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A DISCOURSE ANALYSIS OF VOLUNTER RECRUITMENT APPEALS IN ENGLISH

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MASTER THESIS IN FOREIGN LANGUAGES,
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(A SUMMARY)

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1.1. RATIONALE

With the development of the society nowadays, humans are heavily affected by general disasters such as, health, traffic, warfare and natural particularly. In face of these problems, there are many organizations appear to call the volunteers to help people over their pains. Volunteer activities have become a crucial part in recruitment appeals of organizations. The main purpose of appeals is to call the people to join hand to do meaningful work. In order to achieve that purpose, most appeals make good use of language.

In order to make a good appeal, the writers have to provide clear and specific information for the people. Then, they have to take into consideration how their appeals are written. The more attractive and persuasive their recruitment appeals are, the more likely participants are to make decisions to join with their appeals.

To the readers, before choosing the best organizations, they have a look to carefully read the appeals’ information. Moreover, the readers would tend to seek for more details of the organizations on the mass media such as newspapers, magazines, TV or websites on the internet before joining with the appeal.

Volunteer Recruitment Appeals (VRAs) often appear on the homepages of the official websites in English so that it can attract people’s attention many benefactor. Any type of appeal is attached to a communicative situation. A clear and attractive VRA is able to help a firm make a strong impression on their participants and persuade them to spend time and money on its own appeals. However, the task of writing such an effective text to send the condensed message to as
well as convince participants is never easy. It requires the profound knowledge of linguistics such as syntax, lexicology, stylistics, pragmatics, semantics, and other elements.

For the above reasons, “A Discourse Analysis of Volunteer Recruitment Appeals in English” is carried out with the hope that this study’s result will provide some useful practical knowledge of volunteer recruitment appeals. In addition, this study will probably bring students and teachers of English an overview of the language of A discourse analysis of Volunteer Recruitment Appeals in English (VRAEs) as well as those who are interested in this field.
1.2. AIMS AND OBJECTIVES OF THE STUDY

1.2.1. Aims of the study
This study aims to identify and describe the discourse features of Volunteer Recruitment Appeals in English. The results of research may help Vietnamese learners of English get an insight into the distinctive characteristics of VRAs.

1.2.2. Objectives of the study
The objectives of the study are:
- To provide an analysis of discourse features of English Volunteer Recruitment Appeals in terms of the layout, syntactic structures, lexical choices and cohesive devices.
- To suggest some applications for learners of English, teachers as well as copywriters in writing volunteer recruitment work.

1.3. RESEARCH QUESTIONS
To achieve the aims and objectives of the study, the following research questions:

1. What are layout features of Volunteer Recruitment Appeals in English?
2. What syntactic structures and lexical choices are used in Volunteer Recruitment Appeals in English?
3. What are cohesive devices used in English Volunteer Recruitment Appeals?

1.4. SCOPE OF THE STUDY
Volunteer Recruitment Appeals, in nature, are a complex discourse genre in terms of forms, contents, length and linguistic features; therefore, this discourse analysis is “selective” rather than “exhaustive”. That is, I do not try to cover all discourse features of Volunteer Recruitment Appeals. Rather, the study is restricted to
some discourse features such as syntactic structures, lexical features and cohesive devices of written English and English Volunteer Recruitment Appeals collected from office website in English from 2015 to 2017. Because of the limitation of the time and knowledge, I can not target to all the aspects related to the Volunteer Recruitment Appeals. I only focus on natural disaster appeals.

1.5. SIGNIFICANCE OF THE STUDY

It is hoped that the thesis can make a small contribution to knowledge or understanding of discourse features of Volunteer Recruitment Appeals in English. The research result can help Vietnamese learners, teachers of English and the people who interested in the area under investigation in the way that it provides them with useful knowledge of Volunteer Recruitment Appeals

1.6. ORGANIZATION OF THE STUDY

The study consists of five chapters as follows:
Chapter 1. Introduction
Chapter 2. Literature Review and Theoretical Background
Chapter 3. Research Methodology.
Chapter 4. Findings and Discussion
Chapter 5. Conclusions and Implications
CHAPTER 2
LITERATURE REVIEW AND
THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

Up to now, there have been many famous linguist who laid the foundation for discourse analysis as Harris (1952) with the work *Discourse Analysis*. In this publication, he focuses on the distribution of linguistic facts in extended appeal, which connects between the appeal and its social situation. According to the Oxford philosopher Austin (1962) whose posthumous *work how to do things with words* had an enormous effect of linguistic philosophy, and thereby on linguistics, especially in pragmatic. In his work, he shows a new picture of analyzing meaningful, meaning is shown of a relation among linguistic, conventions related to words or sentence. The American philosopher Searl (1969) developed and systematized Austin’s thinking.

Halliday and Hasan (1976) with *Cohesion in English* build succeed in cohesion and coherence. The main field of discourse as: cohesion, coherence, theme-rheme structure, role context and genre are mentioned in the work of Brown and Yule (1983). They refer to any verbal records of a communication and the term” discourse” to mention to the interpretation of the communication in context. Besides, Halliday (1976) points out his interest in function of language, thematic and informational structure of speech and writing. Cook (1989) pays his attention to the functional analysis and coherence, focuses on cohesion. Nunan (1993) in *Introducing Discourse Analysis* explains several assent concepts in the discourse and discourse analysis.
In recent, in “Linguistic features of English Texts Introducing Transport Services” (2015) by Huỳnh Thị Anh Trâm. In this thesis, the author investigated the syntactic features, lexical choices, cohesive devices, and stylistic devices used in texts introducing transport services in English. The thesis conducted by Lê Thị Lai “Stylistic Devices Used in English and Vietnamese Texts Describing Natural Scenery” (2011), the author investigated the phonetic, lexical and syntactical stylistic devices as well as pragmatic features of using those stylistic devices in texts describing natural scenery in English and Vietnamese. “An Investigation into Linguistic Devices of Declarations in Diplomatic Texts in English and Vietnamese.” (2011) by Huỳnh Ánh Hông studied the linguistic devices of declarations used in English and Vietnamese diplomatic texts in terms of syntax, semantics, pragmatics and points out the similarities and differences of declarations in diplomatic texts in English versus Vietnamese. In “An Investigation into Common Used Stylistic Devices in English and Vietnamese Political Quotations” (2012) by Phạm Thị Phương Thị, some commonly used stylistic devices in English and Vietnamese political quotations such as simile, hyperbole, repetition and parallelism were examined. In “A Discourse Analysis of English Texts Introducing Nature Reserves” (2014) by Nguyễn Thị Kim Phước, the layout and some discourse features of these texts were examined. In general, these theses have provided useful and valuable knowledge of some linguistic features and devices used in different types of texts.
Although there have been a lot of studies on discourse features but there is no evidence that researchers have shown specific study dealing with my subject “A discourse analysis of Volunteer Recruitment Appeals in English”. This is the reason why I choose the topic for my MA thesis.

2.2. THEORETICAL BACKGROUND

2.1.1. Text and Discourse

2.1.1.1. Concepts of “Text”

Up to now, there have been a lots of views about the concepts of “text” from a number of linguists.

According to Halliday and Hasan (9, p.12) is “a language unit in use. It is not the unit of grammar as the type of clause or a sentence, and it is not identified in size (…). A text is best regarded as a semantic unit, a unit not of form, but of meaning”. Furthermore, Halliday (10, p.17) also shows that “a text is a semantic unit, not a grammatical one” and “has a semantic structure”.

Crystal (7, P.72) states, “text” is a piece of naturally occurring spoken, written, or signed discourse identified for purpose of analysis. It is often a language unit with a definable communicative function, such as a conversation, a poster”. Similarly, “text” is also defined as “a stretch of language, either in speech or in writing that is semantically and pragmatically coherent in its real-world context” in the book “Grammar of English” by Carter and McCarthy (2016). They also show that a text can range from only one word to a sequence of utterances in a speech, a letter, a novel.

Moreover, Nunan [24, p.6] regards “text” as a written record of a communicative event which conveys a complete message” and the
size of the text can “vary from single words to books spreading to hundreds of pages”. Nunan [24] used text to refer to mention to the written or taped record of a communication event and discourse to refer to the interpretation of that event in the context where it occurs.

Although there were many different concepts about text. In my research, I am interested in the view of Halliday and Hasan because they consider text as a semantic unit of language in written form and the concept of text is explained.

4.1.1.2. Concepts of “Discourse”

According to Salkie (1995, p.9) discourse is “a stretch of language that may be longer than a sentence”.

In this thesis, the term “discourse” is not only understood as human language in use for communication, and also understood as language to be meaningful, unified and purposive.

2.2.2. Concepts of Discourse Analysis

During the past decades, Discourse Analysis has become one of the reaching fields in linguistics. The last one, the main of discourse analysis is to give an account of how forms of language are used in communication. The analysis of discourse would relate to the context of situation, the meanings or intentions that the writer or speaker assigns to a linguistic means or expression. In addition, identification of linguistic characteristics of various genres, vital for their recognition and interpretation, together with cultural and social aspects which support its comprehension, is the domain of discourse analysis.

Brown & Yule (5, p.13) remark that the term “discourse analysis” became to used with a wide range of the meanings that
covering a wide range of activities at the intersection of rules from sociolinguistics, psycholinguistics, philosophical linguistics and computational linguistic. Brown and Yule also stated that discourse analysis is the analysis of language in use (5, p.1).

In the book entitled *Introducing Discourse Analysis*, Nunan (20, P.7) claims that discourse analysis involves the study of language in use.

From the above mentioned concepts, in this thesis, the discourse analysis of VRAs is limited to linguistic features of written texts so as to find out their layout features, lexical choices and cohesive devices.

**2.2.3. Spoken and Written Discourse**

Discourse analysis is the study of language in use again and it maybe divided into spoken and written discourse. Spoken and written discourse are different from aspects:

Brown, G. & Yule, G. (1983) makes sure that spoken and written discourse will serve many functions, firstly is used for the foundation and preservation of human relationship (interaction in use) and the second for the working out of and transference of information (transactional use).

According to Cook [6] states that spoken discourse is usually perpendicular being less planned and orderly, more open to intervention by receiver than written discourse.

The data collected from VRAs in the thesis. They belong to written discourse that may well-planned and orderly.

**2.2.4. Cohesion and Coherence**

**2.2.4.1 Cohesion**

*a. Reference*
b. Substitution

c. Ellipsis.

d. Conjunction

e. Lexical cohesion.

Reiteration is a form of lexical cohesion which involves the repetition of lexical item. Reiteration includes repetition, synonym, super-ordinate and general word.

**Repetition**

**Synonym**

**Super-ordinate**

**General word**

2.2.4.2. **Coherence**

2.2.5. **Volunteer Recruitment Appeals**

*Definitions of “volunteer”*

*Definitions of “recruitment”*

*Definitions of “appeal”*

2.2.6. **Volunteer Recruitment Appeals**

2.3. **SUMMARY**

This chapter reviews the literature review and theoretical background relevant to the thesis. The study focus on the discourse features of VRAEs on the mainly websites of VRAs in England, in addition, the concepts of text and features of text are included in this chapter. Many viewpoints from famous linguists such as Halliday, Hasan, Cook, Quirk are chosen for the analysis in the study. Finally, an overview of VRAEs is presented in terms of definitions and main features of texts.
CHAPTER 3
RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The thesis design was based on a combination of both qualitative and quantitative approaches. The qualitative approach used in describing and analyzing data to find out the discourse of Text VRAs in England in terms of their layout features, syntactic structures, lexical choices and cohesive device. On the one hand, the quantitative approach was being used to find out the occurrence, the percentage of the above-mentioned aspects.

3.2. RESEARCH METHODS

Descriptive method dealt with a description of layout features, syntactic structures, lexical choices, and cohesive device of VRAs. The analytic method helped me to clarify and justify a certain feature or characteristic concerning aspects of discourse features of VRAs. The inductive method helped me to synthesize the findings and draw out conclusions from the finding.

3.3. DESCRIPTION OF SAMPLES

VRAs are a complex type of discourse with various forms, contents, lengths and discourse structures.

The samples were chosen with the following criteria:
- The samples must be in written texts.
- The samples must be Volunteer Recruitment Appeals about natural disasters.
- The sources of the samples must be the official websites in the USA and the UK from 2015 to 2017.

The length of the samples collected was chosen based on the reality of observation. Firstly, among those 140 samples with
different kinds of length were randomly collected, 20 VRAs have no general introductions. Therefore, those 20 VRAs were left out of the research to get the trustworthy results. The lengths of the samples can be summarized in the following table:

Table 3.1. Lengths of Samples

<table>
<thead>
<tr>
<th>Number of Words</th>
<th>Number of Texts</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;100</td>
<td>10</td>
<td>8.3%</td>
</tr>
<tr>
<td>100 - 300</td>
<td>103</td>
<td>85.9%</td>
</tr>
<tr>
<td>&gt;300</td>
<td>7</td>
<td>5.8%</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.4. DATA COLLECTION

Volunteer Recruitment Appeals used for analysis in this thesis are taken from popular websites in the United States, the United Kingdom. They have lots of forms, contents, lengths and discourse Structures. The number of VRAEs collected was 103. The Volunteer Recruitment Appeals consist of all fields, from teachers, accountants, doctors, consultants, engineers.

Table 3.2. Data collected from websites in the United Kingdom and United States

<table>
<thead>
<tr>
<th>No</th>
<th>Name of Organization</th>
<th>Website</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Eu-ropes</td>
<td><a href="http://eu-ropes.ideasoneurope.eu">http://eu-ropes.ideasoneurope.eu</a></td>
<td>The USA</td>
</tr>
<tr>
<td>2</td>
<td>LIVC</td>
<td><a href="https://longislandvolunteercenter.wordpress.com">https://longislandvolunteercenter.wordpress.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>3</td>
<td>Double the Donation</td>
<td><a href="https://doublethedonation.com">https://doublethedonation.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>4</td>
<td>LHBTF</td>
<td><a href="https://littlehousebytheferry.com">https://littlehousebytheferry.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>5</td>
<td>L&amp;J Business Solutions</td>
<td><a href="http://sleventsinuk.com">http://sleventsinuk.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>6</td>
<td>tillahwillah</td>
<td><a href="https://tillahwillah.wordpress.com">https://tillahwillah.wordpress.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>7</td>
<td>The Tenney</td>
<td><a href="http://www.tenneyschool.com">http://www.tenneyschool.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>No</td>
<td>Name of Organization</td>
<td>Website</td>
<td>Country</td>
</tr>
<tr>
<td>----</td>
<td>------------------------------------------</td>
<td>----------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>8</td>
<td>Village of Waterman</td>
<td><a href="http://villageofwaterman.com">http://villageofwaterman.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>9</td>
<td>TravellersQuest</td>
<td><a href="http://www.travellersquest.com">http://www.travellersquest.com</a></td>
<td>The USA</td>
</tr>
<tr>
<td>10</td>
<td>Muslim Hands</td>
<td><a href="https://muslimhands.org.uk">https://muslimhands.org.uk</a></td>
<td>The UK</td>
</tr>
<tr>
<td>11</td>
<td>Disaster Aid UK &amp; Ireland</td>
<td><a href="http://disasteraiduk.org">http://disasteraiduk.org</a></td>
<td>The UK</td>
</tr>
<tr>
<td>12</td>
<td>Cartridges Law</td>
<td><a href="http://www.cartridgeslaw.co.uk">http://www.cartridgeslaw.co.uk</a></td>
<td>The UK</td>
</tr>
<tr>
<td>13</td>
<td>Greenpeace</td>
<td><a href="http://www.greenpeace.org">http://www.greenpeace.org</a></td>
<td>The UK</td>
</tr>
<tr>
<td>14</td>
<td>Help Louisiana</td>
<td><a href="http://helpla.votefest.org/">http://helpla.votefest.org/</a></td>
<td>The UK</td>
</tr>
<tr>
<td>15</td>
<td>Crowdfunder</td>
<td><a href="http://www.crowdfunder.co.uk">http://www.crowdfunder.co.uk</a></td>
<td>The UK</td>
</tr>
<tr>
<td>16</td>
<td>Message Matters</td>
<td><a href="https://messagematters.co.uk">https://messagematters.co.uk</a></td>
<td>The UK</td>
</tr>
<tr>
<td>17</td>
<td>Purley on Thames Parish Council</td>
<td><a href="http://www.purleyonthames-pc.gov.uk">http://www.purleyonthames-pc.gov.uk</a></td>
<td>The UK</td>
</tr>
<tr>
<td>18</td>
<td>Save the children</td>
<td><a href="http://www.savethechildren.org">http://www.savethechildren.org</a></td>
<td>The UK</td>
</tr>
<tr>
<td>19</td>
<td>Volunteer Centre Sefton</td>
<td><a href="https://volunteeringsefton.org.uk">https://volunteeringsefton.org.uk</a></td>
<td>The UK</td>
</tr>
</tbody>
</table>

3.5. DATA ANALYSIS
- Layout features:
- Syntactic structures:
- Lexical choices:
- Cohesive devices:

3.6. RESEARCH PROCEDURE
The procedure for the research is follow:
- Collecting and classifying data:
- Analyzing data:
- Synthesizing the findings and drawing out conclusion.
- Putting forward some implications for teaching and learning as well as for writing VRAEs and making suggestions for further researchers.

3.7. VALIDITY AND RELIABILITY

All of the samples of VRAEs collected from the official websites of famous companies in the United States, the United Kingdom are totally authentic ones. So, the findings of this research are reliable enough.
CHAPTER 4
FINDINGS AND DISCUSSION

4.1. LAYOUT OF VRAEs

4.1.1. Patterns of Layout in VRAEs

4.1.1.1. pattern 1: H + Illus +BC/H +BC + Illus

4.1.1.2. Pattern 2: H + Slo + Illus +BC/H + Illus + Slo +BC

4.1.1.3. Pattern 3: H + Slo + BC

4.1.1.4. Pattern 4: H + BC

Table 4.1. Distribution of Patterns of Layout in EVRAs

<table>
<thead>
<tr>
<th>Patterns</th>
<th>Occurrence</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pattern 1</td>
<td>62</td>
<td>60,2%</td>
</tr>
<tr>
<td>Pattern 2</td>
<td>21</td>
<td>20,4%</td>
</tr>
<tr>
<td>Pattern 3</td>
<td>16</td>
<td>15,5%</td>
</tr>
<tr>
<td>Pattern 4</td>
<td>4</td>
<td>3.9%</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.1.2. Components of Layout in ETVRAs

4.1.2.1. The Headline

4.1.2.2. The Slogan

4.1.2.3. The Illustration

4.1.2.4. The body copy

The layout of VRAEs is constructed with different parts and four main components: The Headline, The Slogan, The Illustration and The Body Copy. All of these components make an VRAEs.
4.2. SYNTACTIC STRUCTURES OF VRAES

4.2.1. The Passive Voice

4.2.2. Relative Clauses

4.2.3. Imperative Sentences

Affirmative Imperative: Verb (base form)

Negative Imperative: Do not (don’t) + Verb (base form)

In summary, the use of syntactic features in VRAEs can be summarized in the table below:

<table>
<thead>
<tr>
<th>Syntactic Structures</th>
<th>Occurrence</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Passive Voice</td>
<td>249</td>
<td>43.2%</td>
</tr>
<tr>
<td>Relative Clause</td>
<td>257</td>
<td>44.6%</td>
</tr>
<tr>
<td>Imperative Sentences</td>
<td>70</td>
<td>12.2%</td>
</tr>
<tr>
<td>Total</td>
<td>576</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.3. LEXICAL CHOICES IN VRAEs

4.3.1. Descriptive Adjectives

4.3.2. Proper Names

4.3.3. Addressing Terms and Personal Pronouns

Table 4.12. Distribution of Lexical Choices in VRAEs

<table>
<thead>
<tr>
<th>Lexical Choices</th>
<th>Occurrence</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Descriptive Adjectives</td>
<td>433</td>
<td>31.5%</td>
</tr>
<tr>
<td>Proper Nouns</td>
<td>559</td>
<td>40.7%</td>
</tr>
<tr>
<td>Personal Pronouns</td>
<td>382</td>
<td>27.8%</td>
</tr>
<tr>
<td>Total</td>
<td>1374</td>
<td>100%</td>
</tr>
</tbody>
</table>
4.4. COHESIVE DEVICES USED IN ETVRAS

4.4.1. Grammatical Cohesive Devices in VRAEs

4.4.1.1. Reference in VRAEs

Personal Reference
Demonstrative Reference

4.4.1.2. Conjunction
• Additive
• Adversative
• Temporal

4.4.1.3. Ellipsis in VRAEs
• Nominal
• Verbal

4.4.2. Lexical Cohesive Devices in VRAEs

4.4.2.1. Repetition in VRAEs

4.4.2.2. Synonymy

The general picture of cohesion in VRAEs can be shown in the following table:

| Distribution of Cohesive Devices in VRAEs |
|-------------------------------|---------|------|
| **Types of Cohesive Devices** | **Occurrence** | **Rate** |
| Grammatical Cohesive Devices | Reference | 575 | 46.4% |
|                              | Conjunction | 322 | 26% |
|                              | Ellipsis | 116 | 9.4% |
| Lexical Cohesive Devices | Repetition | 152 | 12.3% |
|                              | Synonym | 73 | 5.9% |
| **Total** | | 1238 | **100%** |
4.5. SUMMARY

The general conclusion from this chapter, the discourse features of VRAEs, which are the layout features, syntactic structures, lexical choices and cohesive devices were shown through the analysis of 103 samples of VRAEs. In terms of layout, it has four patterns of layout with the four main components: the H, the Slo, the Illus and the BC. Beside this, syntactic structures, the relative clauses have effected to other structures. They are often used to provide information about the appeals, in lexical choices, the descriptive adjectives help the readers recognize the program design as well as the features of the appeals related to VRAEs. Moreover, cohesive devices play an important role in connecting the sentences in the text and the grammatical helps the language more attractive, persuasive.
CHAPTER 5
CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

“A Discourse Analysis of Volunteer Recruitment Appeals in English” is a study of how VRAEs are structured and what typical discourse features are in use in English language. In order for these goals to be attained, an analysis of VRAEs was carried out in terms of the layout features, syntactic structures, lexical choices and cohesive devices. Subsequently, certain features were found out and drawn into conclusions. Below are some results summarized after 103 VRAEs have been investigated:

As regards layout features, there are four components in the layout of VRAEs: the Deadline, the Slogan, the Illustration and the Body Copy. Among these, the Headline and the Body Copy are the main parts that are informative and persuasive. Appearing in bold letters and being read first, the Headline – the title of the appeals, is the organization’s name that usually refer to the type of appeals. The Slogan is not usually used in writing VRAEs. It is the most effective means in order to draw attention to one or more aspects of an appeal. Besides, the Illustration performs the duty of supporting the Headline as well as attracting the readers. Lastly, the Body Copy is the most informative part often covering such common facts as location of the company, history of foundation and development of the organizations, striking features of the collections, objects as well as exhibitions and further information relating to accessibility and amenity. In the Body Copy, a brief introduction to the history of the foundation and development and the extraordinary collections of the companies are always
obligatory, the others are optional. The format “Headline + Illustration + Body Copy” accounts for the highest occurrence, with 60.2% which suggests a rather fixed way to present enough information about organizations in England to the readers. However, these components do not always come in a fixed order.

Referring to syntactic structures, the passive voice, relative clauses and imperative sentences were dealt with. Among them, the most popularly used in VRAEs is relative clauses (44.6%). They are employed to provide important information about the appeals in general. The passive voice is commonly used to describe facts, processes and emphasizes the prominent features of the collections as well as the program the visitors can take part in when exploring the organizations. Along with relative clauses and the passive voice imperative sentences is also a good tool to make the text unified and grammatically.

In terms of lexical choices, this thesis investigated the noun phrases as proper nouns, the descriptive adjectives, the addressing terms and personal pronouns. It is rather interesting that descriptive adjectives appear in most of VRAEs to describe the extraordinary designs of the company, the program or the institutions as well as the striking features of the collections, the objects stored in the appeals and accounting for the highest frequency (40.7%). Moreover, descriptive adjectives are used in three forms: the base form, the comparative form and the superlative form with the different frequencies. The base form shows the highest occurrence with 62.2%. The use of superlative and comparative forms are not very popular in VRAEs with 31.1% and 6.7% respectively. They play an important role in making the whole text more attractive and
impressive. In addition, the proper nouns are also commonly employed in VRAEs, accounting for 40.7%. They are often repeated intentionally to make a strong impression on the readers’ mind. Additionally, the use of the first and second personal pronouns concentrates on creating a close and trustworthy relationship between the museum leaders and the readers, taking up 27.8%.

With regard to cohesive devices, the grammatical cohesive devices namely reference, conjunction and ellipsis and the lexical cohesive devices namely repetition and synonym were examined. Among these devices, reference appears most frequently (46.4%). Conjunction is also dominant among other devices, comprising 26.0% - much higher than the rest. In addition, repetition (taking up 12.3%) is trifold as compared with ellipsis (9.4%). The lowest frequency is the use of synonym, accounting for 5.9%. Such a combination of different types of cohesive devices will help link the sentences in the texts together.

5.2. IMPLICATIONS

On carrying out the research, it is hoped that this thesis may have some considerable contributions not only to writing an effective VRAEs but also to the teaching and learning of English among Vietnamese learners. In order to facilitate the process of writing, some suggestions are to be pointed out for language learning and teaching.

To Teachers

The findings of the study will probably help equip teachers with some basic knowledge of discourse in some common features of VRAEs, such as syntactic structures, lexical choices and cohesive devices. As a result, by constructing practical appeals, as well as
introducing different genres of English, teachers can help students develop their writing skill to produce an effective writing.

To Learners

Similarly, this research can also be beneficial to English learners, at upper-intermediate or advanced levels. They can also benefit from the knowledge of this genre in terms of discourse features. Mastering these features, learners can improve their linguistic background and learn how to write a good text in general and VRAEs in particular.

To Copywriters

VRAEs are a useful means to convey messages to the readers and arouse their interest in joining to the companies or organizations, and then raise necessary awareness of the world’s cultural humanitarian heritage. Therefore, the results of the research will be advantageous for them to construct good VRAs.

5.3 LIMITATIONS OF THE STUDY

Discourse analysis generally is a vast field to be explored. This thesis is only limited to certain discourse features in terms of the layout features, syntactic structures, lexical choices and cohesive devices in VRAEs. Due to the limited linguistic knowledge of the researcher, the reference materials and the shortage of time, the shortcomings of the research are unavoidable. The study has not reached the expected depth and the results are not so satisfactory as they should have been.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

For the sake of making further investigation into this domain, some suggestions can be put forward as follows:
- An Investigation into Pragmatic Features of English Volunteer Recruitment Appeals.
- A Discourse Analysis of Volunteer Recruitment Appeals (English versus Vietnamese)