LINGUISTICS AND VIETNAMESE LINGUISTICS

TYPES OF THE REASONS IN ADVERTISING PRAGMATIC ARGUMENTS AND NEW THEORETICAL MODELS ON THE IMPACT PROCESS OF ADVERTISING IN VIETNAMESE LANGUAGE

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ABSTRACT: Advertising is the art of using words to attract attention, create attraction and influence, causing the actions (buying or using services) of the customers. To do that, copywriters writing advertisement pages in Vietnamese often use the argumentative method. One of the factors that makes an argument successful is the reason.

To attract customers to buy products or use services, the copywriters writing Vietnamese advertisements have subtly applied the reasons in everyday life, richly expressed cultural characters and national spiritual values in the perception, psychology, emotions and behavior of the Vietnamese people. The following article presents the types of reasons in arguments used for Vietnamse advertisements.

KEYWORDS: advertising; words; reasoning methods; paradigm; Vietnamese.

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1. Introduction

From 1990 to now, studies on advertising and advertising language (AL) has had many valuable results both in theory and practice in Vietnam. There are a number of research results that refer to the general theory of advertising and advertising language, including style, characteristics, communication theory, reality of using means for advertising expression, etc. Notably, the results of general studies on language and Vietnamese in advertising, such as "*About language in advertising*" written by the two authors Tran Dinh Vinh and Nguyen Duc Ton (2003), have applied the theory of verbal activities on understanding the social and psychological basis of organizing language means in advertising texts in newspapers and on radio in order to improve the effectiveness of advertising activities. Among the research results on advertising language from many aspects, there are also works of Nguyen Duc Dan with *Advertising Language: Copy Method* (1994), Ho Sy Hiep with *Current Advertising Writing Method* (1999), Luu Trong Tuan with *Advertising Language* (2011), etc. It is noteworthy that Mai Xuan Huy's research works entitled *Characteristics of Advertising Language in the Light of Communication Theory* (2001), presented research results on types of speech acts, conversational structure and argument in advertising. Also from the aspect of communication in advertising, the author has announced research results on *The phenomenon of the address in advertising communication* (2004). A number of articles, reports, theses, dissertation, special subjects, etc. have discussed the characteristics and practice of using Vietnamese in advertising, and compared as well as contrasted advertising language in English and in Vietnamese. A number of scientific reports, special subjects, memoires, etc. present research results in Vietnam on advertising, advertising language in the newspapers as well as in communication and the culture in advertising. For example*, Some remarks on the Vietnamse advertising language in the newspapers in the late 19th and early 20th centuries* of Dinh Van Duc, Vu Duc Nghieu and Duong Hong Nhung (2007), *Research on conversational structure in single-voice advertising discourse* of Nguyen Thi Tho and Nguyen Thu Hien (2008), *Advertising and culture* of Duong Kieu Linh (2008),

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Characteristics of advertising language on mass media in Ho Chi Minh City of Pham Thi Cam Van (2003). *Some linguistic features of the advertising language on television* of Tran Van Kien (2003), etc. However, there are very few types of works that contrast advertising sentences in English and Vietnamese. The article of Le Tan Thi and Pham Thi Minh Khue (2008): *Word repetition in English and Vietnamese advertising*, which can be considered as one of the few advertising works, mentions this content.

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 studying the structures, semantics and pragmatics of Vietnamese advertising sentences and other language means and methods for advertising, reasoning for arguments in advertising and researching on advertising model in language; the most obvious lack is the research results of contrasting English and Vietnamese advertising sentences, which is necessary to be established for many different benefits. This study makes collections and statistics to quantify and qualify the data sources including 300 Vietnamese advertising sentences in written newspapers published in Ho Chi Minh city in the years 2007-2012. This method is used to learn and demonstrate *the frequency of using* sentence types, means, rhetorics and reasons in Vietnamese advertising sentences. Based on statistics, the writing analyzes and evaluates the scope and usage level of each sentence type, each type of means and rhetorical devices and each type of reasons or arguments in advertising language.

CONTENT

2. Types of reasons in advertising pragmatic arguments

2.1. Reasons affecting awareness

In the hierarchical model of the advertising language impact, the role of the advertising sentence at the first stage is to provide information to the customer so that the customer has an *awareness* about the product and a *knowledge* of the product' characteristics, such as: attributes, quality, price, etc.

- *Reasons for attributes:*

According to author Nguyen Duc Dan, reasons on attributes are the ones that take the necessary properties of one phenomenon to prove that another phenomenon also has that property. [6, 2001, p.199]. In Vietnamese advertising, the writers often express this type of reason by taking the inherent good attributes of things and phenomena to associate and compare with products. Take some examples, *Cool as ice* (Ramus Shampoo) (Saigon Marketing Tet newspaper 2012).// New Samsung LEDTV *Sharp as real* (TV Led) (Youth magazine 11/4/2012).

- *Reasons for quality:*

The phrases (more common than words) in advertising language such as: top quality, always leading in quality, quality with professional standards, quality commitment, etc. are tools used as arguments for the expression and introduction of high quality products. For examples, Swan always reaches the top position, top quality (Swan Beauty Salon) (Family Marketing newspaper August, 10th, 2009).// Across the five continents a RELIABLE brand. For more than hundred years, always leading in QUALITY (Ajinomoto MSG) (Laborer newspaper December 4th, 2009).

- *Reasons for price:*

Reasons on price are very persuasive because buyers are often interested in whether the price of a product fits their pocket or not. According to Caples J. (2008), "Attracting customers with bargain prices is both an old and new way. Professional advertisers always use this advertising idea.". [5, p.102]. Understanding the psychology of Vietnamese consumers, the Vietnamese advertising writer has used a variety of phrases to attract customers about the price of a product or service.For example, *Startlingly cheap* (8X01 game download service) (Women newspaper November 12th, 2009).// Never-seen cheap price (Promotion at Big C stores) (Marketing newspaper Marc, 6th, 2011). // The price can't be cheaper (Ideas Electronics Center) (Youth newspaper Apri, 11th, 2011).// Surprising cheap price! (LVS Travel Company) (Marketing newspaper March 13th, 2012).//

Extremely shocking price (Kim Oanh Real Estate Supermarket) (Marketing newspaper March 13th, 2012).

2.2. Reasons affecting emotions

The Vietnamese advertising sentences have shown quite clearly, richly and diversely all kinds of reasons: reasons referring to the right or wrong things *(the truth/ chân)* in life , reasons about good deeds according to common standards of ethics in society *(the goodness/thiện)* and reasons about natural beauty, the beauty in the cultural tradition of the Vietnamese people *(the beauty/mỹ)*. Common reasons in life about *the truth, the goodness and the beauty* are often based on the knowledge of customs, habits, worldview, human outlook, behavior, psychology, familiar emotions in life, which is a very clear expression of the Vietnamese people's way of *perceiving and reflecting* on the objective and subjective world. The research results from 300 Vietnamese advertising sentences about the type of reason affecting emotions are also partly consistent with research works on Vietnamese language in advertising. According to the author Mai Xuan Huy (2005), a daily-life argument is an effective/persuasive one which is a pragmatic argument. Arguments in advertising discourse fall into this category (Mai Xuan Huy,2005, p.242). The reasons about *the truth, goodness, and beauty* stated particularly in the advertising language are presented below.

- *Reasons for the truth:* Advertising sentences often convince customers through the reasons that are recognized as true because it is a truth that everyone accepts. For example, *To do this, you must understand and understand thoroughly* (International course on franchising business) (Marketing newspaper March 16th, 2009).

- *Reasons for the goodness:* The content of the Vietnamese advertising message often praises and honors the goodness through human values associated with the national cultural tradition, which has been produced and nurtured in the history of nation building and defense for thousands of years. Here are some basic contents with illustrative examples:

+ Promote national spirit: *Take off with our homeland* (Vietnam Airlines) (The Youth magazine July 21st, 2009). // Thousand years of pride - glorrifying quality (Halida Thang Long Beer) (Tia Sáng magazine June 20th, 2009).

+ Promoting community culture, showing collective lifestyle, harmony, side by side standing, and together sharing: *For the community - local development* (Sacombank) (The Youth newspaper March, 20th, 2012).

+ Caring for the family and the loved ones: *For your beloved home* (Reetech Air Conditioner) (Investment Bridge magazine March 7th, 2011).

+ Call to do the right things for yourself and for everyone: *For your safety, always wear a helmet when driving* (Suzuki Smash) (Marketing newspaper March 12th, 2008).

+ Expressing the heart that is always towards the motherland, sticking with the homeland, with the name of the Vietnamese land: *Shining Vietnamese beauty* (Dencos Comprehensive Aesthetic Center) (Marketing and Family newspaper February 27th, 2012).

+ Respect fatherhood and motherhood: My wife! How many nutrients are there in the milk that you are giving your baby? (Imperial Dream XO Milk) (Mom Loves Baby newspaper February, 2008).

+ Showing the filial piety: *Deep gratitude, dear mother* (Mother and Baby Store) (Women newspaper August 10th, 2009).

+ Caring for children: Special offers for babies (Truong Thanh Wood Industry Group) (Marketing newspaper September 3rd, 2009).

+ Show kindness and solidarity: Please share 6 million glasses of milk for Vietnamese children (Vinamilk Milk) (April 27th , 2009).

+ Show high solidarity: *Let's join hands to build a smarter planet* (IBM Software Services) (Marketing newspaper March 23rd, 2009).

+ Encourage the spirit of studiousness: *Giving a 100% scholarship to excellent students* (Kovit IT Training Center) (TT 24/8/2009).

+ Concerned about spiritual life: *Make life always beautiful* (TV REGZA) (Marketing newspaper August 14th, 2009).

+ Respect personal style: *Express your own style* (Dell Inspiron Laptop) (Marketing newspaper September 7th, 2009).

+ Expressing dreams, creativity and wisdom: *Constantly reaching for dreams* (Nokia mobile phones) (Marketing newspaper January 21st, 2009). // *Unleash your creativity* (Xperia Phone) (Marketing newspaper April 5th, 2012).

+ Show interest in exploring, conquering: *Explore to win!* (The program of promotion to play games for Lavie spring water product) (Marketing and Family newspaper August 10th, 2009).

+ Aspiration to the future: *Accompanying to a bright future* (Isalco Labor Export Company) (Marketing newspaper March 19th , 2012).

+ Show the determination: *Never give up* (X-men shampoo) (Law newspaper June 22nd, 2008).

- *Reasons for the beauty:* The human soul is sensitive to the beauty in both abstract form and depth, so advertisers always cosset and seek to conquer at the first moment with their own art. The Vietnamese advertising languages contain the reasons about the aesthetic culture prescribed by the cultural practices and fine customs of the nation, expressing *the traditional beauty of the Vietnamese country and people.* Exploiting the hidden values of beauty to insert the reasons into the advertising arguments will create lasting vitality in the recipients' memory. Here are some content that exploit the beauty of form and depth for advertising:

+ Depicting the beauty of Vietnam: *From Cua Dai, Hoi An, you can zoom in to see the green Cu Lao Cham reflecting on the pearl sea* (Cu Lao Cham tourist area) (Marketing and Family newspaper June 8th, 2009).

+ Honoring the beauty of Vietnamese people: *Come to DeBON Shop so that the beauty of your appearance also shines like the beauty of your soul!* (DeBON Cosmetics Store) (Marketing and Family newspaper February 23rd, 2009).

+ Loving the beauty: Soo rye han. The Rebirth of a thousand-year beauty (Soo rye han lotion) (Marketing and Family newspaper August 10th, 2009).

2.3. Reasons affecting psychology

- *Reasons for quantity:* Customers always feel secure when using a product/service that is popular with many people. Understanding this psychology, the Vietnamese advertising writers has included in the advertising languages the words and numbers that indicate the number of people using the product/service, including the number of people who have used the products with good feedback. services, expressed in numbers and specific percentages. For example, *100 million women have chosen to use Pond's* (Pot's Skin Whitening Cream) (Women newspaper April 20th, 2009).

- *Reasons for thrift:* Vietnamese people have a long-standing concept as follows: "Many a little makes a mickle" that means many small amounts accumulate to make large amounts. Therefore, thriftiness is also reflected in the daily shopping behavior of Vietnamese people. The fact that psychological impact can save money when using the products or services advertised is a very unique art of Vietnamese advertising writers. An example is a Vietnamese advertising sentence that directly expresses information about savings: *The best solution to save money for every family* (Eco-Inverter washing machine) (Family Happiness newspaper November 20th, 2009).

- *Reasons for enjoyment:* Everyone likes enjoyment, so the reasons for it will have a very strong impact on customers' psychology. The Vietnamese advertising sentences have very vividly demonstrated this kind of reason. For example, *Let Viet Airlines help you have moments of rest, relaxation and explore this beautiful southern hemisphere country!* (Vietnam Airlines travel program to Australia) (The Saigon Economics Times March 12th, 2009).

- *Reasons for using the usage patterns:* Customers often have confidence in products/services trusted by experts because experts are the ones who know the product/service best. Therefore, the semantics of advertising sentences including the usage pattern reasons often have a strong impact on consumer psychology. For example, *Top brand trusted by dentists* (Colgate Toothpaste) (Marketing newspaper August 26th, 2009).

- *Reasons for fear:* impacting on the psychology of fear about a certain issue and urging the customers to have a decision in the purchase of advertised products for solving the problem they are concerned about is a unique art of Vietnamese advertising sentences. For example, *With age, facial tissues will weaken, skin loses its firmness and wrinkles become more and more obvious* (Lasting White UV Skin Whitening Cream) (Saigon Marketing New Year newspaper, 2012).

- *Reasons for the security:* Consumer psychology of Vietnamese people today often focuses on health, products with natural ingredients, popular and high-class products. Thus, the reasons on these issues often create a sense of security.

+ Health: *Creating natural beauty and health safety for customers is our top standard* (Diep Nguyen Beauty Salon) (Marketing and Family newspaper Frebruary 26th, 2012).

+ Products with natural ingredients: Pure natural spices (Vinamit dried jackfruit) (Saigon Liberation Spring newspaper, 2012).

+ Popular products: CANON digital camera is proud to be voted by readers of Computer World magazine - PC World Vietnam as the most favorite IT product in 2009 (CANON digital camera) (Marketing and Family newspaper July 20th, 2009).

+ Products occupy the leading position in terms of quality and features: *PBM Nutritionals is in the list of the top 500 strong companies in the United States* (Insulac IQ 4 Milk) (Marketing and Family newspaper February 27th, 2012).

- *Reasons for the pride:* Customers often have a mentality of preferring to use products/services that have a good reputation in the consumer market because the pride of the products/services is also the pride of their users. For example, *Proud to be the first unit to use iShape technology of the US in body rehabilitation in 2012* (Vina Beauty Salon) (Marketing and Family newspaper February 27th, 2012).

- *Reasons of the uniqueness:* showing the uniqueness of a product/service in an advertising message is always a strong factor impacting on the customers' psychology because shoppers want to know what unique features make the product they need to buy and use prominent. For example: *Anyone who looks at Louis Vuiton-branded handbags is captivated by the unique creativity, marvelous sophistication of the products only for discerning customers* (Louis Vuiton Handbags). (Technological Power newspaper March, 2009).

2.4. The reasons that violate the principles of conversation in advertising language

To find out this type of reasons, we have relied on some opinions in a number of research works on advertising, including: Advertising is a process of linguistic communication between two communicators who are advertisers. - the person with the products or services for sale and the advertising receiver - the person who will buy the goods, products, or use the service in the future, and *"For a successful conversation, each party of the conversation needs to comply with certain principles in conversation"* (Mai Xuan Huy, 2005, p.129). Communication in advertising is one-way and away-from-face conversational communication: the advertisers converse with the invisible advertising receivers. Therefore, the advertisers must follow certain principles in the conversation, such as: the principle of cooperation (including the maxim of quantity, the maxim of quality, the maxim of relation, the maxim of mode) and the principle of politeness. The survey results show that: There are a number of reasons in advertising language that violate the principles of conversation, leading to offensive situations for recipients. Here are some content-specific results:

2.4.1. The reasons that violate the principle of cooperation

For the purpose of product introduction, advertisers often provide sufficient information related to the advertised products, expressed in semantic content in different types of sentences. Reasons are often consistent with *the maxim of quantity* (provide sufficient information) and *the maxim of relation* (provide information relevant to the product). The two maxims that are often violated are the maxim of quality and the maxim of manner.

- *Reasons that violate the maxim of quality*: Some arguments in the advertising language violate the maxim of quality because the content of advertising overemphasizes the products without an exact proof, creating a feeling of doubt in receivers. For example, *Continue to claim the No. 1 position* (Philips product line) (The Youth newspaper April 22nd, 2009). Although the purpose of the advertising is to praise the product, too much praise will make the receivers think that these are clichés, so the advertising word is not convincing. In addition, self-promotion, which goes against the humble and honest nature of Vietnamese people, will certainly not receive the sympathy from the recipients.

- *Reasons that violate the maxim of mode:* The use of obscure, misleading words and the use of long sentences are the two cases violating the maxim of mode in advertising conversations.

+ *Using obscure words that cause misunderstandings:Choose a bright future. Choose Nokia.* (Nokia mobile phone) (Ho Chi Minh City Police newspaper March 19th, 2009). This advertising sentence can be understood as: If you do not choose Nokia, your future is not bright. This is an unreasonable argument.// *The only choice of those who know.* (Appollo Exhibition Center)(The Youth newspaper December 4th, 2009). According to this expression, those who do not choose the Appollo gallery are ignorant. This reason can be an insult to many people.

+ *Using long sentence structures:* short and concise sentences will easily leave a deep impression in people's hearts. However, in reality, there are still many advertising sentences that are very long and cumbersome because they are affected by the use of sentence structures in English, particularly the use of passive structure or tag-question structure. creating a feeling of frustration and making the recipients easily lose their inspiration because it does not match the expression of the Vietnamese people. For example, *Each learner is taught by many teachers* (HPT Mobile Repair Technical Training Center) (The Youth newspaper February 3rd, 2009).

2.4.1. The reasons that violate the principle of politeness: In advertising language, saving face during the conversation means that the advertisers use words to show their respect for the recipients, avoiding damaging face, causing hurt and offended psychology to the recipients. *Of course, advertisers just want to borrow words to express their advertising purpose, but the negligence in expressing can lead to a violation of the principle of politeness in the communication process. For example,* Is your skin dry? Dull? *(NNO Night Nourishing Oil) (Marketing newspaper December 9th, 2007). This advertising sentence inadvertently exposes the mystery that anyone with this mystery wants to hide; If it was revealed, it would be very embarrassing. Vietnamese people are inherently very reserved, so using sexy words like showing off sexy curves will not suit the Vietnamese aesthetic. For example,* HAVING SMELLY ARMPIT, DARK ARMPIT, DEEP INGUINAL BUTTOCK *(Thao Linh Spa) (Marketing adnd Family newspaper March 19th, 2012). This advertising sentence is very offensive to the receivers because of the vulgar words, although the advertisers only want to clearly introduce the service that needs to be advertised.*

3. Building a new theoretical model of the advertising impact process in language

3.1. Defining the model and its establishing way

About the theoretical model showing the impact process of advertisung with languages: This is a model with formula, containing essential information about problems, operational methods to be used for all kinds of purposes... With advertising using languages, this model contains activities and effects of languages following stages, hierarchies as stated by foreign researchers on advertising languages. We think that using the term *step* instead of *stage* is more appropriate, because the *stage* is

associated with time, and the *step* is associated with the order of activities and jobs, while still having the time element. The hierarchical concept here is understood as the level of efficiency improvement in each stage, which is expressed by the language means and methods suitable for each type of purpose at each step of impact.

The steps in the model represent a process to the final goal of advertising, which is to create an effect that leads to the action of purchasing goods or using service from the receivers, asserted by many researchers. This is true but not enough, because an objective fact must be taken into account after the advertising receivers have purchased or used the goods/services: *satisfied, remembered or disappointed* (if the advertising they see is not correct). Moreover, the step must be counted from the beginning when the customers do not know/ do not know clearly about the goods, products, services and the origin of organization (company, firm, etc.).

Types of the language means and methods have been surveyed, divided into levels to learn and survey from many approaches, serving for model building.

3.2. Using the language means and methods to build models

In building the model, it is necessary to use different types of sentences (divided by meaning and structure), accompanied by means and rhetorical devices, pragmatic arguments. *Simple sentences* have a concise structures, which are easy to read, to understand, easily receptive and more impressive. This type of sentence is very suitable for the first stage of Lavidge and Steiner's model, because this is the stage that needs to attract customers to advertising through short, concise information. *Complex* and *compound* sentences can be applied to the third stage of the model, which should show the persuasive role of the advertising, because sometimes the complexity of the advertising statement can create a more convincing effect. At the same time, the task of this final stage is to prompt the action to *purchase* goods or *use* the service. This task can be accomplished through *imperative sentences*, as this type of sentence often makes direct requests to encourage the customers to act quickly.

Providing information to customers is the advertising task in the first step. Therefore, advertisers must use *declarative sentences*, because declarative sentences are used to convey information (Vanhonacker W.R., 1986, p.76). *Imperative sentences* should be used in the second step of the model, the stage that affects customer sentiment. Using *exclamation sentences*, advertisers not only express their emotions but also strongly influence the emotions of readers, which is very suitable for the second stage of the model. In terms of persuasion, *interrogative sentences* are more persuasive in urging customers to make a purchase (Vanhonacker W.R., 1986, p.76), because the interrogative form is usually more receptive and easier to attract the customers' attention. To build the model, rhetorical means and methods must be used because of its charm due to the flexible variation in structure, the harmonious combination of sounds and rhymes in phonetics and artistic expression. in using words, creating strongly persuasive messages on the ability, attitude and receptive level of the communicator (customer).

3.3. Using the cohesive relationship between the structural, semantic and pragmatic aspects

The basic reason is the close relationship between the three parts of semiotic theory (syntax, semantics, pragmatics). *Syntax* studies the relationship between signals, *semantics* studies the relationship between signals and things, and *pragmatics* studies the relationship between signals and users. These three relationships govern each other and govern both content and form. Although the three aspects above have changes and influence each other, considering the formation in advertising communication, it can be seen that *semantics* is the premise. What the purpose of advertising is, what content to choose, etc. These are all preconditions that will govern the choice of structure - semantics to express, and this choice is also influenced by the context, the object of communication, the receptive efficiency, etc. Although these are only basic recommendations on how to apply the language methods and means to advertising, the addition of the relationship between these three aspects to the advertising model represents a new contribution to the advertising theory, which not

only helps the advertisers to understand the psychology and sentiments of customers expressed through each stage, but also provides advertisers with a basic knowledge of using sentences in advertising language; from which stimulating them to learn, discover and apply *sentence patterns and rhetorical art* when advertising with language creatively for being effective.

3.4. The results of building a new model

From defining the model, its establishing way and from the results of research on the means and methods of language used in advertising as well as using the linkage relationships between the three aspects (structure, semantics, pragmatics) for building a new model in Vietnamese advertising, we can arrange the steps, hierarchy and effect on advertising receivers in a sequential sequence (by arrows), showing a logical relationship, the premise relationship (also a series of effects of the advertisers) (attached with notes in English that advertising language researchers in foreign countries have used):

+ (ADVERTISING RECEIPTERS): "*chưa biết* (unawarenss) - *biết* (awarens)"; "*tìm hiểu* (learn) - *hiểu biết* (knowledge/cognition awarenss)"; (được) *thuyết phục* (conviction); *suy nghĩ* (think); *thử nghiệm* (trial); *đánh giá* (evaluation); *thái độ* (attitude); *cảm xúc* (feel/emotion); *chấp nhận* (adoption); *chú ý* (attention); *quan tâm* (interest); *mong muốn* (desire); *ý định* (intention); *hành động* (conation) (mua/ sử dụng hàng hóa/ dịch vụ); "*thích* (liking) - *thích hơn* (preference)"; *tình cảm* (affect); *hài lòng, lưu nhớ* (memory).

This listing is also *the product of impacting steps* that work to achieve each type of purpose at each step before reaching the final effect in advertising. The advertisers must act by using the means and methods of language to create efficiency. These activities can be visualized as follows:

+ (ADVERTISERS): *introduce, provide information, inform, self-assement, self-promotion, pursuade, attract, urge, call*, v.v.

To act in this order, advertisers must use appropriate means and methods of language, corresponding to each step. For example, *to introduce and announce*, use simple multi-component sentences, compound sentences, complex sentences with narrative content; *to urge, attract*... use imperative sentences, exclamation, etc.); all use rhetorical devices and reasons in pragmatic arguments.

It is very necessary *to build a new model of advertising impact steps* in Vietnamese to create advertising effects according to each hierarchy in advertising purposes. The bases, foundations and premises used for construction include:

Using determined results about the presence, role, position, function of the means and methods of language used in advertisin, accompanied by the cohesion between the structural, semantic, and semantic aspects. used in advertising sentences in Vietnamese.

Among the survey results of theoretical models on the impact of advertising developed by foreign researchers in 3 periods, lasting from 1898 up to now, the model of Lavidge R. J. and Steiner G. A. is used to supplement and build a new model used (Table 1).

Table 1. *New theoretical model of the impact process of advertising with language*

Stage order	**Impact**	**Effective**	**Means and mode of impact used for each stage**	
3	**Conation** Stimulating a desire	Purchase ↑ Persuasion	Compound sentences, complex sentences, questions	Rhetorical means and devices (phonetics, vocabulary,

2	**Affection** Advertising changes attitudes and feelings	Preference ↑ Liking	*Imperative sentences* *Exclamation sentences*	semantic vocabulary, syntax, etc.)
1	**Cognition** Advertising provides information and data	Knowledge ↑ Recognition	Simple sentences Declarative sentences	

(Note: Arrows show the direction of the hierarchy of each stage)

In the above model, each type of sentence has its own communication ability suitable to the tasks of advertising in each step. Achieving the overall purpose of advertising is due to the use of at least four groups of speech acts of a partial or phased nature: *introduction* (initiation), *announcement* (information), *enticement* (attracting, persuading.) and *control* (persuading action). In which, each sub-action group includes specific language behaviors, such as *greeting, self-praise, encouragement*, etc. All contribute to the advertising model.

4. Conclusion

Types of reasons in *pragmatic arguments* include cognitive, affective, and psychological reasons. The reasons that violate the principles of conversation in advertising language are also mentioned. The actual situation of using advertising sentences also shows that advertisers need to express the reasons in advertising language skillfully so that the reasons do not violate the principles of dialogue, avoiding creating uncomfortable feelings for the listeners., readers, advertising viewers.

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Các loại lí lẽ trong lập luận ngữ dụng quảng cáo và mô hình lí thuyết mới về quá trình tác động của quảng cáo bằng ngôn ngữ tiếng Việt

Tóm tắt: Quảng cáo là nghệ thuật sử dụng ngôn từ nhằm thu hút sự chú ý, tạo sự lôi cuốn và tác động dẫn đến hành động (mua hàng hoặc sử dụng dịch vụ) ở khách hàng. Để làm được điều đó, người viết quảng cáo bằng tiếng Việt thường vận dụng phương pháp lập luận. Một trong các yếu tố tạo nên thành công của lập luận là lí lẽ. Để thu hút khách hàng mua sản phẩm hoặc sử dụng dịch vụ, người viết quảng cáo bằng tiếng Việt đã vận dụng một cách tinh tế những lí lẽ trong cuộc sống đời thường, thể hiện một cách phong phú các bản sắc văn hóa và giá trị tinh thần dân tộc trong nhận thức, tâm lí tình cảm và trong hành vi ứng xử của người Việt. Bài viết này trình bày các loại lí lẽ trong lập luận dùng để quảng cáo bằng tiếng Việt.

Từ khóa: quảng cáo; ngôn từ; phương pháp lập luận; mô hình; tiếng Việt.

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	Faminly 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.	TTVGĐ	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