

4.3.2.2 Elliptical Sentences

Ellipsis means an omission, and when everything is omitted, or purposely left out, it is said that there is an ellipsis in the sentence and the sentence is called an elliptical sentence. [18]

For example:

(4.97) All the biggest stories. (Slogan of The Editor) [66]

The complete sentence can possibly be “*All the biggest stories are in this magazine.*”

4.3.2.3 Negative Sentences

Negative sentence is used in ESCs and shown by the words “*no or not*”. For example:

(4.102) There is **no** equivalent. (Slogan of Lysaght)[99]

4.3.2.4 Imperative Sentences

Imperatives are used to convey commands, orders, instructions and requests. [12, p.110]. For example:

(4.111) Think different. (Slogan of Apple) [108]

(4.116) Let's make things better. (Slogan of Philips) [66]

4.3.2.5 Interrogative Sentences

In advertising, rhetorical question is often used in slogans so as to emphasize again the quality and necessity of the products or services they have just mentioned in the advertisement to make the readers or listeners remember the products or services longer.

Yes/No questions

(4.124) Have you driven a Ford lately? (Slogan of Ford) [75]

Wh- questions

(4.128) How Big Can You Dream? (Slogan of Cadence) [66]

4.3.2.6 The Frequency of Syntactic Features in ECSs

Table 4.3 The Frequency of Syntactic Features in ECSs

Categories	Occurrence	%
Verb Phrases	15	10.0
Noun Phrases	27	18.0
Adjective Phrases	12	8.0
Comparative and Superlative Structures	12	8.0
Affirmative Sentences	32	21.3
Elliptical Sentences	11	7.3
Negative Sentences	10	6.8
Interrogative Sentences	12	8.0

Imperative Sentences	19	12.6
Total	150	100

4.4 THE SYNTACTIC FEATURES OF VIETNAMESE COMPANY SLOGANS

4.4.1 Phrases

4.4.1.1 Noun Phrases

In Vietnamese, noun phrase has the structure like this:

(premodifier) + head + (postmodifier) [45, p.410]

In VSCs, noun phrases are used a lot. For example:

(4.131) *Chân trời mới, tầm cao mới.*

(Slogan of Mobile Phone) [170]

Noun phrase functions a predicative in a sentence.

(4.135) *Mẹ là người hướng dẫn giúp phát triển chiều cao tối*

P *ưu* .

(Slogan of Nestlé) [116]

NP is an object of a preposition.

(4.136) *Hoàn thiện trên từng bước tiến.*

(Slogan of VP Bank) [147]

NP functions as an object of a verb.

(4.137) *Cho sức khỏe, cho cuộc sống.*

(Slogan of Thuan Phat Company) [138]

4.4.1.2 Verb Phrases

In Vietnamese, the structure of a VP is:

(Premodifier) + Head + (Postmodifier)

In VCSs, VPs are commonly used.

(4.138) *Liên kết bạn với nhịp điệu cuộc sống.*

(Slogan of Nokia – Nokia 8310)

(4.139) *Kết nối yêu thương.* (Slogan of S-Phone) [168]

4.4.1.3 Adjective Phrases

An adjective phrase has the following structure:

(Premodifier) + Head + (Postmodifier) [45, p. 459]

Let us consider this example.

(4.143) *Rạng rỡ đầy quyến rũ.* (Slogan of Enchanteur) [156]

With the premodifier ‘đầy’, it makes customers believe in the product and have curiosity to try this product.

4.4.1.4 The Comparative and Superlative Adjective Structures

In Vietnamese slogans, the comparative adjective structure was used but the superlative one was seldom.

(4.146) *Giặt trắng hơn và sáng đẹp hơn.*

(Slogan of Viso) [164]

(4.147) *Ngon, ngon hơn nữa.*

(Slogan of Nam Huong fish sauce Company) [163]

4.4.2 Sentences

4.4.2.1 Affirmative Sentences

With the collected data for the research, I realize that simple sentence in affirmative form is used more frequently in VCSs than compound or complex sentence because it makes the slogan more effective and it is easy for readers or listeners to remember. For example :

(4.151) *Thành công của khách hàng là thành công của ngân*

S P *hàng*

(Slogan of Dong A Bank) [145]

4.4.2.2 Elliptical Sentences

Ellipsis is a very popular phenomenon in Vietnamese. It is used in writing and in everyday speaking.

(4.157) *Làm đẹp ngôi nhà bạn.*

(Slogan of Tuan Phuong Interior Company) [138]

This slogan is omitted the subject, the full sentence may be ‘*Chúng tôi làm đẹp ngôi nhà của bạn*’

4.4.2.3 Interrogative Sentences

There are two kinds of interrogative sentences in VCSs: Yes/No questions and Wh- questions.

Yes/ No question:

(4.160) *Bạn muốn trẻ đẹp mãi **tr**?*

(Slogan of Thanh Van Beauty Salon) [153]

Wh- questions:

(4.162) *Trắng gì mà sáng thế?* (Slogan of Viso Powder) [135]

4.4.2.4 Negative Sentences

In VCSs, writers often used the words “không, chẳng, không phải” in negative sentences, among which “không” is the most common. For example:

(4.164) *Gió vô, muỗi **không** vô.*

(Slogan of Van An Company) [140]

(4.165) *Hương thơm quyến chặt **không** rời.*

(Slogan of Comfort) [161]

4.4.2.5 Imperative Sentences

In Vietnamese, words used to make imperatives consist of *hãy, đừng, chớ, không, không được*. These words stand at the beginning of the sentences.

The following slogan using affirmative imperative form:

(4.170) ***Hãy** nói theo cách của bạn.*

(Slogan of Viettel)[124]

And the negative imperative is shown in the below slogan:

(4.173) ***Đừng** để cuộc sống khô khan.*

(Slogan of Lavie) [140]

4.4.2.6 The Frequency of Syntactic Features in VCSs

Table 4.4 The Frequency of Syntactic Features in VCSs

Categories	Occurrence	%
Verb Phrases	30	20.0
Noun Phrases	25	16.7
Adjective Phrases	14	9.3
Comparative and Superlative Structures	17	11.3
Affirmative Sentences	21	14.0
Elliptical Sentences	11	7.3
Negative Sentences	10	6.7
Interrogative Sentences	10	6.7
Imperative Sentences	12	8.0
Total	150	100

4.5. THE PRAGMATIC FEATURES OF ENGLISH COMPANY SLOGANS

4.5.1 Showing Marketing Strategies of a Company

4.5.2 Showing a Commitment or a Promise of the Company

to the Customers

4.5.3 Showing the Image of a Company

4.5.4 Displaying the Company’s Invaluable Asset

4.5.5. Bringing a Message to the Customers

4.5.6 Impressing Customers

4.5.7 Showing the Spirit of Brand Name

4.6. THE PRAGMATIC FEATURES OF VIETNAMESE COMPANY SLOGANS

4.6.1 Showing Marketing Strategies of a Company

4.6.2 Showing a Commitment or a Promise of the Company to the Customers

4.6.3 Showing the Image of a Company

4.6.4 Displaying the Company's Invaluable Asset

4.6.5 Bringing a Message to the Customers

4.6.6 Impressing Customers

4.6.7 Showing the Spirit of the Brand Name

4.6.8 Showing Vietnamese Pride

4.7 THE SIMILARITIES AND DIFFERENCES OF LEXICAL FEATURES OF COMPANY SLOGANS IN ENGLISH AND VIETNAMESE

4.8 THE SIMILARITIES AND DIFFERENCES OF SYNTACTIC FEATURES OF COMPANY SLOGANS IN ENGLISH AND VIETNAMESE

4.9 THE SIMILARITIES AND DIFFERENCES OF PRAGMATIC FEATURES OF COMPANY SLOGANS IN ENGLISH AND VIETNAMESE

Chapter 5

CONCLUSIONS AND IMPLICATIONS

5.1 A SUMMARY OF THE THESIS

Advertising is something that we are all exposed to. It is also something that is likely to affect most of us in a number of different spheres of our lives. Thousands of new products and services are introduced everyday through advertising by various media, including

newspapers, magazines, television, radio, Internet, and so on. It is reasonable to say that we live in a world of advertising. And slogans can be considered the heart of advertisements wherever they appear. Slogans are the most important and condensed messages advertisers would like to send to their customers. Good slogans can help advertisers leave unforgettable impressions on their potential customers' minds. However, creating a successful slogan is never an easy task.

In this study, a number of 150 slogans in English and 150 slogans in Vietnamese have been investigated to find out the mostly-shared characteristics in slogans of the two languages. The investigation has helped us to draw some conclusions.

In lexical features, verbs are used the most to persuade customers to use their services or products. The use of nouns as brand names comes after the use of verbs. They help to make the consumers remember the products or services and deliver the information very well. And some verbs such as *get, make, let, bring, take...* and some adjectives such as *good, new, happy...* are often used. These short words can hit the goals in the shortest time.

In syntactic aspect, affirmative sentences or noun phrases are often used because they are easy for consumers to remember. Some of the short sentences are elliptical sentences. Elliptical sentences are used to spare advertising cost and at the same time improve advertising effectiveness. Imperative sentences and interrogative sentences are more common in ECSs than in VCSs.

In pragmatic respect, slogans in English and Vietnamese have used with the same goals: persuade customers to buy or use companies' products or services, attract the potential consumers... so the pragmatic features in both ECSs and VCSs are the same at some points.

The finding of the study has given the foundation for the suggestion on how to write slogans in the most effective way. I hope this thesis is useful for the advertisers who want to increase the effectiveness of their interactions with the customers and it could be necessary for lexical and syntactic studying. Especially, it will not only help Vietnamese learners get better understanding of advertising language but also provide them with some necessary strategies and techniques in writing slogans.

In summary, no matter which structure and what words are used in a slogan, all of them serve the purpose of attracting the audience, conveying information to them, urging them to purchase the product or to use the service. That is what a slogan for, and that is also the function advertising language performs.

5.2 IMPLICATIONS

♦ For English Learners

The result of the study may be the necessity for learners of both languages. The analysis will help them have a view about lexicon, syntax as well as pragmatics of company slogans. Moreover, it can give learners the way how to understand a slogan and the strategies or technique in writing a company slogan in English and Vietnamese. In sum, I hope this thesis will be available for learners to

have some experience in learning English and Vietnamese to write a slogan effectively. As a result, their experience will certainly facilitate their English language learning so that they will be able to learn more effectively and successfully.

♦ For English Teachers

This thesis will help teachers consolidate knowledge of lexicon, syntax and pragmatics in general and in advertising language in particular. Teachers can use this analysis as their general knowledge that they can explain for their students if necessary.

♦ For Advertisers and Companies

Using standard words and structures in slogans aims to arouse and persuade customers to buy what is advertised because they are sweet to the ear, and pleasing both the eyes and mind. This thesis can help advertisers and companies pay more and more attention to the use of lexicon, syntax and pragmatics in designing slogans.

5.3 LIMITATIONS OF THE STUDY

Lexicon and syntax are complicated aspects in writing slogans. However, this thesis only studies some common used ones in company slogans. With the limited data for the analysis, there are certainly some other uses of lexicon or syntax of slogans.

Furthermore, the similarities and differences in pragmatic features of ECSs and VCSs has not been analyzed clearly yet.

5.4 SUGGESTIONS FOR FURTHER RESEARCH

Suggestions for further research may include:

- A larger population of data could be employed so that a more general and more exact view could be obtained.
- The cultural respect, which can make a great effect on the images and the words employed in advertising slogans, can be investigated.

- I find that it is interesting to investigate into similarities and differences of pun in English and Vietnamese slogans.