

**MINISTRY OF EDUCATION AND TRAINING
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**AN INVESTIGATION INTO GRADUATION
USED IN ADVERTISING OF COSMETICS IN
ENGLISH AND VIETNAMESE**

Field: THE ENGLISH LANGUAGE

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**M.A THESIS IN SOCIAL SCIENCES AND HUMANITIES
(A SUMMARY)**

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CHAPTER 1

INTRODUCTION

1.1. RATIONALE

Advertising has become the part and parcel of present-day life. From everywhere around us, advertisements of diverse types attack our privacy and life. Advertising has broken into our life naturally as if it was of great importance and necessity in the present society. Besides many types of advertisements, cosmetic advertisements bring an attractive power which is able to manipulate the consumer and an invisible voice which advocates, encourages, asks, announces and deeply embeds into peoples' minds, especially into women's passion.

More interestingly, advertisers perfect the language of advertising to highlight and boost a value of the product or benefits for consumers so the message in the text is made more intense or less intense, or sharper or blurrer.

Generally speaking about languages, Wittgenstein (2004) said: "You must climb out through my sentences, then you will see the world correctly". However, in cosmetic advertising text, one can read whole advertisement without coming across a main verb, a complete sentence. This is a widely spread tendency to punctuate phrases. Communication through the advertising language can be received only by a word or a phrase. So the explicit structure of the sentence is not so important. Messages of cosmetic advertisements reach each life of consumers easily and vividly.

In addition, since the cosmetic advertising is becoming more and more internationalized, I find advertising language and graduation more and more fascinating. All the above reasons lead me to my decision to choose "*An Investigation Into Graduation Used In*

Advertising of Cosmetics in English and Vietnamese” as the topic of my thesis.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This study aims at

- Examining Graduation used in advertising of cosmetics in English and Vietnamese.
- Providing Vietnamese learners with the syntactic, semantic features as well as the pragmatic knowledge of Graduation used in advertising of cosmetics in English and Vietnamese.
- Presenting Vietnamese learners of English with the short view of differences and similarities between Graduation in cosmetic advertising in English and Vietnamese.

1.2.2. Objectives

To achieve the aim of the study, the following objectives are intended:

- To identify and describe types of Graduation in cosmetic advertising in English and Vietnamese.
- To compare and contrast the Graduation in cosmetic advertising in English and Vietnamese in terms of syntactic and semantic features.
- To find out the similarities and differences in Graduation between English and Vietnamese in cosmetic advertising in terms of syntactic and semantic features.

1.3. RESEARCH QUESTIONS

To achieve the aims and objectives mentioned above, this study addresses the following research questions:

1. What types of Graduation are used in English and Vietnamese language of advertising cosmetics in terms of Appraisal Theory?
2. What are the syntactic and semantic features of Graduation in advertising cosmetics in English and Vietnamese?
3. What are the similarities and differences of Graduation used in advertising of cosmetics in English and Vietnamese in terms of syntax and semantics features?

1.4. SCOPE OF STUDY

In spite of numerous ways used in the language of advertising cosmetics, Graduation is mainly investigated in terms of syntax and semantics. In the terms of syntax including the structural features of the four main phrases: noun, verb, adjective, adverb phrases. The description of the syntax of graduation used in advertising of cosmetics in English and Vietnamese was made in reference to English grammar practice studied by Quirk et al (1985). Graduation attended to grade phenomena whereby feelings are amplified and categories (Martin & White, 2005). Martin and White (2008) have ever pointed that “the semantics of graduation should be the core of the appraisal system” (p.136). At the view of pragmatic meaning, illocutionary speech acts in Graduation used in advertising cosmetics in Vietnamese were examined.

1.5. JUSTIFICATION

1.6. ORGANIZATION OF STUDY

The thesis is presented in five chapters:

Chapter 1: Introduction

Chapter 2: Literature Review and Theoretical Background

Chapter 3: Research Design and Methodology

Chapter 4: Findings and Discussion

Chapter 5: Conclusions and Implications

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. PRIOR RESEARCHES

Appraisal Theory divides evaluative resources into three broad semantic domains: *Attitude, Engagement and Graduation*.

A number of studies based on Appraisal Theory have been done so far. Again, these studies on cosmetic advertising have been carried out but no Appraisal Theory, especially Graduation has been applied to research the cosmetic advertising.

In other words, no prior research has been done in investigating Graduation used in advertising cosmetics in English and Vietnamese. Hopefully, the thesis will present an insight into Graduation used in the language of cosmetic advertising in English and Vietnamese in view of appraisal aspects.

2.2. THEORETICAL BACKGROUND

2.2.1. Definitions of Terms

a. Cosmetics

b. Cosmetic Advertising

c. Graduation

2.2.2. Theoretical Knowledge

a. Syntactic Features

Nominal Phrases

Verb phrases

Adjective Phrases

Adverb Phrases

b. Appraisal Theory- Graduation

The two main dimensions of Graduation as set out in White (1998) are those of *Force* and *Focus*. Force is classified into two sub-types known as *Intensification* and *Quantification*. Martin & White (2005) divide Intensifications into two broad lexical-grammatical categories- Isolating and Infusing. Quantification involves the values of the imprecise consideration of number, mass and extent.

In contrast, under focus, the scaling, and hence the lowering and raising of intensity, is realised through the semantics of category membership, through a process of narrowing or broadening the terms by which category memberships is determined, through the sharpening or softening of semantic focus.

c. Speech Acts

Searle (1975) has set up the following classification of illocutionary speech acts:

- *Assertives / Representatives* = speech acts that commit a speaker to the truth of the expressed proposition.
- *Directives* = speech acts that are to cause the hearer to take a particular action.
- *Commissives* = speech acts that commit a speaker to some future action.
- *Expressives* = speech acts that express the speaker's attitudes and emotions towards the proposition.
- *Declaratives* = speech acts that change the reality in accord with the proposition of the declaration.

2.3. SUMMARY

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH DESIGN

The thesis was planned to follow the procedures:

- Collecting cosmetic advertising slogans and the related research materials for reference.

- Analyzing data and categorizing them to carry out a contrastive analysis and find out the similarities and differences in Graduation between English and Vietnamese in cosmetic advertising in terms of syntactic and semantic features.

- Synthesizing the findings and drawing out conclusions.

- Presenting implications and suggestions for further research

3.2. DATA COLLECTION

In the thesis, the slogans of the advertising cosmetics are found from websites, magazines and newspapers relating to cosmetics and famous cosmetic companies such as Oriflame, Maybelline, L'oreal, O Hui, Shisedo, Sophie, Revlon, Dior.

3.2.1. Sampling of Study

3.2.2. Description of population and samples

3.3. DATA ANALYSIS

Based on the functional framework and Appraisal Theory, Graduation used in advertising of cosmetics in English and Vietnamese is revealed the information about these following aspects:

- Syntactic features of structural phrases such as noun, verb, adjective and adverb phrases.

- Semantic features of Graduation in view of Appraisal

Theory and Speech Acts.

- Contrastive analysis of Graduation used in advertising of cosmetics in English and Vietnamese.

The method used in this study is mainly the qualitative approach. The data was quantitatively analyzed and presented to show the frequency of graduation used in advertising slogans. The thesis is widely both qualitative and quantitative.

3.4. RELIABILITY AND VALIDITY

In this thesis, every effort has been made to collect raw data that is as reliable and valid as possible. I elicited data from famous magazines and websites of long-known cosmetic companies. In addition, how the analysis has been carried out is based on the above-presented theoretical background. Discussions and conclusions in this thesis are drawn from the results of analytical evidence, statistics and frequencies. Only by analyzing the reliable and valid data is the research result significant in both theory and practice.

3.5. SUMMARY

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1. SYNTACTIC FEATURES OF GRADUATION USED IN ADVERTISING OF COSMETICS AS STRUCTURAL PHRASES IN ENGLISH AND VIETNAMESE

4.1.1. Graduation Used in Advertising of Cosmetics in Form of Nominal Phrases

a. Graduation Used in Advertising of Cosmetics in Form of Head Noun

Most of Graduation used in advertising of cosmetics as head

nouns has positive meaning or up-scaling meaning. It can be exemplified in positive terms such as *perfection, wonder, vitality, glow, lightness, radiance, brilliance, boost, rejuvenation, excellence*. These nouns help upgrade the advertising language and also raise the value of products.

Let us consider some examples below:

- (1) Treat yourself to manicured **perfection!** [A68]

Graduation used in advertising of cosmetics in form of noun phrases can be shown in the analytic figure below:

Linguistic structure	Head Noun
Semantic Value	Gradation
<i>E.g.</i>	The excellence of a diamond

In Vietnamese

- (6) Hóa giải bí mật về **sức sống** làn da Hoàng Hậu. [B113]
- (7) **Nguồn sức mạnh** thích ứng. [B149]

Graduation used in advertising of cosmetics in Vietnamese rarely occurs. There happen some nouns such as *sức sống, nguồn sức mạnh, sự hoàn hảo*.

b. Graduation Used in Advertising of Cosmetics in Form of Nominal Group: Adjective, Head Noun

Let's examine the following examples.

- (9) High impact metallic eye pencil. Creamy formula glides on smoothly and stays put without smudging for **long-lasting fabulousness**. [A67]

The syntactic and semantic structure of noun phrases can be summarized below:

Linguistic structure	Adjective	Noun phrase
Semantic value	Gradation	
<i>E.g.</i>	Absolute	perfection

Here are some examples.

- (11)

Để sẵn sàng trước ống kính? Chỉ cần lướt nhẹ thời son với ánh ngọc trai lấp lánh và độ sáng bóng nổi bật để tô điểm cho bờ môi thêm quyến rũ!	[B72]
--	-------

4.1.2. Graduation Used in Advertising of Cosmetics in Form of Verb Phrases

a. Graduation Used in Advertising of Cosmetics in Form of Transitive Verb Phrases

Let's have a look at Graduation used in advertising of cosmetics in form of transitive verbs in English.

- (17)

Transitive Verbs		
Boosts	skin collagen production by over 200%	[A138]

Let's have a look at Graduation used in advertising of cosmetics in form of transitive verbs in Vietnamese corpus.

- (19)

	Transitive Verbs		
Nước hoa	tôn lên	mùi hương quyến rũ của làn da bạn.	[B95]

b. Graduation Used in Advertising of Cosmetics in Form of Intransitive Verb Phrases

Let have a look at Graduation used in advertising of cosmetics in form of intransitive verbs in English.

	Intransitive verbs	
(23)	Prepare	to dazzle. [A86]

Let have a look at Graduation used in advertising of cosmetics in form of intransitive verbs in Vietnamese.

	Intransitive verbs	
(27)	Một giọt vỗ nhẹ	,trong suốt làn da. [B99]

The transitive and intransitive verbs can be syntactically and semantically analyzed as follows:

Linguistic structure	Transitive verb	Object
Semantic value	Graduation	
<i>E.g.</i>	Boosts	skin collagen production by over 200%

Linguistic structure	Intransitive verb
Semantic value	Graduation
<i>E.g.</i>	Prepare to dazzle.

4.1.3. Graduation Used in Advertising of Cosmetics in Form of Adjective Phrases

a. Adjectives Expressing Graduation Used in Advertising of Cosmetics as Attributive

+ *Graduation used in Advertising of Cosmetics in namely*
Basic form of Attributive Adjectives

Graduation is used in advertising of cosmetics as attributive adjectives in basic forms in English following examples.

- | | | |
|------|--|-------|
| (30) | Strong colours bold contrasts and luscious lashes are the perfect combination to make your eyes appear bigger and more beautiful. | [A97] |
| (33) | Sơn móng tay cực kỳ cá tính với hai tông màu trẻ trung: đen bóng hay bạc ánh kim cho sự lựa chọn của những cô nàng sành điệu . | [B25] |

+ *Graduation used in Advertising of Cosmetics in*
Comparative form of Attributive Adjectives

- | | | |
|------|---|--------|
| (38) | Mirror shine nail polish in rich, classic shades. Fortifies, protects and improves nail condition for smoother, healthier - looking nails. Long- lasting, chip- resistant finish. 1 lml. | [A144] |
| (42) | Giải pháp cơ bản tốt hơn hết để có được làn da tươi trẻ- Sulwhasoo Concentrated Ginseng Renewing Cream. | [B105] |

+ *Graduation used in Advertising of Cosmetics in*
Superlative form of Attributive Adjectives

I listed a small number of samples of Graduation used in form of attributive superlative adjectives as follows:

- (44) Little wonder really because each one is developed [A88]
by the world's leading perfumers – masters who have their finger on the pulse of **the latest trends**, use **only the finest, most exotic** ingredients and know what it takes to make you irresistible.
- (47) Với chút hương thơm ngọt ngào và nồng nàn của [B118]
vani Phương Đông từ Love Potion Eau de parfum, nàng là cô gái **gợi cảm và nóng bỏng nhất** đêm nay.

b. Adjectives Expressing Graduation Used in Advertising of Cosmetics as Predicative

+ *Graduation used in Advertising of Cosmetic in Basic form of Predicative Adjectives*

Let examine the following examples in English.

- (50) Our favourite SPF creams for keeping skin [A42]
healthy and strong.

In Vietnamese

- (54) Dưỡng ẩm dài lâu cho làn môi luôn **ẩm mịn và** [B52]
mềm mại tuyệt vời.

+ *Graduation used in Advertising of Cosmetics in Comparative form of Predicative Adjectives*

Here are typically examples in English.

- (58) Goya Beauty Puff makes you **lovelier** in 35 seconds. [A7]

As investigated above, graduation used in advertising of cosmetics in English and Vietnamese in form of adjective phrases can be summarized as follows:

Linguistic Structure	Attributive Adjective		Noun
	Form	Basic	
		Comparative	
		Superlative	
Semantic Value	Graduation		
<i>E.g.</i>	The naturally perfect pout is as much as science. The timeless secret for firmer skin. The most beautiful eyes in the world by Maybelline.		

Predicative adjectives are generally used in the basic structures: S + V + O + C and S + V + C as follows:

Linguistic Structure	S	V	(O)	C(Predicative adjective)	
				Form	Basic
					Comparative
					Superlative
Semantic Value	Graduation				
<i>E.g.</i>	Our favourite SPF creams for keeping skin healthy and strong . Nails look and feel stronger and healthier .				

4.1.4. Graduation Used in Advertising of Cosmetics in Form of Adverb Phrases

a. Adverbs Expressing Graduation Used in Advertising of Cosmetics as Modifiers of Noun Phrases

- | | | |
|------|--|--------|
| (68) | Selected after nearly a decade of extensive research. | [A104] |
| (69) | Những đóa hoa nở rộ như chào đón chỉ riêng mình bạn. | [B62] |

b. Adverbs Expressing Graduation Used in Advertising of Cosmetics as Modifiers of Adjectives

- | | | |
|------|---|--------|
| (72) | New. Perfectly Real Compact Makeup. Believably perfect. | [A120] |
| (75) | Son móng tay cực kỳ cá tính với hai tông màu trẻ trung: đen bóng hay bạc ánh kim cho sự lựa chọn của những cô nàng sành điệu. | [B25] |

c. Adverbs Expressing Graduation Used in Advertising of Cosmetics as Modifiers of Adverbs

- | | | |
|------|---|--------|
| (79) | Moisturizer actually heals dry skin so even your roughest parts get noticed. | [A114] |
|------|---|--------|

The features of adverbs as modifiers can be syntactically and semantically summarized as follows:

Linguistic Structure	Adverbs as modifiers	
	Adverb	Noun phrase
		Adjective
		Adverb
Semantic Value	Graduation	
<i>E.g.</i>	- Discover just the right hydrating cream for your skin. -New. Perfectly Real Compact Makeup. Believably perfect. - Lashes are so perfectly satisfied...they finally deserve the throne.	

Table 4.3. The Frequency Rates of Syntactic Features of Graduation in English Cosmetics (EAs) and in Vietnamese Cosmetics (VAs)

Phrases	EAs		VAs	
	Occurrence	Rate	Occurrence	Rate
Noun Phrase	15	7.85 %	7	3.1 %
Verb Phrase	54	28.3 %	83	36.9 %
Adjective Phrase	103	53.9 %	123	54.7 %
Adverb Phrase	19	9.95 %	12	5,3 %
Total	191	100 %	225	100 %

4.1.5. Summary

4.2. SEMANTIC FEATURES OF GRADUATION USED IN ADVERTISING OF COSMETICS IN ENGLISH AND VIETNAMESE IN VIEW OF APPRAISAL THEORY

4.2.1. Graduation Used in Advertising of Cosmetics as Force

a. Graduation used in Advertising of Cosmetics as Modes of Intensification

- (83) One drop of this **richly** [Infu] foaming skin **purifier** [Iso] is **enough** [Iso] to **thoroughly** [Infu] wash away impurities and revitalize your skin. Leaves your skin refreshed, soothed and **amazingly** [Iso] comfortable. Contains Plant Stem Cell extract. [A131]
- (86) Bạn muốn sở hữu một làn da **tươi mới tự nhiên** [Infu], không bị mụn và không bong dầu? **Thật đơn giản!** [Iso] Sản phẩm và che khuyết điểm độc đáo từ Very Me giúp bạn dễ dàng có được làn da hoàn hảo mà bạn **luôn** [Infu] ao ước! [B40]

The semantic features of intensification can be indicated as follows:

Semantic Value				
Intensification	Isolating	Y	$\leftarrow / \quad X \quad \backslash \rightarrow$ <i>Not relating</i>	Y
			Graduation	
	Infusing	Y	$\leftarrow \rightarrow \quad X \quad \rightarrow$ <i>relating</i>	Y
			Graduation	
<i>E.g.</i>	<p>- Start your daily make-up routine with the perfect base that is light weight, looks natural [Infu] and effectively [Infu] covers the flaws.</p> <p>- Looking like a diva is even [Iso] easier [Iso] than you think!</p>			

b. Graduation Used in Advertising of Cosmetics as Modes of Quantification

- (92) **A world of [mass] colour, incredible value! Eye shadow palette bursting of wearable shades in gorgeous colour combinations. Combine or use your favourite on its own. Applicator included.4.8g.[number].** [A133]
- (95) **Làn mi dày như ý chỉ sau **một [number]** lần chải! Giordani Gold Luscious Volumn Mascara mang đến hiệu ứng làm dày mi “**trong nháy mắt**” [time] mà không tạo cảm giác.** [B51]

Modes of quantification can be indicated as follows:

Quantification	Sub-types	<i>E.g.</i>
	Number	Our Nature collection features some of the most iconic brands in our <i>entire</i> portfolio.
	Time	For natural, <i>long-lasting</i> weight loss.
	Mass	<i>A world of</i> colour, incredible value!
	Space	Soft and clean from delicate <i>head to tiny toes!</i>
Semantic Value	Graduation	

4.2.2. Graduation Used in Advertising of Cosmetics as Focus

a. Graduation Used in Advertising of Cosmetics as Sharpened Focus

(98) Seen on the fingertips and lips of **the nation's smartest women.** [A11]

(105) Nếu đôi mắt là cửa sổ tâm hồn thì đôi môi sẽ là **quyền lực** của sắc đẹp. Hãy cùng Bazaar trải nghiệm những màu son **trendy nhất!** [B100]

b. Graduation Used in Advertising of Cosmetics as Softened Focus

(107) How to be **mighty like a rose.** [A3]

(112) Bão “Cushion Air” đổ bộ. [B136]
Hộp phấn nhỏ bé Cushion Air đã tạo ra một cơn bão thực sự ở thị trường Hàn Quốc và giờ đây đang đổ bộ mạnh mẽ sang các thị trường ngoại địa, trong đó có Việt Nam

The semantic feature of focus can be shown as follows:

Focus	Sub-types	<i>E.g.</i>
	Sharpened	<i>The most beautiful eyes in the world are by Maybelline.</i>
	Softened	How to be <i>mighty like a rose.</i>
Semantic Value	Graduation	

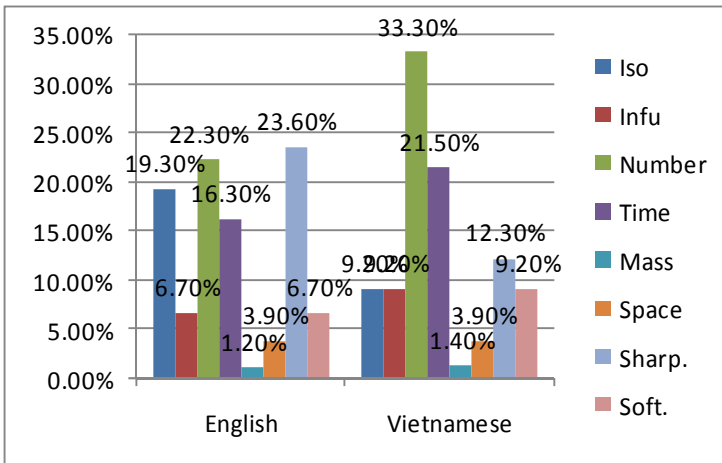


Figure 4.5 The Frequency Rates of Semantic Features of Graduation in View of Appraisal Theory in Details

4.2.3. Summary

4.3. GRADUATION USED IN ADVERTISING OF COSMETICS IN ENGLISH AND VIETNAMESE IN VIEW OF SPEECH ACTS

4.3.1. Boosting Illocutionary Force in Advertising of Cosmetics as Representative

In English

(110) This is the make-up that actually creates glamour. [A5]

(117) Sản phẩm kem phấn nền độc đáo cho làn da độ mềm mượt như nhung và giúp che mờ tối đa các nếp nhăn trên da. [B54]

4.3.2. Boosting Illocutionary Force in Advertising of Cosmetics as Directive

In English

(122) Reinvigorate your skin with perfect hydration. [A43]

(122) **Trẻ hóa** tế bào da bằng tinh chất linh chi. [B130]

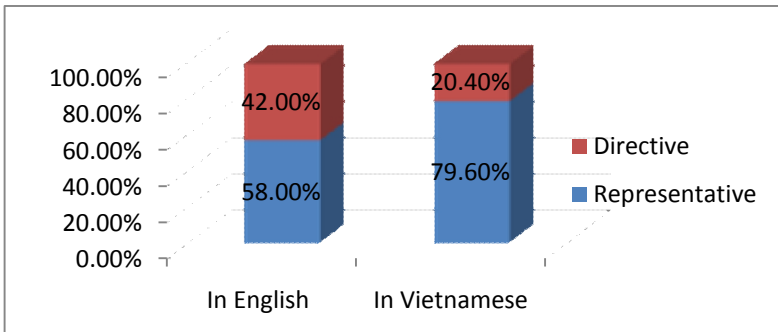


Figure 4.6. The Frequency Rates of Semantic Features of Graduation Used in Advertising of Cosmetics in Pragmatic View of Speech Acts

4.3.3. Summary

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

Basing on the analysis of Graduation used in 150 instances of English cosmetic advertisements and in 150 of Vietnamese ones, the study has come to the following conclusions:

Syntactically, Graduation in cosmetic advertisements was realized in form of structural phrases such as nominal phrases, verb phrases, adjective phrases and adverb phrases. As the nominal phrases, Graduation was found in basic noun phrases or complex noun phrases with adjectives which modify the nouns in the functions of graduation. However, the modifying positions of English adjectives in nominal phrases are different from those of Vietnamese ones. Graduation used in advertising of cosmetics in English and Vietnamese in form of verb phrases shares the same structures and positions of the structural elements. Graduation used in form of transitive verbs in English and in Vietnamese was found to occur much more popularly than that used as intransitive ones. Another structural feature of Graduation commonly used in advertising of cosmetics is that of adjective phrases. Quantitatively, Graduation used in advertising of cosmetics in form of adjective phrases has a wide distribution in most of English and Vietnamese cosmetic advertisements. In addition, Graduation used in advertising cosmetics in form of adverb phrases was also sometimes found in English and Vietnamese cosmetic advertisements.

Semantically, Graduation used in advertising of cosmetics was noticeably examined in terms of Appraisal Theory and Speech

Acts. Based on the results of the data analysis, it can be summarized that Graduation used in advertising of cosmetics was categorized and analysed in the two main dimensions of Graduation in terms of Appraisal theory: Force and Focus. In particular, Graduation was further studied in the two sub-categories of Force that are intensification and quantification. Graduation used in advertising of cosmetics in Vietnamese as Force has the higher population than Graduation found in advertising of cosmetics in English. In contrast, Graduation employed in advertising of cosmetics as Focus in English has the larger proportion of occurrence than that in Vietnamese. Regarding sub-categories of force, the population of isolated intensification in English is more double than that of isolated intensification in Vietnamese. Contrastively, the distribution of infused intensification found in Vietnamese is higher than that in English. The frequency rates of quantification: *number* take up the highest rank in both English and Vietnamese. The lowest rank in both English and Vietnamese is the frequency rates of quantification: *mass*. In terms of focus, the frequency rate of Graduation used in advertising of cosmetics as sharpened focus in English slogans is nearly double that in Vietnamese. However, more popular in occurrence of softened focus is softened focus operating graduation used in advertising cosmetics in Vietnamese. Graduation used as modes of force and focus can strengthen or weaken the semantic meaning of the advertising languages. This may be the reason why this type of Appraisal Theory is preferred in different kinds of discourses of slogans of advertising cosmetics. In terms of speech acts, Graduation was explored with representative and directive meaning of boosting illocutionary force. Boosting illocutionary force

of representative in Graduation used in advertising of cosmetics in both English and Vietnamese take up the higher frequency rates of these two kinds of boosting illocutionary force.

5.2. IMPLICATIONS

Expectedly, the thesis is hoped to bring teachers or learners the new view and the better understanding of Appraisal Theory in general and Graduation in particular which was used in advertising of cosmetics in English and Vietnamese.

To the teachers

The thesis is mainly concerned with Appraisal Theory in general and with Graduation in particular. It is concerned with syntactic features of phrases and semantic features in pragmatic view of Speech Acts. My concern is also with what I have investigated and dealt with Graduation used in advertising of cosmetics in English and Vietnamese under all mentioned aspects above. By way of introduction to some key theoretical background and of presentation to the data analysis of Graduation used in advertising of cosmetics in English and Vietnamese, I hopefully contribute better and clearer knowledge of syntactic and semantic features of Graduation to the teachers' teaching and designing assignments about Graduation for their students. The thesis will give an approach to the way of how to analyse advertising language and how to evaluate the discourses of cosmetic advertising languages in view of Appraisal Theory and in pragmatic view of Speech Acts.

To the learners

Regarding the indications for learners, attention should be drawn to learners about ability in comprehending and using Graduation as well as the advertising language. Furthermore, learners

can pay attention to and focus on syntactic features of phrases and semantic features in view of appraisal theory and in pragmatic view of Speech Acts. Basing on what was presented in the thesis, learners can enrich their ability in adjusting the degree of an evaluation – how strong or weak the feeling is. Especially for learners majoring in business or marketing, the thesis will be expected to help them to know how to raise or lower, sharpen or soften the messages in advertising of products.

Further implication is that both teachers and learners can interpret, contrast and translate Graduation used in advertising of cosmetics between these two languages more precisely and interestingly.

5.3. LIMITATION OF THE STUDY

Due to the shortage of time, reference materials as well as my limited linguistic knowledge, the study has got some certain restrictions and shortcomings. Firstly, there are many factors contributing to the success of using Graduation in advertising of cosmetics, but in the thesis I only focus on the syntactic features of phrases as well as semantic features in view of appraisal theory and in pragmatic view of speech acts. Secondly, the samples selected for analysis have not got the expected depth and the large number of richly different kinds. Thirdly, the similarities and differences between Graduation used in advertising of cosmetics in English and in Vietnamese have not been mentioned so much. The study will be still expected to contribute to the present knowledge about advertising language and to introduce findings and investigation into such creative and extremely interesting discourse.

5.4. SUGGESTION FOR FURTHER STUDY

For the exploration of further information about Graduation, some suggestions for further research are put forward:

- An investigation into stylistic devices of graduation in English and Vietnamese.

- A study of semantic aspects of Graduation used in figurative meanings of cosmetic advertisements in English and Vietnamese.