

LINGUISTICS AND VIETNAMESE LINGUISTICS

A COMPARISON OF THE RHETORIC MEANS AND MEASURES IN THE STRUCTURES, SEMANTICS AND PRAGMATICS BETWEEN THE VIETNAMESE AND ENGLISH ADVERTISING SENTENCES**BUI DIEM HANH***

ABSTRACT: The research works on advertising models of foreign and domestic authors are often more inclined to study advertising activities (jobs) than to comprehensively understand about and mention to language means. and their suitability for each stage of advertising intent formation. These works have not paid attention to the issues of *purposes, means and ways of using the means*, to the suitability of the means to each stage of forming the final purpose in the advertisement sentence. This means that there is a lack of generalized results about the means of expressing advertising language. This article delves into the survey, classification, and analysis of *advertising sentences* (structures, semantics, pragmatics) as well as the rhetorical means and measures (phonetics, vocabulary, semantics, syntax) in Vietnamese and English, comparing the types of and the rhetorical means and measures in structures, semantics and pragmatics of the advertising sentences in Vietnamese and English.

KEYWORDS: advertising sentences; means; rhetorical measures; structures; semantics; pragmatics.

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1. Introduction

In Western countries, since the beginning of the 20th century, there have been a number of research works on advertising, language means and modes used in advertising. For example, the author Leech (14, 1966) analyzed in detail different aspects of grammar, vocabulary, language structures, rhyme method and rhetoric measures in advertising language and linked these dimensions to functional factors such as attention value, listenability, readability, memorability and selling power. How to use sounds like alliteration, rhythm, rhyme and jingle, etc. are all related to memory. The frequent use of imperatives and comparative structures with the word “the most” is related to the sales effectiveness. The author believes that distinctive feature of advertising language is the use of clauses, phrases and words as minor sentences has formed a different kind of grammar, which is represented by the term disjunctive grammar. [13, 1961, tr.62-64].

In Vietnam, there have been a number of research works on Vietnamese in advertising including means, methods, and rhetoric measures in advertising texts, and there is a research thesis on a type of advertising sentence or with the function of being a part forming Vietnamese advertising text. For example, on the rhetoric method in the advertising text and in the advertising sentence type, there are a number of thematic reports, such as: The Vietnamese rhetorical methods in advertising language of by Ho Cam Tu [7, 2005], The rhetoric method in Vo Anh Tuan's Vietnamese advertising slogan [8, 2008], etc. In addition, there are also a number of articles and some memoirs which not only directly research on the expression of advertising language on newspapers and radios, but also study the brand and signboard (also a product with the content of advertising) mentioning to the use of a tool, language (mostly writing language) for advertising such as: *Initially investigating and surveying the*

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current situation of advertising, using Vietnamese and foreign languages on signs and advertisements in Ho Chi Minh City by Nguyễn Kiên Trường [9, 2004a], etc.

Thus, it is very necessary and urgent to have new research results on Vietnamese in advertising because advertising language has not only good but also bad effects on society and all subjects on a large scale. The main research direction is to focus on the issue of using advertising language in social communication from the perspective of linguistics, especially pragmatics, linguistics- society, and style. The urgent need is to clearly identify the objects, the content, and the scope of the study, mainly the language means and methods used for advertising in spoken and written forms. The means and methods that need to get attention are at the Vietnamese phonetic, lexical, syntactic and stylistic levels. The identification of advertising sentence types divided into structures and meaning (speech purpose), in which, the implied meaning, explicit, the reasons in pragmatic arguments, means and rhetoric in the comparison with the English advertising language, the construction of a new model of language used in advertising, etc. needs more attention. This is the desire to gradually fill in the gap of the research on Vietnamese advertising sentences, which is also the main reason for choosing the topic of our article.

2. Research methods

The article uses the collective and statistical methods to quantify and qualify the data sources including 300 Vietnamese advertising sentences and 300 English advertising sentences on written newspapers. This method is used to study and demonstrate the frequency of using sentence types, rhetoric measures and means as well as the arguments in English and Vietnamese advertising sentences. Based on statistics, the article analyzes and evaluates the scope and usage level of each sentence type, each type of rhetoric measure and means, and of the arguments in advertising language.

3. A comparison of the rhetoric means and measures in the structures, semantics and pragmatics between the Vietnamese and English advertising sentences

3.1. Phonetically rhetoric measure

a). First alliteration: This is the measure of repeating the phonetic word at the beginning of a sentence. The survey results show that the first alliteration is used quite commonly in both advertising languages in English (5%) and in Vietnamese (6.7%). The similarity in these two advertising languages is that the use of the first alliteration not only attracts the reader's attention through the phenomenon of alliteration but also greatly affects the meaning of the sentence. If in the Vietnamese advertising sentences, the first alliteration adds meaning to the sentence, then in the English advertising sentences,, the first alliteration highlights the meaning to be expressed. For example: when coming to Calient Hotel, guests will enjoy such interesting things as sea, sun, sand, a private world, etc. All of this is expressed in an advertising sentence by repeating the /s/ sound at the beginning of each word to draw the reader's attention to the meaning of each word, such as: *Sea, Sun, Sand, Seclusion ... and Spain!* (Sea, Sun, Sand, a private world and Spain!) (An advertising of Calient Hotel - <http://www.ad flip.com>).

b). Rhyme repetition: In the Vietnamese advertising sentences, rhyme repetition is used the most with the rate in the survey of 12.4%. This phonetic rhetoric measure is also used in English advertising sentences although its usage rate is much lower (2%). This method creates the same sounds that are repeated in a consecutive rhythm, having a continuous impact on the reader's mind, creating a very high impression. For example, *Little Hershey's Kisses chocolate candies in a CRUNCHY candy shell.* (Hershey's Kisses Chocolate - Parents 6/2007). The bold words in the sentence are pronounced /i/. Thus, in only one sentence, there are 6 sounds equivalent to /i/ sound, creating attention in the advertising receivers.

3.2. Vocabulary rhetoric measure

In English advertising sentences, the reproduction of folk songs and proverbs is not used, but the rate of reproducing idioms (3.3%) is higher than that in the Vietnamese advertising sentences (1%). Like in the Vietnamese advertising language, the reproduction of idioms in the English advertising language is also very flexible with a syntactic function that is not rigid, but sometimes used as a subject, sometimes as a predicate and can be a part of a sentence, or a sentence (utterance). As an example of one English advertising sentence, *The pros without the con* (The Times Magazine – <http://www.adflip.com>). This sentence reproduces the idiom: The pros and cons.

In addition, in both English and Vietnamese advertising languages, the idioms often show implicit meanings; first of all, because "the basic characteristics of idioms are built on the basis of comparative, metaphorical methods and of metonymy" [5, 1999, p.37]; next, because idioms in English are a group of words that have different meanings from each word in that group of words. An illustration in English advertising language, *Eat to your heart content* (Mornflake breakfast cereal - <http://www.adflip.com>). This sentence reproduces the idiom *to one's heart content*. This metaphorical idiom was formed on the basis of comparing *heart content* with *a desired quantity*, leading to the implicit meaning of the advertising sentence: this cereal cake is very delicious, you can eat it all the time and still not get bored. The reproduction of idioms in both English and Vietnamese advertising languages are presented in a very diverse and creative way, with strong persuasion and attraction.

Table 1. Compare of Phonetically rhetoric measure and Vocabulary rhetoric measure between the Vietnamese and English

<i>Phonetically rhetoric measure</i>	Vietnamese	English
<i>First alliteration</i>	6,7%	5%
<i>Rhyme repetition</i>	12,4%	2%
<i>Vocabulary rhetoric measure</i>	2,3%	3,3%

3.3. Semantic rhetoric measure

a) Metaphor: The metaphor in the English advertising language (11%) is not only much more commonly used than that in the Vietnamese advertising language (3%), but also ranks firstly in the survey of the usage rate on the rhetoric means and measures. This shows that the method of meaning changing based on the law of similarity association, or in other words, implicit comparison in metaphor, has been applied very successfully. Follows is an English advertising using metaphor, *Discover the secret for truly radiant skin* (Aveeno Skin Cream - <http://www.adflip.com>). Thus, Aveeno skin cream has been associated with something mysterious that needs to be discovered. Metaphor is used as a means of expression to increase the image, enrich the expressive nuances, therefore, has a strong appeal in the English and Vietnamese advertising languages.

b) Metonymy: The English advertising language tends to apply the method of changing meanings based on the approaching association rules more than the Vietnamese advertising language does. Comparing the Vietnamese advertising sentence: I love Toshiba (Toshiba Refrigerator) (The Weekend Youth Newspaper July 19, 2009) with the English advertising sentences: I like Volvo (Volvo Car - <http://www.adflip.com>). // Kids love Stix (Stix Cheese - Parents June, 2007). The items in the above advertising sentences such as Toshiba cars, Volvo cars, and Stix cheese are mentioned as specific items that consumers have used and loved; in fact, each of the above items represents all other items of the same brand. Thus, the metonymy in these advertising sentences has been successfully used to help associate one item with other items of the same brand.

c) Antonym: Antonyms are used quite commonly in the English advertising language (4.7%) and the Vietnamese one (3.3%) so the contrasting contrast creates a difference in the same thing, highlighting the characteristics of the object advertised. Follows are the words that indicate the opposite relationship commonly encountered in both English and Vietnamese advertising languages:

- Adjectives: Adjectives indicating the contrast in the English advertising sentences: *small* ≠ *large*, *big* ≠ *small*, *beautiful* ≠ *ugly*, *different* ≠ *same*, *less* ≠ *more*, etc.. For example, *Less wrinkles, more firmness* (L'oréal Day Cream - Women's Weekly April, 2009).

- Quantifiers: *Double action on wrinkles and dull complexions in just one step* (Revitalift anti-aging reM - Women's Weekly January, 2011).

- Verbs: *Stop dieting. Start living.* (Weight Watchers weight loss products - Woman's Day April 15, 2008).

d) Personification: Personification is also one of the rhetoric methods used quite commonly in the English advertising language (4.7%) and the Vietnamese one (3.3%). Similar to the Vietnamese advertising language, the personification in the English advertising language assigns inanimate products to the human's attributes, making them closer, friendlier to consumers, and easier to persuade. For an illustration of the English advertising sentence with the personification: *Here's the Gift that sings, talks and lives for years* (Motorola TV - <http://library.duke.edu>).

e) Euphemism: Although the rate of using euphemism in the English advertising language (1%) and the Vietnamese one (0.3%) is not high, but this rhetorical device plays a very important role in cases where it is necessary to advertise the products or services difficult go straight to the point. For an illustration of an example with euphemism, *No more worries about hair problems.* (Beijing 101 Hair Consultation Center - Women's Weekly November, 2007). Irritating words and phrases like hair loss, dry hair, split hair, bald hair, etc., have been cleverly translated into hair *problems*.

f) Pun: The rate of using puns in the English advertising language (5.7%) far exceeds the rate of puns in the Vietnamese advertising language (1.7%). However, the puns in both English and Vietnamese advertising languages are very similar in using polysemy when applying puns. Follow is an example in English, *When it hurts, Dr. Joint Pain with Celadrin brings relief.* (Pain relief cream Dr Joint Pain - Women's Weekly April, 2009). (In this example, Dr John Paint is both the name of a doctor and the name of the product.).

The pun in the English advertising language is often used in two ways: a) Using a polysemy with the first meaning being the original meaning of the word and the other meaning being the name of the product or service advertised (named after the literal meaning, the original meaning of the word); b) Inserting the product name into the advertising message both creates unexpected associations and stimulates interest in discovering and discovering new meanings of the words in order to understand the implication of the sentences and thus easily engraves them in the reader's memory.

g) Exaggeration: is very commonly used in the English advertising language (7%) and in the Vietnamese one (3.3%) because the nature of advertising is to give very good introduction to the products for stimulating buyers; and thus, leading to the tendency to exaggerate the quality and the products' advantages advertised in order to make the best impression on the product consumers. Similar to the Vietnamese advertising language, the measure of exaggeration in the English one is also expressed in the following ways:

+ Use words with exaggerated meanings:

Pairs of common phrases in the English advertising sentences: *No other... like...; There is nothing ... than ...; There's no match for...* For example, *No other pain-relieving gel works like Deep Relief* (Pain relief glue Deep Relief - <http://www.adflip.com>).

+ Use words that compare quantity: usually a superlative comparison to exaggerate the salient features of a product or a service advertised in English. The most commonly used structure of superlative comparison is: short adjective + est. For the adjective "good", the superlative form of comparison is: The best... Follow is an example that uses words to compare quantities: *The World's Finest Instrument For Home Entertainment* (Capehart television - <http://library.duke.edu>).

Table 2. Compare of Semantic rhetoric measure between the Vietnamese and English

Semantic rhetoric measure	Vietnamese	English
Metaphor	3%	11%
Antonym	3,3%	4,7%
Personification	3,3%	4,7%
Euphemism	0,3%	1%
Pun	1,7%	5,7%
Exaggeration	3,3%	7%

Compare with lexical-semantic groups commonly found in Vietnamese advertising sentences:

- *Words/ phrases indicating quality:* A group of words/phrases used to state in the direction of self-assessment about the quality, characteristics, properties, and uses of a product/service. Here are some examples of advertising sentences that use adjectives to indicate the quality of products and goods and a high degree of technical efficiency:

Ex: *Đột phá bất ngờ với từng lát khoai tây thơm giòn!* Breaking through surprisingly with each slice of crispy and fragrant potato! (*Kinh đô cake - Marketing newspaper January, 2000*)

Ex: *Sữa ngon pha chế càng ngon* The more delicious the milk is the better the milk preparation is (*Phuong Nam Star milk - Women newspaper August, 2018*)

Ex: *Hệ thống giáo dục phổ thông chuyên nghiệp, kinh nghiệm chuẩn quốc tế* A professional and experienced high-school education system with an international standard (*International private high school - Marketing newspaper July, 2007*)

Ex: *Vì một thế hệ IQ ... cho hiệu quả vượt trội* . For an IQ generation ...for an outstanding efficiency. (*Advance IQ products - Marketing newspaper May, 2006*)

- *Words/ phrases with the comparative implication at the highest, solest level and at the most unique one.*

Ex: *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.* With the motto of quality above all, we always provide customers with the best products at reasonable prices. (*Châu Nguyễn mobile company - Echmobile magazine September, 2007*)

Ex: *Lốp Radial TOÀN THÉP (cho xe khách và xe tải) lần đầu tiên sản xuất tại Việt Nam.* ALL-STEEL Radial tires (for passenger cars and trucks) were first produced in Vietnam. (*Saigon Economic Times January, 2009*)

Ex: *Sức mạnh vượt trội bên trong.* Internal great strength. (*Marketing newspaper September, 2006*)

- *Words/phrases that stimulate consumer psychology:*

Ex: *Kem dưỡng da Eversoft White ngọc trai chứa chiết xuất ngọc trai thủy phân chất lượng tốt nhất từ Nhật Bản, tan nhanh và thấm sâu cho làn da trắng mịn nhanh hơn, đặc biệt công thức đậm đặc xóa đi các khuyết điểm của da do thời gian.* Eversoft White Pearl Skin Cream contains the best quality hydrolyzed pearl extracted from Japan, which melts quickly and penetrates deeply for smoother white skin faster. Especially, the concentrated formula erases skin imperfections caused by time. (*Eversoft White skin cream - Marketing and Family newspaper September, 2004*).

- *Words/phrases indicating material and spiritual values associated with people (humanistic):*

Ex: *Shenzhen, thành phố quyến rũ, đặc khu thịnh vượng!* Shenzhen, charming city, prosperous special area! (*Shenzen Airline- Marketing newspaper August, 2006*)

Ex: *Tết làm điều phúc sung túc cả năm. Mua VCD được thưởng Mec-xi-đi.* - Tet do good things for the prosperous whole year. Buy VCD, get Mexican bonus. (*HTV television-Marketing newspaper May, 2006*)

- *Words are brand names, product/service names:*

A group of words/phrases that are brands, subjects, used as names (for products/services). The highest frequency of occurrence includes the name of the manufacturer, business establishment, and agent, most commonly business names and brands and trademarks. For example, *Prudential*, *EXPO paint*, *Lavie natural mineral water*, etc.,..

3.4. Syntactically rhetoric means and measure

a) *Repeated words at the beginning of a sentence:* The repeated word at the beginning of a sentence is widely used in both English advertising language (7%) and the Vietnamese one (3.7%), in order to emphasize a certain nuance of meaning, to attract the readers' attention and to make advertising messages have strong persuasion.

The first words in the English and Vietnamese sentences which are often used to repeat are parts of speech and some words with negative meanings (with examples):

+ *Verbs:* Choose *Healthy*. Choose *Dreamfields* (Dreamfields pasta - Woman's Day April, 2008);

+ *Adverbs:* So *individual*. So *soft*. So *incredibly shiny* (Nordic hair dye- Woman's Day November/2008);

+ *Quantifiers:* 0% *soap*. 0% *colour*. 0% *lanolin*. 0% *fragrance*. 0% *propylene glycol*. 100% *QV* (QV skin cream - Woman's Day March, 2008);

+ *Negative words:* No *sugar added*. No *preservatives* (Marigold fruit juice- Simply Her magazine December, 2008).

The measure of repeated words at the beginning of a sentence in the English advertising sentences is more diverse than in the Vietnamese one. In addition to verbs, adverbs, negative words, quantifiers, and repeated words at the beginning of a sentence in the English advertising sentences, they can be parts of speech with specific functions as follows:

+ *Adjectives:* Ex: Healthy *gums*. Healthy *teeth!* (Systema gum protective drug - Simply Her magazine December, 2008);

+ *Subjective pronoun:* Ex: They *talk*. They *mush*. They're *Snow Cool!* (Snow Cool DVD movie - Woman's Day April, 2009)

Both English and Vietnamese advertising languages use this rhetoric measure very flexibly to attract readers with the intuitiveness when reading an advertisement at the first sight through the use of repeated words at the beginning of a sentence.

b) *Repeated words at the end of a sentence:* The rate of using the repeated words at the end of a sentence in the English advertising sentences (1.7%) and the Vietnamese ones (1.3%) are relatively equal. In addition to the effect of attracting the readers' attention, the art of repeating words at the end of the sentence also brings strong persuasion in rhythm and harmony; at the same time, increases the expressive nuance in the meaning of sentences. For example, *Smile more*. *Inspire more*. *Take more*. *Thrill more*. *Play more*. *Chill more*. *Grip more*. *Fit more*. *Ferry more*. *Flee more*. *Feel more*. *Travel more*. *Extra more*. *Further more*. *DO MORE* (BMW X3 car - Eve magazine January, 2007)

c) *Reversing the order of elements in the structure:* The conversion is not shown much in both English and Vietnamese advertising sentences (0.3%). This is one of the very unique ways of using words by repeating words in consecutive clauses in reverse order.

d) *Structure repetition:* it is used in both English advertising language (2%) and Vietnamese one (1,3%). As an illustration in the English advertising sentences using the structure repetition, Give her *pleasure*. Give her *leisure*. Give her *ELECTROLUX for Christmas* (Vacuum cleaner ELECTROLUX - homepage. ntlworld .com/ paul. linnell/sso/vacuum). The repeated structure: verb + indirect object + direct object.

The above survey results are consistent with the theory of syntactic rhetoric measure which has been confirmed in the works on the Vietnamese learning style of some authors: Nguyen Nguyen Tru (1990), Dinh Trong Lac (1996), Cu Dinh Tu (1983), etc.

3.5. Reasons in pragmatic arguments

- *Arguments on the attribute*: Comparing the attributes of the advertised products to be like the excellent attributes of another thing or phenomenon in order to enhance the value of the advertising products through the inherent value of another thing or phenomenon, creating the hidden meaning expressed by the art of comparing two things or phenomena. This is the similarity of the two advertising languages under investigation. An illustration in the English advertising language, *Soft and strong like cloth* (Viva tissue paper - Every Day with Rachael Ray magazine October October, 2006).

- *Arguments on the quality*: Just like in the Vietnamese advertising language, promoting the quality of products in the English advertising language shows the advertisers' implication that: We always put quality on top priority, so our products are very trustworthy. For example, *With perfect quality, heading straight for the top*. (Hyundai car – Newsweek magazine September, 2007).

- *Arguments on the quantity*: The number of people using the products, the high effect indications and the low cost demonstrations of the products are always very convincing arguments used in both English and Vietnamese languages because the more people use the products the more the products are reliable, and the more the products are effective, the more people trust them. For example, *100% of women showed brighter, more radiant eyes*. (Garnier eye wax - Shape magazine August, 2008).

- *Arguments on the thrift*: Impacting on the consumers' pockets is a very effective psychology impact that both English and Vietnamese languages use as an argument that implies expressing the desire of the advertisers to bring practical benefits to consumers through saving costs, time and effort of purchasing (sometimes bringing goods to houses). For example, *We'll save \$112 for trips by riding to Seattle in these new TOURALUX cars*. (Touralux car - [http:// library.duke.edu](http://library.duke.edu)).

- *Arguments based on experts' opinions*: Psychologically, consumers feel more secure when they use the products or services that experts trust. Based on this mentality, the English and Vietnamese advertising writers both use the argument of usage patterns into their advertising messages, with the implication of building more trust in the products among consumers. For example, *87% of skin specialists agree that it reduces wrinkles effectively*. (Olay lotion - Women Weekly magazine September, 2007)

- *Arguments affecting fear*: The English and Vietnamese advertising writers have impacted the customers' worries about health, age, etc., which increases the level of fear through the words expressed in the advertising messages; then the advertising writers give the customers a glimmer of hope to get rid of that obsession by using the products being advertised. For example, *A little daily brushing. A little daily blowing. A little daily damage*. (Dove shampoo - US newspaper January, 2007). The reasons in this advertising sentence implies that: Buy Dove shampoo because it will help you escape the fear of getting a little damaged in the hair every day.

In terms of means and rhetoric measure, although experts in the English advertising rarely apply idioms and repeated words in sentences to advertising languages, they have used some very valuable rhetorical measures in advertisements. especially the expression of cultural characteristics on the pragmatic level.

In general, in Vietnam, research results on advertising language have been abundant but have not been systematized. There is still a lack of results in understanding the structure, semantics and pragmatics of the Vietnamese sentences, the language means and methods used for advertising, reasons and arguments in advertising and research on advertising model by language. The most obvious lack is the results of comparing the English and Vietnamese advertising sentences. This result is necessary to create for many different benefits.

4. Conclusion

The linguistic means and methods used to build a new theoretical model of the advertising impact process using language is confirmed by defining the model and the way it is created (using the language means and methods and the cohesive relationship of structural, semantic and pragmatic aspects). The result of the new construction is that this model contains the steps of language impact to form the final goal in advertising.

This article compares the rhetoric means and measures in structures, semantics and pragmatics in the English and Vietnamese advertising sentences, which states that the similarity is they all use idioms and repeated words in sentences, some rhetoric means and measures (*Repeated words at the beginning of a sentence*: Vietnamese: 3,7%, English: 7%; *Repeated words at the end of a sentence*: Vietnamese: 1,3%, English: 1,7%; *Reversing the order of elements in the structure*: Vietnamese: 0,3%, English: 0,3%; *Structure repetition*: Vietnamese: 1,3%, English: 2%); and the difference is that in the Vietnamese advertising sentences, the repetition is used the most (12,4%); while the metaphor ranks first among the English and Vietnamese rhetoric measures (11%).

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**So sánh các loại phương tiện và biện pháp tu từ
trong cấu trúc, ngữ nghĩa và ngữ dụng ở câu quảng cáo bằng tiếng Việt và tiếng Anh**

TÓM TẮT: Các công trình nghiên cứu về *mô hình quảng cáo* của các tác giả nước ngoài và trong nước thường thiên về nghiên cứu về hoạt động quảng cáo (các công việc) hơn là tìm hiểu, đề cập một cách toàn diện về phương tiện ngôn ngữ và sự phù hợp của chúng cho mỗi công đoạn hình thành mục đích quảng cáo. Các công trình này chưa chú ý đến các vấn đề *mục đích, phương tiện và cách thức sử dụng phương tiện*, đến sự phù hợp của phương tiện với từng giai đoạn hình thành mục đích cuối cùng ở câu quảng cáo. Có nghĩa là thiếu các kết quả khái quát về phương tiện thể hiện ngôn ngữ quảng cáo. Bài viết này đi sâu khảo sát, phân loại, phân tích ngữ liệu là *câu quảng cáo* (về cấu trúc, ngữ nghĩa, ngữ dụng) và các phương tiện, biện pháp tu từ (ngữ âm, từ vựng, ngữ nghĩa, cú pháp) ở tiếng Việt và tiếng Anh, so sánh các loại phương tiện và biện pháp tu từ trong cấu trúc, ngữ nghĩa và ngữ dụng ở câu quảng cáo bằng tiếng Việt và tiếng Anh.

TỪ KHÓA: câu quảng cáo; phương tiện; biện pháp tu từ; cấu trúc; ngữ nghĩa; ngữ dụng.

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	Hoa học trò	16. TGGĐ	Faminy 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 Family
10. PL	Law	22. TT	Youth
11. PN	Women	23. TTCT	The Youth at Weekend
12. SGGP	Saigon Liberation	24. VH-TT	Culture - Sports