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**A STUDY OF PRAGMATIC FEATURES OF PARALLELISM
IN ENGLISH VERSUS VIETNAMESE ADVERTISING
SLOGANS**

**Major: ENGLISH LINGUISTICS
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Chapter One

INTRODUCTION

1.1 RATIONALE

Nowadays, with the rapid development of economy around the world, global economic competition becomes very hard. Companies have to use a series of strategies to attract customers' attention to their products. And a slogan is one of the most important communication tools in marketing which triggers the feelings and shows company's claim on their product (or service). It cannot be denied that slogans are a vital part of marketing and have been used to help promote business and engage with customers for many years. Let us take the slogan of Clairol into consideration.

There are many significant features that make a great contribution to the success of a slogan and one of them is using parallel structures. Parallel constructions play an important part in helping highlighting images, which makes slogans as well as other literature works easy to memorize. Parallelism also helps to connect sentences in a series of speeches, creating coherence and cohesiveness, and to draw the attention of readers or listeners.

In fact, it is, however, not easy for companies to make a good slogan and they often have difficulties in making use of parallelism in designing a suitable slogan that must be simple, memorable, and effective. However, what are the pragmatic features of parallelism in English compared to those in Vietnamese advertising slogans? This leaves open the possibilities for the contrastive studies of the above

features of parallelism in advertising slogans in English and Vietnamese.

For the above reasons, I would like to choose *A Study of Pragmatic Features of Parallelism Used in English and Vietnamese Advertising Slogans* as the topic of my thesis in order to find out the similarities and differences between them. Hopefully, this study could help learners as well as customers improve their understanding of advertising slogans and help companies write better advertising slogans in English and Vietnamese by using parallelism effectively.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This thesis is aimed to study the pragmatic features of parallel structures used in English and Vietnamese advertising slogans. The findings of the study could help learners of English and Vietnamese and companies have a better insight into parallelism and its effects on designing advertising slogans.

1.2.2. Objectives

To achieve the above aims, the study is:

- To describe the pragmatic features of parallelism in English advertising slogans and Vietnamese advertising slogans.
- To compare to find out the similarities and differences in parallelism used in the advertising slogans of the two languages.

1.3. RESEARCH QUESTIONS

The study will find the answers to the following questions:

1. What are the pragmatic features of parallelism in English

advertising slogans?

2. What are the pragmatic features of parallelism in Vietnamese advertising slogans?

3. What are the similarities and differences in parallelism used in English and Vietnamese advertising slogans in terms of pragmatic features?

1.4. SCOPE OF THE STUDY

Due to the limitation of time and of the researcher's ability, this thesis mainly attempts to investigate the pragmatic features of parallel constructions commonly used in English and Vietnamese advertising slogans. The data are restricted to those taken from publications, especially from Internet.

1.5. SIGNIFICANCE OF THE STUDY

This research into pragmatic features of parallel structures in advertising slogans in English versus Vietnamese is aimed to show the similarities and differences between them and to contribute to the current knowledge of the field. Besides, the findings from the descriptive and contrastive analysis of parallel structures in English and Vietnamese advertising slogans are expected to be useful and significant for the students, especially students of business schools, for designers of advertising slogans, for advertising companies. Moreover, this study could be beneficial for Vietnamese learners and teachers of English and for the process of teaching English as a foreign language as well.

1.7. ORGANIZATION OF THE STUDY

This study consists of 5 main chapters as follows:

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 Two
LITERATURE REVIEW
AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

There have been some studies on parallelism in English. *“Repetition and Parallelism in English verse; a Study in the Technique of Poetry”* by Alophonso (1894), *“Repetition and Parallelism in Tennyson by Poetic Diction: A Study in Meaning”* by Lauvriere (1910), *“Parallelism and Deep Structure Meaning in Estonian Folksong: Some Preliminary Speculations”* by Kurman (1989). Likewise, there are also some studies on parallelism carried out by Vietnamese researchers. In detail, Đặng Ngọc Cư (2003) examined the grammatical structure and semantic mechanism of English proverbs through parallelism, Lê Thị Hoàng Vân (2008) made an investigation into features of Antithesis - a special case of parallelism - in political speeches, Mai Thị Bích Hoa (2009) put the stress on Climax rhetorical device in English and Vietnamese literature, Vũ Thụy An (2010) investigated the form of parallelism and the influence of the illocutionary force of parallelism in English and Vietnamese political speeches, Vũ Thị Châu Sa (2011) gave a detail research on syntactic and semantic features of parallel structures used in English and Vietnamese songs. Recently, the analysis of syntactic and semantic features of parallelism of sayings about happiness in English was carried out by Đào Thị Thủy Tiên (2013).

In terms of advertising and slogans, there have been some English authors making an investigation into the language of advertising in general and the slogans in particular. In *“Language of Advertising”*, Goddard (1998) had a look at the relationship between advertising and culture to analyze the concepts and the application of advertisements with the stress on words, phrases, colors, information and persuasive strategy. Crystal and Davy (1969) in *“Investigating English Style”* gave a detail description on how language is used in English advertising. In *“Advertising as Communication”*, Dyer (1996) considers commercial advertising as a form of communication that constantly impinges on human life in contemporary society. Foster (2001) in *“The Art & Science of the Advertising Slogan”* provided a reliable framework to define, classify, analyze and characterize advertising slogans. Cook (2003) in *“Discourse of Advertising”* made an effort to analyze advertisements as a discursive genre with the focus on discourse analysis, stylistic and linguistic features in advertisements.

In Vietnam, advertising and slogans have been given much interest by both researchers and learners. In *“A Discussion Concerning Linguistic Units and Meaning in English Language Advertisement”*, Đinh Gia Hùng and Hồ Sĩ Thắng Kiệt (1993) discussed the features of English linguistic units and semantic meanings used in advertisement. Mai Xuân Huy (2001) who gave a great deal of thoughts to advertising from the view of linguistics in *“Các đặc điểm của ngôn ngữ quảng cáo dưới ánh sáng của lý thuyết giao tiếp”*. Huỳnh Văn Tông (2001) in

“*Kĩ thuật quảng cáo*” made an analysis of some linguistic techniques used in language of advertising such as the diversity of structures, the names of products, etc. In “*Ngôn ngữ và ngôn ngữ quảng cáo*”, Nguyễn Kiên Trường (2004) mentioned general problems of advertising and advertising language. Ngô Thị Hồng (2004) made an investigation into the lexico-semantic and stylistic features of English lexical choice in commercial advertisements in her thesis “*An Investigation into English Lexical Choice in Trade Advertisements*”. Phan Thị Uyên (2006) in her thesis “*An Investigation into Some Commonly Used Stylistics Devices in Advertising Language in English and Vietnamese Newspapers*” looked at some commonly rhetorical devices in newspaper advertising language such as simile, metaphor, rhetorical question, repetition, etc. Trần Thị Việt Nga (2010) in “*An Investigation into Linguistic Devices for Persuading Products Buyers in Textual Advertisements in English and Vietnamese*” discussed some popular rhetorical devices in advertising language and pointed out the similarities and differences in the semantic and syntactic features of linguistic devices used in advertising to persuade buyers in English and Vietnamese. Nguyễn Thị Cẩm Hà (2011) made an investigation into the speech acts used in the advertisement to find out the similarities and differences regarding the language of advertising in “*A Discourse Analysis of the Linguistic Features of the Advertisement of Food and Drink in English and Vietnamese*”. In the thesis “*A Study of Lexical, Syntactic and Pragmatic Features of Company Slogans in English and Vietnamese*” Nguyễn Đình Thùy An (2012) made a comparison

between English and Vietnamese company slogans in terms of lexical, syntactic and pragmatic features. Most recently, Hoàng Thị Hồng Thương (2014) in *“A contrastive Study of Linguistic Features of Advertising Slogan for Mobile Electronic Devices in English and Vietnamese”* made an analysis of linguistic features of advertising slogans of mobile electronic devices and pointed out the similarities and differences in using these features in writing advertising slogans in the two languages. Lastly, Nguyễn Thành Công (2014) analyzed the culture influence on persuasive strategies in his research *“A Study of Persuasive Strategies in Advertisements of Electronic Products in English versus Vietnamese”*.

Although there have been a great number of studies relating to parallelism and advertising language, the investigation into the locutionary and perlocutionary force implied in the use of parallelism, especially in designing and writing advertising slogans is still incompletely discovered.

2.2. THEORETICAL BACKGROUND

2.2.1. Parallelism

2.2.1.1. Definition of Parallelism

Galperin (1971), in the book *“Stylistics”* gave a clear definition of parallelism: *“Parallel construction is a device which may be encountered not so much in the sentence as in the macro- structures dealt with the earlier, viz, the SPU and the paragraph. The necessary condition in parallel construction is identical or similar syntactical structure in two or more sentences or parts of a sentence in close*

succession.” According to him, the necessary condition in parallel constructions is identical or similar syntactical structure in two or more sentences or parts of a sentence in close succession.

In Vietnamese, there are many names of parallelism in Vietnamese such as “*Phép sóng đôi*”, “*Phép điệp*”, “*Điệp ngữ*”, “*Điệp từ ngữ*”.

According to Đinh Trọng Lạc (1995) in “99 Phương tiện và biện pháp tu từ Tiếng Việt”, he stated: “*Sóng đôi là biện pháp tu từ cú pháp dựa trên sự cấu tạo giống nhau giữa hai hay nhiều câu hoặc hai hay nhiều bộ phận của câu*” (*Parallelism is a syntactically stylistic device, expressed by the identical structure of two or more sentences or of two or more components of a sentences.*)

Although there is a variety of parallelism definition, they all have the same content. Therefore, I decide to use their theories to investigate the pragmatic features of parallelism in English and Vietnamese advertising slogans.

2.2.1.2. Functions of Parallelism

As mentioned by Pecci and Jones (2004), parallelism can serve to emphasize that the ideas are equal in importance and can add a sense of symmetry and rhythm, which makes a speech more memorable.

In “*Phong cách học và đặc điểm tu từ tiếng Việt*”, Cù Đình Tú (1883) emphasized the importance of parallelism: if the stimulating things appear many times, they will be able to draw people’s attention. He also claimed that the repetition in parallel construction is not useless, it is a worthy progress in certain content.

2.2.1.3. Classification of Parallelism

In this thesis, I carried out a research on parallelism in English and Vietnamese advertising slogans at 4 levels: words, phrases, clauses and sentences.

2.2.2. Advertising slogans

2.2.2.1. Definitions of Advertising

According to Harris and Seldon (1962), “*Advertising designed to spread information with a view to promoting the sales of marketable goods and service*”.

In Vietnam, Đinh Trọng Lạc (1997) considers “*Quảng cáo là thể loại nhằm truyền đạt thông tin, đề cao những phẩm chất của hàng hóa (vật chất và tinh thần) làm ra, tác động vào nhu cầu thị hiếu của mọi người để nhiều người mua, tham gia hưởng ứng*” (Advertising as a genre to provide information, to dignify the good qualities of the product physically and mentally, to affect the consumers’ need and desire in order to urge them to respond and buy the products.)

Although advertising can be defined in a wide range of ways, they have one point in common, that is, advertising is used to promote the product, idea, or to give information and to persuade people of the advantage of the product and induce them to buy it.

2.2.2.2. Definitions of Slogans

Although, there have been several notions of slogans, the following one by Hornby (2010) could provide 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".

2.2.2.3. Advertising slogans

In this thesis, advertising slogans are investigated under the forms of words, phrases, clauses and sentences.

2.2.2.4. Functions of Slogan in Advertising

2.2.2.5. Principles in Writing Advertising Slogans

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

2.2.2.6. Requirements of a Good Slogan

2.2.2.7. Advertising Slogans and Parallelism

Parallelism could be considered the most typical stylistic device in writing advertising slogans in order to create and leave a long-lasting effect on the prospective buyers to encourage them to purchase the product advertised.

2.2.2.8. Pragmatic Features of Advertising Slogans

Austin (1962) mentioned three different kinds of acts when speaking:

- + Locutionary acts**
- + Illocutionary acts**
- + Perlocutionary acts**

In this thesis, I would like to focus on analyzing locutionary act

and perlocutionary act to highlight their functions in English and Vietnamese advertising slogans.

Searl (1969) listed twelve differences between speech acts that can serve as bases for classification, but he uses only four of them (illocutionary point, direction of fit, the expressed psychological state, propositional (content) to establish five classes of speech acts. They are:

- (i) **Assertives**
- (ii) **Directives**
- (iii) **Commissives**
- (iv) **Expressives**
- (v) **Declaratives**

2.3. SUMMARY

This chapter reviews the literature review as well as theoretical background relevant to the study.

Chapter Three

RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH DESIGN

In order to reach the goal of the study, we carry out our investigation based on a combination of qualitative, quantitative, descriptive and comparative methods.

The combination of qualitative and quantitative approach is applied to collect, examine, classify and analyze the data of the types of parallelism in English and Vietnamese advertising slogans.

The descriptive method is used to describe the collected data combined with a comparative analysis of the samples in English and Vietnamese.

Thanks to the combination of these methods, the data were collected, described, classified, analyzed and compared to find out the similarities and differences in the use of parallelism in English and Vietnamese advertising slogans.

3.2. RESEARCH METHODOLOGY

3.2.1. Data Collection

The data were mostly taken from English and Vietnamese slogans on the Internet. 260 samples including 130 English slogans and 130 Vietnamese ones, were quoted, analyzed and used as the chief source for the qualitative and quantitative analysis in the thesis.

3.2.2. Sampling

The samples for the analysis are the parallel structures found in English and Vietnamese advertising slogans of various companies.

The data were collected from English and Vietnamese advertising slogans in the Internet for analysis.

The samples were built on 260 slogans (130 in English and 130 in Vietnamese) and selected basing on the definition of the advertising slogans in this thesis these samples are hoped to cover all the situations of parallelism in English and Vietnamese advertising slogans.

3.2.3. Data Analysis

The thesis is carried out basing on the quantitative and qualitative approaches to find out the similarities and differences of pragmatic features in the use of parallelism in English and Vietnamese advertising slogans.

3.3. RESEARCH PROCEDURE

3.4. RELIABILITY AND VALIDITY

To some extent, the research design, research methodology and research procedures are followed. This research is a qualified and quantitative study. In addition, the data in the study are collected from authentic sources. In fact, the data are taken from live videos in the internet. Moreover, the results of the research not only produce a qualified and quantitative study but also provide the theoretical background for other thesis related. Besides, it also helps Vietnamese or English learners make effective use of parallelism. Due to these reasons above, this study is reliable and valid.

Chapter Four

FINDINGS AND DISCUSSIONS

4.1. LOCUTIONARY ACT

4.1.1. Parallel Words

4.1.1.1. *Parallel Nouns (PNs)*

In English: PN = N + N + (N ...)

In Vietnamese: PN = N + N + (N ...)

4.1.1.2. *Parallel Verbs (PVs)*

In English: PV = V + V + (V ...)

In Vietnamese: There are not any Vietnamese advertising slogans using parallel verbs.

4.1.1.3. *Parallel Adjectives (PAdjs)*

In English:

PAdj = Adj (single/ comparative) + Adj (single/ comparative)
+ [Adj (single/ comparative) ...]

In Vietnamese:

PAdj = Adj + Adj + (Adj ...)

4.1.1.4. *Parallel Adverbs (PAdvs)*

There are no any cases of parallel adverbs in both English and Vietnamese advertising slogans surveyed.

4.1.1.5. *Parallel Prepositions (PPreps)*

There are no any cases of parallel prepositions in both English and Vietnamese advertising slogans studied.

4.1.2. Parallel Phrases (PPhs)

4.1.2.1. *Parallel Noun Phrases (PNPhs)*

In English

- PNPh= [Det (PossAdj) + N] + [Det (PossAdj) + N] + [[Det (PossAdj) + N] +...]
- PNPh = (Adj + N) + (Adj + N) + [(Adj + N) ...]
- PNPh = [Adj (comparative) + N] + [Adj (comparative) + N] + [[Adj (comparative) + N] ...]
- PNPh = (N + PrepPh) + (N + PrepPh) + [(N + PrepPh) ...]
- PNPh = [Det + Adj (comparative)] + [Det + Adj (comparative)] + [[Det + Adj (comparative)] ...]
- PNPh = (N + Adv) + (N + Adv) + [(N + Adv) ...]
- PNPh = [N + Past participle (Post-mod / Non - finite RC)] + [N + Past participle (Post-mod / Non - finite RC)] + [[N + Past participle (Post-mod / Non - finite RC)] ...]

In Vietnamese

- PNPh = [N + PossAdj (Post-mod)] + [N + PossAdj (Post-mod)] + [[N + PossAdj (Post-mod)] ...]
- PNPh = [Pre-Det + N + PossAdj (Post-mod)] + [Pre-Det + N + PossAdj (Post-mod)] + [[Pre-Det + N + PossAdj (Post-mod)] ...]
- PNPh = [N + AdjPh (Post-mod)] + [N + AdjPh (Post-mod)] + [[AdjPh (Post-mod)] ...]
- PNPh = [N + Comparative Adj (Post-mod)] + [N + Comparative Adj (Post-mod)] + [[N + Comparative Adj (Post-mod)] ...]
- PNPh = (Pre-mod + N + 'S + N) + (Pre-mod + N + 'S +

N) + [(Pre – mod + N + ‘S + N) ...]

- PNPh = (N + ‘S + N (Post-mod) + AdvPh) + [N + ‘S + N (Post-mod) + AdvPh] + [[N + ‘S + N (Post-mod) + AdvPh] ...]

4.1.2.2. Parallel Verb Phrase (PVPhs)

In English

- PVPh = (V + NPh) + (V + NPh) + [(V + NPh) ...]
- PVPh = (V + Adv) + (V + Adv) + [(V + Adv) ...]
- PVPh = (Linking V + Adj) + (Linking V + Adj) + [(Linking V + Adj) ...]
- PVPh = (V + NPh + NPh) + (V + NPh + NPh) + [(V + NPh + NPh) ...]
- PVPh = (V + PrepPh) + (V + PrepP) + [(V + PrepPh) ...]
- PVPh = (V-ing + Adv / N) + (V-ing + Adv / N) + [(V-ing + Adv / N) ...]

In Vietnamese

- PVPh = (V + N / PrepPh) + (V + N / PrepPh) + [(V + N / PrepPh) ...]
- PVPh = (Pre-mod + V) + (Pre-mod + V) + [(Pre-mod + V) ...]
- PVPh = [V + Adv (Post- mod)] + [V + Adv (Post-mod)] + [[V + Adv (Post- mod)] ...]

4.1.2.3. Parallel Adjective Phrases (PAdjPhs)

In English

- PAdjPh = (Adv + Adj) + (Adv + Adj) + [(Adv + Adj) ...]

- PAdjPh = [Adj(comparative) + PrepPh] + [Adj
(comparative) + PrepPh] + [[Adj(comparative) + PrepPh] ...]

In Vietnamese

- PAdjPh = (Pre-mod + Adj) + (Pre-mod + Adj) + [(Pre-mod + Adj) ...]
- PAdjPh = (Adj + Post-mod) + (Adj + Post-mod) + [(Adj + Post-mod) ...]

4.1.1.4. Parallel Prepositional Phrases (PPrepPhs)

There are not any parallel prepositional phrases in both English and Vietnamese advertising slogans.

4.1.1.5. Parallel Adverb Phrases (PAdvPhs)

In English

- PAdvPh = [Adv + Post-mod (to – inf clause/ non-finite clause)] + [Adv + Post-mod (to – inf clause/ non-finite clause)] + [[Adv + Post-mod (to – inf clause/ non-finite clause)] ...]
- PAdvPh = [Adv + Post-mod (clause)] + [Adv + Post-mod (clause)] + [[Adv + Post-mod (clause)] ...]

In Vietnamese

By contrast, parallel adverb phrases do not appear in any Vietnamese advertising slogans.

4.1.2. Parallel Clauses

In English

- Parallel clause = (S + V), (S + V), [(S + V) ...]
- Parallel clause = (S + V + O), (S+ V+ O), [(S+ V+ O) ...]

- Parallel clause = (O + S + V), (O + S + V), [(O + S + V) ...]
- Parallel clause = (S + V + A), (S + V + A), [(S + V + A) ...]
- Parallel existential clause = Relative Adverb + (there + to be + N), (there + to be + N), [(there + to be + N) ...]

In Vietnamese

- Parallel clause = (S+ V), (S + V), [(S + V) ...]
- Parallel clause = (S + V + C), (S + V + C), [(S + V + C) ...]
- Parallel existential clause = Existential clause. Existential clause. [(Existential clause) ...]

4.1.3. Parallel Sentences

In English

- Parallel sentence = (S+ V). (S + V). [(S + V) ...]
- Parallel sentence = (S + V +A). (S + V +A). [(S + V +A) ...]
- Parallel sentence = (S + V + O). (S + V + O). [(S + V + O) ...]
- Parallel existential sentence = Existential sentence. Existential sentence. [(Existential sentence) ...]

In Vietnamese

Parallel existential sentence = Existential sentence. Existential sentence. [(Existential sentence) ...]

4.1.4. The Similarities and Differences in Locutionary Act of Parallelism in English and Vietnamese Advertising Slogans.

4.2. PERLOCUTIONARY ACT

4.2.1. Catching Customers' Attention

4.2.2. Making Slogans Memorable

4.2.3. Showing Emphasis

4.2.4. Showing Persuasion

4.2.5. Making a Bridge Between Advertisers and Customers

4.2.6. Similarities and Differences in Perlocutionary Act of

Parallelism in English and Vietnamese Advertising Slogans

4.3. CHAPTER SUMMARY

Chapter 5

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

In this study, a number of 130 slogans in English and 130 slogans in Vietnamese have been investigated to find out the pragmatic features of parallelism in English and Vietnamese advertising slogans.

The findings have been presented in chapter 4 of this thesis where the locutionary and perlocutionary acts of parallelism in English and Vietnamese advertising slogans are in focus.

In locutionary act aspect, analyzed advertising slogans in the two languages are under lexical, phrasal, clausal, sentential levels. The lexical structures are categorized into nouns, verbs, adjectives, adverbs and prepositions. The phrasal structures are classified into noun phrases, verb phrases, adjectives phrases, adverb phrases and prepositional phrases. The sentential structures include simple sentences. Among these structures, phrases especially noun phrases and verb phrases are mostly used in the whole English and Vietnamese corpus.

In perlocutionary act aspect, parallelism is used in advertising slogans in English and Vietnamese with the same goals: catching customers' attention, making slogans memorable, showing emphasis, showing persuasion and making a bridge between the advertisers and the customers. Therefore, the perlocutionary acts of parallelism in both English and Vietnamese advertising slogans are nearly the same.

The findings of the study have laid the foundation for the suggestion on how to write advertising slogans in the most effective

way. I hope this thesis could be useful for the advertisers who want to increase the effectiveness in their interactions with the customers and it could be necessary for pragmatic studies. Especially, it could not only help Vietnamese learners get better understanding of advertising language but also provide them with some necessary strategies and techniques in writing slogans.

5.2. IMPLICATIONS

Understanding an advertising slogan means understanding the linguistic features of an advertising slogan and helping people especially advertisers create an effective slogan. This thesis could be the useful material sources in teaching and learning language, particularly in writing advertising slogan effectively with the use of parallelism.

- For Learners

The result of the study may be necessary for learners of English and Vietnamese languages. A good understanding of pragmatic features of parallel construction in advertising slogans could help students enrich their knowledge and provide them with a useful background and necessary strategies in writing an effective advertising slogan, which may be important for their jobs in the future.

Besides, this study could help learners of English and Vietnamese as a foreign language understand the similarities and differences of pragmatic features of parallelism in English and Vietnamese advertising slogans in terms of locutionary act and perlocutionary act. Moreover, learners could improve their knowledge

of English and Vietnamese language which is reflected on the language used in the advertising slogans. As the result, they could develop their skills of writing efficient advertising slogans as well as other skills in English and Vietnamese.

- For Teachers

There are a number of advantages which the thesis could bring to the teachers.

This thesis provides good sources of English and Vietnamese advertising slogans for teaching materials at school, especially at colleges or universities majoring in marketing. Through this thesis, teachers could have a deeper understanding about the similarities and differences in pragmatic features of parallelism in English and Vietnamese advertising slogans to teach their students better. Indeed, this study could help teachers consolidate their knowledge of advertising language in general and pragmatic features of parallelism in advertising slogans in particular and could make use of the findings of this thesis to explain to their students about the use of parallelism in English and Vietnamese advertising slogans.

- For Advertisers and Companies

As mentioned above, advertising slogans are the vital means for companies to show the uniqueness of their products to persuade customers to buy and use them and to compete with other companies in the same business. How can advertisers and companies create such an effective slogan? This study has been carried out, hopefully to provide some knowledge of the pragmatic features of parallelism in

advertising slogans in English versus Vietnamese, which may be beneficial for companies and advertisers in designing and writing their slogans. Using parallelism in advertising slogans aims to make slogans impressive and easy to stick to the mind of the prospective customers. In this way, this thesis hopes to help advertisers and companies pay more and more attention to parallelism and use it more effectively in advertising slogans.

5.3. DELIMITATIONS

Due to the limitation of time, reference materials and the researcher's knowledge, there still remain some limitations in the thesis.

The thesis cannot cover all aspects of pragmatic features of parallelism in English and Vietnamese advertising slogans. Therefore, the similarities and differences in pragmatic features of parallelism in English and Vietnamese advertising slogans has not been thoroughly analyzed. Besides, the number of samples investigated is limited to 130 samples in English and 130 samples in Vietnamese.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

Due to the presented limitations above, suggestions for further research could be:

- A study of pragmatic features of parallelism including illocutionary act used in English versus Vietnamese advertising slogans with a larger number of samples.

- A study of cultural aspect affecting pragmatic features of parallelism used in English and Vietnamese Advertising Slogans.