

**MINISTRY OF EDUCATION AND TRAINING
THE UNIVERSITY OF DANANG**

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**THE DISCOURSE ANALYSIS
OF ARTICLES INTRODUCING RESTAURANTS
IN ENGLISH AND VIETNAMESE**

Field: THE ENGLISH LANGUAGE

Code: 60.22.02.01

**MASTER THESIS IN SOCIAL
SCIENCES AND HUMANITIES
(SUMMARY)**

Danang, 2014

The thesis has been completed at the College of Foreign Languages
THE UNIVERSITY OF DANANG

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The thesis was orally defended at Examining Committee.

Time: December 13th, 2014

Venue: University of Danang

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CHAPTER 1

INTRODUCTION

1.1. RATIONALE

Language is an essential form of communication and also the most important aspect in the life of all beings. Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and introducing a product or a service. Language plays a key role in making your message credible and engaging to your customer. It is language that can either steer a consumer through choosing a brand's products or services or put them off because using language well builds trust among your customers.

Along with the development of the society, more and more restaurants are opened to meet the need of people. To make a deep impression on the public, every restaurant has its own introducing articles through forms of media such as newspapers, magazines, the internet, etc. A customer's restaurant experience is created not only by the product (the food) but also by the decor, the music and the service. To write effective and persuasive articles introducing restaurants, the writers must become more creative with promotion and marketing and convey all of that information in an article. In addition, in order to achieve the success of articles, articles introducing restaurants must pay attention to such features as layout, syntax, lexis, cohesive devices. Through that, we find out the beauty of language, strategies and techniques through the use of layout, syntax, lexis and devices that are expected to be beneficial.

For the above reasons, **“The Discourse Analysis of Articles Introducing Restaurants in English and Vietnamese”** is chosen as

the title of the thesis. I hope that the study will provide some useful knowledge of introducing and advertising language in the field of restaurants for Vietnamese teachers and learners of English as well as for those who are interested in writing articles introducing restaurants.

1.2. AIMS AND OBJECTIVES OF THE STUDY

1.2.1. Aims of the Study

This study aims to carry out a discourse analysis of EAIRs and VAIRs in order to find out the features in terms of the discourse features, lexis, syntax features and cohesive devices as well as discover similarities and differences of these features between the two languages.

1.2.2. Objectives of the Study

- To find out the discourse features of EAIRs and VAIRs in terms of their layout, lexical features, syntactic features and cohesive devices.
- To compare and contrast the similarities and differences of these features between two languages.
- To suggest some applications for teachers and learners of English.

1.3. SCOPE OF THE STUDY

The research is restricted to some discourse features such as the discourse structure, lexical features, syntactic features and cohesive devices of written English and Vietnamese articles introducing restaurants collected from popular websites, the similarities and differences of these features between the two languages as well as their implications.

1.4. RESEARCH QUESTIONS

1. What are linguistic features of EAIRs and VAIRs?

2. What are the similarities and differences as well as the frequencies of occurrence in the discourse structure, lexical features, syntactic features and cohesive devices of articles introducing restaurants in English and Vietnamese?
3. What are the implications for teaching and learning in both languages?

1.5. SIGNIFICANCE OF THE STUDY

1.6. ORGANIZATION OF THE STUDY

The study is organized into five chapters: Chapter 1 (Introduction), Chapter 2 (Literature Review and Theoretical Background), Chapter 3 (Methods and Procedures), Chapter 4 (Findings and Discussion), Chapter 5 (Conclusions and Implications).

CHAPTER 2

LITERATURE REVIEW AND

THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

Discourse has attracted the interest of many linguists and researchers in the world as well as in Viet Nam. A lot of well-known scholars who have made great contribution to this interesting field include Halliday and Hasan [14], Brown and Yule [3], David Nunan [37], Winifred Crombie [9], Guy Cook [7], Harris (1952) [17], Austin [2], Searle [44], and Grice [13], Halliday (1985) [15], Halliday and Hasan [14] and so on.

In Vietnam, the study of discourse and discourse analysis has been done by many linguists such as Trần Ngọc Thêm [54], Phan Văn [55], Diệp Quang [49], Nguyễn Hòa [52], Nguyễn Thiện Giáp [53].

Following this trend, there have been many master theses such as Trần Thị Việt Nga [47], Lê Thị Hoài An [30], Lê Hoàng Cẩm Lai [29], Nguyễn Thị Thúy Ngân [36].

2.2. THEORETICAL BACKGROUND

2.2.1. Discourse and Discourse Analysis

- a. Concepts of Discourse*
- b. Concepts of Discourse Analysis*

2.2.2. Written and Spoken Discourse

2.2.3. Cohesion and Coherence

- a. Cohesion*
- b. Coherence*

2.2.4. Text

- a. Text*
- b. Features of text*

2.2.5. Definitions of Articles Introducing Restaurants

- a. Introducing*
- b. Articles*
- c. Restaurants*
- d. Articles Introducing Restaurants*

2.2.6. Articles Introducing Restaurants

2.2.7. Summary

CHAPTER 3

METHODS AND PROCEDURES

3.1. RESEARCH DESIGN

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

3.2. RESEARCH METHODS

In order to reach the goal of this thesis, the research was conducted with combination of different methods such as descriptive method, analytic and synthetic method, contrastive method, inductive method. Among them, the descriptive and contrastive methods are the dominant used in the thesis.

3.3. DESCRIPTION OF SAMPLES

200 samples of EAIRs and VAIRs (100 in English and 100 in Vietnamese with the medium length from 200 words to 400 words) are collected from the official websites introducing restaurants.

3.4. DATA COLLECTION

The collected data for analysis in this thesis come from websites introducing restaurants in the United States, the United Kingdom and Australia and Vietnam.

3.5. DATA ANALYSIS

We analyze EAIRs and VAIRs in terms of the *layout*, *lexical features*, *syntactic features* and *cohesive devices* and make a comparison to find out the similarities and differences between the two languages.

3.6. REESEARCH PROCEDURES

The procedures for the study will be as follows: Collecting and classify data, analyzing data, comparing and contrasting, putting forward some implications for teaching and learning and giving some suggestions for further researches.

3.7. RELIABILITY AND VALIDITY

CHAPTER 4

FINDINGS AND ANALYSIS

4.1. LAYOUTS

4.1.1. Layout of EAIRs

a. Headline

John Caples wrote: “If the headline is poor, the copy will not be read”, therefore, nothing can be more attractive and important than the title of an article which is also called the headline.

In English articles introducing the restaurants, the letters of headline are written bigger than these ones in the body copy with the first letter being capitalized. “*Joe Allen – Convent Garden, Homage Restaurant at The Waldorf Hilton*”

b. Body copy

First of all, the address and location of the restaurant are considered as the number one priority. “*Perched on the 8th floor of Oxo Tower on London’s South Bank*” [A-3].

The next is the restaurants’ décor as well as views . More noticeably, the restaurants always mention their famous head chef with lots of admirable rewards. Last but not least, the specialties and well-known food can not be ignored with the ingredients together with their benefits.

c. Illustration

Right from the beginning of the articles, a photo of delicious food is shown with harmonious colors. However, in a series of BestLondon restaurants, some pictures of food are replaced by several images of restaurants at the right of the articles.

d. Standing details

Self-aware of essence of standing details, English articles place standing details at the bottom of the articles or at the top of the articles including “*book online*”, “*location map*”, “*contact details*”, “*downloads*”.

4.1.2. Layout in VAIRs

a. Headline

The names of the restaurants along with their addresses and their specialties are put together in the headline such as: *Nhà hàng tiệc cưới Queen Bee, Đồng Cổ Châu Âu giữa Sài Gòn, Nhà hàng Phở Cuốn 31, etc.*

b. Body copy

Firstly, the address of the restaurants is shown in an obvious and detailed way at the beginning of the articles. Next, the space and landscape of the restaurant which attract the customers’ attention is also described with the key points being highlighted in bold letters. Additionally, the service and the achievement of the restaurant is one of some noteworthy factors. Especially, there are a lot of famous chefs from the worldwide and national competitions in Vietnamese restaurants. The food as well as specialty is the last priority which only refers to its names.

c. Illustration

Perceiving the importance of the illustration, Vietnamese articles concentrate on illustration as a focal point to draw clients’ attraction. For example, “*the cozy space mingling classicality with modern is manifested by an image of a large wood table with vaporous light, which is quite romantic*” [B-12].

d. Standing details

One of some indispensable part of the article introducing restaurants is the standing details. The opening word of standing detail is always “*Liên hệ, Mọi thông tin chi tiết xin liên hệ, Mọi thông tin chi tiết xin liên hệ*” which are considered as the signal to recognize.

4.1.3. Comparison

a. Headline

In both English and Vietnamese AIRs, the headline consists of the names of the restaurants. More remarkably, all capital letters are not applied in both English and Vietnamese headlines.

Whereas English articles provide with details referring to the typical features of the restaurants, Vietnamese ones concentrate on their addresses such as: *Nhà hàng Probeef 104 Yết Kiêu, Nhà hàng Phở cuốn 31, etc.* Additionally, the outstanding food of the restaurants is shown on their names including *Nhà hàng Lẩu tự chọn Lửa, Nhà hàng chay Thiên Tâm, etc.*

b. Body copy

With regard to similarities, the addresses of the restaurants always come first on the list of priority in both English and Vietnamese articles. Secondly, two writing styles in both of the articles make reader understand and master the key points.

Whereas English articles are towards advertising the ability and potentiality of the restaurants including the strength of the head-chef, the specialties with detailed description while Vietnamese articles concentrate on analyzing the benefits of the clients such as the landscape, ideal space and service, luxurious atmosphere.

c. Illustration

In most of the articles introducing restaurants, the illustration is often put above or on the left of the Body Copy. They refer to some specialties or overview, interior as well as outside landscape.

Whereas English articles only consist of a photo of food or overview of restaurant right from the beginning, Vietnamese ones cover so many images in most of the articles.

d. Standing details

It can not be refuted that standing details in both of them are useful for contacting and booking.

Whereas English articles includes location map to help the clients to search for the direction more easily, Vietnamese articles only provide the restaurants in a detailed way at the top or the bottom of the pages.

4.2. SYNTACTIC FEATURES

4.2.1. Syntactic Features in EAIRs

a. Imperative Sentences

According to Quirk et al [32, p. 803]: “Imperatives are sentences which normally have no overt grammatical subject, and whose verb has the basic form”.

- Affirmative imperative: V (Base form of the verb)
- Negative imperative: Do not + V (base form)

b. Simple Sentences

In EAIRs, simple sentences are used to introduce the restaurant facilities from the restaurant space, restaurant atmosphere to the factors that create the specialty of the restaurant.

“There is also a grassed area for the kids to kick the balls around and play bocce” [A-90]

c. Ellipsis in Declarative Sentences

In EAIRs, the element ellipsed of ellipsis of subject found is “it”. *“Furnished with pine tables, candles, warm yellow and sky blue walls, comfort and ‘a touch of class’ is always to be found in the surroundings, as well as the food and service” [A-40].*

d. Passive and Active Voices

Passive voice is used when the focus is on the action.

Goal + V passive (be/get+P.P) + by + Actor/Agent (1)

Goal + V passive (be/get+P.P) (2)

For example: *“The food was beautifully cooked and presented”*. The grammatical subject “*The food*” in the above example is not the actor of the act “*cook*” but they receive the action by unnamed agents.

4.2.2. Syntactic Features in VAIRs

a. Imperative sentences

In Vietnamese, according to Diep Quang Ban (1984:41), imperative sentences are sentences whose subjects are the readers/the hearers.

“Không áp dụng cho mua về và giao hàng tận nơi” [B-87]

“Uống bao nhiêu rót tùy thích, không tính thêm tiền đâu” [B-9].

b. Simple sentences

In VAIRs, simple sentences are used to give the first impression on the restaurant or to describe the structure of the

restaurant. For example: “*Nhà hàng Nam Hoa Viên 1 có một không gian thoáng mát, sang trọng và lịch lãm*” [B-71].

c. Ellipsis in declarative sentences

In Vietnamese, Diep Quang Ban [24] distinguishes ellipsis into 3 types: nominal, verbal and clausal ellipsis. He defines that ellipsis of subject is the sentence in which subject should be cited is absent.

d. Passive and active voices

According to Đỗ Việt Hùng (2002), passive sentence in Vietnamese is normally realized by three main constructions:

Goal + V transitive (1)

Goal + bị/ được + V transitive (2)

Goal + bị/ được/ do + Agent + V transitive (3)

4.2.3. Comparison

a. Imperative

In EAIRs and VAIRs imperatives are sentences which are all short, encouraging and forceful.

The difference between English and Vietnamese imperatives is that we can use some words that have imperative meaning like “*xin, mong, đề nghị, yêu cầu, cảm, mời, khuyên...*” to make imperative sentence in some of Vietnamese restaurant’s articles. However, in English ones, we can not put the words such as “*ask, wish, suggest, request, invite, advice...*” at the beginning of the sentence which can take the role of imperative verbs in the imperative sentences.

b. Simple sentences

Simple sentence is the most frequently-used with the percentage of up to 70,6% in English articles. The use of simple sentence in Vietnamese articles take up 29,4%. The simple sentence in Vietnamese AIRs accounts for the smaller portion in comparison with the simple sentence in English articles.

c. Ellipsis in declarative sentence

Both have three types of ellipsis: nominal, verbal and clausal ellipsis. Secondly, there is a similarity of constructions in English nominal group and Vietnamese one: three-component nominal group such as the Premodifier, the Head and the Postmodifier. Thirdly, verbal ellipsis is rarely used in English and Vietnamese.

d. Passive and active voices

According to the figures, the percentage of using passive and active sentences in English articles for introducing restaurant account for 62,3% in comparison with 37,7% of passive and active voice which are used in Vietnamese article. It is clearly that in VAIRs passive sentences are used with the higher frequency than that of EAIRs.

4.3. LEXICAL FEATURES

4.3.1. Lexical features in EAIRs

a. Preference of positive and emotive words

One of the features of word preference has been described that writers are more likely to prefer positive words to negative ones. This characteristic is proved again when English articles introducing restaurants are analysed. Positive words can be defined as ones that create good thoughts and feelings when they are read or heard such

as: *good/ better/ best, fresh, elegant, friendly, delicious, innovative, ideal (ideally), fantastic, remarkable, outstanding*, etc.

b. Restricted number of frequently used words

Analysis of this frequent word group sheds light on some of their characteristics. First, it should be suggested that extreme adjectives, words of every strong meaning like *excellent, fantastic, perfect* and so forth, are highly exploited. Second, most of these words have Germanic roots and belong to the simplest stock of every oral communication. Thirdly, those adjectives are employed in form of comparative and superlative.

c. An abundance of compounds

Basically, those compounds are created by means of:

- combining noun and adjective: *top-class*
- combining present participle and adjective: *sparkling-clean*
- combining adjective and past participle: *pancetta-wrapped, gold-topped*
- combining adjective and present participle: *delicious-looking*

d. Blending as means of coining new words

Coinage, also known as Neologism, refers to the process that a new word has been recently coined or invented by the writers. Coinage is said to appear in virtually all social domains, and advertising is among the most productive. That is why coinage is often spotted in the articles introducing restaurants.

4.3.2. Lexical Features in VAIRs

a. Limited number of frequently used words

To talk about the food, such words as *tươi ngon, đảm bảo vệ sinh, đa dạng, tuyệt vời, hấp dẫn* .

To talk about staff of the restaurant, the writer tends to describe them by the use of words like *tận tình, chu đáo, chuyên nghiệp*.

b. Preference of long noun phrase with positive meaning

The positive words which are made use mainly adjectives (or adjective phrases) or verbs (or verb phrases). However, the application of verbs and verbs phrases always needs the companion of at least one adjective.

c. Preference of borrowed words

A large number of words employed in the texts are mainly from Chinese, French, and English origins.

- *Loan words from Chinese: thưởng thức, thực khách, toạ lạc*
- *Loan words from English and French: menu, set, order, book, buffet, café, dầu olive (olive oil), pho mát (cheese), sô cô la (chocolate), sâm panh (champagne), maoynaissance, nước sốt/ sốt vang (sauce), and so forth.*

4.3.3. Comparison

a. Similarities

Both Vietnamese articles and English articles aim at the same purpose in the same context, the language of these two certainly share something in common. The writers are inclined to only a small number of words to describe the restaurants' settings, the foods, the staff and other relevant objects.

Another striking similarity between the two languages is the exploitation of words of positive meanings. Those words are also strongly emotive and serve as encouraging factors to the customers.

b. Differences

In English articles introducing restaurant, the writers' creativity is shown through the way words are combined together. The combination of words creates compounds in a flexible way.

In Vietnamese articles introducing restaurants, the writers are more concerning about how to show the readers' their attempts to build up an attractive and formal image of a restaurant and their intent to express their great respect to their customers.

4.4. COHESIVE DEVICES

4.4.1. Cohesive Devices in EAIRs

a. Reference

Table 4.8. Distribution of Reference in EAIRs

Types of Reference	Occurrence	Percentage
Personal Pronouns	53	4.11%
Possessive Pronouns	28	2.17%
Demonstrative Pronouns	187	14.50%
Total	268	20.78%

It should be noted from the table that totally reference accounts for only a small number of cohesive devices. That is actually a matter of fact that pronouns should not be used so often in the articles introducing restaurants since the name of the restaurants and of the foods should be repeated again and again so that a strong

impression will be made on the readers. Then, this makes the articles with key information memorable.

b. Ellipse

Table 4.9. Distribution of Ellipsis in EAIRs

Types of Ellipsis	Occurrence	Percentage
Nominal	273	21.16%
Verbal	18	1.40%
Clausal	7	0.54%
Total	298	23.10%

Ellipsis is often used in the texts introducing restaurants mainly with the used of nominal ellipsis. This cohesive devices help to reduce the length of the text without ignorance of important information.

c. Conjunction

The additive and temporal conjunction tends to be of higher frequency than the others. Causal conjunction is the one with the rarest occurrence in English articles introducing restaurants.

Table 4.10. Distribution of Conjunctions in EAIRs

Types of conjunctions	Occurrence	Percentage
Additive	70	5.43%
Adversative	13	1.01%
Causal	7	0.54%
Temporal	54	4.19%
Total	144	5.43%

d. Repetition

Repetition, also known as reiteration, is another cohesive device. It can be seen that repetition is a very common means of getting the message across. In English articles introducing restaurants, usually the name of the restaurants are mentioned repeatedly so that the readers or listeners will be impressed by that key words.

e. Lexical cohesion

Table 4.11. Distribution of lexical cohesion in EAIRs

Types of lexical cohesion	Occurrence	Percentage
Reiteration	57	4.42%
Collocation	136	10.54%
Total	193	14.96%

Among these five cohesive devices, repetition appears to be the most popular one. Then come ellipsis and reference, whereas conjunction and lexical devices account for comparatively smaller portion.

4.4.2. Cohesive Devices in VAIRs

a. Reference

It is noticeable that articles introducing Vietnamese restaurants, reference is not the major cohesive device, most of which is anaphoric reference. Among them, demonstrative pronouns account for a large number, and then come personal pronouns. However, possessive pronouns can hardly be found in such texts.

b. Ellipsis

The frequency of ellipsis in such texts is relatively considerable, and they usually nominal ellipsis. The most popular case of nominal ellipsis is when the location of the restaurant is introduced.

Table 4.14. Distribution of Ellipsis in VAIRs

Types of cohesive devices	Occurrence	Percentage
Nominal	253	16.32%
Verbal	37	2.39%
Clausal	0	0.00%
Total	290	18.71%

c. Conjunction

As presented from the table, additive and temporal conjunction tends to be of higher frequency than the others. Causal conjunction is the one with the rarest occurrence in English articles introducing restaurants.

Table 4.15. Distribution of Conjunctions in VAIRs

Types of conjunction	Occurrence	Percentage
Additive	173	11.16%
Adversative	73	4.71%
Causal	38	2.45%
Total	284	18.32%

d. Repetition

In Vietnamese articles introducing restaurants, the repetition is frequently used for the sake of emphasis. Also, it makes words like an urgent encouragement to the readers.

e. Lexical cohesion

All five cohesive devices identified by Halliday and Hassan (1976) are used in Vietnamese articles introducing restaurants. However, the most popular devices are repetition with the highest of more than a quarter and lexical cohesion with nearly 25%. Then ellipsis and conjunction are of lower frequency, and the least chosen is reference accounting for only around 12%.

4.4.3. Comparison

a. Similarities

Both kinds of the articles introducing restaurants have reference, ellipsis, conjunctions, repetition and lexical cohesion functioning as cohesive devices. Secondly, ellipsis occurs in some cases as a common way to leave out subjects, and sometimes verbs, in sentences. Thirdly, conjunction in texts of this field strongly focuses on the aspect of relation as a means of connecting ideas or sentences together. Fourthly, repetition of key words or phrases is also a trend since it helps to fasten the key information into readers' mind. Lastly, the use of lexical cohesion, especially idiomatic collocation, shows the professionalism of the writers in introducing eye-catching and memorable texts.

b. Differences

In English articles, repetition is the most used cohesive devices, followed by the use of reference and ellipsis both with more

than 20%. In English, reference usually points directly to the restaurants which are being introduced, and the application of ellipsis happens among clauses within the same sentences is to avoid repetition.

However, reference and ellipsis are not preferable in Vietnamese articles since they account for only nearly 12% and 19% in succession. In contrast, lexical cohesion turns out to be the second ranked in terms of preference since a long noun phrase is preferred to be used with a number of attributes composed by adjectival phrases.

CHAPTER 5

CONCLUSION

5.1. CONCLUSION

In terms of the layout, some differences and similarities between English and Vietnamese articles can be seen. The layout of both of them includes four components: headline, body copy, illustration and standing details. In both languages, the headline and body copy play essential roles in an article and considered as main parts which are so informative and persuasive. However, whereas English articles provide with details referring to the typical features of the restaurants, Vietnamese ones concentrate on their addresses as well as the specialties of restaurants.

In body copy, English restaurants are towards advertising the ability and potentiality including the strength of the head-chef, the specialties with detailed description while the benefits of the clients such as the landscape, ideal space and service, luxurious atmosphere are mentioned in Vietnamese ones. Besides, the illustration forms the duty of supporting the headline as well as attracting the readers.

Whereas English articles only consist of a photo of food or overview of restaurant right from the beginning, Vietnamese ones cover so many images in most of the articles.

Lastly, the standing details appear in Vietnamese and English articles with different items but they are useful information for the readers at the top or bottom of the pages with a view to contacting and booking the meals.

With regard to the syntactic features, this thesis aim to deal with the distinctive of the following points: imperative sentences, simple sentences, ellipsis in declarative sentences and active and passive voice. As can be seen from the data analysis, there is a great similarity in both English and Vietnamese articles. The affirmative imperatives tend to be preferred to negative ones (91,7% versus 2,9% in EAIRs and 79,2% versus 2,8% in VAIRs). Besides, simple sentences are used to talk about the restaurants' description, restaurants' menu as well as provide additionally special information to attract the attention of customers in both languages. As regarded the ellipsis features, ellipsis sentences in English and Vietnamese articles have some similarities in term of classification.

However, there are differences in using ellipsis in declarative sentences in English and Vietnamese articles. In Vietnamese articles, most of the verbs in ellipsed subject sentences are ordinary verbs, not auxiliary verbs,. Otherwise, there are both ellipsis of subject with auxiliary and ellipsis of subject without auxiliary in English. Another noticeable characteristic is that the use of active sentences is popular in both English and Vietnamese articles (56,3% versus 59,6%).

In terms of lexical features, it should be noted that commonly mostly the language used in these texts are positive since the writers attempt to create an attractive image by the employment of a limited group of vocabulary. In addition, the words chosen in these texts are highly informative compared with the number of words.

However, some noted distinct features can also be recognized. English articles are noted for its use of such compounds as a means of creative way to catch customers' eyes, whereas Vietnamese articles are usually produced with a series of long noun phrases with attributes whose parts of speech are almost adjectives and with a huge stock of loan words to create formality and respect to customers.

When it comes to cohesive devices, five types of cohesion can be found with a great number in articles introducing restaurants in both languages, and it should be marked that a high frequency of repetition is the common trend. However, the Vietnamese articles put more preference on the use of lexical cohesion, whereas the English ones tend to use more reference and ellipsis. All in all, the use of such devices is to produce the cohesion within the text, and to emphasize the necessary advertising information on the readers with a limited number of words.

5.2. IMPLICATIONS

Due to the above analysis as well as reference material, such a deep understanding of structure of advertisement can be found. From that, some good experiences may be exchanged between English and Vietnamese articles with regard to advertisement of restaurants. Particularly, Vietnamese restaurants really inquire how to introduce and propagate them in English style which is quite detailed,

short and informative in the body copy. Besides, English articles need up-date some images, photos, illustration to create lively atmosphere for their restaurants like Vietnamese articles. Simultaneously, such images will help the customers to save time reading the body copy.

Also, the result of this research will provide useful knowledge of discourse analysis, advertising and especially the syntactic features of advertisements for restaurant in both English and Vietnamese. Through the syntactic features of advertisements for introducing restaurant in each language, it can be a good way to have a good insight into the prominent linguistic peculiarities in advertisement. Furthermore, it also supplies a sound background and good methods to write an effective and persuasive advertisement.

In addition, the writers of different language should always be careful with the use of words. The negative should be confined and used with great care, otherwise an unexpected result will occur. In addition, the writers of English should make real efforts to produce unique and interesting compounds to enhance the attractiveness of their articles, whereas Vietnamese writers should manipulate the loan words to achieve their goals and control the structure of sentence so that it will convey as much information as possible with a limited number of words.

Furthermore, cohesion is also a matter of great concern among articles introducing restaurants in both languages. Due to its proved effectiveness, repetition should be paid much attention and care so that it is to originate strong impression on readers. While English writers should apply reference and ellipsis in their writing,

Vietnamese ones tend to prefer the use of lexical devices to create cohesion.

5.3. LIMITATIONS

This paper is to shed light on some linguistic features of English and Vietnamese when it comes to articles introducing restaurants. The linguistic features themselves have been such a broad term that it can hardly be covered within the limited length of this paper.

In addition, the thesis only focuses on some typical discourse features in terms of layout, syntactic features, lexical features, and cohesive devices. A comprehensive comparison should be made on many other aspects.

Also, due to the restriction of media, all the English articles are downloaded from websites of travel agencies instead of approaching real ones as those in Vietnamese as well as the lack of time, references, as well as limited linguistic knowledge, the study can only examine some certain characteristics of EAIRs. Therefore, it has not reached the expected depth as it should.

5.4. SUGGESTIONS FOR FURTHER STUDY

For the sake of making further investigation into the field of introducing restaurants, I would like to offer some suggestions for further researcher:

1. An investigation into repetition as a lexical cohesion in articles introducing restaurant in English and Vietnamese.
2. An investigation into stylistic devices used in articles introducing restaurant in English and Vietnamese.
3. An investigation into coherence in articles introducing restaurant in English and Vietnamese.