

LINGUISTICS AND VIETNAMESE LINGUISTICS

**THE ROLE OF RHETORIC MEANS AND MEASURES
IN FORMING THE STRUCTURES, THE SEMANTICS
AND THE PRAGMATICS OF ADVERTISING SENTENCES
IN VIETNAMESE****BUI DIEM HANH***

ABSTRACT: 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 the linguistic means and methods used for advertising, arguments in advertising, and research on advertising models in language. Building a new theoretical model on the art of attracting and the impact of advertising on customers on the basis of selection from theoretical models of foreign advertising experts, and at the same time adding to the chosen models, the means and methods of language in the role of expressing ideas to convince customers. In this article, the research object associated with the above issues is the means and methods of forming structures, semantics and pragmatics in advertising sentences and advertising texts. Rhetorical means and devices used to build structures, semantics and pragmatics (including rhetorical means and devices at the levels: phonetic, lexical, semantic and syntactic ones).

KEY WORDS: advertising; advertising sentence; means; language mode; semantics and pragmatics.

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1. Introduction

In Vietnam, there have been many research results on advertising and advertising language, but there is still the lack of the results to understand the means and modes of language in the three aspects mentioned above to form the efficient model of each type on particular purposes (inform, persuade, etc), and the final purpose in advertising is to lead to the purchase or the use of products or services of any people who watch or listen to the advertisements.

The research results on advertising, the means and modes used in advertising language have not been systematized yet, mainly due to the research progress associated with the late emergence of the market economy in our country. Meanwhile, there are quite a few advertising language research works of foreign researchers who pay attention to the operation of language by means of sentences (which are the most important means), and pay much attention to advertising language from the aspects of stylistics, pragmatics, sociolinguistics. The approaches from these majors focus on the types of language means and modes used in advertising. The problem of expressing sentences in advertising language, particularly the structures, semantics, and pragmatics of advertising sentences with rhetorical means and measures as well as the arguments in advertising has not yet been paid much attention to. Finding out how to use sentences in advertising language for the purpose of persuading consumers is very much in need of receiving attention and doing research to get high efficiency for advertising. Following the author's article on Types of Vietnamese advertising sentences divided by semantics (Bui Diem Hanh, 2021), and the article Comparing structures, semantics and pragmatics in advertising sentences in Vietnamese and English (Bui Diem Hanh, 2022), this article will make an important contribution to the understanding of the Vietnamese life and state expressed in advertising language. It is necessary to skillfully apply linguistic means and modes in the advertising language to demonstrate the flexibility in using Vietnamese shown in the

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advertising sentences. Actual usage shows that there are still shortcomings in expression, leading to the advertising sentence structures that are not concise and have ambiguous meanings which are difficult to understand.

2. Theoretical background of the study

Sentences in Vietnamese are of interest to many linguists with different definitions. According to author Cao Xuan Hao (2003, p.27), sentence is the smallest unit that can be used in communication. The author Ho Le (1993, p.8) provides a more detailed definition of the sentence, asserting: *"A sentence is generally a word or sequence of words morphed into an independent utterance unit"*. The author Diep Quang Ban (2005, p.17) said that: *"A sentence is the largest unit of structure in the grammatical organization of a language, made up of a linguistic segment, focusing on an element, and is used to express a thing (or an event)"*. Many authors have emphasized the function and characteristics of the sentence, which is a grammatical unit used to inform with the communicative, modal and predicate manners. The author Nguyen Thi Luong (2006, p.19) fully demonstrates the form, meaning content, function and scope of a sentence usage through the following definition: *"A sentence is a non-available linguistic unit, used to express things, made up of smaller units according to certain grammatical rules, with its own formal signs, used in communication to perform an act of speaking"*.

Although each definition of a sentence represents a different content, the common point of the definitions is to refer to the function of expressing the linguistic act of the sentence in communication. In other words, sentences are used not only to inform, but also to negate, affirm, ask, question, express feelings, etc. That is why with the structures of simple, complex and compound sentences in Vietnamese, there is also a division of sentences into different types corresponding to the meaning content (or utterance purpose), such as: Declarative sentences (function of informing, negating, affirming), imperative sentences (function of requesting), interrogative sentences (function of asking), exclamation sentences (function of expressing feelings).

Due to the survey about the structure related to semantics in the advertising sentence, we are very interested in the means and methods of forming the structures, showing the Vietnamese basic grammatical method (word order, usage of intonation, expletive), but focusing on grammatical relations and the object that is clearly expressed on structures. The most important unit and medium in most advertising copies are the advertising sentences. This medium clearly shows the characteristics of advertising language with meaning content, highlighting the characteristics of advertised goods and services. An advertising sentence with short, concise content, creates an impact which is easy to remember, to understand, and to recognize the characteristics of the brand, emphasizing the brand in the customer's mind to save the impression of products and services on them. Advertising sentences can be classified as multi-style sentences, with diverse structural types (single sentences of all kinds, reducing sentences, types of compound sentences, some complex sentences).

In order for the advertisement to be more impressive, attractive and especially more persuasive, the copywriters cannot ignore the role of rhetoric, because according to author Dinh Trong Lac (1996, p.4): *"What makes the magic of language is the rhetorical means and method"*. The author Chuandao Y. (2005, p.2) also recognized that: *"Rhetoric is an art of using language"*. According to English linguists, the most persuasive form of presentation is often expressed through rhetorical means. The rhetorical devices 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 fact, when comparing advertising texts using rhetorical devices and means

with those without using rhetorical devices and means, the sentences using such devices and means attract the attention more and help to remember longer.

3. Methodology

The linguistic data are 300 Vietnamese advertising sentences in written newspapers published in Ho Chi Minh City from 2007 to 2012.

The data limitation: The lexical-semantic groups have a high frequency of occurrence; types of advertising sentences for the study of the three mentioned aspects; rhetorical devices and measures at the phonetic, lexical and syntactic levels.

The data presentation: Types of advertising sentences selected as illustrative examples in the content of the article are italicized, preserved verbatim as in the original, including non-standard cases in terms of form and presentation technique.

4. Findings and Discussion

4.1. Phrasal rhetorical means and measures

(i) Alliteration:

The survey results of 300 advertising sentences in Vietnamese show that the use of initial alliteration (repeating a consonant/vowel at the beginning of a word) not only creates gentle sounds, but also evokes certain emotions for the readers and form the repetition with resonance. The common alliterations in Vietnamese advertising are quite diverse such as: *ng, nh, t, th*, and the most common one is *m*. For example:

Làn da mềm mịn màng hơn mỗi ngày (Lux shower cream) (Women's World magazine March, 16th, 2009); *Thăng hoa từng ngón ngọc ngà* (Nail Salon Jolie) (Cultural world October, 16th, 2009); *Mềm mịn như nhung* (Nourishing night oil NNO) (Cultural world February, 3rd, 2010); *Tận tay tận tâm* (PetroVietnam Oil and Gas Company) (Saigon Liberation newspaper); *Thử thách đầu đời* (Dumex milk) (Family Happiness newspaper January, 6th, 2022).

(ii) Rhyme:

The survey results of advertising sentences in Vietnamese allow to confirm: rhymes are most commonly used with the following rhyming ways:

a. *The last word of the first sentence rhymes with the first word of the next sentence: Xốt kỳ diệu, triệu món ngon* (Mayonnaise Aji-mayo) (Marketing and Family newspaper March, 12th, 2012); *Đi Đầm Sen nước - rước lộc về nhà* (Dam Sen water park) (Saigon Marketing New Year newspaper , 2012).

b. *The last word of the first sentence rhymes with the second word of the next sentence: Hào Hào sung túc. Chúc phúc cả năm* (Hao Hao noodle) (Saigon Liberation newspaper - New Year 2012); *Vui Tết sum vầy - Đông đầy tài lộc* (HDBank) (Marketing and Family newspaper March, 12th, 2012).

c. *The last word of the first sentence rhymes with the last word of the next sentence: Tiết kiệm nhân ba. Hiệu quả tối đa!* (Newspaper publishing service)(Buy and Sell newspaper March 2nd, 2012); *In đẹp từng trang. Fax đi dễ dàng* (Canon printer) (Thanh Nien magazine March, 27th, 2012).

4.2. Lexical rhetorical means and measures

(i) The use of idioms, proverbs, folk songs:

In the advertising language in Vietnamese, idioms are used to provide valuable lessons in business such as *PHI THƯƠNG BẮT PHÚ* (Distribution and sales technology transfer program of Tan Hiep Phat Group) (Thanh Nien Magazine March, 23rd, 2009). Expressions in idioms make advertising sentences more polished but very familiar because they are widely used in everyday Vietnamese speech. For instance: *Mì xào Tiểu Nhi, độc nhất vô nhị*. (Tieu Nhi Fried Noodles) (Thanh Nien

magazine October, 30th, 2012); *Chạm nhẹ. Bấm êm. Nhặt củ lương tiên* (Nokia phone C3-01) (Thanh Nien magazine April, 6th, 2011).

(ii) *Simulating folk songs, proverbs, idioms:*

People who write advertising in Vietnamese tend to simulate folk songs, proverbs, and idioms rather than using them exactly. This method gives the readers a feeling of both familiarity and novelty. Usually, the novel part is the part the writer wants to insert to introduce the product that needs to advertise. For example: *Ăn được ngủ được là tiên. Không ăn, không ngủ có liền... GO'D HEALTH*. (GO'D HEALTH drug) (Women's World magazine July, 31st, 2009). This sentence is the simulation result from the folk song: *Ăn được ngủ được là tiên. Ăn ngủ không được là tiền vứt đi* (or *không ăn, không ngủ mất tiền thêm lo*).

Among the means of advertising in language in general and in Vietnamese in particular, an intertextuality is the problem that one advertising document contains another advertising document. This is shown in advertising in Vietnamese through borrowing or simulating folk songs, proverbs, and idioms. Advertisements in Vietnamese often borrow idioms and proverbs verbatim, rarely borrow folk songs because of the long structures; if there is a loan, it is only limited to the sin-eight-word distich metre.

4.3. Semantic rhetorical means and measures

(i) *Metaphor:*

Metaphor is an implicit comparison of the similarity in some way between subjects. According to the author group Dinh Trong Lac and Nguyen Thai Hoa (1999), metaphor is a method of conveying the meaning of one subject in place of another when two subjects have a similar meaning. In the language of advertising in Vietnamese, the subject to be talked about is often hidden, stimulating the readers' curiosity. For example, *In order for orchids to be beautiful and long-lasting, the roots must always be taken care of...* (Nizoral Shampoo) (Women magazine January, 11st, 2009). Metaphor: orchids-hair, roots - roots of hair.// *Miracle for delicious food with full of nutrients* (Panasonic Microwave) (Marketing and Family newspaper January, 16th, 2012). Metaphor: Miracle - Inverter technology automatically adjusts the appropriate temperature.

(ii) *Metonymy:*

Metonymy is a method of transferring meaning by using a certain characteristic or characteristic of a subject to name the subject itself. In the language of advertising, metonymy is made on the basis of the closeness of two objects. For example, I love Toshiba (Toshiba Refrigerator) (Weekend Youth newspaper July, 19th, 2009). *I love Toshiba* means *I love Toshiba refrigerators*. Therefore, Toshiba has been chosen to represent all refrigerators bearing this brand.

(iii) *Pun:*

Puns in advertising language in Vietnamese is often expressed through lexical-semantic means, such as: using synonyms or near-meanings and using polysemy. The types of semantic relations commonly used for puns are:

(iv) *Using synonyms:*

Synonyms are words that have different phonetic transcriptions but have the same meaning. Pun by means of synonyms in advertising language creates an unexpected change in phonetics but retains the same meaning. This expression easily draws attention to two synonyms that are the crux of the problem that the advertising needs to emphasize. For instance: *Hoàn toàn tinh khiết-tròn vẹn thiên nhiên* (Biên Hoa sugar) (Saigon Marketing newspaper New Year 2012); *Mỗi công trình một niềm tin* (Steel Dana-Italian) (Saigon Liberation newspaper New Year 2012).

(v) *Using polysemy:*

Polysemantic words are words with two or more meanings which are in the regular relationships that make up the word meaning system. In the advertising sentence using advertising language, the pun using multi-meaning words is very unique because the authors often insert the name of the product to be advertise or the problem to be mentioned in the same word, but the word is placed in a different context, which makes it present another meaning at the same time, creating an association in the relationship of the remaining meaning outside the context of the word to uncover the mystery that the author is implicitly expressing. For example: *The tiger roared to open Tet. Feast Birdy to celebrate Spring.*- *Hồ gầm khai Tết. Thết Birdy mừng Xuân* (Birdy Coffee) (Women's World newspaper December 14th, 2009) (Birdy: a dish/ the product's name); *Give your loved one the best.*- *Hãy dành cho nhà yêu của bạn những điều tốt đẹp nhất* (Dulux Paint) (Marketing and Family newspaper November, 2nd, 2009). (Loved one: wife/ house. Nhà yêu: vợ/ngôi nhà).

(vi) *Exaggeration:*

Exaggeration is the use of words or expressions to multiply many times the attributes of an object or a phenomenon in order to highlight the nature of the subject to be described, to make a particularly strong impression [Nguyen Thi Lanh, 2000, p.46]. In advertising in Vietnamese, the following cases are often mentioned:

(vii) *Use words or phrases that already have exaggerated meanings*

Such as: extreme, great, unprecedented, unprecedented, unique, super, etc. For example, Experience the intense flavor explosion in every bite of the brand new 3D Sachi Snack for an active life. - *Hãy trải nghiệm sự bùng nổ hương vị cực mạnh trong từng miếng bánh Snack Sachi 3D hoàn toàn mới cho cuộc sống đầy năng động.* (Sachi Snack) (Students' Flower magazine December, 2009); Unprecedented shock with Japanese LED- *Sốc chưa từng có với LED Nhật Bản* (Sharp LED TV 32LE340M) (Marketing newspaper March, 15th, 2012).

(viii) *Use words or phrases to compare quantity:*

Usually a superlative comparison, to exaggerate the salient features of a product or service requiring to advertise. For example, *Nova screen with the world's largest brightness*, - *Màn hình Nova với độ sáng lớn nhất thế giới* (Nova screen) (Youth World newspaper July, 2011).

(ix) *Use metaphorical rhetorical devices:*

This method is often found in advertising sentences in Vietnamese. For example, *The elixir for your beauty* (Technology to treat acne at the root of Thuy Tien Beauty Salon) (Marketing and Family newspaper November, 2nd, 2009). In this advertising sentence, the product is implicitly compared as an elixir, a remedy that no other remedy can match; the content of the information goes beyond the truth because in reality there is no such thing as an elixir, but the art of using words in such an exaggerated way makes a very powerful impression.

(x) *Antithesis:*

The results of learning how to use the antithesis in advertising sentences in Vietnamese: antithesis does not simply refer to a fact containing a contradiction, but when placing two objects in a contrasting position, it will highlight the advantages of the product or service, demonstrating the diversity in service styles, creating a sense of delight for customers because they not only get one benefit but also get one or more other benefits from the advertiser, which they normally get only one of them. Antithesis in advertising sentences in Vietnamese are often expressed through the following pairs of words indicating opposite relations:

- Adjective: Small change, big difference. - *Thay đổi nhỏ, khác biệt lớn* (Tha Linh Spa) (Marketing and Family newspaper March, 12th, 2012).

- Quantifier: One button, many delicious dishes!- *Một nút nhấn, nhều món ngon!* (Panasonic electronic rice cooker) (Marketing and Family newspaper January, 16th, 2012).

- Verb: Give trust - Receive gold. - Trao niềm tin – Nhận lộc vàng (Sacombank) (Marketing and Family newspaper April, 2nd, 2012).

- Noun: Play well in the day, have a good night's sleep. - Ngày chơi ngoan, đêm ngon giấc vàng (Pampers paper diaper) (Marketing and Family newspaper December, 26th, 2011).

(xi) *Personification*:

The survey results on types of QC sentences in Vietnamese show that: Products are goods that can represent intelligence like humans, can function like humans (relay, appearance, etc.), can express the feelings of satisfaction like humans, and can even be personified as a person through the pronoun *I*. For example: Smart Mosquito Catcher! (Mostrap Mosquito Catcher) (Youth magazine March, 19th, 2012). The method of personification in advertising language gives advertising recipients products/services which are like relatives and together with people who show their abilities, with people who share emotions, and with people who are in tune together in the activities in life.

(xii) *Elegant languages*:

In advertising in Vietnamese, when necessary, the language is used for two reasons. The first reason is on the product side: mentioning a product's name or function can be awkward. Some customers are very sensitive, which can be hurt by advertising content. Therefore, advertisers often use elegant languages. For example, advertisers want to mention to a drug that can treat gynecological infections in women, which is a woman's secret, they use the elegant language as in the following advertising sentence: *Get rid of secret worries!* (Vietnamese women's medicine Viem Khang) (Women newspaper September, 8th, 2009). The use of elegant language is both polite, tactful, discreet, and avoids offending customers who are soft, shy and always appear sensitive. The use of elegant language is both polite, tactful, discreet, and avoids offending customers who are soft, shy and always appear sensitive.

4.4. *Syntactic rhetorical means and measures*

(i) *Repeated words at the beginning of a sentence*:

This is the repetition of the word at the beginning of successive sentences, which is one of the rhetorical measures to emphasize the content to be expressed for attracting the reader's attention. When the advertising words affect the recipient's mind many times, it will create rhythmic resonances to help them remember it for a long time and remain a good impression about the product.

The repeated words at the beginning of a sentence are often parts of speech and some words with specific meanings.

- Nouns: Quality of air. Quality of life. Chất lượng không khí. Chất lượng sống (Reetech Air Conditioner) (Saigon Marketing newspaper New Year 2012).

- Verbs: Double BMW. Double the fun (BMW Car) (Marketing newspaper August 4th, 2009).

- Adverbs: Super durable - Super tidy - Super light. - Siêu bền - Siêu gọn - Siêu nhẹ (Miti dragging suitcase) (Youth magazine March, 26th, 2012).

- Từ phủ định: No skin burns. No regrowth. No extra fee. - Không bỏng da. Không mọc lại. Không tốn thêm phí (New IPL permanent hair removal at Princess Spa) (Marketing and Family newspaper January, 16th, 2012).

- Numeral: One solid career – One bright future. - Một nghề vững chắc – Một tương lai tươi sáng (Aptech vocational school) (Marketing newspaper March, 24th, 2009).

(ii) *Repeated words in sentences*:

Repeated words in sentences is rarely mentioned in Vietnamese language books. Advertising sentences in Vietnamese often use this method. Repeated parts of speech, numerals and words of purpose are often:

- Noun: *The features are more than an electric cooker, the rice is better than a cast iron pot.* - *Tính năng hơn nồi điện, cơm ngon hơn nồi gang* (Blue Stone rice cooker) (Happiness and Family newspaper January, 6th, 2012);

- Adjective: *Live in a right tune. Share in proper way.* - *Sống đúng điệu. Chia sẻ đúng cách* (Nokia cell phones) (Marketing and Family newspaper August, 10th, 2009);

- Adverb: *Enjoy a birthday which is very unique, very happy, and very shocking...* *Thưởng thức một sinh nhật cực độc, cực vui, cực sốc...* (Vicki's Teppanyaki & BBQ restaurant) (Marketing newspaper March, 8th, 2012);

- Numeral: *One more packet of noodles, one more hope. Let's contribute!* - *Thêm 1 gói mì, thêm 1 hy vọng. Hãy cùng đóng góp!* (Red Bear Noodles) (Marketing newspaper March, 19th, 2012);

- Words of purpose: *Arousing emotions... to remember, to like and to love.* - *Khơi dậy cảm xúc ... để nhớ, để thương và để yêu.* (Lacvert Essance perfume) (Marketing and Family newspaper April, 27th, 2009).

(iii) *Repeated words at the end of sentences:*

Repeated words at the end of sentences often create long, resonant sounds that are easy to get into people's hearts through the gentle ending of mellow rhythms that are repeated at the end of the sentence. For example, *New name - New mission - New stature,* - *Tên mới - Sứ mệnh mới - Tâm vóc mới* (HDBank) (Marketing newspaper April, 5th, 2012).

(iv) *Repeated structure:*

Words in a sentence are repeated according to a certain structure, which is the expression of a rhetorical device of repeated structure. The similarity between repeated structure and double structure is that the sentences are repeated with the same structure, but the difference is that in addition to the repetition of sentence structures, repeated structures also have repeated words. For instance, *We specialize in training. We specialize in teaching makeup.* - *Chúng tôi chuyên về đào tạo. Chúng tôi chuyên về dạy trang điểm* (BB Swan beauty salon) (Marketing and Culture newspaper March 18th, 2009). // *I am active. I share. I succeed.* - *Tôi chủ động. Tôi chia sẻ. Tôi thành công* (Nokia mobile phone) (Marketing and Family newspaper November, 30th, 2002).

(v) *The inverted sentence:*

The inverted sentence is a variant of the double structure, characterized by a variation of the syntactic relationships between the repeated components of the double structure. The arrangement in reverse order of syntactic elements ($A \rightarrow B : B \rightarrow A$), leads to a re-understanding of the content of the utterance. [Đinh Trọng Lạc, Nguyễn Thái Hòa, 1999, p.190]. In the language of advertising in Vietnamese, this structure is a form of repeating a message in order to influence the mind of the recipient, but the writer does not repeat the whole structure of the previous sentence, but changes the positions of the components in the sentence to avoid boredom when having to read the same structures and words again for the second time. For example, *Natural beauty or beautiful nature? - Đẹp tự nhiên hay tự nhiên đẹp?* (COSMO high-tech aesthetic center) (Marketing and Family newspaper February, 23rd, 2009).

4.5. *Types of reasons in pragmatic arguments*

Advertising is the art of using words to attract attention, create attraction and to have the impact of leading to the action (buying or using services) in customers. To do that, the advertisers writing in Vietnamese often use the argumentative method. One of the factors that makes an argument successful is the reasons. The survey results show that: To attract customers to buy products or use services, the advertisers writing in Vietnamese have subtly applied the reasons in daily life, richly expressed the cultural characters and national spiritual values in the perception, psychology, emotions and behaviors of the Vietnamese people.

Belows are the types of reasons in the arguments used for advertising in Vietnamese.

- *Reasons affecting perception:*

In the hierarchical model of the impact of advertising language, the role of the advertising sentence in the first stage is to provide the information to customers so that they *are aware of* the product and have *the knowledge* of its characteristics such as: attributes, quality, price, etc.

- *Reasons on the attribute:*

According to author Nguyen Duc Dan, reasons on the attribute are the reasons that take the necessary properties of one phenomenon to prove that another phenomenon also has that property. [Nguyen Duc Dan, 2001, p.199]. In advertising, this type of reason is often expressed by taking the inherent good attributes of things and phenomena to associate and compare with the products. For example, *Cool is like ice*. - *Mát lạnh như băng* (Ramus shampoo) (Saigon Marketing newspaper New Year 2012). *New Samsung LEDTV AS SHARP AS REALITY*. - *Samsung LEDTV mới NÉT NHƯ THẬT* (Led TV) (Youth magazine April, 11st, 2012).

- *Reasons on quality:*

Phrases (more often than words) in advertising language such as: *top quality*, *always leading in quality*, *quality with professional standards*, *guaranteed quality*, etc. are tools used as reasons to express and introduce high quality products. For instance, *Thiên Nga always reaches the top position, top quality*. - *Thiên Nga luôn vươn tới vị trí hàng đầu, chất lượng hàng đầu* (Thiên Nga beauty salon) (Marketing and Family newspaper August 10th, 2009); *Across the five continents, there is a brand of TRUST. Over a hundred years, it always leads in QUALITY*. - *Khắp năm châu một nhãn hiệu TIN DỪNG. Hơn trăm năm luôn dẫn đầu CHẤT LƯỢNG* (Ajinomoto sodium glutamate) (Laborer newspaper December, 4th, 2009).

- *Reasons on the price:*

Reasons on the price is very persuasive ones because the buyers are often interested in whether the price of a product fits their pockets 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." [Caples J., 2008, p.102]. Understanding the psychology of Vietnamese consumers, advertisers writing in Vietnamese have used a variety of phrases to attract customers about the price of a product or service. For example: *Startlingly cheap price*. - *Giá rẻ giật mình* (8X01 game download service) (Women newspaper December, 11st, 2009); *Cheapest price*. - *Giá rẻ chưa từng thấy* (Promotion at Big C stores) (Marketing newspaper March 6th, 2011); *The price that can't be cheaper*. - *Giá không thể rẻ hơn* (Ideas electronics center) (Youth magazine April, 11st 2011); *Surprising cheap price!* - *Giá rẻ bất ngờ!* (LVS travel agency) (Marketing newspaper March, 13th, 2012); *Shocking price*. - *Giá cực sốc* (Kim Oanh real estate supermarket) (Marketing newspaper March, 13th, 2012).

4.5.1. Reasons affecting emotions

Vietnamese advertising sentences have shown quite clearly, richly and diversely all kinds of reasons: the reasons referring to right/wrong truths in life (the truth), the reasons about good deeds according to common standards of morality in society (the goodness) and the reasons about natural beauty which is in the cultural traditions of the Vietnamese people (the beauty). 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 feelings in life, which means that it is a very clear demonstration of the Vietnamese people's way of perceiving and reflecting on the objective and subjective world.

The research results from 300 advertising sentences in Vietnamese about the type of reason affecting emotions are also partly consistent with research works on Vietnamese in advertising. According to author Mai Xuan Huy (2005),... arguments on daily life are the effective and persuasive

ones and they are also pragmatic arguments. Arguments in advertising discourse fall into this category" [Mai Xuan Huy, 2004, p.242]. The reasons about the truth, the goodness, and the beauty in the advertising language are presented as follows:

- *Reasons on the truth*: advertising sentences often convince customers with the reasons that are recognized as true because they are the truth that everyone admits. For instance, *To do this, you must understand and understand thoroughly*. - *Để làm được thì phải hiểu và hiểu cho tận tường*. (International course on business of concession) (Marketing newspaper March, 16th, 2009).

- *Reasons on the goodness*: The content of the advertising message in Vietnamese 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:

- Promoting national spirit: Take off with the homeland (Vietnam Airlines) (Youth magazine July 21st 2009).// *Spirit for thousand years - honoring quality*. - *Hào khí ngàn năm - rạng danh chất lượng*. (Halida Thang Long beer) (Tia Sang newspaper June, 20th, 2009).

- Promoting community culture, showing collective lifestyle, harmony, solidarity and share: *For the community - local development*. - *Vì cộng đồng - phát triển địa phương*. (Sacombank) (Youth magazine March, 20th, 2012).

- Caring for your family and the loved ones: You're your dear home. - *Dành cho tổ ấm thân yêu* (Reetech air conditioner) (INVESTMENT SPAN newspaper March, 7th, 2011).

- Calling upon yourself and everyone to do the right things: *For your safety, always wear a helmet when driving*. - *Vì sự an toàn của bạn, hãy luôn đội mũ bảo hiểm khi lái xe* (Suzuki Smash motorcycle) (Marketing newspaper March, 12th, 2008).

- Expressing the heart that is always towards the motherland, attach to the homeland with the name of the Vietnamese land: *Shining Vietnamese beauty*. - *Tỏa sáng vẻ đẹp Việt* (Dencos complete aesthetic center) (Marketing and Family newspaper February, 27th, 2012).

- Respecting fatherhood and motherhood: *My wife! How many nutrients are there in the milk that you are giving your loved child?*. - *Bà xã ơi! Sữa mà em đang cho cục cưng của mình dùng có bao nhiêu dưỡng chất nhỉ?* (Imperial Dream XO milk) (Mum Love Baby magazine February, 2008).

- Showing filial piety: *Deep gratitude, dear mother*. - *Ghi tạc ơn sâu, mẹ hiền yêu dấu* (Mother and Baby Store) (Women newspaper August, 10th, 2009).

- Caring for children: *Special offers for dear babies*. - *Ưu đãi đặc biệt dành cho bé yêu* (Truong Thanh wood industry group) (Youth newspaper September, 3rd, 2009).

- Showing kindness and mutual affection: *Please share 6 million glasses of milk for Vietnamese children*. - *Hãy chia sẻ 6 triệu ly sữa cho trẻ em Việt Nam* (Vinamilk milk) (Marketing and Family newspaper April, 27th, 2009).

- Showing great solidarity: *Let's join hands to build a smarter planet*. - *Hãy chung tay xây dựng một hành tinh thông minh hơn* (IBM software service) (Marketing newspaper March, 23rd, 2009).

- Encouraging the spirit of learning: *Give a 100% scholarship to excellent students*. - *Tặng một suất học bổng 100% cho học sinh xuất sắc* (Kovit IT training center) (Marketing newspaper August, 24th, 2009).

- Caring for a spiritual life: *For a beautiful life*. - *Cho cuộc sống luôn tươi đẹp*. (REGZA television) (Marketing newspaper August, 14th, 2009).

- Respecting your own style: *Express your own style*. - *Thể hiện phong cách chính mình* (Dell Inspiron laptop) (Marketing newspaper September, 7th, 2009).

- Expressing dreams, creativity and wisdom: *Never stop reaching dreams*. - *Không ngừng vươn tới ước mơ* (Nokia mobile phone) (Marketing newspaper January, 21st, 2009).// *Unleash your creativity*. - *Thỏa sức sáng tạo*. (Xperia Phone) (Marketing newspaper April, 5th, 2012).
- Showing interest in exploring, conquering: *Explore to win!* - *Khám phá để chiến thắng!* (Game promotion program of Lavie spring water product) (Marketing and Family newspaper August, 10th, 2009).
- Aspiring to the future: *Accompanying to a bright future*. - *Đồng hành đến tương lai tươi sáng*. (Isalco labor export company) (Marketing newspaper March, 19th, 2012).
- Showing determination: *Never give up*. - *Không bao giờ bỏ tay*. (X-Men shampoo) (Law newspaper June, 22nd, 2008).

4.5.2. Reasons on beauty:

The human soul is sensitive to beauty both in form and content, so advertisers always cosset, come to conquer at the first moment with their own art. In the advertising language in Vietnamese, the cultural and aesthetic reasons are prescribed by the cultural customs as well as habits and customs of the nation, showing *the traditional beauty of the country and Vietnamese people*. Exploiting the hidden values of beauty, including the reasons in the advertising argument will create lasting vitality in the recipient's memory. Belows are the content of exploiting the beauty of form and deep content to advertise:

- 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*. - *Từ Cửa Đại, Hội An, bạn có thể phóng tầm mắt nhìn thấy Cù Lao Chàm xanh ngát soi mình trên biển ngọc* (Cu Lao Cham tourist area) (Marketing and Family newspaper June, 8th, 2009).
- Honoring the beauty of Vietnamese people: *Come to DeBON Shop to let the beauty of your form shine like the beauty of your soul!* - *Đến với DeBON Shop để vẻ đẹp hình thức cũng tỏa sáng như vẻ đẹp tâm hồn của bạn!* (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. Tài sinh vẻ đẹp ngàn năm* (Soo Rye Han lotion) (Marketing and Family newspaper August, 10th, 2009).

4.5.3. Reasons affecting psychology

- *Reason on quantity*: Customers always feel secure when using a product/service that is used by many people. Understanding this psychology, the advertisers writing in Vietnamese has put into the advertising language the words and numbers indicating the number of people using the product/service, including the number of people who have used it with good feedback about the product/service, shown by numbers and specific percentages through some examples: *100 million women have chosen to use Pond's*. - *100 triệu phụ nữ đã chọn dùng Pond's* (Pond's skin whitening cream) (Women newspaper April, 20th, 2009).

- *Reason on thrift*: It is said that "small profits and quick returns" which means if we save a penny gradually, we can get much one day. Therefore, thrif is also reflected in the daily shopping behavior of Vietnamese people. The fact that the impact on psychology of saving money when using products/services being advertised is a very unique art of advertisers writing in Vietnamese. For example, *The best solution to save money for every family* (Eco - Inverter washing machine) (Happiness and Family September, 20th, 2009).

- *Reason on enjoyment*: Everyone likes to enjoy, so the reasons on enjoyment will have a strong impact on the customers' psychology. The advertising sentences in Vietnamese show very vividly this kind of reason. For example, *Let Viet Airlines help you have the moments of rest, relaxation and explore this beautiful southern hemisphere country!*. - *Hãy để Viet Airlines giúp bạn có được những*

giây phút nghỉ ngơi, thư giãn và khám phá đất nước Nam bán cầu xinh đẹp này! (Vietnam Airlines travel program to Australia) (Saigon Economic newspaper March, 12th, 2009).

- *Reason on the usage pattern*: Customers often have confidence in products/services trusted by experts because experts are the ones who know the product/service best. Therefore, the meanings of advertising sentences using the reasons on the usage pattern often have a strong impact on consumer psychology. For instance, *Top brand trusted by dentists*. - *Nhãn hiệu hàng đầu được các nha sỹ tin dùng*. (Colgate toothpaste) (Marketing August, 26th, 2009).

- *Reason on fear*: Influencing the fear about a certain issue and prompting customers to decide to buy advertising products to solve the problem they are concerned about is a unique art of advertising sentences in Vietnamese. For example, *With age, facial tissues gradually weaken, skin loses its firmness, and wrinkles become more obvious*. - *Cùng với tuổi tác, các mô mặt sẽ yếu dần đi, da mất dần độ săn chắc và nếp nhăn ngày càng rõ hơn* (Lasting White UV Cream) (Saigon Marketing New Year 2012).

- *Reason on peace of mind*: Consumer psychology of Vietnamese people today often focuses on health, products with natural ingredients, as well as popular and high-class products. As a result, reasons on these issues often create a sense of reassurance.

- *Health*: *Creating natural beauty and health safety for customers is our top standard*. - *Tạo vẻ đẹp tự nhiên và an toàn sức khỏe cho khách hàng là tiêu chuẩn hàng đầu của chúng tôi* (Diep Nguyen beauty salon) (Marketing and Family newspaper February, 27th, 2012).

- *Products with natural ingredients*: *Pure natural spice*. - *Gia vị thuần khiết thiên nhiên* (Vinamit fresh dried jackfruit) (Saigon Liberation newspaper New Year 2012).

- *Popular products*: *CANON digital camera is proud to be voted by the readers of Computer World - PC World Vietnam magazine as the most popular IT product in 2009*. - *Máy ảnh số CANON tự hào được bạn đọc tạp chí Thế Giới vi tính – PC World Vietnam bình chọn là sản phẩm CNTT - TT ưa chuộng nhất 2009*. (Canon digital camera) (Marketing and Family newspaper July, 20th, 2009).

- *The products occupying the leading position in terms of quality, features*: *PBM Nutritionals is on the list of 500 top strongest companies in the US*. - *PBM Nutritionals nằm trong danh sách 500 Công Ty mạnh hàng đầu của Hoa Kỳ* (Insulac IQ 4 milk). (Marketing and Family newspaper February, 27th, 2012).

- *Reason on the pride*: Customers often have a psychological preference to use products/services that have a good reputation in the consuming market because the pride of the product/service is also the users' pride of that product/service. For example, *Proud to be the first beauty salon to use American iShape technology in body recovery in 2012*. - *Tự hào là đơn vị đầu tiên sử dụng công nghệ iShape của Mỹ trong phục hồi vóc dáng năm 2012* (Vina beauty salon) (Marketing and Family newspaper February, 27th, 2012).

- *Reason on the unique*: Showing the unique of a product/service in a advertising message is always a very strong influence on the customers' psychology because shoppers really wish to know what unique features make the products they want to buy and use become popular. For example, *Anyone who looks at Louis Vuitton-branded handbags is attracted by the unique creativity, magical sophistication of products which are only for connoisseurs*. - *Bất cứ ai khi ngắm nhìn những chiếc túi xách mang thương hiệu Louis Vuitton đều bị cuốn hút bởi tính sáng tạo độc đáo, sự tinh xảo kì diệu của những sản phẩm chỉ dùng cho khách hàng sành điệu*. (Louis Vuitton handbag) (Technology Power newspaper March, 2009).

4.5.4. Reasons that violate the principles of conversation in advertising language

To explore this kind of reason, we based on some ideas in a number of advertising studies, including: Advertising is a language communication process between two communicators, the

advertising owner - who has products and services for sale and the advertising receiver - who will buy goods, products, and use services in future, and "For a successful conversation, each party must adhere to certain principles in the conversation" [Mai Xuan Huy, 2004, p.129]. Communication in advertising is one-way and face-away conversational communication: the advertising owner converses with the invisible advertising receiver. Therefore, the advertising owner 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 manner) and the principle of politeness. The survey results show: There are a number of reasons in the advertising language that violate the principles of conversation leading to an offensive situation for the recipient. Here are some results with specific content.

(i) The reasons that violate the principle of cooperation

For the purpose of introducing products, advertisers often provide sufficient information on the products advertised with semantic content in different types of sentences. The 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 substance and the maxim of manner.

a). Reasons that violate the maxim of quality: Some reasons in the advertising language violate the maxim of quality because the advertising content overestimates the product without an exact proof, creating a feeling of doubt in the receiver. For example, *Continue to claim the No. 1 position. - Tiếp tục khẳng định vị trí số 1* (Philips product line) (Youth magazine April, 22nd, 2009). Although the purpose of advertising is to praise the product, too much praise will make the receiver think that it is cliché; therefore, advertising words are 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.

b). Reasons that violate the maxim of manners: The use of obscure, misunderstanding words and the use of long sentences are two cases violating the maxim of manner in advertising conversations.

- *The use of misunderstanding words:* *Choose a bright future. Select Nokia. - Chọn tương lai tươi sáng. Chọn Nokia.* (Nokia cell phone) (Police Hochiminh City newspaper March, 19th, 2009). This advertising sentence can be understood as follows: If you do not choose Nokia, your future won't be bright. This is an unreasonable argument.// *The only choice of knowledgeable people. - Lựa chọn duy nhất của những người hiểu biết.* (Appollo exhibition center) (Youth magazine December, 4th, 2009). According to this expression, those who do not choose the Appollo gallery are ignorant. This argument can be an insult to many people.

- *The use of a sentence structure that is not concise:* 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 wordy due to the influence of the use of sentence structure in English, particularly the use of passive structure or question tag structure creating a feeling of annoyance and making the recipients easily to lose inspiration because it does not match the Vietnamese expression. For example, *Each student is taught by many teachers. - Mỗi học viên được truyền thụ bởi nhiều giáo viên* (HPT mobile repairing technical training center) (Youth magazine February, 3th, 2009).

(ii) Reasons that violate the principle of politeness: In advertising language, saving face during the conversation means that the advertising owner uses words to show the respect for the recipient, to avoid damaging face, to cause psychology of being hurt or offended. Of course, advertisers just want to borrow words to express their advertising purpose, but the negligence in wording can lead to a violation in the principle of politeness in the communication process. For instance, *Is your skin dry? Lumpy? - Da bạn khô? Sần?* (NNO night oil) (Marketing newspaper December, 19th, 2007). This

advertising sentence unintentionally exposes the mystery that anyone with this mystery wants to hide; If he/she reveals it, he/she will feel very embarrassed. Vietnamese people are inherently very private, so using sexy words like showing off sexy curves will not suit the Vietnamese aesthetic. For example, *underarm odor, dark armpits, dark buttocks and groin*. - *Hôi nách thâm nách thâm mông bẹn*. (Thảo Linh spa) (Marketing and Family newspaper March, 19th, 2012). This advertising sentence is very offensive to the receivers because of the vulgar words, although the advertiser only wants to clearly introduce the service that needs to be advertised.

5. Conclusion

Regarding rhetorical measures using units at different levels (phonetics, vocabulary, grammar): Phonetic and literary rhetoric measures are often used to make a strong impact and easy to remember when receiving advertisements, including: alliteration, rhythm, beat creation, symmetrical structure building, harmony, in which the rhythm accounted for 12.4% and the alliteration accounted for 6.7%. The choice to use words/words was in two ways: both in the direction of the general standard, and in trying to make the exception which is different from the normal in making a spelling mistake to attract attention. Semantic rhetoric measures include metaphors used to stimulate the reader's curiosity, including using puns to make meaningful associations in order to get to the key of the matter; use exaggeration in order to highlight the characteristics of the product/service to the fullest extent; using contrasting methods to bring a sense of enjoyment through the contrast to highlight the advantages of the product/service; using personification to create a close distance between products/services and customers; using elegant languages both to show the polite and delicate culture of the Vietnamese people and to avoid offending customers. The lexical rhetoric measures are expressed through the art of using idioms (1%) or simulating folk songs, proverbs and idioms (1%), in order to create a feeling of closeness and familiarity for readers, both new and easy to impress. Syntactic rhetoric measures are applied to the advertising language to emphasize the content to be expressed, especially to attract attention, to help remember long-term good impressions of the product. Advertisers often use inversion, splitting, repetition, borrowing, etc.

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Các phương tiện và biện pháp tu từ trong vai trò xây dựng cấu trúc, ngữ nghĩa và ngữ dụng ở câu quảng cáo trong tiếng Việt

Tóm tắt: Ở Việt Nam, kết quả nghiên cứu về ngôn ngữ quảng cáo đã có nhiều nhưng chưa được hệ thống hóa, còn thiếu loại kết quả tìm hiểu cấu trúc, ngữ nghĩa và ngữ dụng của *câu quảng cáo* bằng tiếng Việt và các phương tiện, phương thức ngôn ngữ dùng để quảng cáo, lí lẽ lập luận trong quảng cáo và nghiên cứu về *mô hình quảng cáo bằng ngôn ngữ*. Xây dựng một mô hình lý thuyết mới về nghệ thuật thu hút và tác động của quảng cáo đối với khách hàng trên cơ sở chọn lọc từ các mô hình lý thuyết của các chuyên gia quảng cáo nước ngoài, đồng thời bổ sung vào mô hình đã chọn những phương tiện và phương thức ngôn ngữ trong vai trò diễn đạt ý tưởng nhằm thuyết phục khách hàng. Trong bài viết này, đối tượng nghiên cứu gắn với các vấn đề nêu trên là các *phương tiện và phương thức hình thành cấu trúc, ngữ nghĩa và ngữ dụng trong câu quảng cáo* và văn bản quảng cáo *Các phương tiện và biện pháp tu từ dùng để xây dựng cấu trúc, ngữ nghĩa và ngữ dụng* (bao gồm các phương tiện và biện pháp tu từ ở các cấp độ: ngữ âm, từ vựng, ngữ nghĩa và cú pháp).

Từ khóa: quảng cáo; câu quảng cáo; phương tiện; phương thức ngôn ngữ; ngữ nghĩa và 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. NCDT	Investment Bridge	20. TS	Ray of Light
9. NLD	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