

**THE UNIVERSITY OF DANANG  
UNIVERSITY OF FOREIGN LANGUAGE STUDIES**



**ĐINH THÚY VY**

**A CONTRASTIVE STUDY ON  
PRAGMATIC FEATURES OF GREETINGS  
IN ENGLISH AND VIETNAMESE MOVIES**

**Major: ENGLISH LINGUISTICS**

**Code: 822.02.01**

**MASTER THESIS IN  
LINGUISTIC AND CULTURAL STUDIES OF  
FOREIGN COUNTRIES  
(A SUMERY)**

**Da Nang, 2019**

This thesis has been completed at University of Foreign Language  
Studies, The University of Danang

**Supervisor: Hồ Vũ Khuê Ngọc, Ph.D.**

**Examiner 1: Assoc. Prof. Dr. Nguyễn Quang Ngoạn**

**Examiner 2: Assoc. Prof. Dr. Phạm Thị Hồng Nhung**

The thesis has been orally defended at the Examine Committee

Time: June, 7<sup>th</sup>, 2019

Venue: The University of Foreign Languages Studies – The  
University of Danang

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## **Chapter One**

### **INTRODUCTION**

#### **1.1. RATIONALE**

In this modern era, it is undeniable that movies have become one of the most popular ways of entertainment which has a unique powerful ubiquity within human culture. In terms of communication, greeting plays a vital role which is considered the basic function of communication and trigger positive conversation. In recognition of the importance of greetings in communication, numerous ethological, linguistic, sociological studies have been done so far used various samplings for researching, but none has been carried out based on data collected from movies which reflect adequately daily conversations, social customs and cultures. This research will be useful tool in the field of English teaching and learning.

#### **1.2. AIM AND OBJECTIVES**

##### **1.2.1. Aims of Study**

This study is aimed to investigate pragmatic features of greetings reflected in English and Vietnamese psychological movies to find out the similarities and differences in the way people greet between two languages. Furthermore, findings of this study can contribute to better understanding of the act of greeting which plays as a foundation for proper translation or interpretation of English and Vietnamese movies.

##### **1.2.2. Objectives of Study**

This study is planned to:

- Describe pragmatic features of greetings in English psychological movies.
- Describe pragmatic features of greetings in Vietnamese psychological movies.
- Find out the similarities and differences in term of pragmatic

features between greetings in English and Vietnamese psychological movies.

### **1.3. THE SCOPE OF THE STUDY**

As mentioned above, greetings - one of distinctive and important linguistic features can be studied in different aspects. There are numerous samplings used in collecting data, but this study focuses on a great source of Vietnamese and English movies. In this thesis I just analyze ways of greeting which are observed in English and Vietnamese movies. More specifically, the chosen Vietnamese and English movies belong to socio-psychological genre setting up in Vietnam and America, which will give a clearer comparison between the two languages.

### **1.4. RESEARCH QUESTIONS**

Based on research objectives, this research is formulated in the following questions:

1. What are pragmatic features of greetings shown in English movies?
2. What are pragmatic features of greetings shown in Vietnamese movies?
3. What are the similarities and differences of greetings regarding pragmatic features shown in Vietnamese and English movies?

### **1.5. SIGNIFICANCE OF THE STUDY**

### **1.6. ORGANIZATION OF THE STUDY**

The study is organized into five chapters as follows:

**Chapter 1** – “Introduction”

**Chapter 2** – “Literature Review and Theoretical Background”

**Chapter 3** – “Research Design and Methodology”

**Chapter 4** – “Discussion of Findings”

**Chapter 5** – “Conclusion”

**Chapter Two**  
**LITERATURE REVIEW AND THEORETICAL**  
**BACKGROUND**

**2.1. LITERATURE REVIEW**

There have been numerous studies, books and journals about greetings by researchers and linguists all over the world.

In “The speech act of greetings in selected verses of the Glorious Qur’an: A socio-Pragmatic study” by Ragdha Sabri Rabee and Fawwaz Al-Abed Al-Haq (2004), the authors investigate the socio-pragmatic functions of greetings in certain verses of Glorious Qur’an.

In “Vietnamese and English greetings: A contrastive analysis” by Tran Thi Bich Hanh (2010), the author aims at doing a contrastive analysis in Vietnamese and English greeting in order to assist English learners to better their communication skill.

The study “Đặc trưng ngôn ngữ -văn hóa của hành vi chào hỏi trong Tiếng Anh và Tiếng Việt” by Nguyen Thuy Duong (2011) emphasizes on the significant similarities and differences in greetings in Vietnamese and English so as to assist language learners to maximize their ability in cross-cultural communication.

In “A study of common greetings in English and Vietnamese” by Nguen Xuan Thanh (2013), the author makes effort to raise awareness concerning the importance of communication especially in greetings to improve communicative competence, to help communicate effectively in initial meetings and to avoid cultural shocks in cross-cultural communication.

In spite of being considered and widely used in English, now there has not been a detailed study of greetings regarding pragmatic features employed in Vietnamese and English movies. So this thesis, which is carried out pragmatic features of greetings in English and

Vietnamese movies as well as the similarities and differences between the two languages, is the first done in this domain.

## **2.2. THEORETICAL BACKGROUND**

### **2.2.1. An Overview of Movies**

In terms of the relation between movies and language, specifically language education, for language learners films have the added benefit of providing authentic language and cultural information (Bello, 1999; Stempleski, 1992). Additionally, Stempleski (1992) states that using authentic videos in classroom can provide opportunities for learners to evaluate the very medium that they use in their daily life. Films also present slices of life, and as such, they add fun and involvement to the language classroom (Massi & Merino, 1996).

### **2.2.2. Pragmatics**

According to Levison (1983), “Pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure of language”

According to Green (1996) “Pragmatics is the study of understanding intentional human reaction...which must include belief, intention (goal), plan, and act (p.2).

### **2.2.3. Greetings**

After collecting and examining data, I find that greetings is also not only based on the meaning but also the situational context. As a result, I would like to present the following definition of the greetings: The greeting is the action of giving a sign of welcome or recognition verbally or non-verbally, which is influenced by the situational context where the conversation occurs.

### **2.2.4. Classification of Greetings**

In terms of verbal greetings, it is classified into eight different types according to Ebsworth, et al. (1996):

- Greeting on the run
- The Speedy greeting
- The chat
- The intimate greeting
- The all-business greeting
- The introductory greeting
- There-greeting

Another approach to classification of greetings in Vietnamese language by Professor Ngan (2005) divides greetings into two kinds based on the presence of performative verbs: **Locutionary** and **Illocutionary** ones.

### **2.3. CHAPTER SUMMARY**

In this chapter, we have reviewed the previous studies and researches that are related to movies, greetings and pragmatic aspects in greetings. The concept of greetings in term of definition and classifications are studied under theoretical light of Vietnamese and Foreign linguists. I will introduce my method of study and result of study in the next chapters.

## **Chapter Three**

### **RESEARCH METHODS**

#### **3.1. METHODOLOGY**

##### **3.1.1. Research Design**

The study is based on the combination of qualitative and quantitative approaches in order to find out pragmatic features of greetings in English versus Vietnamese movies. This study also searches for the similarities and differences between the use of pragmatic features in greeting in English and Vietnamese movies and then we can withdraw some possible explanation for the similarities and differences.

### **3.1.2. Research Methods**

In the purpose of achieving the aims of study is to find out the pragmatic features of greetings applied in English and Vietnamese movies and make comparison between these features in two languages, I would like to combine these two following research methods.

- The descriptive method is used to analyze pragmatic features of greetings in English and Vietnamese movies.
- The comparative method is used to point out the similarities and differences of pragmatic features of greetings used in English versus Vietnamese advertisements.

### **3.2. RESEARCH PROCEDURE**

In order to accomplish the thesis, I follow these following steps:

- Collecting and classifying data: samples are gathered from English and Vietnamese movies on websites; classify them into groups of greetings according to their pragmatic features.
- Analyzing data: linguistic description and analysis is given to the members of each group to clarify typical characteristic of each type of greetings in each language.
- Comparing data: the obtained data are compared to find out the similarities and differences between the pragmatic features of greetings in English versus Vietnamese.
- Drawing some possible explanation for these similarities and differences.
- Putting forward some implications for teachers, learners of English and Vietnamese as a foreign language, as well as movies translators.

### **3.3. DESCRIPTION OF SAMPLE**

The data for the analysis is collected from online films, movies,

other related studies and corpora on the Internet. There are 10 English movies and 10 Vietnamese movies employing the greetings on TV and websites to be analyzed in this study. In particular, the data consists of 100 Vietnamese greetings and 100 English greetings taken from 20 movies in both languages.

### **3.4. DATA ANALYSIS**

After being selected, greetings in English and Vietnamese movies are observed independently and classified into types of the greetings according to their pragmatic features. After independent analysis, necessary linguistic descriptions are given to the members of each group so as to show the effectiveness they are planned to. Then, there is a comparison between the two languages to find out the similarities and differences. Finally, based on the findings of the study, conclusions and recommendations are made to provide Vietnamese learners of English with the deep understanding about this speech act.

### **3.5. VALIDITY AND RELIABILITY**

## **Chapter Four**

### **FINDINGS AND DISCUSSION**

#### **4.1. GREETINGS IN ENGLISH MOVIES**

##### **4.1.1. Greetings on the run**

(1) *Two neighbors meet by accidents at the supermarket*

**A: Susan? Susan.**

**B: Oh. Mrs. Huber. How are you doing?**

*(Retrieved from: <http://vietsubtv.com/xem-phim/nhung-ba-noi-tro-kieu-my-phan-1-12673/tap-1.html>)*

In such short conversation, based on the context that the two neighbors encounter unexpectedly, they exchange short greetings which can be classified as “Greeting on the run”. Besides, Susan’s utterance “Oh!Mrs. Husber” shows that she is surprised at meeting

Susan by sudden, so this is an illocutionary greeting using the exclamation “Oh”, and the question “How are you doing?”, in stead of greeting her directly.

(2) *Teacher to students: “A: Hi guys. Making new friends, Kurt?”*

(Retrieved from: <http://www.phimmoi.net/phim/danh-sach-den-phan-1-1166/tap-6-72249.html>)

In this situation, the teacher greets his students on his way to the classroom, without looking for the response from them, so this is also “Greeting on the run”. The above utterance includes two separate greetings “Hi guys.” And “Making new friends, Kurt?”. While the former is a locutionary (direct) act, the latter is applied as an illocutionary one with question “*Making new friends, Kurt?*”

#### **4.1.2. Speedy greeting**

(5) *Teacher and his student:*

*A: Morning Kurt.*

*B: Hello, Mr. Chue.*

*A: Hey .Let's go*

(Retrieved from: <http://www.phimmoi.net/phim/doi-hat-trung-hoc-1-834/tap-2-83160.html>)

In this example, both teacher and student do not meet each other by sudden but on purpose. They exchange short and direct greeting, then the teacher ends their greeting quickly by asking his student to go with him, which is already planed by the two people. In this conversation, greetings are locutionary with direct greeting words or expression such as “Morning” or “Hello”, additionally, the latter shows time of the day which can be “Temporal greetings”.

#### **4.1.3. The chat**

(13) *At the office:*

*A: Hey.*

*B: Hey girl. Have a seat.*

*A: Is this the office for everyone?*

*B: Yup*

*(Retrieved from: <http://www.phimmoi.net/phim/ong-hoang-giai-tri-phan-1-2495/tap-4-92322.html>)*

A senior and a junior colleague greets each other directly and informally with greeting word “Hey”, then they talk briefly about their office and end it when the information is confirm of the senior employee “Yup”. Everything is clear and they continue on with their work.

*(14) At a wedding party*

*A: Hello Gretchen.*

*B: Uh-huh*

*A: I see you in pant-suit again*

*B: This is the new one.*

*(Retrieved from: <http://vietsubtv.com/xem-phim/co-gai-ky-quac-phan-1-13158/tap-3.html>)*

Similar to example 7, this example also involves short direct greetings, and brief discussion on a side topic “I see you in pant-suit again.”, person B join the topic “This is the new one”, after that they move on talking about the wedding.

#### **4.1.4. The long greeting**

*(23) Two old colleagues meet by chance at a supermarket.*

*A: Lynette Scavo?*

*B: Natalie Klein? Can't believe it.*

*A: Hey. How long has it been?*

*B: Years!*

*A: How are ya with the firm?*

*B: Good.*

*(Retrieved from: <http://vietsubtv.com/xem-phim/nhung-ba-noi-tro-kieu-my-phan-1-12673/tap-1.html>)*

Scavo & Klein suddenly meet at supermarket years after Scavo left the firm. In this scene, the two characters greet each other indirectly, in other words they use illocutionary greetings with interrogative form to express how surprised they are when they reunite after such a long time, not to mention Scavo also utters “Can’t believe it.” to show how she feels. Moreover, the signal of this type of greeting is also included in this conversation “Hey. How long has it been?”.

#### **4.1.5. The intimate greeting**

(28)A: *Is anybody home?*

B: *I think you'll there for a week*

(Retrieved from: <http://vietsubtv.com/xem-phim/nhung-ba-noi-tro-kieu-my-phan-1-12673/tap-1.html>)

In this scene the husband comes home from a business trip much earlier than it is already planned. Despite seeing his wife with their children there in the living-room, he still says “Is anybody home?” to surprise them at his sudden appearance. In this case if the husband greets his family in a direct way, the surprised effect that he tries to make may be lessened. Obviously the “surprise factor” is implied in this conversation which can only be understood by people with intimate relationship.

#### **4.1.6. All-business greeting**

(34) *The man: Good afternoon. I'm here to see Mr.Harold Cooper.*

*Police officer: Do you have an appointment?*

(Retrieved from: <http://www.phimmoi.net/phim/danh-sach-den-phan-1-1166/xem-phim.html>)

A man comes into the FBI Headquarter, asking a police officer in the front office if he could meet Mr. Harold Cooper - an FBI agent. In terms of greeting, the man gives a locutionary greeting to the police

officer “Good afternoon.” and then tells the police officer his main purpose. On the other hand, the police officer skips the act of greeting and responses to the man with a question “Do you have an appointment?”. Accordingly, it can be assumed that the two interlocutors above do not have any social tie and their conversation is limited with plastic talk or abundant information. To conclude, this is a typical example of “The all-business greeting”.

#### **4.1.7. The introductory greeting**

In “the introductory greeting”, two people who have not previously met start an interaction. The main purpose of this type of greeting is to make acquaintance or get to know about a new person. In this type, generally the interlocutors will introduce their name or some other personal information.

*(41) A: I'm Paige. I like your bowtie.*

*B: Thank you. You seem so young Paige.*

*(Retrieved from: <http://www.phimmoi.net/phim/tuoi-tho-ba-dao-cua-sheldon-phan-1-6060/tap-2-143412.html>)*

The girl attempts to break the ice with her new friend not only by introducing herself first “I’m Paige” but also complimenting on his bowtie “I like your bowtie” which can be seen as a common way of greeting in American culture. In response, the boy says thanks to her and gives another compliment to the girl “You seem so young Paige”. It is obvious that the two characters do not offer locutionary speech act of greeting, but they both greet each other indirectly by compliments.

#### **4.1.8. The Re-greeting**

*(48) A: Oh. Will. Oh, hi.*

*B: Oh hey Emma. I wanna thank you so much on your advice today.*

*(Retrieved from: <http://www.phimmoi.net/phim/doi-hat-trung-hoc-1-834/tap-2-83160.html>)*

Will and Emma are long-term colleagues who work in the same high school. “I wanna thank you so much on your advice today” in the example above reveals that they two have already encountered at least once in the day before they meet up again and exchange their greetings, because they must have met so that Emma could have given Will that piece of advice. Therefore, this conversation is regarded as an example of “Re-greeting”.

## 4.2. GREETINGS IN VIETNAMESE MOVIES

### 4.2.1. Greeting on the run

(50) *Early morning in a residential park.*

A: *Chị Đào thật là có phúc. Được con trai đưa đi tập thể dục buổi sáng ha.*

B: *(smile)*

(Retrieved from: <https://www.youtube.com/watch?v=OK5syVHU6yo&t=1902s>)

Ms.Dao has a habit of going to a local park near her house to do morning exercise; there she makes acquaintances with a lot of residents who share the same habit with her. Normally she goes alone, but today Ms.Dao has her youngest son as her accompany. One of her acquaintances extends them a greeting “Chị Đào thật có phúc. Được con trai đưa đi tập thể dục buổi sáng ha” which is an illocutionary greeting with compliment. In response, Ms.Dao smile back to the other woman and they continue their exercise.

### 4.2.2. Speedy greeting

(54) *At the wedding anniversary*

A: *Chào chị.*

B: *Anh đến với vợ chồng tôi thế này, quý hóa quá.*

A: *Dạ vâng. Rất hân hạnh. Chúc mừng anh chị.*

(Retrieved from: <https://www.youtube.com/watch?v=PDLxgIH5Tg0>)

Character A greets the woman directly “Chào chị” and extends his wishes for her wedding anniversary “Dạ vâng. Rất hân hạnh. Chúc mừng anh chị” Noticeably, “Chúc mừng anh chị” is also considered occasional greeting which is regularly applied in any culture in special occasions, namely wedding ceremony, wedding anniversary, birthday, new year and ect. In return, the woman expresses her gratefulness to the man’s appearance at her party “Anh đến với vợ chồng tôi thế này, quý hóa quá.” which is an indirect greeting by thanking.

#### 4.2.3. The chat

(59) *Nguyệt: Em chào hai chị ạ.*

*Coworkers: Chào em. Lên nộp bài à. Tranh thủ lên đi, hôm nay xếp đang vui đấy.*

*Nguyệt: Vâng ạ. Chị Hoa hôm nay mặc bộ này trông trẻ quá, cứ như cô nào vừa mới về thực tập tại tòa soạn.*

*(Strieved from: <https://www.youtube.com/watch?v=SeysXTJsslo>)*

In term of “The chat” in this conversation Nguyệt also mention a side topic by a compliment to her coworker “Vâng ạ. Chị Hoa hôm nay mặc bộ này trông trẻ quá, cứ như cô nào vừa mới về thực tập tại tòa soạn. This kind of small talk is sometimes used with the purpose to get closer or to strengthen the relationship with other people.

#### 4.2.4. The long greeting

(66) *Two business partners*

*A: Anh vẫn thế. Lâu lắm mới gặp anh.*

*B: Vâng.*

*(Retrieved from: <https://www.youtube.com/watch?v=PDLxgIH5Tg0> )*

In this situation, two long-term business partners meet again in the occasion of their mutual friend’s wedding anniversary. Although they do not use direct greeting words or expression, they do greet each other indirectly with a compliment “Anh vẫn thế.”. To mark this as a

“Long greeting” character A also mentions “Lâu lắm mới gặp anh.” referring it has been a long time they haven’t seen each other.

#### 4.2.5. The intimate greeting

(70) *Father: Sao không vô nhà?*

*Daughter: Ba ơi.*

*Father: Bị phát hiện rồi hả?*

(Retrieved from: <https://www.youtube.com/watch?v=OK5syVHU6yo&t=1902s>)

The daughter is sneakily looking into her house when her father comes home and asks her why she does not come inside “Sao không vô nhà?”, then she replies him emotionally “Ba ơi.”. The reason why we can classify this as “The intimate greeting” is not only because it occurs between family members but also the fact untold implied in the father’s question “Bị phát hiện rồi hả?”

(71) *Wife: Anh ơi. Anh. Trời ơi giờ này còn ngủ nữa.*

*Husband: Em biết mà.*

(Retrieved from: <https://www.youtube.com/watch?v=OK5syVHU6yo&t=1902s>)

The wife comes after work trying to wake up her sleeping husband by complaining “Anh ơi. Anh ơi. Giờ này còn ngủ nữa.” He responses to her “Em biết mà.” to imply that his wife knows the reason why he is still sleeping.

#### 4.2.6. The all-business greeting

(77) *At the hospital*

*Patient’s family: Con nhỏ có sao không bác sĩ?*

*Doctor: Ông bà là ai?*

*Patient’s family: Dạ. Chúng tôi là người nhà của nó.*

(Retrieved from: <https://www.youtube.com/watch?v=kc1EjOGUpVU>)

Seeing the doctor walking out of the surgery, the patient’s family immediately approaches him “Con nhỏ có sao không bác sĩ?”

and the doctor replies them with another question “Ông ài là ai?”. In this kind of emergency, the two interlocutors tend to skip the direct greeting and focus on the main purpose of their conversation, so this is an all-business greeting.

(78) *In a coffee shop*

A: *Chào các anh. Chúng em là tiếp thị của hãng trà Hoa Kim Chi. Hôm nay chúng em có chương trình giới thiệu sản phẩm và phát hàng khuyến mãi. Mời các anh xem qua.*

(Retrieved from: <https://www.youtube.com/watch?v=SeysXTJsslo>)

A Promotion girl (PG) approaches a group of potential customers in a coffee shop to introduce the products of her company. As we obtain from the example, the PG greets her customers very fast and briefly then starts to promote her products right away.

#### **4.2.7. The introductory greeting**

(82) *Miso: Mình là Han Miso.*

*Linh: Còn tớ là Linh. Sau này nhờ cậu giúp đỡ nhé.*

(Retrieved from: <https://www.youtube.com/watch?v=90Gp7P5hjUw>)

Miso and Linh have met for the first time and they are going to become classmates as well as roommates. Instead of greeting each other, they start to introduce themselves first “Mình là Han Miso.”, “Còn tớ là Linh.” Which is also a recognition of this type of greeting.

(83) *A fan to her idol*

A: *Anh! Anh là Vương Hoàng đúng không? Anh đi Đà Nẵng quay phim à? Anh quay phim gì vậy?*

(Retrieved from: <https://www.youtube.com/watch?v=Vqq9NpynIIg>)

A fan encounters a movie star who is also her bias on the airplane as she sits next to him by chance. She attempts to make acquaintance with him by a sequence of questions “Anh là Vương Hoàng đúng không?”, “Anh đi Đà Nẵng quay phim à?”, “Anh quay

phim gì vậy?”. Approaching a new person by posing questions is quite popular in Vietnamese introductory greetings.

#### 4.2.8. The Re-greeting

The Re-greeting arises among people who have seen each other at least twice in the same day.

(87) A: *Lên phố về đây à? Thế có mua được gì không?*

B: *Tiền đâu mà mua. Mượn được mỗi cuốn sách cho thằng Bắc học.*

(Retrieved from: <https://www.youtube.com/watch?v=SeysXTJsslo>)

The two interlocutors in this example are housemates so they usually see each other many times in a day. Character A knows that B has been down town and has just back home so she asks him: “A: *Lên phố về đây à? Thế có mua được gì không*, then B replies to her “*Tiền đâu mà mua. Mượn được mỗi cuốn sách cho thằng Bắc đọc.*”. With a clear context, this conversation is classified as “The re-greeting”.

### 4.3. DISCUSSION OF FINDINGS

In this section, the result of quantitative analysis of the data on the frequency of different types of greeting in English and Vietnamese movies could be presented in table consisting of occurrence in number and in percentage.

The number of greetings is 100 for each language:

*Table 4.1. Frequency of different types of Greeting based on Ebsworth et al.'s classification (1996) in Vietnamese and English Movies*

N.o	Types	V.G		E.G	
		Number	Frequency	Number	Frequency
1	Greetings on the run	4	4%	6	6%
2	Speedy greeting	25	25%	29	29%
3	The chat	14	14%	12	12%
4	The long greeting	4	4%	8	8%

N.o	Types	V.G		E.G	
		Number	Frequency	Number	Frequency
5	The intimate greeting	21	21%	13	13%
6	All-business greeting	20	20%	16	16%
7	The introductory greeting	8	8%	12	12%
8	The re-greeting	4	4%	4	4%
<b>Total</b>		<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>

It can be seen from the table 4.1, Speedy greeting in both Vietnamese and English movies takes the first position with 25% and 29%. Intimate Greeting ranks the second with 21% in Vietnamese while the second most common type of Greeting in English is the All-business greeting with the percentage of 16% which is lower than in Vietnamese movies with 20% at the third position. Holding the fourth position in Vietnamese movies is the chat with 14% while it is 12% for this category in English. The lowest common type of greeting in both languages is the re-greeting with only 4%.

*Table 4.2. Frequency of Greeting based on Pragmatic Features in Vietnamese and English Movies*

N.o	Types	V.G		E.G	
		Number	Frequency	Number	Frequency
1	Locutionary greeting	42	42%	40	40%
2	Illocutionary greeting	42	42%	47	47%
3	No Greeting	16	16%	13	13%
<b>Total</b>		<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>

*Table 4.3. Frequency of different types of Illocutionary Greeting in Vietnamese and English Movies*

N.o	Types	Illocutionary greeting			
		V.G		E.G	
		Number	Frequency	Number	Frequency
1	Question	19	45%	22	47%
2	Exclamation	18	43%	11	23%
3	Offering	3	7%	2	4%
4	Compliment	2	5%	4	9%
5	Apology	0	0%	4	9%
6	Thanking	0	0%	4	9%
<b>Total</b>		42	100%	47	100%

According to the upper table, the most preferable type of pragmatic greeting in English movies is Illocutionary one with 47%, meanwhile in Vietnamese counterpart locutionary and illocutionary share the same position at second place with 42%. However in both languages there are some specific situations in which greeting is omitted, which accounts for 16% and 13% in Vietnamese and English movies respectively. No matter what reasons for skipping greeting are, with such a high frequency of greeting in the two languages it can be affirmed that greeting plays a very important role in both cultures.

In terms of Illocutionary greeting, it is classified in various types but this study mainly focuses on 06 particular ones as listed in the lower table. At the first look into this table, it is obvious that Question is the most dominant way both Vietnamese and American people applied to extend their greetings to others.

*Table 4.4. Frequency of Pragmatics of Greeting based on Ebsworth et al.'s greeting classification (1996) in Vietnamese and English movies*

N.o	Types	Loc.G		Illoc.G		No Greeting	
		V.G	E.G	V.G	E.G	V.G	E.G
1	Greetings on the run	50%	50%	25%	50%	25%	0%
2	Speedy greeting	56%	48%	40%	38%	4%	14%

N. o	Types	Loc.G		Illoc.G		No Greeting	
		V.G	E.G	V.G	E.G	V.G	E.G
3	The chat	43%	33%	50%	67%	7%	0%
4	The long greeting	25%	38%	75%	63%	0%	0%
5	The intimate greeting	19%	31%	57%	46%	24%	23%
6	All-business greeting	65%	38%	10%	38%	25%	25%
7	The introductory greeting	25%	50%	50%	33%	25%	17%
8	The re-greeting	0%	0%	75%	100%	25%	0%

The current table compares the frequency of Locutionary and Illocutionary greeting as well as No greeting regarding 08 types of greeting classified by Ebsworth et al. In greeting on the run people in both countries tend to greet directly with 50%. Locutionary greeting accounts for 56% and 48% in Vietnamese and English speedy greeting respectively, also in this category it is almost equal with 40% and 38% for illocutionary greeting. In the chat, the long greeting, the intimate greeting and re-greeting it is popular for people to use locutionary greeting. Finally, when it comes to the introductory greeting Vietnamese people prefer greeting directly with 50% while American people tend to greet indirectly also with 50%.

#### **4.4. CHAPTER SUMMARY**

The similarity of the two languages is also reflected through the fact that people have a tendency of using questions to greet (45% in Vietnamese greeting; 47% in English greeting). For other categories including apology and thanking, they are less common in Vietnamese greeting with no data has been collected while the proportion of these in English counterpart is 4%.

Another difference in the two languages is in the frequency of Vietnamese people using exclamation for greeting (43%) which is nearly twice as high as the proportion of this type in English greeting.

## Chapter Five

### CONCLUSIONS AND IMPLICATIONS

#### 5.1. CONCLUSIONS

In fact, greeting acts as an irreplaceably cultural manner in any society, which is also considered the basically moral foundation and etiquette of every individual. It is hard to imagine how a society goes on without greeting even verbally or non-verbally because it is the way for human not only to show their appearance to other people but also create connection with the new ones. As far as I know, greeting may appear in any forms but I truly believe that what we say to greet is not as important as how we greet to other people as it shows our respect as well as affection to them. We tend to greet differently in different situations and to different addressees. In this study it is easily noticed that in Vietnamese people value hierarchy and social status that are key factors when greeting someone. This is showed in the diverse system of personal pronouns as well as intensifiers like “*đạ*” or “*ạ*”. In contrast, greeting in English seem to be freer with loose attention of these elements.

Although greeting appears in many different types, it basically used as a means to draw other people’s attention or to inform self-recognition. Language has a powerful influence over people and their behavior. This is especially true when it comes to greeting which is a repeating manner our societies. Through the way we greet, other people can assume whether we are friendly with them or not, how close we want our relationship with them to be and so on. The choice of how to greet does not depend on the languages only but it is also an essential to get to know clearly about different cultures. Therefore, in order to understand, apply greeting effectively, studying on both language and culture is a necessary task to be done.

Together with other speech acts such as farewell, thanking, offering and so on, greeting is a necessary factor to form customs and cultures. It has its own features in lexical, syntax, semantic and etc, but the most important to my point of view is pragmatic factor as it serves as a tight connection between language and culture. Therefore, this study is chosen to analyze the pragmatic features of different kinds of greeting in order to find a proper ways of greeting in different societies.

The thesis is a descriptive and contrastive analysis of different types of Vietnamese and English greeting. This study has tried to present and interpret pragmatic features of greeting collected from English versus Vietnamese movies. Especially, the discussion has highlighted the similarities and differences in pragmatic features of greeting in the two languages.

After analyzing 200 samples of greetings, 100 in English and 100 in Vietnamese taken from 10 Vietnamese movies and 10 English movies, I find that each type of greeting has its own distinctive features and different effects in performing the purpose and nature of greeting. Through the contrastive analysis in the two languages, some differences and similarities have been revealed. A commonly shared feature between English and Vietnamese greeting is the high frequency of illocutionary greeting applied questions and exclamations. In both English and Vietnamese there also exists some specific differences in greeting as regard to cultural factors. Accordingly, some types of greeting that are quite popular in English are rarely found in Vietnamese such as greeting using thanking or apology.

In addition, the finding of the study has given the foundation for the suggestion on how to greet appropriately in different situations in different societies with different base of cultures. I hope this thesis is

well suited for the movie translators who want to increase the effectiveness of their work with Vietnamese and English movies.

The study is hoped to make some valuable contributions to the teaching and learning of English greeting in particular. Especially, it will not only help Vietnamese learners study English better but also get better understanding of the two cultures.

In summary, after studying, I found that greeting plays such a priority as well as a decisive role into the success of communication. In other words how the conversation will go on depends quite strongly on the greeting at the beginning of any conversation. The study also offers Vietnamese learners several types of greeting that they can probably applied into real situations when encountering English speakers, furthermore it will serve them well as they have intention to travel or settle down in America.

## **5.2. IMPLICATIONS**

To some extent, this thesis could be a valuable contribution to the teaching and learning of English and Vietnamese greeting in general and of its common types in particular. Furthermore, it also provides movies translators with some helpful knowledge working with Vietnamese-English bilingual movies.

### **5.2.1. For Learners**

The result of the study may be beneficial to learners of both languages. The analysis will offer them a good insight to get involved in commonly practice of greeting. Furthermore, this thesis helps Vietnamese learners enrich their knowledge of different types of greeting in term of pragmatics in particular. Besides, the findings of the study will help them appreciate the essential of the culture of greeting. It will not only help them get better understanding of greeting but also provide them with some necessary cross-cultural knowledge in communication with English speakers. I also hope that

this study will provide learners with precious experience of how to greet other people appropriately in different situations. As a result, their experience will certainly facilitate their English language learning so that they will be able to learn more effectively and successfully.

### **5.2.2. For Teachers**

This thesis helps English teachers to learn and know more about English and Vietnamese greeting in general and different types of greeting commonly used in the both languages in particular. It is quite necessary for a teacher to master the knowledge that students can ask for. Furthermore, the data from this study would serve both English and Vietnamese teachers well as a useful and lively teaching tool. Hence they can help their students in making use of the effectiveness of greeting in adding humor and beauty for their literary works

### **5.2.3. For movies Translators**

In recognition of similarities and differences between Vietnamese and English greeting based on the data collected from movies, hopefully this study will assist movies translators to enhance the effectiveness of their work when dealing with Vietnamese and English movies.

## **5.3. LIMITATIONS**

Due to the lack of time, space as well as relevant materials, the topic under study may not have been thoroughly discussed as it should be. Greetings are varied but this thesis only investigates some specific types regarding pragmatic features in both languages. With the limited data for the analysis all kinds of greetings have not been covered. Furthermore, the similarities and differences in other linguistic features of greetings in English and Vietnamese advertising movies has not been analyzed clearly yet. With those difficulties and limitation of personal ability, sources of materials relating to the

problem under investigation and outside factors, some weaknesses are inevitable. I would be very grateful to those who take interest in the topic and this work. Any comment, advice and adjustment is valuable to make this work more fulfilled, diversified and perfect.

#### **5.4. SUGGESTIONS FOR FURTHER RESEARCH**

Through a period of time collecting and analyzing data of greeting used in English and Vietnamese movies, I found that it is a very helpful and productive source for English teaching and learning in Vietnam, hence I strongly put forward the suggestion for “*The Contrastive Study of Greeting in English and Vietnamese Textbooks*”.