

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

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**AN INVESTIGATION INTO THE
STRUCTURAL AND SEMANTIC FEATURES
OF SENTENCE TYPES IN ENGLISH AND
VIETNAMESE DETERGENT PRODUCT
ADVERTISEMENTS DISCOURSE**

Field : The English Language

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- *The College of Foreign Languages Library, The University of Danang*
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CHAPTER 1

INTRODUCTION

1.1 RATIONAL

Nowadays, together with the development of the society, advertising plays an integral part in contributing to the success of companies as well as other firms. Advertisement is called a form of persuasive communication. We can see advertisement everywhere, on Television, newspapers, magazines... and there are various kinds of advertisement to attract the notice from customers. As a result, many companies rely on advertising these days to boost sales of their products or services as well as build a connection with their audience and create competition with their rival firms. Advertising is crucial to a company's success and it is becoming more and more important to be backed by a creative and unique campaign. Here are two examples of detergent product advertisements:

At Omo, we say that dirt is good!

Also sold as Persil, Skip, Breeze, Ala, Wisk, Surf and Rinso in some parts of the world, Omo's unique technology gives your family the freedom to get dirty, safe in the knowledge that Omo will remove those awkward stains.

(<http://www.unilever.com/brands-in-action/detail/Omo/292052/>)

Sạch bóng, không còn vì khuẩn – là những điều bạn nghĩ tới khi nói về bồn cầu. Nhưng để làm được điều này không đơn giản chút nào. Hãy yên tâm, GIFT tẩy bồn cầu sẽ giúp bạn! Với kiểu dáng

*chai có độ cong đặc biệt, Toilet Gift dễ dàng tẩy sạch mọi góc
ngách của bồn cầu đem lại cho bạn bồn cầu như ý mà vẫn tiết
kiệm được thời gian.*

(<http://amg.com.vn/category.aspx?cat=008001>)

It is obvious that each language has its own structures and semantics of sentence types. English and Vietnamese are not exceptions. I realize that there are so many interesting things that need to be studied in advertisement discourse in English and Vietnamese. Therefore, advertisement is chosen as the subject area of my thesis. The research is intended to cover sentence types in English and Vietnamese Advertisement discourse as well as find out the similarities and differences of the two languages in terms of structures and semantics.

1.2. AIMS AND OBJECTIVES

1.2.1 Aims of the study

The study aims at analyzing the structures and semantics of sentence types in detergent products advertisement discourse. It is carried out to show the similarities and differences in English and Vietnamese languages. The findings of the study will help users of English achieve good writing of English advertisement.

1.2.2 Objectives of the study

The study is intended:

- To find out the structures and semantics of sentence types in English and Vietnamese Advertisement discourse

- To find out the similarities and differences between English and Vietnamese in terms of these above aspects.
- To give some implications in teaching and learning English, especially in writing skill.

1.3 RESEARCH QUESTIONS

The study is to answer the following questions:

1. What are structural features of sentence types in detergent product advertisements?
2. What are semantic features of sentence types in detergent product advertisements?
3. What are the similarities and differences of the two languages in terms of the above aspects?

1.4 THE SIGNIFICANCE OF THE STUDY

When investigating this study, we are always aware that this will be deep and extensive work. It is of great significance to linguistic theory and practice. That is to say the study is intended to:

- help English learners as well as readers to know well about sentence types in English and Vietnamese advertisement discourse
- promote the effectiveness of advertising in English and Vietnamese

1.5 SCOPE OF THE STUDY

This study aims to carry out an investigation of detergent product advertisements discourse. Specifically, this study focuses on describing, analyzing and contrasting structures and semantics

of sentences types in English and Vietnamese advertisement discourse.

1.6 ORGANIZATION OF THE STUDY

The study is organized into five chapters as follows:

Chapter 1: Introduction

Chapter 2: Literature Review and Theoretical Background

Chapter 3: Research Methods and Procedures

Chapter 4: Findings and Discussion

Chapter 5: Conclusion

CHAPTER 2

LITERATURE REVIEW

AND THEORETICAL BACKGROUND

2.1. PREVIOUS STUDIES RELATED TO THE RESEARCH

Structures and Semantics of sentence types is a familiar topic that attracts a lot of attention from researchers all over the world. In 1985, in *A comprehensive grammar of the English language*, Quirk R., Greenbaum S., Leech G., Svartvik J. examined types of sentences in structures and semantics. In *Structures for Semantics* (1991), Fred Landman gave a background in semantics to develop skills of formalization and it made research in semantics accessible. Marjolyn Verspoor has an English analysis at sentence, clause and phrase level. He also gives traditional terms and concepts of English syntax in *English Sentence Analysis* (2000). The next researcher followed this trend is Nigel Fabb. In *Sentences structure* (2005), he introduced the

evidence for sentence structure and revealed its purpose as well as gives a problem-solving approach to language. Meeds R., Bradley S. D. (2007) stated in *The Role of the Sentence and Its Importance in Marketing Communications* that in communication, especially in advertising, sentence plays a vital role in making the brand become successful in the market.

In Vietnam, a lot of researchers follow this trend. Typically, Hoang Trong Phien with “*Ngữ pháp tiếng Việt: câu*” (1980) or Le Xuan Thai with *Hệ thống câu trong tiếng Việt* (1995). In the following years, Nguyễn Minh Thuyết and Nguyễn Văn Hiệp gives some similar matter in “*Thành phần câu tiếng Việt*” (1998) or Diệp Quang Ban in *Ngữ pháp tiếng Việt* (2005). There are also some master theses such as Nguyen Thi Phuong Hong (2003): *A discourse analysis on job advertisements in English and Vietnamese* or Nguyen Thi Thuy Duong (2005): *Information focus in English and Vietnamese sentences*

Although there have been many studies on advertisements, there is no any research on the structural and memantic features ò sentence types in English and Vietnamese detergent product advertisement that has been conducted up to now. Therefore, I choose to do the research entitled “***An investigation into the Structural and Semantic features of sentence types in English and Vietnamese detergent advertisements discourse***” with the hope to make a small contribution to the discourse analysis of advertisements as well as language teaching.

2.2. TREORETICAL BACKGROUND

2.2.1. Sentence definitions

According to Throne (1997), “a sentence is a grammatical construction that makes sense on its own. In writing, it begins with a capital letter and ends with a full stop or an exclamation or question mark.”. Ray Jackendoff states that sentence that is a complete unit of speech formed grammatically according to the rule of a certain language is the most important tool to form, demonstrate and transfer the belief (1994).

The subject is the principal part of the sentence, expressed by a word or a group of words, which is grammatically independent of the other parts of the sentence and with which the second principle part, the predicate, agrees in number and person. The subject denotes a person, a thing or a phenomenon. The subject of a sentence can be expressed by a noun, pronoun, numeral... The predicate is the second part of the sentence which expresses an action, a state, or quality of the person, thing or phenomenon denoted by the subject. It agrees with the subject in number and person.

In Vietnamese, Diệp Quang Ban (1972) defined sentence as a unit of language research which has independently grammatical structure and intonation end, and comparatively complete meaning, attitude or estimation of speaker in order for his or her thoughts or feelings to be formed, expressed or communicated. According to Mai Ngọc Chừ, Vũ Đức Nghiệu, Hoàng Trọng Phiến (2003), sentences are language units that have

independent grammatical components with intonation to transfer belief and love.

****) Sentence used in advertisement***

Producers have been taking advantage of sentences in advertising in order to inform customers about details of the products. In terms of advertisement, besides the function of informing, sentence is an element which has a strong persuasion, which is also a second aim of advertisement. As we can see, due to the fact that most of the ideas on advertisements are transferred through sentences, whether ideas of producers are imparted successfully or not depends on sentences. As a result, sentence is a sharp tool for advertisers to show their ultimate ideas.

2.2.2 Structural and semantic features of sentence types

a. Structural features of sentence types

a1. Simple sentence: Simple sentences contain one independent clause, that is a group of words with one subject and predicate combination that can stand alone.

- Simple sentences with Direct object and Indirect object

In a sentence, the subject and verb may be followed by an object. An object is a noun or pronoun that gives meaning to the subject and verb of the sentence. Not all sentences contain objects, but some may contain one or more. There are two kinds of objects within a sentence: direct and indirect objects.

- Simple sentences with adverbials

Adverbials indicate *when* or *how* or *why* or more generally

in what circumstances the action took place. Indeed, adverbials can go anywhere in the sentence.

a2. Compound sentence

When two or more independent clauses are joined by a coordinate conjunction, they remain independent clauses, but become one *compound sentence*

a3. Complex sentence: A complex sentence is made from an independent clause and a dependent clause joined together.

a4. Compound – Complex sentence

Compound – Complex sentence is a combination of a compound sentence and a complex sentence. They require a minimum of three clauses; two independent and one dependent.

a5. Inverted sentence

Some linguistics stated that inversion is a syntax process introducing entities into discourse. In linguist, **inversion** is any of several grammatical constructions where two expressions switch their canonical order of appearance, that is, they invert. For example:

(2.1) *So angry was the doctor that he shouted.*

(2.2) *Vị bác sĩ quá tức giận đến nỗi ông ấy đã hét lên.*

b. Semantic features of sentence types in detergent product advertisements

b1. Declarative sentence

The content of information is one of the compulsory things and it also has a leading role in advertisement. Language has a powerful influence over people and their behavior. This is

especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

b2. Imperative sentences (Commands)

* Commands without a subject: This is the most common category of command that differs from a statement

(2.3) *Go to bed early!*

Sometimes there are some markers of politeness, which is placed at the beginning or end of the imperative sentences (1) or if one changes the command into a question or a statement (2)

(2.4) *Shut the door, please! (1)*

Will you shut the door? (2)

b3. Interrogative sentence

b4. Exclamatory sentence

2.2.3. Overview of advertising

a. Definitions of Advertising

According to Arens (1982) “*Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media*”

According to Cook (1992) “*Advertising means clearly identifiable, paid for communication in the media, which aims to persuade, inform and sell. But the world is also used to cover a much broader range of activities-from design to public relations- by what are often the same organizations, using similar sills*”. Therefore, advertising is one of the main elements of the marketing

mix (*A planned mix of the controllable elements of a product's marketing plan*). It involves using paid media to communicate persuasive information about a destination, product or service. Advertising is used to provide information and influence customers' attention attitudes and it can be directed at customers either in a targeted narrow way or in broad geographic applications.

Goddard (1998) argued advertising is not just about the commercial promotion of branded product, but can also the idea of texts whose intention is "to enhance the image of an individual, group or organization".

In Harris and Sheldon's book entitled "Advertising and The public" (1962) defined that "*Advertising designed to spread information with a view to promoting the sales of marketable goods and services*".

b. Classification of Advertising

Print Advertising

Broadcast Advertising

Outdoor Advertising

Covert Advertising

Public Service Advertising

c. Language of Advertising

Goddard (1998) stated that "Vocabulary is chosen to promote positive associations in the minds of the target audiences". In addition, Delin (2000) claimed that "Vocabulary is clearly a central element in building the image of a product".

d. Objectives of advertisements

The study is intended:

- To find out the structures and semantics of sentence types in English and Vietnamese Advertisement discourse
- To find out the similarities and differences between English and Vietnamese in terms of these above aspects.
- To give some implications in teaching and learning English, especially in writing skill.

e. Functions of Advertising

No one can deny that advertising is very crucial not only to consumers, but also to social development. In fact, it performs three main roles in society.

Marketing role- helping companies sell their products or services.

To the producers, advertising provides the chances of promoting the products or services, communicating with the consumers and developing the business, which does much good to economic development.

Educational role- helping people learn about new products and services

As consumers, we can get information of the world from advertisement. Then it performs the educational role. We can compare the products or services of one brand with another from which we can make our choices.

Social role- helping increase productivity and raise the standard of living

To the society, advertising can accelerate the growth of economy, and thus improve the standard of living. It also promotes the mass-media and gives the society very rich cultural meaning.

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer. It could be said that cave paintings in some way represented the first forms of advertising, although the earliest recognized version of what we know as advertising was done on papyrus by the Egyptians. And in Pompeii, the ruins suggest that advertising was commonplace. However, today the advertiser has a vast array of choices. Over the time, the main media of advertising include magazines, newspapers, radio and television. Besides, there are some other means of advertising such as billboards, posters, outdoor signs, banners at sporting events, logos on clothing and so on. In addition, the internet alone provides many of these, with the advent of branded viral videos, banners, advertorials, sponsored websites, branded chat rooms and so much more.

Detergent advertisements often take magazines, newspapers, television and the internet as their principal advertising media. In this thesis, we only use detergent advertisements collected from websites and newspapers in English and Vietnamese for analysis.

2.2.4. Overview of Detergent product advertisements

a. Definitions of Detergent

According to the online dictionary Wikipedia, detergent is a cleansing agent, especially a surface-active chemical such as an alkyl sulphonate, widely used in industry, laundering, etc. In other words, detergent is called a cleaning agent that helps to remove dirt and grease from porous surfaces (such as fabrics, clothes, non-treated wood) and/or non-porous surfaces (such as metals, plastics, treated wood). All detergents are made principally of soaps or surfactants. Detergent is any of a group of synthetic, organic, liquid or water-soluble cleaning agents that, unlike soap, are not prepared from fats and oils, are not inactivated by hard water, and have wetting-agent and emulsifying-agent properties. Besides, it is a similar substance that is oil-soluble and capable of holding insoluble foreign matter in suspension, used in lubricating oils, dry-cleaning preparations, etc.

b. Definition of Detergent Advertising

Detergent advertising is the activity of introducing detergent products or services through advertisements on television, newspaper, magazines or other means of communication. It has the ability to reach a mass audience at a national level.

CHAPTER 3

METHOD AND PROCEDURES

3.1. RESEARCH METHODS

The study was designed in the qualitative and quantitative approaches. Qualitative method was used to describe and analyze the data to find out the structures, semantics of sentence types in English detergent products advertisement discourse and give some similarities as well as differences between English and Vietnamese detergent products advertisement discourse.

With the aim of achieving the goal put at the beginning, it is impossible to use a single method, several methods were employed.

3.2. RESEARCH PROCEDURES

The steps will be involved:

- Collecting data: detergent product advertisements in English and Vietnamese were read.
- Making a comparison to find out the similarities and differences between sentence types in advertisement discourse in the two languages in terms of structures and semantics.
- Synthesizing and draw conclusion.
- Giving some implications in teaching and learning English and some suggestions for further research.

3.3. DATA COLLECTION AND DATA ANALYSIS

3.3.1. Data collection

- In this study, the samples for the investigation were mainly taken from websites. Samples of English detergent products were taken from some newspapers or magazines. Especially, most samples were taken from popular websites for example www.tuicare.com or www.dreft.com. Samples of Vietnamese detergent products were from Thanh Nien, Tien Phong, Tạp chí Gia Đình, Báo Phụ nữ newspaper or websites such as vnclean.net or www.hungphatpro.com

- 100 samples in English and 100 samples in VDPA from 2010 and 2013 were used for this thesis.

3.3.2. Description of Samples

Detergent product advertisements used for analysis in this thesis were taken from websites or newspapers. Thus, at first, more than 100 pieces of detergent product advertisements of various lengths and forms are collected. These models were classified into laundry detergent, dishes detergent, glass detergent,...

3.3.3. Data Analysis

3.4. RELIABILITY AND VALIDITY

Since the speeches collected from online newspapers for this study are a totally authentic source of data, not invented examples, the quality of the data is quite reliable. These data are not out of date (from the year 2010 to 2013).

CHAPTER 4

FINDINGS AND DISCUSSION

4.1. STRUCTURES OF SENTENCE TYPES IN EDPAS AND VDPAS

4.1.1. Simple sentences in EDPAs and VDPAs

a. Simple sentences with Direct object and Indirect object

(4.1) Palmolive gel dishwasher detergent provides powerful cleaning action.

[A-12]

(4.7) LIX hương hoa xuân giúp quần áo sáng sạch hơn, lưu giữ thật lâu hương hoa thơm mát.

[B-88]

b. Simple sentences with adverbials

(4.14) For almost four decades the Vernel brand has stood for dreamily soft laundry and fascinating fragrance experiences.

[A-84]

(4.18) Qua hơn 30 năm xây dựng và phát triển thương hiệu, Mỹ Hảo đã có một vị trí xứng đáng và đứng vững trên thị trường nói chung hay những sản phẩm đáng tin cậy nói riêng.

[B-99]

c. Simple sentence with abstraction

(4.19) Clean - Polish - Protect – Preserve

[A-81]

4.1.2. Comparison of simple sentences in English and VDPAs

Table 4.3: Frequency of simple sentences in English and VDPAs

Languages	English	Vietnamese
Simple sentences		
<i>with Direct object</i>	41,8%	43,3%
<i>with Indirect object</i>	24,2%	24,2%
<i>With adverbials</i>	6,5%	8,1%
<i>with abstraction</i>	9%	7,9%
<i>Total</i>	81,5%	83,5%

4.1.3. Complex sentences in EDPAs

a. Complex sentence with Subject as a Clause

(4.26) A powerful clean that is gentle on skin ‘all® free clear OXI helps get out your whole family’s toughest dirt & stains with no dyes or perfumes.

[A-50]

b. Complex sentences with Predicate as a Clause

(4.1) Ecosential by smart choice™ is an innovative line of products uniquely designed for your home by appliance experts

[A-26]

(4.34) Vim là sản phẩm tẩy rửa hai trong một được khuyên dùng cho bồn cầu và nhà tắm.

[B-07]

c. Complex sentences with Adverbial as a Clause

d. Complex sentences with Object as a Clause

(4.40) Our formulas use plant-based technology and essential oils for a soft that lasts and lasts.

4.1.4. Comparison of complex sentences in detergent advertisements

Table 4.6: Summary of complex sentences in detergent product advertisements

Languages	English	Vietnamese
Complex sentences		
<i>with Subject as a Clause</i>	2,3%	1,2%
<i>with Predicate as a Clause</i>	0,7%	0,6%
<i>with Adverb as a Clause</i>	0,4%	0,2%
<i>with Object as a Clause</i>	3,6%	0,7%
Total	7,1%	2,7%

4.1.5. Compound sentences in EDPAs and VDPAs

a. Compound sentences with Coordinating Conjunctions

- *) Compound sentences with “and”*
- *) Compound sentences with “but”*
- *) Compound sentences with “so”*
- *) Compound sentences with “yet”*
- *) Compound sentences with “or”*

b. Compound sentence with conjunctive adverbs

4.1.6. Comparison of compound sentences in detergent advertisements

Table 4.9: Summary of compound sentences in detergent advertisements

Compound sentences	Languages	
	English	Vietnamese
<i>Compound sentences with Coordinating Conjunctions</i>	5,6%	7,8%
<i>Compound sentences with Conjunctive adverbs</i>	3,2%	1,8%
<i>Alternative compound sentence</i>	1,1%	3,7%
<i>Total</i>	9,2%	13,3%

4.1.7. Compound – complex sentences in EDPAs

4.1.8. Comparison of Compound – complex sentence in detergent product advertisements

4.1.9. Inverted sentences in EDPAs and VDPAs

4.1.10. Comparison of Inverted sentences in EDPAs and VDPAs

4.2. SEMANTICS OF SENTENCE TYPES IN EDPAs AND VDPAS

4.2.1. Declarative sentences in EDPAs and VDPAs

a. Declarative sentences with affirmative meaning

(4.83) *With the use of these washing powders in small amount, we believe that VIZZ can remove the dirt very easily.*

(4.84) We offer a superior quality Washing Powder for our clients, which is known for low leather formulation that works well in top and front of loading machines. [A-02]

b. Declarative sentences with negative meaning

(4.99) Ecos Laundry Detergent Pods are all-in-one pouches with just the right amount of detergent measured out for you. No spills, no pouring, no waste! (Ecos)

(4.100) Just add with detergent. No measuring, and no mess!

4.2.3. Imperative sentences in English and VDPAs

Table 4.14: Frequency of imperative sentences in EDPAs

Imperative sentences	Occurance	Percentage
<i>Imperative sentences with “Buy”</i>	13	1,9%
<i>Imperative sentences with “Use”</i>	7	1,1%
<i>Imperative sentences with “Try”</i>	8	1,2%
<i>Imperative sentences with “Forget”</i>	6	0,9%
<i>Imperative sentences with “Enjoy”</i>	7	1.1%
<i>Imperative sentences with “Choose”</i>	8	1,2%
<i>Imperative sentences with “Let”</i>	5	0,8%
<i>Imperative sentences with “Don’t”</i>	10	1,5%
<i>Another imperative sentences</i>	4	0,5%
Total	68	10,2%

4.2.5. Interrogative sentences in EDPAs and VDPAs

Table 4.17: Frequency of interrogative sentences in EDPAs

Interrogative sentences	Occurance	Percentage
<i>Interrogative sentences with Yes-No questions</i>	23	3,5%
<i>Interrogative sentences with Wh-questions</i>	19	2,9%
<i>Alternative Interrogative sentences</i>	6	0,8%
<i>Total</i>	48	7,2%

CHAPTER 5

CONCLUSION AND IMPLICATIONS

5.1. CONCLUSION

In terms of structures of sentence types in EDPAs and VDPAs, there are five types: simple, complex, compound, compound-complex and inverted sentences. Simple sentence is widely used in almost all detergent product advertisements because of the fact that simple sentence enables customers to get access to the products easily. *Simple sentence* takes up the highest proportion of all kinds of sentence types in terms of structural feature with **81,5%** in English and **83,5%** in Vietnamese. Simple sentences with direct object account for 41,8% and 43,3% in English and Vietnamese respectively.

Sentences with Indirect object shares the same level in both languages (24,2%). With 9% and only 7,9%. Simple sentences with abstraction are considered to be the types that account for the lowest proportion. *Complex sentence* includes four types: with Subject as a Clause, with Predicate as a Clause, with Adverbial as a Clause and with Object as a Clause. A distinctive feature is that complex sentence in English outnumber that of Vietnamese. In the four types, English complex sentence with Object as a Clause has the highest rate (3,6%) while complex sentence with Subject as a Clause is the kind which ranks first in Vietnamese (1,2%). *Compound sentence* ranks second after simple sentence. The proportion of Vietnamese compound sentence is **13,3%**, which is **5,1%** more than that in English. In both languages, compound sentence with Coordinating Conjunctions shares the high level (5,6% in English and 7,8% in Vietnamese). No compound – complex sentence is found in 100 Vietnamese samples while there is **0,8%** compound-complex sentence in English. In both languages, inverted sentence with past participle is the most common type in inverted sentence.

With regard to the semantics of sentence types in English and VDPAs, the study examined the four types. The first one is declarative sentence which is very common in detergent advertisements. There is no difference of this type in both languages with 78,1% in English and 19,1% in Vietnamese. Although declarative sentence with affirmative

meaning in English is 54,5%, this type seems to be less than declarative sentence with negative meaning in Vietnamese. The second is imperative sentence with “Buy”, “Use”, “Try”, “Forget”, “Enjoy”, “Choose”, “Let” and “Don’t”. In English, imperative sentence account for 10,2%, higher than that in Vietnamese (9,3%). In the above types, the proportion of imperative sentence with “Buy” takes up the highest rate (1,9% in both languages). The third is interrogative sentence which is 8,8% in Vietnamese and 7,2% in English. The level of interrogative sentence with Yes-No questions in English is 3,5%, which is 1,2% less than that in Vietnamese. The last item examined here is exclamatory sentence. The proportion of this type is quite low in Vietnamese (2,8%), lower than that in English (4,5%).

5.2. IMPLICATIONS

On carrying out the study, I do hope that it will be a useful material for anyone who is interested in advertising field including copy-writers and advertising agencies

A copywriter can work for an advertising agency, a corporate marketing department. While advertising, copywriters use their skills to persuade people to buy a wide range of goods and services; there are copywriters who specialize in specific areas or niches.

5.3. LIMITATIONS OF THE STUDY

First of all, the corpus for this thesis is extremely large, since detergent products advertisements cover every

single corner of human life and they have been developing faster and faster. The drawback is that there is no limitation of detergent products types according to specific branches and industries. Secondly, due to the restriction of media, all EDPAs and VDPAs are downloaded from websites and newspapers instead of approaching real ones. Finally, because of the limited time, knowledge and references, the study can only examine some certain characteristics of English and VFPAs such as the sentence types in terms of structures and semantics, so it has not reached the expected depth as it should.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

This thesis is an attempt to make a detailed analysis of discourse features of English and VFPAs in terms of layout, grammatical features, lexical features, cohesive and stylistic devices. Additionally, much of our effort has been made to point out the similarities and differences between the two languages. However, within the limitation of time and materials, the study is by no means complete and remains some other aspects awaiting investigation. We strongly suggest further studies on the following areas:

1. An investigation into structures and pragmatics of English and VDPAs discourse.
2. An investigation into semantics and pragmatics of English and VDPAs discourse.