

FOREIGN LANGUAGES AND VIETNAMESE

A STUDY ON SOME DIFFERENCES IN VIETNAMESE AND ENGLISH ADVERTISING SENTENCES

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ABSTRACT : In advertising, language is the most important medium combining with other physical media such as sounds, images, light, objects, shapes, etc.. The study of advertising sentences in the Vietnamese structural, semantic and pragmatic aspects and the comparison of these three aspects in the English ones is very necessary for both language researchers and copywriters. This article only delves into a few differences in Vietnamese and English advertising sentences to be of practical help for many types of purposes and needs of many subject types which is necessary to learn, uses and orients the Vietnamese and English usage for advertising and for many fields as well as jobs.

KEY WORDS: advertising sentences; advertising activities; language; Vietnamese; English.

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1. Introduction

The most important unit or medium in the majority of advertising copies is the advertising sentences. This medium most clearly shows the characteristics of advertising language with meaningful content that highlights the characteristics of goods and services advertised. The advertising sentences have short and concise content, creating an impact that is easy to remember, easy to understand, easy to recognize the brand features, emphasize the brand in the customer's mind to save the impression of the products and services. Advertising sentences can be classified as multi-style sentences, with diverse types of structures (simple sentences of all kinds, ellipsis sentences, types of compound sentences, some complex sentences).

In order to make the advertising words more impressive, attractive and especially more persuasive, the copywriters cannot ignore the role of rhetorical art, because according to author Dinh Trong Lac (1996): "*What makes the magic of language is the rhetorical means and measures*" [p.4]. Author Chuandao Y. (2005) also recognized that: "*Rhetoric is an art of using language*" [p.2]. According to English linguists, the most persuasive presentation is usually through rhetorical means. The rhetorical means used in advertising have a very strong attraction, affecting the process of trying to understand the products, creating a feeling of interest and satisfaction, thereby remaining in the reader's memory. In reality, when comparing advertising texts with rhetorical means and measures and the ones without them, the previous ones attract more attention and help to remember longer.

The problem of identifying and classifying means and methods of advertising has been raised by domestic and foreign researchers in research works, such as that of author Dayan A. (in 1961, shown in the translation into Vietnamese language in 2002, of the authors: Tran Dinh Vinh - Nguyen Duc Ton [1993], Huynh Van Tong [2001], Nguyen Thi Thanh Huong [2001], Ly Tung Hieu [p.33], etc. Among these, it is worth noting the research work of the authors Tran Dinh Vinh and Nguyen Duc Ton (1999) entitled " About advertising language" [1993], which classified advertising media into groups: language, sounds, images, graphics, objects. And author Ly Tung Hieu (2004) defines: "*Advertising media are physical tools (including people) used by advertisers to directly convey advertising messages to the public...*" [p.30].

Following the research writing on comparing the structures, semantics and pragmatics of Vietnamese advertising sentences (comparing with the English ones), in this study, we only explore a few differences in the Vietnamese and English advertising sentences: in terms of structures, semantics, and pragmatics; thereby, forming a new source of documents containing the comparative and contrasting results to find out the similarities and differences in the ways of expressing structures,

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semantics and pragmatics at the sentence level, along with the linguistic means and methods as well as the arguments in English and Vietnamese advertising language. This result will help linguists learn more about linguistic typological differences at the sentence level and pragmatic, sociolinguistic aspects. At the same time, helping advertising experts in Vietnam have a broader view on the art of using sentences in English advertising language; thereby, being able to adjust the advertising industry in Vietnam to become more and more professional.

The object used to compare the Vietnamese and English advertising language is advertising sentences, which aims to find out the similarities and differences in structures, semantics, pragmatics, rhetorical means and measures, as well as the reasons of pragmatic arguments in advertising sentences. The research objects associated with the above issues are the means and methods of forming structures, semantics and pragmatics in advertising sentences and texts. The main content is to identify lexical-semantic groups with the function of being a means for building structures and semantics and pragmatics in advertising sentences, including: a) Identifying words/phrases, expressive words, expletive words, especially words/phrases commonly used in advertising; b) The rhetorical means and measures at the phonetic, lexical, syntactic levels, types of the reasons in pragmatic arguments are used to make advertising sentences and models.

2. Methodology

The writing uses the quantitative and qualitative statistical methods of collecting data sources including 600 units, with two types: The linguistic data are 300 Vietnamese advertising sentences in written newspapers published in Ho Chi Minh City in the years of 2007 to 2012; the linguistic data are 300 English advertising sentences which are mainly exploited on the Internet, because the source of data in English newspapers in Vietnam is still limited.

In terms of the scope of comparison, the presence of advertising sentences in two different languages will help to recognize the signs (phonetics, vocabulary, grammar) to show the similarities and differences in two languages. Sentence classification results help to clarify the similarities and differences at the sentence level and the grammar rules used to make advertising sentences and texts in Vietnamese and in English.

3. Findings and discussion

3.1. Differences in structures, semantics and pragmatics in advertising sentences

3.1.1. Sentence types that are only in English advertising language

a) *Simple elliptical sentences with singular subjects*: The difference in the concordance between the subject and the verb in the two English and Vietnamese languages leads to differences in the structure of simple elliptical sentences. In English, to match the singular subject, the verb must be added *s* or *es*. The survey results show that the phenomenon of sentences starting with verbs having *s* or *es* due to the ellipsis of singular subject accounted for 1.7% in the English advertising language. For example, *Tastes like they're still on the vine*. (Muir Glen Tomato Sauce - Every Day with Rachael Ray magazine. October, 2006).

b) *Simple sentences with the ellipsis of the main clauses*: Among 300 English advertising sentences surveyed, the simple sentences with the ellipsis of the main clauses have not been found in the Vietnamese advertising sentences. In the English advertising language, the phenomenon of omitting the main clauses has made a difference in the two surveyed advertising languages. For instance, *Because you're worth it*. (L'Oréal lotion - Women's Weekly April, 2009).

c) *Simple elliptical sentences are prepositional phrases*: The tendency to reduce (to omit) the sentence structures into phrases such as noun phrases, adjective phrases, and verb phrases is a similarity in the Vietnamese and English advertising languages. However, reducing sentences to prepositional phrases only appears in English advertising language with a rate of 1.3%. Prepositional phrases in English advertising sentences usually begin with the preposition *for* (for/because). In terms of semantics used in advertising sentences, the preposition *for* at the beginning of the sentence carries a highly expressive nuance, because the meaning of this preposition seems to express the writer's

feelings for consumers with the optimal benefits of the products, making readers feel like they are enjoying them. An illustration of English advertising sentences using prepositional phrases: *For naturally softer & smoother baby skin.* (Kodomo Shower Gel - Women's Health October, 2007).

d) *Compound-complex sentences*: This type of sentence only appears in English advertising language, with a low frequency (0.3%). For example, *We guarantee your skin will feel amazing or your money back.* (Vaseline lotion - Women's Day April 6th, 2009). The structure of this advertising sentence is a combination of a complex sentence (main clause: *We guarantee...*, subordinate clause: *(that) your skin will feel amazing*) and a compound sentence with the connector “or” combining two ideas in the sentence.

e) *Inversive sentences*: Inverting the position of adjectives to the beginning of a sentence is a common phenomenon and is also the similarity of the inversive sentences in the two surveyed advertising languages. However, because the British often use an inversion to emphasize the element at the beginning of a sentence, this type of sentence is often used very diversely in the English advertising language, leading to different types of inversion from those of Vietnamese.

- *Reverting the position of the adverb*: In English, when an adverb is inverted to the beginning of a sentence, the structure of the sentence after the adverb (usually appearing in a sentence with a subject) also changes. Unless there is a comma after the adverb, there is no change in the sentence structure after the adverb. For instance, *Never has a perfume provoked such emotion.* (Opium perfume - <http://www.adflip.com>). The negative word “never” is placed at the beginning of a sentence, out of its usual place, and the verb “has” comes before the subject “a perfume” instead of standing after. Such arrangement of words aims to emphasize the tone of the sentence, helping the readers to immediately understand the main idea that the writers want to express: that is the irresistible allure of Opium perfume.

- *Reverting the position of a phrase starting with a preposition*: In English, groups of words that begin with a preposition are called *prepositional phrases*. This type of phrase, when used in an English advertising sentence, usually stands at the beginning of the sentence, creating a difference in the sentence structure, attracting attention at the beginning of the sentence. For example, *For you - the golden crispness of Kellogg's Frosties.* (Kellogg's Frosties - <http://www.adflip.com>). When inverted the prepositional phrase at the beginning of a sentence, the phrase *For you* gives the readers a feeling that they are an important character and also a priority character who enjoy the advantages of the product.

f) *Interrogative questions*: Interrogative sentences are used quite commonly both in Vietnamese and English advertising languages, but in the English advertising language, interrogative sentences are used more often than in the Vietnamese one. For example, *Why did I choose to study Hotel Management? It's simple - to be successful!* (SSTH Swiss school of Tourism and Hospitality – Newsweek September 10, 2007). - *Headache? Maxedo* (Maxedo headache reliever – Marketing and Family newspaper April 2nd, 2012). Instead of asking a question and then answering it, the English advertising sentences are sometimes presented in reverse. The information can be provided first, and then a question, to enhance the value of the product or service that needs to be advertised. As an illustration, *With underwear like this, who needs pants?* (Joe Boxer shorts - <http://www.adflip.com>). This advertising sentence is illustrated with the image of Joe Boxer shorts to introduce the product and highlight its advantages over trousers.

In addition, in the English advertising language, there are interrogative questions that both ask and provide information in the same sentence. For instance, *How dare you mistreat your complexion when it is so easy to use this Palmolive daily care?* (Palmolive soap - <http://library.duke.edu>).

A very difference between the interrogative sentence used for asvertisibg in English and that in Vietnamese is the use of such words as: *à, u, nhỉ, nhé, sao*, etc. In the Vietnamese advertising language, this type of words is used more than in the English advertising language. Meanwhile, the questions in English are expressed through high intonation (in yes-no question) or low (in wh-

question) at the end of the sentence. Vietnamese language in advertising uses these words with the interrogative content at the end of the sentence. For example, *Bạn muốn đẹp và trẻ mãi ư? Hãy đến với chúng tôi nhé?* (Nhi Hong Beauty Salon - Marketing and Family newspaper February 23th, 2009). This kind of question, beside the function of asking, also has the function of expressing the attitude of the questioner. The word “ư” expresses the expectation of an agreeable answer; the word “nhé” expresses an attitude of intimacy, closeness and subtle. In the English advertising sentences, such words are not included in the interrogative sentences like in the Vietnamese ones. This is a pretty big difference, and easily recognizable in terms of sentence structure.

3.1.2. Types of sentences that only appear in the Vietnamese advertising language

a) *Simple sentences with the elipsis of the subject*: The case where the subject is omitted is also present in the English advertising language, but usually it is the singular subject of the sentence. In the Vietnamese advertising language, it is necessary to distinguish between simple sentences with the elipsis of the subject and the imperative sentences. Imperative sentences are also sentences without a subject but starting with the word *Let...*; whereas, a simple sentence with a subject elipsis is a sentence that begins with a verb. For instance, *Cung cấp sản phẩm Collagen Matsicol giá gốc*. (Paris American British Salon - Marketing and Family newspaper December 4th, 2009). This advertising sentence is a subject omitted sentence, the content does not ask the readers to do something like in an imperative sentence, but mainly introduces them to the main activities of the beauty salon.

b) *Using the sentence type which is the formula*: Although it has only appeared recently and has not been widely used, the use of formulas to express ideas in the Vietnamese advertising language (which rarely appears in this kind of language) is a new and very unique phenomenon. For example, *3 in 1; or 5 + 1 = 6?* (Kim Dan Mattress- The Youth magazine December 8th, 2009). The question mark in the formula indicates that this advertising sentence is actually a question. The copywriter wants to challenge the readers to learn about the meaning of numbers.

The way to express the ideas in advertising sentences by using simple formulas has not been discovered in the English advertising language in 300 surveyed advertising sentences. This is the rather clear and recognizable difference in the form of advertising sentences in the two languages.

3.2. Rhetorical means and measures appear only in the English advertising language

a) *Middle alliteration*: Segmental phonetic units in Vietnamese include the initial, accompanying, main and ending sounds, and there are super-segment phonetic units represented by accent marks on the script. In English, there are only the initial, middle and last sounds. The difference in the sound units in the two languages leads to the dissimilarity in the representation of phonetics and voices in the advertising language.

In the English advertising sentences, the middle alliteration is a common phonetic rhetorical measure with highly expressive nuances because the repetition often creates soft, receptive and long-lasting sounds. For example, the alliteration /u/ in : *Eat Good. Look Great*. (Chocolate Peanut Butter Cake - U.S. newspaper January 29th, 2007) - The alliteration /ə/ in: *Surf & turf*. (Perivolos Resort – Eve newspaper - November, 2008). The phenomenon of middle alliteration in the English advertising language is one of the very unique phonetic rhetorical measures. Meanwhile, in the Vietnamese advertising sentences, the initial alliteration (usually the consonant at the beginning of the syllable) is a common phenomenon

b) *Repeated phrases*: Repeated phrases are the conscious repetition of phrases for the purpose of emphasizing ideas, expanding ideas, making a strong impression or eliciting emotions in the hearts of readers and listeners. [Dinh Trong Lac, Nguyen Thai Hoa, 1999, p.93]. There is no repeated phrases among the 300 surveyed Vietnamese advertising sentences (commonly, repeated words). Meanwhile, repeated phrases in the English advertising sentences are shown through the presence of the phrasal types listed below (ordered in the frequency of occurrence with illustrative examples).

- Noun phrases: *My goodness! My Guinness*. (Guinness beer - <http://www.adflip.com>). The two noun phrases are repeated with the same structure: possessive pronoun + noun. The unique idea in

this style of writing advertising sentence is that: The goodness is mine, the Guinness beer is also mine; Thus, the meaning of the advertising sentence is: Guinness beer is good.

- Prepositional phrases: *Grown in Italy. Pressed in Italy. Bottled in Italy. Loved Worldwide.* (Colavita Olive Oil - Every Day with Rachael Ray newspaper - November, 2008). The prepositional phrase *in Italy* is repeated 3 times to highlight the country where the product is made, but the sudden ending with *worldwide* highlights the prestige of the product because it is globally loved.

- Verbal phrases: *To be sure. To be sure. To be sure.* (HBA Health Insurance - New Idea newspaper - October 11th, 2008). Three repetitions of the verb *to be sure* as slogans used to exhort, urge everyone to follow, make a strong and unforgettable impression.

c) *Parallelism*: The parallelism in the English advertising language is used quite commonly and is presented through the same structures for the purpose of increasing emotional nuances and emphasizing messages. Due to the rhythm, it creates an aesthetic sense of the prosody. The survey results show that this rhetorical measure in the English advertising language is often expressed through the similarity in structures presented below.

- Bare infinitive + direct object: *Live your life, love your home.* (Ikea home appliance store system - <http://www.adflip.com>).

- The better + ...: *The better the competition. The better the type. The better for you.* (Bridgestone tires – Time newspaper - August, 2007)

- Adverb “so” + adjective: *So big...so true, so real* (TV Daylight - <http://library.duke.edu>)

- Possessive adjective + noun: *Your friends. Your place. Our wine* (Jacob's Creek Wine - Who magazine -September 1st, 2008)

- Subject + (be) + adjective: *It's New. It's Revolutionary* (TV Projection - <http://library.duke.edu>).

d) *Irony*: Irony is an expression of meaning by saying the opposite of one's thoughts to emphasize, amuse and ridicule. In advertising language, irony is used to emphasize the features of the product through the way to refer to some negative aspect instead of normally praising the product being advertised. . This strange way of advertising easily catches the attention of the readers and creates a deep impression in the readers. This method is rarely used in the Vietnamese advertising language.

3.3. Compare the rhetorical measures commonly used in the Vietnamese advertising sentences

a) *Group of rhetorical - vocabulary means*: This group of means is classified according to characteristics, origin, structures and scope of use, including the class of words or phrases commonly used in advertising (with evaluation work), borrowed words, alliterative expression, words/phrases in the speech language (including colloquial words, slangs).

b) *Group of rhetorical measures*:

- *Group of phonetic rhetorical measures*: creating rhythm, alliteration, rhyme repetition .

- *Group of documentary rhetorical measures*: how to use spelling, scripts, punctuations in advertising, such as capital, bold, italic, large font size, separation, etc. to attract attention.

- *Group of semantic rhetorical measures*: exaggeration (also known as magnification, overstatement), personification (also called impersonation), comparison (also known as rhetorical comparison, image comparison), contrast (also known as antithesis, rhetorical contrast, duality), gradational (also called upgrade), leading language, (also called blasphemy), metonymy, metaphor, pun.

- *Group of syntactic rhetorical measures*: repeated phrases (also known as parallelism, repetition), structural repetition (also known as parallelism), repeated words, inverted phrases, listing, separation. Some examples of syntactic rhetorical measures used to advertise:

- *Using a pair structure (symmetry, balance, parallelism)*. For example, *Mạnh chức nặng, giá phải chăng*. (Laptop HP Compaq 6530s Notebook PC - The Youth magazine - November 19th, 2008). Being commonly seen is the repeated words, repeated phrases and syntactic structure repetition. These measures are different in terms of the usage means, and similar in measures (the tautology, the

repetition), and are closely related to each other. : When repeating phrases, there are often the repetitions of structures containing phrases or words in the structure.

- *Using parallel structure (parallelism):*

+ *Phrase repetition/ structural repetition:* *Luôn luôn lắng nghe, luôn luôn thấu hiểu.* (Prudential - Eve newspaper - November, 2008)

+ *Listing associated with repeating words:* *Tiểu khó, tiểu són, tiểu đêm nhiều, đã có Phythizol.* (Medicine Phythizol - The Youth magazine - March 16th, 2009).

+ *Phrasal repetition/ structural repetition:* *Nhân đôi tâm nhận thức./ Nhân đôi niềm vui tận hưởng.* (Tivi TOSHIBA - Marketing and Family newspaper December 4th, 2009).

+ *Using advancing measure:* *Cuộc sống hằng ngày được kết tụ bằng sự đam mê, niềm hy vọng, nguồn hạnh phúc, chào đón tương lai và mong đợi một nền tảng bền vững.* (Asia-Europe Bank - The Youth November 19th, 2008)

+ *Using proverbs and idioms:* The phenomenon of simulating proverbs/ idioms has a much higher number of occurrences than using verbatim (the number of variations accounts for a higher proportion) and appears more in the Vietnamese advertising language than in the Englishone, creating surprise in perception but still close according to customary perception. *For instance, Bạn đang chọn mặt để gửi tương lai.* (Chinfon Manulife insurance company - Marketing and Family newspaper June 9th, 2009).

3.2.1. How to use words in advertising

a). *Using beautiful words to directly promote the products/services (common in the Vietnamese advertising language):* Commonly see words for comparison, price discussion, evaluation, etc. The statements used in advertising contain words/phrases that mean quality assessment and evaluation based on comparison. Common words are:

hơn: Đã Hài lòng, càng Hài lòng hơn! (Saigontourist's American tour - The Youth - February 3rd, 2009).

nhất (very high frequency): Tạo kết quả nhanh nhất trong thời gian ngắn nhất (từ 1 tháng) (P/S toothpaste - Marketing and Family newspaper December 4th, 2009).

duy nhất: Chỉ 3 ngày duy nhất !!!/ Giá sốc nhất !!!/ Mẫu mã mới nhất !!! (Retail system of genuine Queen Watch watches – Marketing magazine– January 26th, 2009).

tốt nhất: Với phương châm chất lượng là trên hết, chúng tôi luôn cung cấp cho khách hàng những sản phẩm tốt nhất với giá cả hợp lý. (Chau Nguyen Mobile Company - IT Marketing magazine February 7th, 2008).

tuyệt vời: PowerShot cho những ai yêu thích một bức ảnh tuyệt vời. (PowerShot Camera – The Youth - April 14th, 2008).

b) *Using words that affirm the effectiveness, superiority and necessity of using products/services:* often mention to the structure in sentences following some models indicating homogeneous relation (with *là* or a *dash*, or without both).

3.2.2. Rhetorical means and measures are only shown in the Vietnamese advertising sentences.

a) *Using idioms and proverbs:* In addition to the phenomenon of simulating idioms and proverbs as in the English advertising sentences, the correct citation of idioms and proverbs in the Vietnamese advertising language, partly shows the difference of the two surveyed English and Vietnamese advertising languages.

b) *Repeated words in sentences:* Repeated words such as beginning and ending repetition are quite common syntactically rhetorical measures in both English and Vietnamese advertising languages. However, repeated words in a sentence is a different phenomenon found only in the Vietnamese advertising language. For example, *Căng mịn như tảo. Trắng mịn như Aqua Whitening.* (Aqua Whitening Cream - Eve magazine - December 14th, 2009). // *Đi tour trước. Rước tour sau.* (Vietravel travel company - Marketing newspaper March 30th, 2009). The greater flexibility in the position of

using alliteration in the Vietnamese advertising language has created a feature for the rich and diverse expression style of the Vietnamese language that the English one has not yet shown.

Comment: The comparison results have confirmed the similarities in the advertising language expressed in advertising sentences in the two languages as follows: both use sentence types classified according to structures (simple, elliptical, compound, complex, and inverted sentences), according to meanings (declarative, imperative, interrogative, and exclamative sentences); types of word relations; rhetorical means and measures (phonetics, vocabulary, syntax); reasons used in the advertising arguments.

Some of the dominant differences in the English advertising language compared with the Vietnamese one are the use of structures, semantics and pragmatics (there are sentences only used in English advertising sentences, such as singular subject and main clause elliptical simple sentences; only prepositional phrases, compound-complex sentences, inverted and interrogative sentences are left; there are types of sentences only used in the Vietnamese advertising language: simple sentences omitting the subject, using formulas).

The specific content of the difference shows the association of three aspects: structures, semantics and pragmatics with linguistic means and methods at the stages of impact in the new advertising models, used for Vietnamese advertising. The difference at the sentence level is also reflected in the diverse application of different types of sentences in terms of structures and semantics and of the usage scope in both English and Vietnamese advertising languages. The Vietnamese advertising sentences do not use simple sentences that omit the singular subject and the main clauses, as well as prepositional phrases, and compound-complex sentences.

4. Conclusion

Between the two types of languages used in advertising, there are also differences at the level of phonetics, vocabulary, and grammar. There are units represented by supersegmentary phonetic units represented by tones (shown in Vietnamese, but not in English); using words with and without morphological changes; using various types of punctuation marks as means of expressing grammatical methods, which are available in both languages, but are used more flexibly and more abundantly in the Vietnamese advertising sentences followed by the use of word relations, modal words, etc.

In terms of *rhetorical means and measures*, although English advertising experts rarely apply idioms and repeated words in sentences to the advertising language, they have used some rhetorical measures which are very valuable in impacting consumers in advertising language especially the expression of cultural characteristics on the pragmatic level.

The results of comparing the Vietnamese and English advertising sentences are very meaningful in determining linguistic features (especially at the grammatical level) in two languages that are different in typology, along with the cultural characteristics which are reflected in language characteristics. The comparison results also have practical significance, not only for copywriters using advertising models, using sentences in advertising, but also for translating, teaching English and training advertising specialists.

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**Tìm hiểu một vài điểm khác biệt
trong câu quảng cáo bằng tiếng Việt và câu quảng cáo bằng tiếng Anh**

Tóm tắt: Trong hoạt động quảng cáo, ngôn ngữ là phương tiện quan trọng nhất trong số các phương tiện vật chất khác có thể được dùng phối hợp (âm thanh, hình ảnh, ánh sáng, vật thể, hình khối, v.v.). Việc nghiên cứu câu quảng cáo từ các bình diện cấu trúc, ngữ nghĩa và ngữ dụng ở tiếng Việt và so sánh với câu quảng cáo bằng tiếng Anh trên ba bình diện này là hết sức *cần thiết* cho cả giới nghiên cứu ngôn ngữ và người viết quảng cáo. Bài viết này chỉ đi sâu tìm hiểu một vài điểm khác biệt trong câu quảng cáo tiếng Việt và tiếng Anh để giúp ích thiết thực cho nhiều loại mục đích, nhu cầu của nhiều loại đối tượng cần tìm hiểu, sử dụng và định hướng sử dụng tiếng Việt, tiếng Anh cho quảng cáo và cho nhiều lĩnh vực, công việc.

Từ khóa: câu quảng cáo; hoạt động quảng cáo; ngôn ngữ; tiếng Việt; tiếng Anh.

Survey materials (newspapers in Ho Chi Minh city)

1. CA TP. HCM	HO Chi Minh City Police	13. SGTT	Marketing Saigon
2. ĐV	Vietnamese Land	14. SMCN	Technological Power
3. HPGĐ	Family Happiness	15. TN	The Youth
4. HHT	Students' Flowers	16. TGGD	Family World
5. M&CS	Fashion and Life	17. TGTN	The Youth World
6. M&B	Buy and Sell	18. TGVH	The Culture World
7. MYB	Mommy Loves Baby	19. TBKTSG	Saigon Economic Times
8. NCĐT	Investment Bridge	20. TS	Ray of Light
9. NLĐ	Labourer	21. TTVGD	Marketing and Faminly
10. PL	Law	22. TT	The Youth
11. PN	Women	23. TTCT	The Youth at Weekend
12. SGGP	Saigon Liberation	24. VH-TT	Culture-Sport