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**APPRECIATION IN ENGLISH TOURISM
ADVERTISEMENTS: AN APPRAISAL ANALYSIS**

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Chapter 1

INTRODUCTION

1.1. RATIONALE

Language is a tool to express the writer's/speaker's opinion on people, things and situations, so it either directly or indirectly impact on people and their behaviors. Take an example from Wu (2013), who analyzed the “appreciation”, employed in public service advertisements, to better see how the writer’s implicit attitude and intention can be drawn out using the language.

(1) For Nziku, life is **harsh**.

The lexis "harsh" in (1) is negative “appreciation”, which belongs to "reaction", a subsystem of the Appraisal theory (Martin & White, 2005). It appraised Nziku’s life and appears to evoke the feeling that God does not treat her justly. The advertising writer attempts to arouse public concern of being sympathetic with Nziku.

Example (1) emphasizes the vitality of language choice and the use of language in marketing and advertising since they influence the audiences’ intention and decision. This encourages me to carry out the study entitled “*APPRECIATION IN ENGLISH TOURISM ADVERTISEMENTS: AN APPRAISAL ANALYSIS*”. This study, therefore, expects to provide a better understanding of the language choice and use in English tourism advertisements in light of the most recent linguistic theory: the Appraisal framework (Martin and White, 2005). For Vietnamese users of English (future) job relates to marketing and advertising, this research is particularly of great help since the native linguistic resources for communicating one’s evaluative stances differ significantly between English and

Vietnamese (Ngo & Unsworth, 2011). Besides, the study is expected to be able to make contribution to APPLICATION as a sub-system of the Appraisal theory in English teaching and learning in the Vietnamese context.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This study considers online tourism advertisements in light of the Appraisal theory to gain a deeper understanding of the language use in tourism advertisements on the mass media.

1.2.2. Objectives

This study is intended to examine syntactic and semantic features of “appreciation” in online tourism advertisements in light of the Appraisal theory and functional grammar. The findings enable to recommend implications in English learning and teaching and how to use English effectively in writing tourism advertisements.

1.3. RESEARCH QUESTIONS

This study attempt to answer the following questions:

1 What are the syntactic features of “appreciation” in tourism advertisements in light of the Functional Grammar theory?

2 What are the semantic features of “appreciation” in tourism advertisements in light of the Appraisal theory?

1.4. SCOPE OF THE STUDY

This study aims at the tourism advertisements available a popular video streaming website – YouTube. It examines the linguistic resources denoting “appreciation”, in tourism advertisements to figure out their syntactic features in light of

Functional Grammar and their semantic features based on the Appraisal theory. Other subsystems of the “attitude” system and the characteristics of “appreciation” in the Experiential and the Interpersonal structures of Functional Grammar, are excluded from this study. The possible contribution of the APPRECIATION to the advertiser’s attitude is also not included.

1.5. SIGNIFICANCE OF THE STUDY

Theoretically, this study enriches the literature in the Appraisal theory by expanding its application to the online advertising discourse. Practically, this study’s findings enable listeners/readers, especially ESP learners and teachers gain a better understanding of the online advertising discourse, which could help them to deal with its language use in teaching and learning. Besides, the characteristics of the online advertising discourse discovered here will provide a helpful guide in trans-cultural communication.

1.6. ORGANIZATION OF THE STUDY

Chapter 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. THEORETICAL BACKGROUND

2.1.1. An Overview of the Appraisal Theory

The Appraisal theory has been developed by linguist James R. Martin and his associates in the 1980s with the aim to explore the literacy requirements of the discourses of science, technology, the media, history, English literature studies, geography and the visual arts. The Appraisal framework deals with the exploration, description and interpretation of how language is employed to evaluate, adopt stances, create textual personae and establish interpersonal positionings and relationships (Martin, 2017). This framework was to expand traditional accounts of the speaker/writer's evaluation, certainty, commitment and knowledge and examine how the textual voice positions itself with respect to other voices and other positions in the discourse (Martin & White, 2005).

The Appraisal framework has three main subsystems: "engagement", "attitude" and "graduation", which are hereafter capitalised to distinguish their usage in the Appraisal theory with those as nouns in general. ATTITUDE deals with those meanings by which texts/speakers attach an intersubjective value or assessment to participants and processes by reference either to emotional responses or to systems of culturally-determined value systems (Martin & White, 2005). ENGAGEMENT involves resources for positioning the speaker's/author's voice and meanings by their utterances to negotiate an interpersonal space for their own positions.

GRADUATION relates to values by which (1) speakers raise or lower the interpersonal impact, force or volume of their utterances, and (2) by which they blur or sharpen the focus of their semantic categorizations. Values of GRADUATION are normally indicated by the set of adverbials classified into ‘intensifiers’, ‘amplifiers’ and ‘emphatics, including *slightly, a bit, somewhat, quite, rather, really, very, and extremely*.

2.1.2. APPRECIATION: Definition, Types and Semantic Features

APPRECIATION is a sub-system of the ATTITUDE system, located in the Appraisal framework (Martin & White, 2005). It is the system by which evaluations are made of products, processes, natural objects, manufactured objects, texts, states of affairs as well as more abstract constructs such as plans and policies or humans when viewed more as entities (rather than human behaviours) by reference to aesthetic principles and other systems of social value. It encompasses values which fall under the general heading of aesthetics, as well as a non-aesthetic category of ‘social valuation’.

The values of APPRECIATION may be the compositional qualities of the evaluated entity-how well formed it is-e.g., *harmonious, balanced, convoluted*; or on the aesthetically-related reaction with which the entity is associated. Its values have either positive or negative status such as *harmonious* versus *discordant*. They also can be located on the cline of low to high force/intensity, that is, a high through median to low scale e.g., *pretty, beautiful, exquisite*.

Rothery and Stenglin (2000) propose three subcategories

under which APPRECIATION may be grouped: REACTION, COMPOSITION and VALUATION. They claim that the REACTION is ‘interpersonally tuned’. It describes the emotional impact of the work on the reader/listener/viewer.’ Thus, under REACTION, the product/process is evaluated in terms of the impact it makes or its quality. REACTION is subcategorized into IMPACT which can be identified by answering the question ‘did it grab me?’ (e.g., *arresting, stunning, monotonous*) and QUALITY which can be figured out answering to the question ‘did I like it?’ (e.g., *splendid, attractive, ugly*).

Under COMPOSITION, the product or process is evaluated according to its makeup, whether it conforms to various conventions of formal organization. COMPOSITION is textually tuned and describes the texture of a work in terms of its complexity or detail (Rothery & Stenglin, 2000). COMPOSITION is subcategorized into BALANCE which answers the question ‘did it hang together?’ (e.g., *harmonious, unified*) and COMPLEXITY ‘was it hard to follow?’ (e.g., *intricate, simplistic*).

EVALUATION evaluates the object, product or process according to various social conventions. In the media texts under which much of this theory was developed, the key values were those of social significance or salience (whether the phenomenon was *important, noteworthy, significant, crucial*, etc.) and of harm (whether the phenomenon was *damaging, dangerous, unhealthy*, etc.). VALUATION can be identified answering the question ‘was it worthwhile?’

2.1.3. Functional Grammar

Functional grammar (Halliday, 1985) aims to provide the syntactic, semantic and textual information necessary to enable the hearer to analyse, not merely isolated sentences, but any naturally occurring text into several different types of structure. This linguistic theory examines grammar in terms of how it is used so that language can be appropriately and effectively written and spoken more (Martin, Matthiessen & Painter, 1997).

Traditional grammar acknowledges ten parts of speech, consisting of noun, verb, adjective, adverb, pronoun, number, article, preposition, conjunction, and interjection. However, Functional Grammar places English words into four big groups: noun group, verb group, adjective group, and prepositional group (Martin, Matthiessen & Painter, 1997). Nominal groups serve as subjects or complements, verbal groups as Finite + Predicator, and adverbial groups as Adjunct.

Besides, traditional grammar analyses a sentence structure into subject, predicate, object, attributive, adverbial, and complement, while functional grammar gives a clause different functional labels depending on three kinds of meta-functions.

Theme and rheme are the key concepts of Functional Grammar; together, these elements make up the functional configuration of the clause as message (Downing, 1991). Theme is 'the starting-point of the message.... what the clause is going to be about' (1985: p.39). Martin, Matthiessen and Painter (1997) explain that the local context or point of departure is called Theme, and the remaining part of the message of the clause, which is where the

clause furthers the information about the point of departure, is called Rheme. The clause as message is thus organized into a Theme-Rheme structure, and the theme is realized by initial position in the clause and Rheme that follows. In other words, themes were associated to the *Given* unit of information, and Rheme to the *New* (Halliday & Matthiessen, 2004).

Theme can be a nominal group, verbal group, adverbial group, prepositional phrase or a dependent clause, and they can be *marked* or *unmarked* (Halliday & Matthiessen, 2004). Theme is “marked when any other element of structure but the expected one is brought to initial position” (Downing, 1991, p.123) and unmarked Theme coincides with the first constituent of each mood structure (Halliday, 1985).

The Theme - Rheme structure is crucial in communication because it helps us understand how information is conveyed in clauses. The Theme orients the reader to what is about to be communicated and the rest of the clause tells the reader something about the Theme. The balance and movement between Theme and Rheme within a clause is crucial in a cohesive text. If the flow of information from Theme to Rheme is out of control, it could be hard for a reader to follow.

2.2. A REVIEW OF THE PREVIOUS STUDIES RELATED TO THE RESEARCH

Since its inception in the 1990s, the Appraisal theory and its sub-systems have been widely applied in analyzing various types of discourse such as news (Nurhadi, 2017), commentaries (Arunsirot, 2012), public service advertisements (Wu, 2013), literary works (Li

& Gao, 2013), formal interview (Yuan, 2008), students' essays (Wu & Desmond, 2003), law judgments (Korner, 2000), evaluative stances (Ngo & Unsworth, 2011). Despite the abundance of the research using the Appraisal theory, the online advertising discourse is under research, and the very purpose of this paper is to address this gap.

2.3. SUMMARY

Chapter 3

RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH METHODS

The method employed in this study is descriptive and analytical in nature, accompanied by the qualitative and quantitative approaches. Here, the researcher selected the descriptive type to provide the specific phenomenon portrayed. Moreover, quantitative and qualitative techniques are combined to analyze the text in the way that the quantitative approach is used to count the number of appraisal devices while the qualitative one is employed to describe the existence of discourse function in the text.

Besides, the corpus analysis - the text analysis which allows comparing textual objects at a large scale - is used with the computer software Concordance Software AntConc. This analysis helps figure out the frequency of each word, the occurrences of words and cluster, the patterns, and etc. Initially, the linguistic resources that are likely to denote APPRECIATION will firstly be explored. They will be then analyzed in light of the Appraisal theory to draw out conclusions about the semantic features of APPRECIATION in the online tourism advertising discourse.

3.2. DATA COLLECTION

3.2.1. Sampling of the Study

The data for this research were collected through the video-streaming website YouTube. This corpus includes ten tourism advertisement videos which were posted from 2013 to 2017 by Expedia Group - an American travel company and has the total number of 20,672 words.

3.2.2. Data Collection Instruments

The first instrument which assists the data collection in this study is a web application named the DownSub which allows extracting and downloading subtitles from video files. Besides, the Concordance Software AntConc is also an important data instrument in this study. This free corpus analysis program is able to present the key words and their frequency in the corpus and allows linking a word to the text in which it is available.

3.2.3. Data Collection

Below is the procedure to collect data for the corpus.

Firstly, the DownSub is used to transcribe the ten videos which were downloaded from YouTube.

Secondly, a word list was generated using the Concordance Software AntConc program and sorted in the alphabetical order.

Thirdly, the word list was examined to find out the sample of APPRECIATION with reference to the theoretical background. If a word functioned as APPRECIATION, it would be recorded and the sentences containing this word would be extracted from the text.

Finally, the collected data were grouped and counted so that they could be ready for the analysis at the later stages.

3.3. DATA ANALYSIS

The data collected were qualitatively and quantitatively analysed.

Firstly, the data of the types of appreciation will be tabulated, which show their frequency and percentage, and the conclusion is quantitatively drawn out.

Secondly, the data of the semantic features will be tabulated and analysed in light of the Appraisal theory.

Finally, the data of the syntactic features will be tabulated and analysed with reference to Functional Grammar.

3.4. RELIABILITY AND VALIDITY

Attempts to alleviate these biases have been made. Firstly, the researcher should strive to present the methods clearly by precisely identifying and thoroughly describing her strategies used to collect data. Besides, triangulation, i.e., the use of both qualitative and quantitative analysis in the study, could also help increase the validity and reliability of this study (Denzin, 1989). Also, the validity and reliability can also be enhanced thanks to the reference to a wide range of other previous studies. Online tourism advertisements from were carefully selected from a large number of tourism advertisement on YouTube could guarantee to provide data relevant to the research question and avoid inaccurate or insufficient data. Finally, the researcher has regularly sought expert consensual validation from her enthusiastic and excellent supervisor since her start of the research project.

3.5. SUMMARY

Chapter 4

FINDINGS AND DISCUSSIONS

4.1. SEMANTIC FEATURES OF THE APPRECIATIONS IN THE TOURISM ADVERTISEMENTS ON THE INTERNET

The data analysis showed that a large number of the linguistic items denoting APPRECIATION occur in the samples, 798 linguistic items found. These linguistic resources cover all its three subcategories - REACTION, COMPOSITION and VALUATION. However, the items denoting each type are unevenly distributed. REACTION and VALUATION are extensively used, with 323 and 296 items respectively, which approximately doubles the number of COMPOSITION, with 179 items. Besides, the items demonstrating the positive and negative APPRECIATION are unequal, with the rate of 1:9. These findings explicate that the advertiser regularly uses the REACTION and VALUATION to appreciate the tourist attractions being advertised. The abundance of the positive APPRECIATION implies the advertiser's attempt to generate favourable views of the destinations from the listeners - the potential visitors.

4.3.1. REACTION

Statistical data reveal that the linguistic resources denoting the REACTION come from both of its subcategories: IMPACT and QUALITY, with 227 items demonstrating QUALITY and 96 items denoting IMPACT.

The percentage of the items defining the positive REACTION outweighs that of its negative counterpart, with 91.3% and 8.7% respectively.

4.3.1.1. IMPACT

IMPACT is employed in the data to produce the appraising on various aspects of the attractions being advertised, including a whole city or its typical features such as buildings , animals, art products, trips/tours, customs, places to visit, cuisine, the scenery,. Besides, local people and their life, creativity, products, culture are also appraised.

Negative IMPACT also occurs in the data; it is exploited to appraise a mountain-hiking journey, immigrants or artificial storms. Noteworthily, despite its negative meaning, negative IMPACT contributes to the building of visitor's' positive views of the destinations being advertised.

4.3.1.2. QUALITY

The appraised of the QUALITY are of great diversity, including the nature (e.g., islands, waterfalls), local people and culture (e.g., night life), arts (e.g., exhibits), architecture (e.g., wineries, palaces), local products (eg., food, craft), local history (e.g., weaponries), and the environment.

Negative IMPACT has quite a low frequency of occurrence. The linguistic resources denoting this type of IMPACT are exploited to appreciate beaches, prisons, islands, geographical regions, streets, elephants' stunts, gravel roads, water, the past and contemporary life, sand dunes, the heat, landscapes and the kayaking.

4.3.2. COMPOSITION

COMPOSITION did not show an imbalance within its subcategories: BALANCE and COMPLEXITY, with the figures being 67 and 79 respectively.

There, nevertheless, exists an unbalanced distribution relating to the positive-negative status both in the COMPOSITION and its subtypes, with the positive items outnumbering the negative ones.

4.3.2.1. BALANCE

BALANCE found in the data aims to intensify the characteristics of the appraised, emphasize the immensity of a place, indicate the availability of services, represent the perfection of a place or thing, inform the blend between modernity and tradition, the solidarity and the internationality. It appears that with the use of BALANCE the advertiser expects to strengthen the listeners' impression on the appraised.

Positive BALANCE is used to appraise roads, animals, local traditions, and, religious buildings, landscapes, cuisine, the wave of immigrants in bygone times, street vendors, old-style furniture, reproduced tropical forests.

Negative BALANCE has a lower frequency of use than the positive one. This type of COMPOSITION is exploited to appraise animals, plants, lights, the art, the temperature, the flow of visitors, huts and desert tents, noise, fountains, human activity, villages, land, immigration movement, buildings, skyscrapers, bridges and parks.

4.3.2.2. COMPLEXITY

Positive COMPLEXITY is exploited to appraise various characteristics of the tourist attractions being advertised, including the nature, architecture, celebrities, animals, landscapes, the weather, legends, the culture, lifestyle, products, traditional works of art and colonial influence.

Negative COMPLEXITY also covers a wide range of the

appraised: typical animals, old buildings, local art and culture, the history of a destination, the environment, landscapes, and the nature.

4.3.3. VALUATION

VALUATION occurs with the highest frequency in the tourism advertisements under investigation, with the total number of 296 linguistic items.

VALUATION has an imbalance between the items indicating the positive and negative value, with the rate of 1:15. The positive one occupies the most and the subjects they appraise is also the most diverse and numerous, including food, the nature, the sea, local art, landmarks, traditions, construction and lifestyle.

There is limited use of negative VALUATION, and it is used to appraise buildings, a city's history, hotels, vehicles, tourism attractions, and human behaviours. It is skilfully used to avoid building the listeners' unfavourable views of the destinations.

4.2. SYNTACTIC FEATURES OF THE APPRECIATIONS IN THE TOURISM ADVERTISEMENTS ON THE INTERNET

Plenty of APPRECIATION occurs in the Rheme position, with 715 out of 798 items occupying 89.6%. Clearly, the linguistic resources denoting APPRECIATION are regularly exploited to appraise the *New* information rather than the *Given* information.

4.2.1. Structure of the Appreciation in Theme position

Theme is not often appraised in the online advertising discourse, with only 10.4%. Further, the types of word groups denoting APPRECIATION is quite restricted in the Theme position in this type of discourse.

Noun groups indicating APPRECIATION in the Theme position occupy the largest percentage, with 79 out of 83 items, occupying 95.2%. All these themes are *unmarked* since they occupy the initial position in the sentence.

Adverbs denoting APPRECIATION in the Theme position has three occurrences and they are *unmarked* owing to their initial position in the sentence structure.

Prepositional groups denoting APPRECIATION in the Theme position has only one occurrence. The prepositional group in the Theme position is *marked* since it belongs to the subject which coincides with the second constituent of the mood structure (Halliday, 1985).

4.2.2. Structure of the Appreciation in Rheme Position

The APPRECIATION in the Rheme position occupies the majority of the items denoting APPRECIATION in the data, with 715 occurrences occupying 89.6%.

Noun groups occupy 484 out of 715 items (67.7%). It appears that by extensively using the noun groups preceded by an adjective, the advertisers expect to create direct appraisal of the Theme thanks to their adjacency.

Adjective groups come second, with 117 items (16.4%). They occur after 'be' and are frequently modified by an adverb.

Adverb groups comes thirds.

Verb groups come next, with 41 items occupying 5.7%.

Prepositional groups are the least, with only 20 items (2.8%).

4.4. SUMMARY

Chapter 5

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSION

Semantically, the linguistic items expressing APPRECIATION cover all the three subcategories - REACTION, COMPOSITION and VALUATION. However, the number of these items denoting three types of APPRECIATION is unevenly distributed. Precisely, REACTION and VALUATION are extensively exploited in the online advertising discourse, with the total number of each type (323 and 296 items respectively), which approximately doubles that of COMPOSITION (179 ones). Besides, the number of items denoting positive APPRECIATION and negative APPRECIATION are imbalanced; nearly 90% of the total items denoting APPRECIATION found in the samples is positive and only 10% is negative.

Within the subcategory of REACTION, the linguistic items denoting QUALITY outnumber those of IMPACT, with 227 and 96 items respectively. Also, the percentage of the items denoting positive REACTION outweighs that of negative REACTION, with 91.3% and 8.7% respectively.

Unlike REACTION, COMPOSITION did not show an imbalance within its subcategories: BALANCE and COMPLEXITY, with 67 and 79 items respectively. Nevertheless, there still exists an unbalanced distribution associated with the positive - negative status both in COMPOSITION and its subtypes. Positive COMPOSITION has 146 occurrences in the samples while the figure for its counterpart is only 33.

Similar to REACTION, VALUATION has an obvious imbalance between the items denoting positive VALUATION and its negative counterpart, with the rate of 1:15.

Regarding the appraised, the APPRECIATION found in the present study appraises a variety of things, most of which are attractive destinations and features of the attractions being advertised, such as a center, animals, musicals, a lighthouse, wine, the grounds in a building, its trips/tours, a special tree with religious significance, the choreography, boutiques, tree species, islands, food, the atmosphere a ferry, a casino, the scenery, the sea and coastline, a church, the sight, dragon boats, taxes, fashion shops, a design, a valley, a mosque, the view of a destination, glacial lakes, its outside world. Besides, life, night life, local people and their creativity, products, culture, culture diversity and multi-racialism are also appraised. It is interesting that the use of the negative APPRECIATION found in this study can hardly evoke negative effects on the listeners. Instead, it could touch the listeners' curiosity, attention and care. In the other words, the negative APPRECIATION found the samples under consideration is skilfully exploited the tourism advertisements to attract visitors despite their negative meaning, which could normally lead to the listeners or readers' unfavourable views of the appraised.

Syntactically, the vast majority of the items denoting APPRECIATION found in this study occurs in the Rheme position, with 715 out of 798 items, which occupies 89.6%; only 10.4% of the items denoting APPRECIATION found in the samples placed in the Theme position. It is statistically evident that, in an online

advertising discourse, APPRECIATION is regularly exploited to appraise the *New* information rather than the *Known* or *Given* information. Further, the data reveal that the types of word groups denoting APPRECIATION is quite restricted in the Theme position in this type of discourse. In the samples collected only noun groups, adverb groups and prepositional groups which are used to denote APPRECIATION can be seen in the Theme position, with 79 occurrences (95.2%) being noun groups, 3 ones (3.6%) being adverb groups and only one occurrence (1.2%) being prepositional group.

Unlike the Theme structure, the items denoting APPRECIATION in the Rheme position occurs in all the word groups: noun groups, verb groups, adverb groups, adjective groups and prepositional groups though they are unevenly distributed. Noun groups denoting APPRECIATION in the Rheme position occupy the larger percentage, with 484 out of 715 items occupying 67.7%. The frequency of adjective groups items denoting APPRECIATION in the Rheme position just come second, with 117 items (16.4%). The third largest group contributing to the items denoting APPRECIATION in the Rheme position is the adverb groups, with 7.4%. The adverb groups for the APPRECIATION found in the study come next, with 41 items occupying 5.7%. They can be divided into two categories: a single verb with appreciative meaning or linking verbs which allows adjectives. The least popular items denoting APPRECIATION in the Rheme position is the prepositional group, with only 20 items (2.8%) found in the total of data collected. The prepositional groups which can work as APPRECIATION follows a fixed pattern: a preposition followed by

a single noun with appreciative meaning or a noun preceded by an adjective.

This study's findings reflect the nature of tourism advertisements: challenging the audiences' buying decisions and leaving them appeal to the products (Morgan & Pritchard, 2012). The advertisers attempt to provide the audience with detailed descriptions by extensively use of the Reaction, to strengthen the audience's feeling about the features of the destinations by using the Composition, and to bring the audience initial evaluation of the destination by using VALUATION. These make the samples good advertisements since they "provide the audience with intense experiences" (Morgan & Pritchard, 2012, p.26). Advertisements are less useful if they fail to help the audience find out about new products, and the imbalance of the subcategories of the Appreciation in the data reflect this. Extensively exploiting the linguistic resources denoting the Reaction and the Valuation to appraise numerous aspects of the tourist attractions helps provide the audience with as much information as possible, while the utilization of COMPOSITION at some point could intensify the audience's appeal. Last, the high percentage of positive APPRECIATION also contributes to the very purpose of advertising: bringing the audience's positive views and evaluation of the tourist attractions.

5.2. PEDAGOGICAL IMPLICATIONS

This study solely focuses on the analysis of the language use with the reference to a just branch of linguistics; however, the researcher saw that language had a marvellous power of influence. From the findings discussed above, the study is expected to help

English for Specific Purpose (ESP) learners of English acquire a better understanding of APPRECIATION in the online advertising discourse, which facilitates their language learning and language use in their future job.

5.2.1. To the Learners

Together with a comprehensive review of the APPRECIATION subsystem within the ATTITUDE subsystem of the Appraisal Framework, the present study clarified the linguistic items denoting APPRECIATION and their syntactic and semantic features. Therefore, the findings of this study enable language learners develop or strengthen their theoretical knowledge of APPRECIATION. What is more important, the study provides language learners with the abundant linguistic resources of APPRECIATION for use in the online advertising discourse or other similar ones. These knowledge and linguistic resources could greatly contribute to language learners' communicative competence, that is, the ability to effectively and successfully express their ideas in real life situations such as making a request, invitation, command, appreciation, just to name a few. In the other words, a solid grammatical knowledge is not able to ensure successful communication, but they should pay much attention to language functions - the purposes in which we use language to communicate.

Owing the complexity and diversity of the subsystem of APPRECIATION, the content and structures of APPRECIATION is not easy for all the English learners. Nevertheless, the solid knowledge of APPRECIATION is of great help in communication in a foreign language. Of all the language functions, APPRECIATION

could be the important linguistic resources which allow language learners to express their intention, opinion, feeling, emotion and attitude so that they can gain more effectiveness in communication. On the other hands, good knowledge of the APPRECIATION system that speakers / writers use to express their intention, opinion, feeling, emotion and attitude when the linguistic elements denoting APPRECIATION occur in their written or spoken language.

5.2.2. To the Teachers

This study is theoretically and practically significant to language teachers. It firstly strengthens their awareness of the vitality of APPRECIATION in the improvement students' communicative competence. Simultaneously, the present study provides language teachers with comprehensive understanding of the APPRECIATION subsystem, which allows them to recognise the potentials of applying APPRECIATION into their lesson plans or teaching process. Also, with knowledge of APPRECIATION in tourism advertisements, teachers can have better lesson plans for their ESP classes and can help them to teach the language of this genre more effectively.

Finally, the data and the linguistic resources of APPRECIATION can be used as teaching materials and the methods which the research employed in this research can be replicated if language teachers expect to find the linguistic elements indicating APPRECIATION to use in the teaching by replicating this study with the data being their teaching materials.

5.3. LIMITATIONS

Despite great efforts has been made in the process the research carried this research, the study cannot avoid certain limitations resulting from lack of materials and time budget,

knowledge as well as other hidden factors,.

Although the samples of this study were converted into the written language, they are actually spoken language. Thus, the findings and conclusion drawn in this study might be only applicable to the spoken form of the genre under consideration. Besides, the total number of samples collected exceeds 20.000 words, but it might not be safe enough to conclude that the characteristics of the APPRECIATION found in the study represents those of the online tourism advertising discourse.

Besides, this research is restricted to the examination of APPRECIATION in terms of its syntactic and semantic features and its Theme - Rheme structure.

Finally, the theoretical review and the findings related to this research are expected to greatly contribute to teachers and learners' knowledge and materials for teaching and learning, but its usefulness in reality cannot be measurable.

5.4. SUGGESTIONS FOR FURTHER RESEARCH

This study aims to analyse the linguistic elements functioning as APPRECIATION in tourism advertisements available to figure out their syntactic features, semantic features and Theme - Rheme structure. Actually, the pragmatic features of the APPRECIATION found in this study are still left for further study. Besides, in addition to the Theme - Rheme structure, APPRECIATION found in this study can also be studied with respect to the other key concepts of Functional Grammar, including: functions and systems, hierarchical ranking of units, word order, functions of the sentence, mood, transitivity, and the clause complex (Feng, 2013).