LINGUISTIC FEATURES OF ADVERTISEMENTS ON ROAD SAFETY EQUIPMENT IN ENGLISH

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Abstract:

Nowadays, the use of road safety equipment to protect ourselves from accidents has become a great necessity in our lives. In this paper, we are interested in eight types of road safety equipment namely helmets, seat belts, child safety seats, safety vests, safety glasses, safety gloves, safety shoes and emergency motor/car kits with the aim to help customers choose the best and safest equipment for use in traffic. In line with this, we have collected and analyzed online advertisements on these types of road safety equipment with a view to finding out the common linguistic features in terms of their syntactic features, lexical choices and cohesive devices. We do hope that this investigation into advertisements on road safety equipment (ARSEs) at the linguistic level will be beneficial to the teaching and learning of English in Vietnam. This study may also be useful for those who are interested in advertising, especially advertisements on road safety equipment.

Key words: Linguistic features; Road safety advertisements; Syntactic features; Lexical choices; Cohesive devices.