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**A STUDY ON SYNTACTIC, SEMANTIC, AND PRAGMATIC
FEATURES OF HYPERBOLIC EXPRESSIONS
IN ENGLISH VERSUS VIETNAMESE CEO
NEWS ITEMS**

Major : ENGLISH LINGUISTICS

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Chapter One

INTRODUCTION

1.1 RATIONALE

Hyperbole is one of stylistic devices having a great power of expressive meaning. People use it as a useful tool to make their words more impressive and attract customers' attention. Hyperbole can be found popularly in literature and in oral communication, in poetry as well as in other discourse types; however, in the area of CEO news, hyperbolic expressions (HEs) remains as a mystery that needs to be further discovered.

Let us look at the examples below of hyperbole employed in English and Vietnamese CEO news items:

[1] **Universal's theme park business is hotter than a fire-breathing dragon.** [N-21]

Obviously, the bolded expression is an overstatement. The speaker used the hyperbolic expression (HE) “**Universal's theme park business is hotter than a fire-breathing dragon**” to emphasize that universal's theme on park business grows rapidly.

[2] Sau 15 năm Internet có mặt ở Việt Nam, chúng ta đã chứng kiến bốn giai đoạn phát triển bùng nổ, bao gồm giai đoạn hạ giá thuê bao kết nối dial-up; ADSL xuất hiện với **các quán cafe Internet mọc lên như nấm**, giúp phổ biến Internet đến từng khu phố; giai đoạn Internet văn hóa xã len lỏi về vùng nông thôn; và 3G xuất hiện. [N-19]

To express the idea that many coffee shops have been built when ADSL appeared in the consuming market, the hyperbolic expression (HE) “quán cafe mọc lên như nấm” is used to exaggerate the large number of coffee shops that have internet of coffee shops which have internet.

For the above-mentioned reasons, we decided to conduct a study with the topic “*A study on syntactic, semantic and pragmatic*”

features of hyperbolic expressions in English versus Vietnamese CEO news items ". Hopefully, this study can contribute a meaningful part to the learning and teaching of English and help Vietnamese and English CEOs, Vietnamese language learners comprehend and use hyperbole effectively in the areas of economics, communication, translation and interpretation of CEO news.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This study aims: (i) to study hyperbolic expressions in English and Vietnamese CEO news items in terms of syntax, semantics and pragmatics; (ii) to find out the similarities and differences in syntactic, semantic and pragmatic features of HEs in English and Vietnamese CEO news items; (iii) to comprehend and translate HEs effectively in English and Vietnamese CEO news.

1.2.2. Objectives

The study attempts to achieve the following objectives: (i) to identify HEs with high frequency and extensive coverage in English and Vietnamese CEO news items; (ii) to point out the characteristics of hyperbole by describing HEs in terms of syntax, semantics and pragmatics in English and Vietnamese CEO news items; (iii) to categorize HEs in terms of syntax, semantics and pragmatics in English and Vietnamese CEO news items; (iv) to help teachers and learners comprehend and use hyperbole as a language device effectively in the areas of teaching and learning English and Vietnamese.

1.3. SCOPE OF THE STUDY

1.4. RESEARCH QUESTIONS

1.5. SIGNIFICANCE OF THE STUDY

1.6. DEFINITIONS OF TERMS

1.7. ORGANISATION OF THE STUDY

Chapter two

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

Hyperbole has a long history of study. There have been a number of English and Vietnamese writers discussing hyperbole. Up to now, hyperbole has been mentioned in studies of some famous researchers in English, namely Galperin and Claridge. And in Vietnam, there are also some famous authors, who study on hyperbole such as Đinh Trọng Lạc, Cù Đình Tú, Hoàng Tất Thắng, and Hữu Đạt.

2.2. THEORETICAL BACKGROUND

2.1.1. Stylistics

The term “*stylistics*” is derived from the word “*style*”. In German, it is known as *stylistik* and to the French, they call it *stylistique*. Stylistics has been the subject of various scholarly books, articles and other write-ups. Galperine (1971) stated that:

“Stylistics is a branch of general linguistics which deals mainly with the functional styles of language and the special media of language which secure the disable effect of the utterance are called the stylistic devices and expressive means.” (Galperine, 1971).

2.2.2 Stylistic Devices

2.2.2.1. Definition of Stylistic Devices

According to Galperin, a stylistic device is defined as “a conscious and intentional literary use of some of the facts of the language (including expressive means) in which the most essential features (both structural and semantic) of the language forms are

raised to a generalized level and thereby present a generative meaning.” (Galperin, 1971).

As for Đinh Trọng Lạc (1994) in “99 phương tiện và biện pháp tu từ tiếng Việt”, he stated that “*stylistic devices are the most decisive factors influencing the typical style of a writer or a lecturer. Besides, readers are able to discover particular styles of each writer or convey messages thank to different types of stylistic devices using in his work.*” (Đinh Trọng Lạc, 1994).

2.2.2.2. Function of stylistic devices

Stylistic devices are used in writing to make it more effective and persuasive. Without stylistic devices, writing would be plain and shallow. The more stylistic devices you know, the more unique your writing can be.

2.2.2.3. Classification of Stylistic Devices

The classification suggested by Prof. Galperin is simply organised and very detailed. His manual "Stylistics" published in 1971 includes the following subdivision of expressive means and stylistic devices based on the level-oriented approach which are (i) Phonetic expressive means and stylistic devices, (ii) Lexical expressive means, and (iii) Stylistic devices and Syntactical expressive means.

2.2.3. Hyperbole

2.2.3.1. Definitions and Functions of Hyperbole

The term “*hyperbole*” is derived from the Greek word “*huperbole*”, which means “*above*” (*huper*) and “*throw*” (*bole*). According to Galperin (1971) in his book “Stylistics”, hyperbole can be defined as deliberate overstatement or exaggeration of a feature essential (unlike periphrasis) to the object or

phenomenon. In its extreme form this exaggeration is carried to an illogical degree. In fact, hyperbole differs from exaggeration because exaggeration causes something better or worse than it really is whereas hyperbole is used as a literary or rhetorical device.

2.2.3.2 Hyperbole and Metaphor

Hyperbole is often confused with metaphor because a metaphor does not use “like” or “as” to make a comparison, which is similar to hyperbole. However, the main difference is that hyperbole is an exaggeration to emphasize or make readers pay more attention to and understand more deeply the meaning of utterances.

2.2.3.3 Hyperbole and Simile

Simile and hyperbole are the terms for two different figures of speech. Simile is the use of words such as “like” to compare an object, concept, or person to something else. Simile and hyperbole can often be confused, because hyperbole sometimes fancifully compares its subject to something else.

2.2.4 Semantic Features

The word “*semantics*” was first used by Michel Bréal, a French philologist. Semantics can be defined as the study of language meaning; that is the meaning of words, phrases, sentences and larger units of discourse (termed *texts*, or *narratives*). According to Richards et al (1987), semantic features are “*the smallest units of meaning in a word.*”. From the above-mentioned definitions, in this research, the researcher defined “*semantics features*” as “*the meanings, which are reflected through the use of hyperbole*”.

2.2.5. Syntactic Features

Aspects of the Theory of Syntax (known in linguistic circles simply as *Aspects*) is a book on linguistics written by American

linguist Noam Chomsky, first published in 1965. In short, Syntax is the study of the principles and rules for constructing phrases and sentences in a language which focuses on the word order of a language and the relationships between words.

In this study, hyperbole is defined as *“a stylistic device whose formation derives from exaggeration of a particular feature of a thing which focuses on syntactic aspects of hyperbolic expressions”*.

2.2.6. Pragmatic Features

The first definition of pragmatic feature is offered by Crystal (1997) which defines pragmatics as the study of communicative action in its sociocultural context. In addition to using speech acts such as apologizing, complaining, complimenting, and requesting, communicative action includes also engaging in different kinds of discourse and participating in speech events of varying length and complexity (Crystal, 1997). In this study, the researcher will concentrate on pragmatic aspects of hyperbolic expressions in CEOs news items.

2.3. SUMMARY

Chapter three

RESEARCH METHODS

3.1. RESEARCH DESIGN

In order to conduct the study, the descriptive analyses with the combination of both qualitative and quantitative research methods were used to collect and analyze information. The quantitative approach was employed to calculate the occurrence and frequency of different sub-types of hyperbole. The qualitative approach including contrastive analysis was employed to create a description of semantic, syntactic and pragmatic features of the language of hyperbole in order to recognize similarities and differences of HE(s) in English and Vietnamese CEO news items.

3.2. DATA COLLECTION

3.2.1 Sampling of the study

In the scope of this study, data were collected from English and Vietnamese CEO news items. The data were limited to the scope of lexical devices as realizations of hyperbole including noun phrases (NPs), verb phrases (VPs), adjective phrases (AdjPs), clauses, sentences and even paragraphs. The researcher examined 150 Vietnamese hyperbole samples and 150 English samples as data for analysis in the thesis.

3.2.2. Instruments of data collection

Economic websites, especially CEO websites were used as instruments for collecting data. Then, descriptive and contrastive analyses were made to find out semantic, syntactic and pragmatic features of hyperbole and compare HEs in Vietnamese versus English CEO news items. For the quantitative information of the

study, statistical tables were designed to show the occurrences of hyperbole in English and Vietnamese CEO news items.

3.2.3. Procedures of Data Collection

Collecting data includes steps:

- Collecting materials related to the research.
- Collecting data about hyperbole in English and Vietnamese CEO news items.
- Listing various hyperbole examples extracted from English and Vietnamese CEO news items.
- Calculating the frequency of occurrence of hyperbole to decide which hyperbole is chosen to be investigated.
- Investigating the syntactic, semantic and pragmatic features of hyperbole expression in English and Vietnamese CEO news items.
- Discovering similarities and differences between English CEO news and Vietnamese in terms of **syntax, semantics and pragmatics**.
- Proposing implications for the teaching and learning of English as a Foreign Language **and** in other areas such as economics, translation studies, and communication.

3.3. DATA ANALYSIS

The **HEs** in English and Vietnamese CEO news items are analyzed as follows:

- ✓ **HEs** in terms of syntactic, semantic and pragmatic features.
- ✓ Contrastive analysis of **HEs** in English and Vietnamese CEO news items in terms of syntax, semantics and pragmatics.

3.4. RELIABILITY AND VALIDITY

In terms of reliability, the data sources derived in this study were collected from websites, which contain English and Vietnamese

CEO news items. Therefore, the data source is highly reliable. All quotations in the research have the names of authors, the time and place publication, and the page number. **Basically**, the theoretical background for the analysis based on the theory framework of Galperin and Dinh Trong Lac, which make the data **basing on the theoretical background can be guaranteed**.

In terms of validity, this research meets all the required criteria. Data collection was collected from reliable sources in English and Vietnamese which led to objective findings. Since the results of the research were based on the analysis of data collected, works chosen were carefully read and samples were carefully selected so as to ensure a satisfying reliability of the research.

Chapter four
FINDINGS AND DISCUSSION

4.1. SYNTACTIC FEATURES OF HYPERBOLIC EXPRESSIONS IN ENGLISH AND VIETNAMESE CEO NEWS ITEMS.

Table 4.1. A Summary of Similarities and Differences of English and Vietnamese HEs in terms of Syntax

<i>Hyperbole Structures in CEO News</i>		EL	VL
Hyperbolic Phrases	NP = pre-modifier + N	+	-
	NP = pre-modifier + N + post- modifier	-	+
	NP = N + post-modifier	-	+
	VP = V + NP	+	-
	VP = V intransitive	-	+
	VP = V + post-modifier	-	+
	VP = pre-modifier + V + post-modifier	-	+
	AdjP = pre-modifier + Adj	+	-
	PP = Pre-modifier + Prep + NP + Post-modifier	+	-
AdvP(s)= Adverb Phrase(s)	+	-	
Comparison Structures	S1 + V + Comp Adj + than + S	+	-
	One of the + Superlative Adj + N+ PrepP	+	-
	S + Adv + V + Superlative Adj + PrepP(s) + that + clause	+	-
	NP + as / like + NP	+	+
	NP + that + V+ look like + NP + VP	+	-
	NP + Pre + As + NP	-	+

<i>Hyperbole Structures in CEO News</i>		EL	VL
Hyperbolic Clauses	Conditionals(IF + present simple + simple future)	-	+
	S + V	-	+
	S + V + O	+	-
	S + V + C	+	-

Table 4.2. A Summary of HEs in English and Vietnamese CEO News Items in terms of Syntax

Order	Hes	Examples	Code
1	NP = pre-modifier + N	‘tremendous growth’	[N-14]
2	NP = pre-modifier + N + post-modifier	‘nguồn nhân lực vàng’	[N-87]
3	NP = N + post-modifier	‘mùi hương mê hoặc của cà phê Shin’	[N-94]
4	VP = V + NP	‘has blown us away’	[N-6]
5	VP = V intransitive	‘ngập đầu trong nợ nần’	[N-149]
6	VP = V + post-modifier	‘chia sẻ chóng mặt ,nổi như cồn’	[N-91]
7	VP = pre-modifier + V + post-modifier	‘bị dội bom tin nhắn’	[N-130]
8	AdjP = pre-modifier + Adj	‘crystal clear’	[N-31]
9	PP = Pre-modifier + Prep + NP + Post-modifier	‘In a very short amount of time...’	[N-76]
10	AdvP(s) = Adverb Phrase(s)	‘...extremely well’	[N-76]
11	S1 + V + Comp Adj + than + S	‘Universal's theme park business is hotter’	[N-21]

Order	Hes	Examples	Code
		than a fire-breathing dragon.'	
12	One of the + Superlative Adj + N + PrepP	'One of the most powerful media titans in U.S. history.'	[N-18]
13	S + Adv + V + Superlative Adj + PrepP + that + clause	'He really is best in class on all the criteria that we looked at.'	[N-76]
14	NP + as / like + NP	'Crazy like a fox.' 'Con đường đầy chông gai như kinh doanh smartphone ở Việt Nam.'	[N-44] [N-131]
15	NP + that + V + look like + NP + VP	'His energy level is so high that looks like his eyes might pop out of their rocket.'	[N-61]
16	NP + Pre + as + NP	'...nó như "tình yêu sét đánh'	[N-99]
17	Conditionals (IF + present simple + simple future)	'Nếu người sáng lập không phát triển nhanh được chắc chắn startup sẽ chết hoặc thoi thóp, bị đối thủ mạnh hơn đè bẹp.'	[N-99]
18	S + V	'CEO Vietjet là người phụ nữ có bàn tay sắt bọc nhưng.'	[N-91]
19	S + V + O	'It's killing people's minds.'	[N-3]

Order	Hes	Examples	Code
20	S + V + C	‘Watson has become the silver thread tied into much of IBM’ success.’	[N-40]

4.1.4. Frequency of HEs in English and Vietnamese CEO News Items in terms of Syntax

Table 4.3. Frequency of HEs in English and Vietnamese CEO News Items in terms of Syntax

Hyperbolic structures in CEO News		English language		Vietnamese language	
		Occurrence	%	Occurrence	%
Hyperbolic Phrases	NPs	11	25	18	21.4
	VPs	1	2.3	20	23.8
	AdjPs	2	4.55	0	0
	PrepPs	1	2.3	0	0
	AdvPs	2	4.55	0	0
Comparison Structures		13	29.5	10	11.9
Hyperbolic Clauses	Conditionals	0	0	1	1.2
	Other types of Clauses	14	31.8	35	41.7
Total		44	100%	84	100%

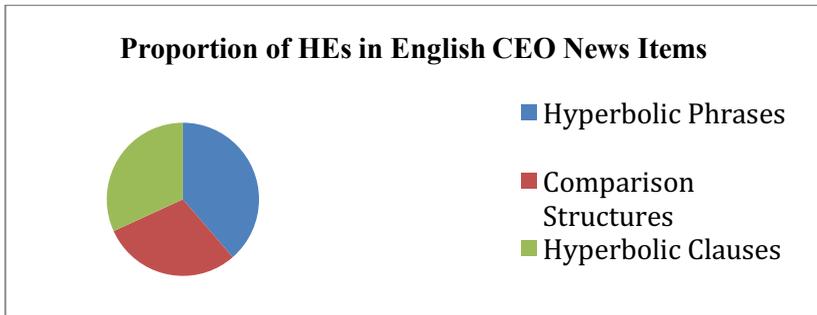
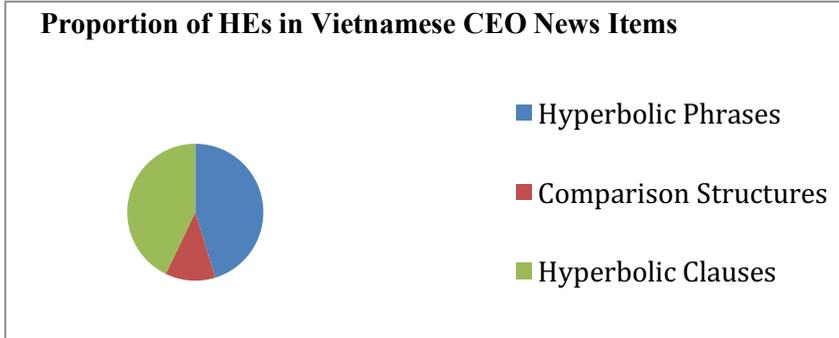


Figure 4.1. Proportion of HEs in English and Vietnamese CEO News in terms of Syntax

Both languages include HSs of two types: phrases and clauses. Noun phrases and verb phrases which have pre-modifiers and post-modifiers in English and Vietnamese syntactic features are found to be similar.

Vietnamese syntax has a number of distinctive features which are different from English syntax. First of all, there is a distinct difference in the order of nouns within noun phrase between two

languages. There are also no cases of hyperbolic expressions in form of AdjPs, PrepPs and AdvPs compared to their English counterparts. Moreover, there are no cases of HEs in the form of conditionals in English CEO news items. In terms of clauses, there are significant differences between the two languages. In English, clauses commonly used structures S+V+O and S+V+C, while in Vietnamese, clauses commonly used structures S+V.

4.2. SEMANTIC FEATURES OF HYPERBOLIC EXPRESSIONS IN ENGLISH AND VIETNAMESE CEO NEWS ITEMS

Table 4.4. A Summary of HEs in English and Vietnamese CEO News Items in terms of Semantics

Order	HEs	Examples	Code
1	<i>Immensity</i>	‘a flood of new fintech firms’ “những tên tuổi khổng lồ của thế giới”	[N-29] [N-134]
2	<i>Power</i>	‘Whitman has single-handedly wiped out around 90,000 jobs at the firm’ ‘Người lèo lái con thuyền DHG vượt qua bão táp đến thành công’	[N-4] [N-144]
3	<i>Enthusiasm</i>	‘his tireless work promoting low-cost investing’ ‘đam mê nghiên cứu và sáng tạo đã dần ngấm vào máu của ông’	[N-1] [N-117]

4	<i>Growth</i>	‘Digitization is coming at us like a rocket.’ ‘Thị trường bất động sản đang lên cơn sốt’	[N-10] [N-135]
5	<i>Competition</i>	‘Amazon.com was going to "kill" Best Buy...’ ‘Săn lùng chất xám ...’	[N-7] [N-88]
6	<i>CEO's Talent</i>	‘He handles complexity extremely well.’ ‘Người lèo lái con thuyền DHG vượt qua bão táp đến thành công.’	[N-76] [N-144]

4.2.8. Frequency of syntactic features of HEs in English and Vietnamese CEO News

Table 4.5. Frequency of HEs in English and Vietnamese CEO News Items in terms of Semantics

Order	Theme	English language		Vietnamese language	
		Occurrence	%	Occurrence	%
1	<i>Immensity</i>	6	25	3	8.8
2	<i>Power</i>	3	12.5	4	11.8
3	<i>Enthusiasm</i>	2	8.35	20	58.85
4	<i>Growth</i>	6	25	2	5.9
5	<i>Competition</i>	2	8.35	2	5.9
6	<i>CEO's Talent</i>	5	20.8	3	8.8
TOTAL		24	100%	34	100%

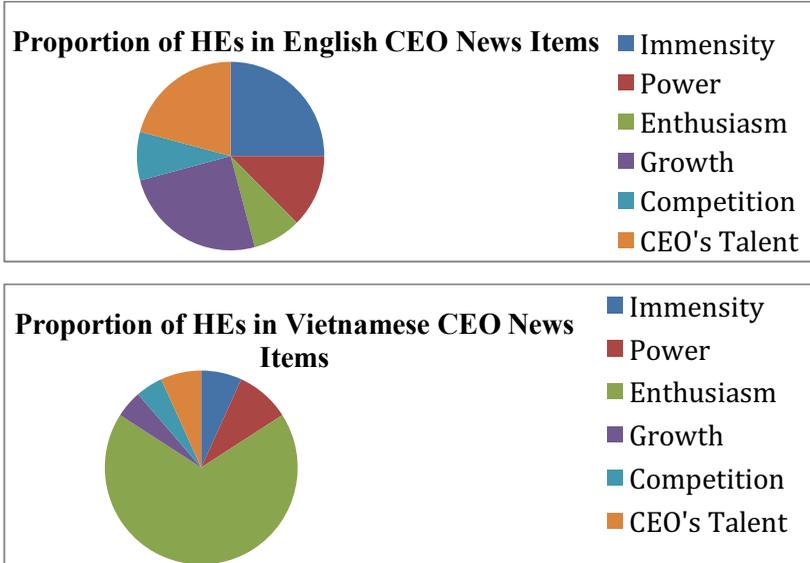


Figure 4.2. Proportion of HEs in English and Vietnamese CEO News Items in terms of Semantics

The hyperbolic structures such as hyperboles expressing immensity, hyperboles expressing strength, hyperboles expressing enthusiasm, hyperboles expressing growth, hyperboles expressing competition, hyperboles expressing CEO's talent are denoted in CEO news in English and in Vietnamese .

There are some differences between English and Vietnamese used in CEO news items. Vietnamese writers consider “Enthusiasm of CEOs” and “strength” as interesting topics to hyperbolize; these aspects, on the other hand, are rarely paid attention to by the English ones. Another distinction is that English writers employ hyperboles expressing immensity and hyperboles expressing growth more commonly than those in Vietnamese.

4.3. PRAGMATIC FEATURES OF HYPERBOLIC EXPRESSIONS IN ENGLISH AND VIETNAMESE CEO NEWS ITEMS

Table 4.6. A Summary of HEs in English and Vietnamese CEO News Items in terms of Pragmatics.

Order	HEs	Examples	Code
1	<i>Promise</i>	‘We’re bringing all of our energies to bear there’ ‘Con gà Vietjet sẽ để thật nhiều những quả trứng vàng hạnh phúc và thịnh vượng, cho hành khách, cho cộng đồng và cho chính mỗi chúng ta.’	[N-1] [N-137]
2	<i>Warning</i>	‘...waiting for consensus can kill you, because of speed matters, too.’ ‘Khi khởi nghiệp, đa số các nhà sáng lập đều tin rằng, chỉ cần có ý tưởng điên rồ, khác biệt hoặc độc đáo là sẽ thành công nhưng đó lại là một trong những sai lầm chết người...’	[N-81] [N-99]
3	<i>Assertion</i>	‘it was really a giant financial punt.’ ‘CEO Vietjet là người phụ nữ có bàn tay sắt bọc nhung.’	[N-31] [N-91]
4	<i>Statement</i>	‘Amazon founder Jeff	[N-5]

Order	HEs	Examples	Code
		<p>Bezos says when it comes to technology, We're on the edge of the golden era.'</p> <p>‘Tôi cho rằng xe điện là ngành hàng có ‘gen khủng long, anh Long cho biết.’</p>	[N-114]
5	<i>Prediction</i>	<p>‘Tech startups seem to be in boom times with the huge valuations we're seeing.’</p> <p>‘10-15 năm nữa là thời điểm rất kim cương.’</p>	[N-14] [N-101]
6	<i>Asking</i>	<p>‘What does it feel like to be the CEO of a super-hot company?’</p> <p>‘M&A có thực sự là “chiếc đũa thần” cho sự phát triển của doanh nghiệp?’</p>	[N-60] [N-116]

4.3.8. Frequency of HEs in English and Vietnamese CEO News Items in terms of Pragmatics

Table 4.7. Frequency of HEs in English and Vietnamese CEO News Items in terms of Pragmatics

Order	HEs	English language		Vietnamese language	
		Occurrence	%	Occurrence	%
1	<i>Promise</i>	4	9.6	3	4.9
2	<i>Warning</i>	2	4.8	2	3.3
3	<i>Assertion</i>	21	50	35	56.4
4	<i>Statement</i>	11	26	15	24.1
5	<i>Prediction</i>	3	7.2	4	6.5
6	<i>Asking</i>	1	2.4	3	4.8
TOTAL		42	100%	62	100%

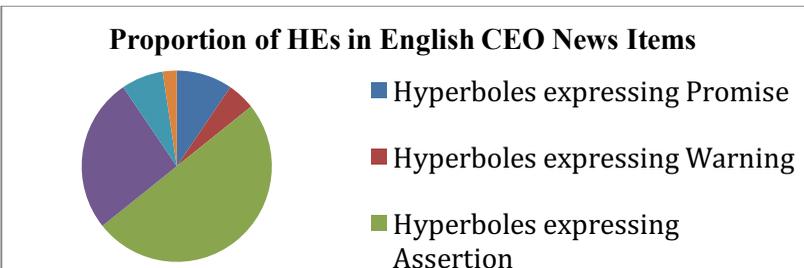
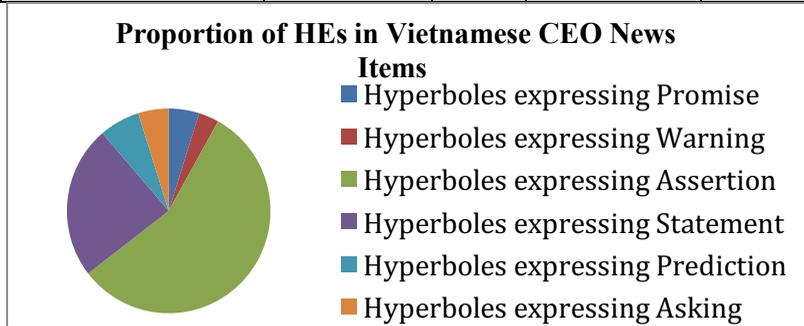


Figure 4.3. Proportion of HEs in English and Vietnamese CEO News Items in terms of Pragmatics

Hyperbolic structures in both languages are used with the same purposes of showing promise, warning, assertion, statement, prediction, and asking. It can be said that among all of hyperboles investigated in terms of pragmatics, a large number of hyperbolic expressions were used in Vietnamese CEO news items while there were less hyperbolic expressions founded in English CEO news items.

Chapter five

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

To sum up, this thesis is done to make a modest contribution to the use of hyperbolic expressions in both English versus Vietnamese CEO news items. Generally, all the research questions have been basically answered by means of the theoretical background and the analysis of the data.

What are hyperbolic expressions can be seen in English and Vietnamese CEO news items in terms of syntax, semantics and pragmatics? The explanation for the syntactic features emerged from the analysis and comments on the formation, the function and the position of the collocate adjectives in the collocations as well as the function of these collocations in sentences.

The explanation for the syntactic features emerged from the analysis and comments on the formation, the function and the position of the hyperbolic expressions in sentences. The semantic features of hyperbolic expressions are discussed based on the sense relations including *immensity*, *power*, *enthusiasm*, *growth*, *competition*, and *CEO's talent*. In the pragmatic features, hyperbolic structures in both Vietnamese and English languages are used with the same purposes of showing *promise*, *warning*, *assertion*, *statement*, *prediction*, and *asking*.

What are similarities and differences between the use of hyperbolic expressions in English and Vietnamese CEO news items in terms of syntax, semantics and pragmatics?

There are 6 groups of the hyperbolic structures in both languages that emphasize and highlight a certain feature of the mentioned object such as *hyperboles expressing immensity*, *hyperboles expressing strength*, *hyperboles expressing enthusiasm*, *hyperboles expressing growth*, *hyperboles expressing competition*, *hyperboles expressing CEO's talent* . Also, HEs in both languages used with the same purposes can be found in HEs expressing *promise*, *warning*, *assertion*, *statement*, *prediction* and *asking*.

Nevertheless, there are some differences in these hyperbolic expressions in terms of syntax and semantics. Syntactically, it can be said that English and Vietnamese have different systems of grammar; thus, there are some features in this language which cannot be found in the other.

With regard to semantic features, Vietnamese writers consider “*enthusiasm*” of CEOs as interesting topics to hyperbolize; these aspects, on the other hand, are rarely paid attention to by the English ones. Another distinction worth mentioning is that English writers employ hyperboles expressing *immensity* and hyperboles expressing *growth* more commonly than those in Vietnamese. Regarding hyperboles expressing *power*, the Vietnamese CEOs find it a good topic to be employed, which is rarely mentioned in English ones.

Last but not least, it can be said that among all of hyperboles investigated in terms of pragmatic features, a large number of HEs are used in Vietnamese CEO news while there are less HEs founded in English CEO news.

5.2. IMPLICATIONS AND SUGGESTIONS FOR LANGUAGE LEARNING AND TEACHING.

5.2.1. For Vietnamese and English CEOs

Above all, hopefully this thesis can provide Vietnamese as well as English CEOs with some necessary information for managing their company in an effective way. We also hope that this study will provide them with experience of how to resolve problems in business since information from CEOs news items will help CEOs predict economic situation in the future and then plan and give out suitable strategies for their enterprises. As a result, together with their own experience, HEs from CEO news items in this project will help them be closer to success in running their business.

5.2.2. For language teachers and language learners

5.2.2.1. For language teachers

Language teachers should ask students to do different kinds of hyperbolic exercises from different sources to help learners raise their awareness about the differences of HEs between English and Vietnamese in terms of syntax, semantics and pragmatics. By doing this, they can help students apply what they understand about this language device into reality as well as to make their lessons more lively which can contribute a meaningful part to the language learning process.

5.2.2.2. For language learners

Knowledge on HEs might help language learners pay special attention to hyperbolic syntactic, semantic and pragmatic structures to avoid errors made by the lack of knowledge about sentence elements in both Vietnamese and English languages.

5.3. LIMITATIONS

5.4. SUGGESTIONS FOR FURTHER RESEARCH