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A DISCOURSE ANALYSIS OF POSTERS ON SAVING ENVIRONMENT IN ENGLISH AND VIETNAMESE

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CHAPTER 1
INTRODUCTION

1.1. RATIONALE

In recent decades, many environmental problems have increased as the result of human activities and unplanned management of the technological development which interferes ecosystems. Therefore, a dispute between the importance of conservation and preservation of ecosystems to protect environment and the necessity to satisfy human desire by sacrifice the environment has been arise across the world.

Environmental protection is a practice of protecting the natural environment on individual, organization controlled or governmental levels, for the benefit of both the environment and humans. Since the 1960s, the activity of environmental movements has created awareness of the various environmental issues.

In order to protect environment, a lot of policies have been put into consideration and using posters is one of the useful ways for environmental protection. To do this, people designing posters have to make full use of their language to control readers. And to seek the reasons why and how these posters can influence people’s minds is also one of the responsibilities of linguists in the domain of Discourse Analysis.

For all reasons stated above, the master thesis I wish to carry out is “A Discourse Analysis of Posters on Saving Environment in English and Vietnamese”. I try to focus on analyzing linguistic features of posters and make a comparison of these features between the two languages.
1.2. AIMS AND OBJECTIVES

1.2.1. Aims
The aim of this thesis is to carry out a discourse analysis of posters on saving environment in English and Vietnamese to find out their discourse features such as layout, lexical choice, cohesive and stylistic devices. Besides, this study will discover similarities and differences of these features between the two languages.

1.2.2. Objectives
This study aims to achieve the following objectives:
- To describe linguistic features in posters on saving environment in English and Vietnamese in terms of the layout, lexical choice, cohesive and stylistic devices.
- To find out and explain the similarities and differences of these features between the two languages.
- To suggest some implications for teaching English to Vietnamese learners in language analysis.

1.3. SCOPE OF THE STUDY
This study is limited from 180 posters available on the internet (120 in English and 60 in Vietnamese) which are published from 1996 up to now and belong to three 3 types such as ocean, water, air environment.

I just dealt with 4 aspects namely layout, lexical choice, cohesive and stylistic devices, the similarities and differences of these features between the two languages as well as their implications.

This thesis is purely linguistic one which only serves the academic purpose.
1.4. RESEARCH QUESTIONS

The study will find the answers to the following questions:

1. What are the discourse features in terms of the layout, lexical choice, cohesive and stylistic devices of English and Vietnamese posters on saving environment?

2. What are the similarities and differences between the posters on saving environment of the two languages in terms of the layout, lexical choice, cohesive and stylistic devices?

1.5. SIGNIFICANCE OF THE STUDY

It is our hope that not only English teachers and English learners but also environmentalists and poster designers will get benefits from what we discover from this study. All typical discourse features in terms of the layout, lexical choice, cohesive and stylistic devices serve as a great source of fundamental or necessary knowledge in analyzing and understanding posters.

1.6. ORGANIZATION OF THE STUDY

The research consists of 5 main 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 and Implications
CHAPTER 2
LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

Up to now there have been a lot of books in which discourse and discourse analysis are mentioned by well-known scholars such as Halliday and Hassan with “Cohesion in English”, Brown and Yule with “Discourse Analysis”, Cook with “Discourse”. Halliday and Hasan (1976) in *Cohesion in English* introduced cohesion as a semantic concept referring to the relations of meaning that exists within a text. Halliday and Hasan divided cohesion into grammatical cohesion (reference, substitution, ellipsis and conjunction) and lexical cohesion (reiteration and collocation). Cook (1989) paid much attention to cohesive devices such as verb form, parallelism, repetition, lexical chains and formal links. He defined cohesive devices as formal links between sentences and clauses. Brown and Yule (1983) stated that cohesion may be derived from lexical relationships like hyponymy, part-whole, clausal substitution, comparison and syntactic repetition. McCarthy (1991) investigated how texts are structured beyond sentences boundaries and considered such grammatical contributions to discourse as reference, substitution and conjunction as cohesive markers to create links within and between sentences.

In Vietnam, some linguists have also made great contributions to the study of discourse and discourse analysis such as Diệp Quang Ban (2003) with “Giao tiếp Văn bản, Mạch lạc, Liên kết, Đoàn văn, Nguyễn Hòa (2000) with “An introduction to Discourse
Analysis” and (2006) “Phân tích diễん ngôn-Một số vấn đề lý luận và Phương pháp. Beside that, Trần Ngọc Them (2006) with “Hệ thống liên kết văn bản Tiếng việt” pointed out that cohesion in texts involves form cohesion and content cohesion. He stated that these two facets of cohesion have a close-knit dialectical relationship.

In addition, some master theses which give an insight into the discourse features were carried out in Vietnam. Trần Nguyễn Hoàng Trang (2012) carried out the thesis with the title “A discourse analysis of stock market news in English and Vietnamese” in 2012. Also in this year, Lê Thị Hoài An (2012) carried out an investigation into the persuasion strategies in English and Vietnamese advertisements in order to find out their discourse features such as layout, vocabulary, syntax and pragmatic features. In 2011, the study of tourism advertisements in English and Vietnamese was carried by Hồ Thị Thiên Trang (2011).

There have also been many researches in analyzing posters in the world. Eka Andy Hermawan (2016) carried out the thesis entitled “Multimodal Discourse Analysis on the movie poster Man of Steel”. In this research, both linguistic components and visual ones were put into consideration and analyzed. The data was discussed by using the theories of Multimodal Discourse Analysis, Mean-making and Advertising. Beside that, some other studies such as “A Multimodal Discourse Analysis of Movie Posters” by Yunru Chen (2012), “A Multimodal Discourse Analysis of Harry Potter’s Posters” by Liu Yan Bin (2012) were also proceeded. These theses take Visual Grammar as the theoretical foundation and make an attempt to propose a model for the multimodal discourse analysis of movie posters. All the components such as image, color and language of
movie posters were decoded in the light of multimodal discourse analysis.

Basing on the results of some researches mentioned above, I am equipped with a good general knowledge of discourse analysis (DA) which is helpful for my research in this field. And there has been so far no research into posters on saving environment under the light of DA. This is the reason why I am pleased to contribute to promising area of DA with the thesis entitled “A Discourse Analysis of Posters on Saving Environment in English and Vietnamese”

2.2. THEORETICAL BACKGROUND

2.2.1 Theory of discourse analysis

2.2.1.1 Concepts of Discourse

The term of discourse is basically understood as human language in use for communication. “Discourse” is problematic since it is used in different kinds of study and is further constantly redefined. In other word, this concept is regarded as a language in use, for communication to convey a message in which has meaning unity, purpose with the various length and related to the context of an event in which it is used.

2.2.1.2 Concepts of Discourse Analysis

Brown and Yule (1983) stated that “Discourse analysis is the study of language use with the reference to the social and psychological factors that influence communication”.

2.2.2 Cohesion and coherence

2.2.2.1 Coherence

Coherence refers to types of semantic and rhetorical relationship that underlines texts. A text can be considered to be coherent without any cohesive devices. According to Yule (1996), as
coherence is the implicit links in a text, it lies in how people interpret texts rather than in the text themselves.

2.2.2.2 Cohesion

Cohesion is called grammatical cohesion and lexical cohesion and can be categorized into five groups: reference, substitution, ellipsis, conjunction and lexical cohesion.

Halliday and Hasan (1976) defined that cohesion is a semantic property which refers to relations of meaning that exist within the text. Cohesion occurs “when the interpretation of some element in the discourse is dependent on that of another. The one presupposes the other in the sense that it cannot be effectively decoded except by resources to it”. Preposition plays an important role in cohesion since it extracted the unrelated sentences by the connected one. The relations in meaning of any sentence depend on the surrounding elements. Halliday and Hasan (1976) asserted “cohesion refers to the range of possibilities that exist for linking something with that has gone before. Since this linking is achieved through relations in meaning”.

2.2.3 Overview of posters

2.2.3.1 Definition of posters

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to
communicate a message. Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to original artwork. The modern poster, as we know it, however, dates back to the 1840s and 1850s when the printing industry perfected color lithography and made mass production possible."

In short, it can be said that there are numerous definitions of posters. However, I strongly believe that posters can be understood as a means of communication to transfer a message which can influence or persuade the viewers.

2.2.3.2 Kinds of posters

Posters are used for a variety of purposes, and as such fall into types or classifications that make it easier to create a poster because each type has its own particular features.

There are 5 types of posters: advertising, informative, subject, affirmation and Propaganda. Even though there exist other types of posters, this study will concentrate on the informative one which informs or educates people about the awareness to save environment.

2.2.3.3 General structure and language in informative posters

Informative posters are a little bit more text heavy unlike other posters. They may carry the image of an endangered species for example with text asking for help to save them. Because of language has a powerful influence on people and their behavior, informative posters usually include a brief text with the aim to provide information quickly and succinctly and containing a strong call-to-action. The language is simple but still includes all essential facts.
CHAPTER 3
METHODS AND PROCEDURES

3.1. RESEARCH DESIGN

The research is based on the combination of both quantitative and qualitative approaches.

3.2. METHODOLOGY

The research is conducted with the combination of several methods: descriptive, analytic, comparative and contrastive. Among them, descriptive and contrastive methods are dominant ones which are most frequently used in the thesis.

3.3. DATA

3.3.1 Description of Samples

The main data of this thesis will consist of 180 posters (120 in English and 60 in Vietnamese) whose official websites are available on the internet and which are randomly taken. Only linguistic components are selected. All other visual aids, nonverbal acts are intentionally ignored for they demand different methods of analysis.

3.3.2 Data collection

In order to collect data, the researcher follows three steps as below:

- Finding and selecting only online posters whose official websites are available on the internet.
- Downloading online posters from their official websites.
- Selecting posters collected that meet conditions such as length (5-50 words) and time (1996 up to now).
3.3.3 Data Analysis

On the basis of 240 collected samples of posters in both English and Vietnamese, data analysis goes through the following steps:

- Identifying the layout of posters on saving environment in both English and Vietnamese, then making a comparison.
- Describing lexical features of posters in both English and Vietnamese, then comparing and contrasting.
- Defining and setting forth cohesive and stylistic devices of posters in both English and Vietnamese, then examining and collating English and Vietnamese posters in respect of cohesive and stylistic devices.

3.4. RESEARCH PROCEDURES

The study procedures will take the following steps:

- Collecting relevant material and data of posters on their official websites.
- Categorizing the samples for analysis
- Analyzing collected data.
- Comparing and contrasting.
- Basing on the results, putting forward some implications and suggestions for further studies.

3.5. RELIABILITY AND VALIDITY

Since all posters on saving environment were totally collected from official and popular websites, not invented samples, the quality of data in this study is reliable. Moreover, I carried out the research from the analysis of evidence, statistics, frequencies of occurrence in the percentages of discourse features then came to conclusions, so all findings were recorded from the collection and analysis of data without following any set results, which guarantees the objectivity of
the thesis. Besides, the investigation was carried out on the basis of the theoretical background from reliable publications of experienced linguists as presented in Chapter 2.

On the other hand, the results of the study provide some theoretical background for studying one type of discourse. Moreover, it makes a certain contribution to the teaching and learning of English as well as to the writing messages of posters on saving environment. Therefore, the research results are significant in both theory and practice.
CHAPTER 4
FINDINGS AND DISCUSSION

4.1 LAYOUTS OF POSTERS ON SAVING ENVIRONMENT IN ENGLISH AND VIETNAMESE

4.1.1 Layout of English posters on saving environment

4.1.1.1 English posters on saving environment containing one main text with an image

The text in posters can be a slogan, a rhetoric question, a statement and can contain a subtext.

4.1.1.2 English posters on saving environment containing several texts as information posters

Table 4.1. A summary of Layouts in English posters on saving environment

<table>
<thead>
<tr>
<th>Type of layout</th>
<th>Type of text</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Containing one text</td>
<td>A slogan</td>
<td>21</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>A rhetorical question</td>
<td>8</td>
<td>6.7</td>
</tr>
<tr>
<td></td>
<td>A statement</td>
<td>34</td>
<td>28.3</td>
</tr>
<tr>
<td></td>
<td>A text containing subtexts</td>
<td>53</td>
<td>44.2</td>
</tr>
<tr>
<td>Containing several texts</td>
<td>As an information poster</td>
<td>4</td>
<td>3.3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

4.1.2 Layout of Vietnamese posters on saving environment

4.1.2.1 Vietnamese posters on saving environment containing one main text with an image
4.1.2.2 Vietnamese posters on saving environment containing several texts as information posters

Table 4.2. A summary of Layouts in Vietnamese posters on saving environment

<table>
<thead>
<tr>
<th>Type of layout</th>
<th>Type of text</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Containing one text</td>
<td>A slogan</td>
<td>35</td>
<td>58.3</td>
</tr>
<tr>
<td></td>
<td>A statement</td>
<td>22</td>
<td>36.7</td>
</tr>
<tr>
<td></td>
<td>A rhetorical question</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>A text containing subtexts</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Containing several texts</td>
<td>As an information poster</td>
<td>3</td>
<td>5.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>60</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.1.3 Comparison of the layouts of posters on saving environment in English and Vietnamese

4.1.3.1 Similarities

4.1.3.2 Differences

4.2 LEXICAL CHOICE OF POSTERS ON SAVING ENVIRONMENT IN ENGLISH AND VIETNAMESE

4.2.1 Lexical choice of English posters on saving environment

4.2.1.1 Verbs

In English posters on saving environment, most of the verbs appear in the imperative form. Imperative verbs are verbs that create an imperative sentence which gives a request or command and occur at the beginning of a sentence, which changes them into commands or actions that must be done.

4.2.1.2 Adjectives

Attributive and predicative adjectives are two common kinds appearing in the English posters on saving environment.
4.2.1.3 Nouns

Nouns appear with the highest frequency in posters on saving environment and most of them are common nouns which are used to name general items such as *ocean*, *earth*, *water*, *air*, and so on.

4.2.1.4 Pronouns

Pronouns are words we use in the place of a full noun. People often see subject pronouns and object pronouns. Subject pronouns as “*we*” in the first person, “*you*” in the second person, “*they*” in the third person and object pronouns as “*you, us*” are often mentioned in English posters on saving environment.

*Table 4.3. A summary of Lexical Choice in English posters on saving environment*

<table>
<thead>
<tr>
<th>Type of word</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbs</td>
<td>257</td>
<td>35.4</td>
</tr>
<tr>
<td>Predicative adjectives</td>
<td>7</td>
<td>1.0</td>
</tr>
<tr>
<td>Attributive adjectives</td>
<td>13</td>
<td>1.8</td>
</tr>
<tr>
<td>Nouns</td>
<td>386</td>
<td>53.2</td>
</tr>
<tr>
<td>Subject pronouns</td>
<td>50</td>
<td>6.9</td>
</tr>
<tr>
<td>Object pronouns</td>
<td>12</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>725</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.2.2 Lexical choice of Vietnamese posters on saving environment

4.2.2.1 Verbs

Like English posters on saving environment, imperative verbs are considered as one of the most important parts in Vietnamese posters.

4.2.2.2 Adjectives

Unlike English posters on saving environment, the Vietnamese one only use attributive adjectives in conveying messages of environmental protection.
4.2.2.3 Nouns

Common nouns are very popular in Vietnamese posters on saving environment. They are used to name general items rather than specific ones.

4.2.2.4 Pronouns

In Vietnamese posters on saving environment, personal pronouns are selected to make the message in environmental protection.

Table 4.4. A summary of Lexical Choice in Vietnamese posters on saving environment

<table>
<thead>
<tr>
<th>Type of word</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbs</td>
<td>30</td>
<td>20.1</td>
</tr>
<tr>
<td>Attributive adjectives</td>
<td>12</td>
<td>8.0</td>
</tr>
<tr>
<td>Predicative adjectives</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Nouns</td>
<td>105</td>
<td>70.5</td>
</tr>
<tr>
<td>Subject pronouns</td>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td>Object pronouns</td>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>149</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.2.3 Comparison of lexical choice of posters on saving environment in English and Vietnamese

4.2.3.1 Similarities

4.2.3.2 Differences

4.3. COHESIVE DEVICES IN POSTERS ON SAVING ENVIRONMENT IN ENGLISH AND VIETNAMESE

In this research, only conjunction is found in the investigation of English and Vietnamese posters on saving environment.
4.3.1 Cohesive devices in English posters on saving environment

Conjunctions

Conjunctions can be divided into four kinds such as additive, adversative, causal and temporal

*Table 4.5. A summary of Cohesive Devices in English posters on saving environment*

<table>
<thead>
<tr>
<th>Cohesive devices</th>
<th>Type</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conjunctions</td>
<td>Additive</td>
<td>22</td>
<td>64.7</td>
</tr>
<tr>
<td></td>
<td>Adversative</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Causal</td>
<td>5</td>
<td>14.7</td>
</tr>
<tr>
<td></td>
<td>Temporal</td>
<td>7</td>
<td>20.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>34</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.3.2 Cohesive devices in Vietnamese posters on saving environment

Conjunctions

Causal, additive and temporal conjunctions are typical types used in Vietnamese posters on saving environment.

*Table 4.6. A summary of Cohesive Devices in Vietnamese posters on saving environment*

<table>
<thead>
<tr>
<th>Cohesive devices</th>
<th>Type</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conjunctions</td>
<td>Additive</td>
<td>5</td>
<td>71.4</td>
</tr>
<tr>
<td></td>
<td>Adversative</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Causal</td>
<td>1</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>Temporal</td>
<td>1</td>
<td>14.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>7</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.3.3 Comparison of Cohesive devices between English and Vietnamese posters on saving environment

4.3.3.1 Similarities

4.3.3.2 Differences

4.4. STYLISTIC DEVICES IN POSTERS ON SAVING ENVIRONMENT IN ENGLISH AND VIETNAMESE

Based on the data analysis, both kinds of posters on saving environment are related to the rhetoric features such as assonance, simile, metaphor, rhetorical question, repetition and parallelism.

4.4.1 Stylistic devices in English posters on saving environment

English posters on saving environment only relate to two types of stylistic devices: Rhetorical question and Assonance

4.4.1.1 Rhetorical question

4.4.1.2 Assonance

Table 4.7. A summary of Stylistic Devices in English posters on saving environment

<table>
<thead>
<tr>
<th>Type of stylistic device</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhetorical question</td>
<td>8</td>
<td>80</td>
</tr>
<tr>
<td>Assonance</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>Simile</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Repetition</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Metaphor</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Parallelism</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td>100</td>
</tr>
</tbody>
</table>
4.4.2 Stylistic devices in Vietnamese posters on saving environment

4.4.2.1 Metaphor

4.4.2.2 Simile

4.4.2.3 Repetition

4.4.2.4 Parallelism

Table 4.8. A summary of Stylistic Devices in Vietnamese posters on saving environment

<table>
<thead>
<tr>
<th>Type of stylistic device</th>
<th>Occurrence</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metaphor</td>
<td>1</td>
<td>7.7</td>
</tr>
<tr>
<td>Simile</td>
<td>1</td>
<td>7.7</td>
</tr>
<tr>
<td>Repetition</td>
<td>7</td>
<td>53.8</td>
</tr>
<tr>
<td>Parallelism</td>
<td>4</td>
<td>30.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.4.3 Comparison of Stylistic devices between English and Vietnamese posters on saving environment

4.4.3.1 Similarities

4.4.3.2 Differences
CHAPTER 5
CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

“Discourse analysis of posters on saving environment in English and Vietnamese” is an investigation into the way posters on saving environment are structured and what typical discourse features are used in the two kinds of posters in both languages. In order to reach these goals, we carry out the analysis of posters on saving environment in English and Vietnamese in terms of layout, lexical choice, cohesive and stylistic devices, then make a comparison and contrast of these features to find out similarities and differences between the two languages. This research contributes to the theoretical studies of discourse analysis in posters in general and the typical discourse features of posters on saving environment in English and Vietnamese in particular.

In terms of layout, both English and Vietnamese posters share the similar structure with two forms: posters containing one main text which is a slogan, a statement, a rhetorical question or contains subtexts and posters containing several texts, which is designed as an information poster. Beside some similarities in layouts, the two kinds of posters also have some distinguishes. Posters on saving environment in English are more various in layout than Vietnamese ones which don’t have rhetorical questions and texts containing subtexts in their layouts while English posters do. In the layout of English posters, texts containing subtexts take the highest rate with 44.2% while slogans with the frequency of 58.3% are most popular in Vietnamese poster’s layout.
As regard to lexical features, both English and Vietnamese posters on saving environment share the same ideas on lexical choice. Verbs, adjectives, nouns and pronouns all appear in the two kinds of posters. In addition, the use of nouns found in English and Vietnamese posters takes the highest rate with 53.2% in English posters and 70.5% in Vietnamese posters. Nevertheless, Vietnamese posters don’t use predicative adjectives in their texts; whereas, English posters contain predicative adjectives with the rate of 1.0%. Besides, the frequency of nouns and attributive adjectives in English posters is lower than the Vietnamese posters (common nouns: 53.2% vs 70.5% and attributive adjectives: 1.8% vs. 8.0%), and verbs in English posters take a higher rate with 35.4% than verbs in Vietnamese posters with 20.1%. While the two kinds of personal pronouns in Vietnamese posters share the same rate of 0.7%, the object pronouns in English posters with 1.7% are lower than the subject pronouns with 6.9%. All parts of speech are the core of both environmental protection posters and also the prominent factors making posters more impressive and persuasive.

As for cohesion, only conjunction appears in English and Vietnamese posters on saving environment although there exist four typical types of cohesion. Therefore, both kinds of posters share the similar types of conjunction such as additive, adversative, causal and temporal. Among these, additive conjunctions are used most and occupies the highest rate with 71.4% in Vietnamese posters and 64.7% in English posters. Moreover, there is no case of adversative conjunctions in the study of cohesive devices. However, Vietnamese posters tend to use more additive conjunctions than English posters (71.4% in Vietnamese posters vs. 64.7% in English ones), the rate of
frequency of causal conjunctions in Vietnamese posters is rather lower than in English posters (14.3% vs. 14.7%) and temporal conjunctions in English posters are more often used than the ones in Vietnamese posters (20.6% vs. 14.3%).

At last, stylistic devices are also used in English and Vietnamese posters on saving environment to make messages interesting, attractive and persuasive. Rhetorical devices in English posters are not so various as the ones in Vietnamese posters. English posters only have two types of stylistic devices which are assonance and rhetorical questions while there are four types which are metaphor, simile, repetition and parallelism in Vietnamese ones. So the texts in Vietnamese posters are smoother and more interesting in the aspect of style than the ones in English posters. Therefore, all types of rhetorical devices make a big contribution to the poster design as well as the success of getting readers’ attention and conveying messages of environmental protection.

5.2. IMPLICATIONS

This thesis was carried out with the hope that this thesis will be a useful source not only for teachers and students of English but also for environmentalists and posters designers.

To teachers

It is hoped that the findings of the study will be a useful reference resource for teachers in teaching English at schools, especially at colleges specialized in English. With the results of this research, teachers can be equipped with basis knowledge of discourse analysis in general and some typical discourse features of posters on saving environment in particular. The study will help teachers analyze linguistic components of posters, suggest some messages for
poster design related to environmental protection and instruct students to use words, style and cohesion in posters on saving environment. With this material, teachers can also design exercises for students to write and analyze texts on this type of posters based on the light of discourse analysis.

**To students**

English learners can benefit from the results of this thesis. Firstly, they are supplied a lot of knowledge related to discourse analysis as well as recognize the importance of discourse analysis. Secondly, students are equipped with the theories of discourse analysis and research method so they can make another investigation into other kinds of discourse by themselves. Thirdly, the discourse analysis of English and Vietnamese posters on saving environment help to improve English learners’ understanding and skills of analyzing the texts in posters as well as skills of writing an effective and persuasive massage on posters. Furthermore, the comparison and contrast from the two kinds of environmental protection posters are a helpful reference that supports them to cope with this.

**To environmentalists**

The results of this thesis are a helpful reference for environmentalists who have a great concern to issues that affect the environment and to the conservation of the environment. With the findings of layout, lexical choice, cohesive and stylistic devices, environmentalists are able to choose suitable kinds of posters or make a persuasive speech or messages for their purposes in environmental protection campaign. The information layout of posters on saving environment can help environmentalists with the aim of giving informations of environmental problems as well as
lexical choice, cohesive and stylistic devices help them to raise a good speech or writing to attract attentions to the importance of environmental protection and call for an action.

**To poster designers**

Last but not least, posters are a useful tool to convey messages in protecting environment nowadays. They provide necessary information of environmental issues, enhance the awareness of environmental protection and persuade people come to the action in saving environment. In order to reach the goals of an effective poster, designers have to master the ways to write a concrete and interesting message to get readers’ attention as well as push them to an action. So this material is one of effective backgrounds help poster designers achieve their purposes.

**5.3. LIMITATIONS OF THE STUDY**

Despite the researcher’s great efforts in carrying out the thesis, some shortcomings are unavoidable. Firstly, discourse analysis is a broad field comprising of a large number of subfields such as speech acts theory, conversation analysis, pragmatics, and so on; however, this study only makes an investigation into some typical discourse features in terms of layouts, lexical choice, cohesive and stylistic devices in posters on saving environment in English and Vietnamese. Secondly, the theoretical background is not sufficient enough since it should have dealt with more concepts, especially on posters. Thirdly, due to the lack of time, all English and Vietnamese posters are downloaded from websites of environmental and educational organizations, design companies instead of reaching the real ones. Finally, Vietnamese resources of posters are limited in number, especially posters on saving environment in Vietnamese, some
samples are retrieved from some certain websites and there are only 60 Vietnamese posters on saving environment.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

This thesis attempts to make a detailed investigation of discourse analysis on posters on saving environment in English and Vietnamese. However, for many reasons stated above, the study is not complete in discourse domain and still remains some other aspects for further investigation. Therefore, we would like to offer some suggestions:

1. An investigation into Syntactic Devices in English and Vietnamese posters on saving environment.
2. Effects of using Syntactic Devices in raising awareness of environmental protection.
3. An investigation into Pragmatic Features of slogans in English and Vietnamese posters on saving environment.