

BỘ GIÁO DỤC VÀ ĐÀO TẠO  
TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG

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# **KHÓA LUẬN TỐT NGHIỆP**

**NGÀNH: NGÔN NGỮ ANH**  
**CHUYÊN NGÀNH: NGÔN NGỮ ANH - ANH**

**Sinh viên thực hiện: Nguyễn Đình Vũ**

**HẢI PHÒNG – 2025**

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**TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG**

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**A STUDY OF GRAMMATICAL AND LEXICAL  
DEVICES IN TRANSLATING ADVERTISEMENT.**

**KHÓA LUẬN TỐT NGHIỆP ĐẠI HỌC HỆ CHÍNH QUY**  
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**CHUYÊN NGÀNH: NGÔN NGỮ ANH - ANH**

**Sinh viên thực hiện : Nguyễn Đình Vũ**

**Giảng viên hướng dẫn : TS. Trần Thị Ngọc Liên**

**HẢI PHÒNG – 2025**

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TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG

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**NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP**

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Tên đề tài : A Study of Grammatical and Lexical Devices  
in Translating Advertisement.

# NHIỆM VỤ ĐỀ TÀI

**1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp**

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**2. Các tài liệu, số liệu cần thiết**

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**3. Địa điểm thực tập tốt nghiệp**

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## **CÁN BỘ HƯỚNG DẪN ĐỀ TÀI TỐT NGHIỆP**

**Họ và tên** : Trần Thị Ngọc Liên  
**Học hàm, học vị** : Tiến sỹ  
**Cơ quan công tác** : Trường Đại học Quản lý và Công nghệ Hải Phòng  
**Nội dung hướng dẫn** : A Study of Grammatical and Lexical Devices  
in Translating Advertisement.

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Đã nhận nhiệm vụ ĐTTN  
*Sinh viên*

Đã giao nhiệm vụ ĐTTN  
*Giảng viên hướng dẫn*

*Hải Phòng, ngày tháng năm 2025*  
**XÁC NHẬN CỦA KHOA**

**CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM**

**Độc lập - Tự do - Hạnh phúc**

**PHIẾU NHẬN XÉT CỦA GIẢNG VIÊN HƯỚNG DẪN TỐT NGHIỆP**

Họ và tên giảng viên: Trần Thị Ngọc Liên  
Đơn vị công tác: Đại học Quản lý và Công nghệ Hải Phòng  
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Đề tài tốt nghiệp: A Study of Grammatical and Lexical Devices in Translating Advertisement.  
Nội dung hướng dẫn: A Study of Grammatical and Lexical Devices in Translating Advertisement.

**1. Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp**

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**2. Đánh giá chất lượng của đồ án/khóa luận (so với nội dung yêu cầu đã đề ra trong nhiệm vụ Đ.T. T.N trên các mặt lý luận, thực tiễn, tính toán số liệu...)**

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**3. Ý kiến của giảng viên hướng dẫn tốt nghiệp**

Được bảo vệ  Không được bảo vệ  Điểm hướng dẫn

Hải Phòng, ngày ... tháng ... năm .....

**Giảng viên hướng dẫn**

**CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM**  
**Độc lập - Tự do - Hạnh phúc**

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**PHIẾU NHẬN XÉT CỦA GIÁO VIÊN CHẤM PHẢN BIỆN**

Họ và tên giảng viên: .....

Đơn vị công tác: Trường Đại học Quản lý và Công nghệ Hải Phòng

Họ và tên sinh viên: Nguyễn Đình Vũ

Chuyên ngành: Ngôn ngữ Anh - Anh

Đề tài tốt nghiệp: A Study of Grammatical and Lexical Devices in Translating  
Advertisement.

**1. Phần nhận xét của giáo viên chấm phản biện**

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**2. Những mặt còn hạn chế**

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**3. Ý kiến của giảng viên chấm phản biện**

Được bảo vệ  Không được bảo vệ  Điểm hướng dẫn

*Hải Phòng, ngày ... tháng ... năm .....*

**Giảng viên chấm phản biện**

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## ABSTRACT

This study examines the translation of English advertisements into Vietnamese from a discourse analysis perspective, focusing on grammatical and lexical devices. The research investigates how linguistic elements are adapted to preserve persuasive intent and cultural relevance in cross-cultural communication. Employing a mixed-methods approach combining quantitative frequency analysis and qualitative discourse analysis, the study analyzes a corpus of 40 English-Vietnamese advertisement pairs from multinational brands across five product categories.

Key findings reveal significant adaptation strategies in Vietnamese translations: (1) a marked decrease in direct imperatives and increase in modality markers, reflecting cultural preferences for indirectness; (2) extensive transcreation of metaphors to align with Vietnamese cultural schemas; (3) explicitation through added conjunctions and restored elliptical elements to enhance coherence; and (4) high preservation of repetition for memorability. The study identifies "transcreation" as the dominant strategy for culturally-loaded elements, while form-based devices like alliteration show the highest omission rates.

The research contributes to Translation Studies by empirically demonstrating how discourse-level reconstruction, rather than literal translation, achieves dynamic equivalence in advertising. Practical implications are offered for translators, who must act as cultural mediators and "persuasion engineers," and for marketing professionals in developing effective localization strategies. The study concludes that successful advertisement translation requires systematic adaptation of linguistic devices to reconstruct persuasive discourse within the target cultural context.

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My sincere thanks also go to the faculty members of the Language Department at Haiphong University of Management & Technology for their academic guidance and for providing a solid theoretical foundation in linguistics and translation studies.

I am indebted to the brands and organizations whose advertisements formed the corpus of this study, and to the translators whose work provided rich material for analysis.

To my family and friends, thank you for your constant encouragement, patience, and understanding during this challenging yet rewarding academic journey. Your support has been my greatest motivation.

Finally, I acknowledge all scholars and researchers whose works have informed and inspired this study, contributing to the advancement of knowledge in translation and discourse analysis.

## INTRODUCTION

In the context of globalization, advertising has become one of the most influential forms of communication connecting producers and consumers across different cultural and linguistic backgrounds. International companies increasingly rely on translated advertisements to promote their products and services in foreign markets, including Vietnam. As a result, advertising translation plays a crucial role not only in transferring information but also in maintaining persuasive intent, cultural appropriateness, and communicative effectiveness. These considerations form the primary motivation for selecting this research topic.

The choice of this topic is motivated by both academic and practical reasons. From an academic perspective, advertising translation represents a challenging area within translation studies, as it requires translators to move beyond literal equivalence and to reconstruct meaning at the discourse level. In practice, many English-major students encounter difficulties when translating advertisements, often producing translations that are grammatically correct but pragmatically weak or culturally inappropriate. This gap between theoretical knowledge and real-world translation practice highlights the necessity of a focused study on grammatical and lexical devices in English–Vietnamese advertisement translation.

The main objective of this study is to investigate how grammatical and lexical devices are employed and adapted in the translation of English advertisements into Vietnamese in order to preserve persuasive meaning and discourse coherence. Specifically, the study aims to identify common linguistic patterns in advertising discourse, examine translation strategies used in Vietnamese versions, and evaluate how these strategies contribute to the effectiveness of translated advertisements. Through this analysis, the study seeks to enhance understanding of discourse-level translation in advertising contexts.

In order to achieve the above objectives, the study addresses the following research questions: (1) What grammatical and lexical devices are most frequently used in English advertisements and their Vietnamese translations? (2) How are these devices adapted or transformed during the English–Vietnamese translation process? (3) To what extent do such adaptations help maintain the persuasive and communicative effectiveness of advertisements in Vietnamese? These questions guide the overall research design and analysis.

The object of the study consists of written English advertisements and their official Vietnamese translations. The research focuses on slogans, taglines, and short promotional texts used in print and digital media by multinational brands. Audiovisual advertisements are excluded due to their multimodal nature, which would require a different analytical framework. The subject of the study is the use of grammatical and lexical devices in advertising discourse and their treatment in translation.

Regarding research methodology, the study adopts a mixed-method approach combining quantitative and qualitative analysis within a discourse analysis framework. Quantitative methods are used to identify and calculate the frequency of selected grammatical and lexical devices in a corpus of English advertisements and their Vietnamese translations. Qualitative methods involve close textual and contextual analysis of representative examples to explain how translation strategies operate at the discourse level and how cultural and communicative factors influence translation choices.

In terms of content, the thesis is structured into five main chapters. Following this Introduction, Chapter 1 presents the rationale, aims, research questions, scope, and structure of the study. Chapter 2 reviews relevant theoretical frameworks in discourse analysis and translation studies, with particular attention to advertising translation. Chapter 3 outlines the research methodology, including data selection and analytical procedures. Chapter 4 provides data analysis, findings, and discussion. Finally, Chapter 5 summarizes the main findings,

discusses theoretical and practical implications, acknowledges limitations, and offers suggestions for further research.

The study is expected to make both theoretical and practical contributions. Theoretically, it contributes to translation studies by demonstrating the value of discourse analysis in examining advertisement translation beyond sentence-level equivalence. Practically, the findings may assist translation students and practitioners in developing greater awareness of grammatical and lexical strategies necessary for effective advertisement localization in the Vietnamese context. Through these contributions, the study aims to bridge the gap between translation theory and professional practice.

### **Research Questions**

- What grammatical and lexical devices are most frequently used in English advertisements and their Vietnamese translations?
- How are these grammatical and lexical devices adapted or transformed in the English–Vietnamese translation of advertisements?
- To what extent do such adaptations contribute to preserving the persuasive and communicative effectiveness of advertisements in Vietnamese?

### **Research Structure**

Chapter 1 is the Introduction, which presents the rationale for the study, research objectives, research questions, research methods, scope of the study, and the overall structure of the thesis.

Chapter 2 provides the theoretical background for the study, reviewing key concepts in discourse analysis, translation studies, and advertisement translation, with particular attention to grammatical and lexical devices.

Chapter 3 describes the research methodology, including research design, data selection, data collection procedures, and methods of analysis.

Chapter 4 presents the findings and discussion, analyzing grammatical and lexical devices in English advertisements and their Vietnamese translations, as well as discussing translation strategies and their persuasive effectiveness.

Chapter 5 concludes the study by summarizing the main findings, discussing theoretical and practical implications, acknowledging limitations, and suggesting directions for further research.

## **1 Rationale for The Study**

Advertising translation is of great importance because it directly affects how products and brands are perceived in the target market. A successful translation can enhance brand image and attract consumers, whereas an inappropriate translation may cause misunderstanding, cultural offense, or loss of persuasive power. Therefore, understanding how linguistic devices are used to convey meaning and persuasion in advertising translation is essential for both professional translators and translation learners.

In reality, many English-major students face difficulties when translating advertisements. Their translations often tend to be overly literal, focusing mainly on lexical equivalence while neglecting grammatical restructuring and cultural adaptation. As a result, the translated advertisements may sound unnatural, lack persuasive force, or fail to achieve the communicative purpose of the original text. This situation indicates a gap between theoretical knowledge acquired in translation courses and practical translation skills required in real-life contexts.

Although previous studies have examined advertising translation from cultural or functional perspectives, relatively little attention has been paid to the systematic analysis of grammatical and lexical devices in students' translation practices. This research gap highlights the need for a discourse-based study that investigates how

these linguistic elements are employed and how they influence the effectiveness of translated advertisements.

To address this gap, the present study aims to analyze grammatical and lexical devices used in English–Vietnamese advertising translations. By identifying common patterns, strengths, and limitations in students’ translations, the study seeks to contribute practical insights for improving the teaching and learning of advertising translation, as well as enhancing students’ awareness of discourse strategies in cross-cultural communication.

## **2 Aim and Objectives of the Study**

### **Aim**

The main aim of this study is to analyze how grammatical and lexical devices are employed and adapted in the translation of English advertisements into Vietnamese in order to preserve persuasive intent, cultural relevance, and discourse coherence.

### **Objectives**

To achieve this aim, the study sets out to:

- Identify and classify the major grammatical and lexical devices used in English advertising discourse and their Vietnamese translations.
- Examine how these linguistic devices are modified, reduced, or expanded during the translation process to meet Vietnamese linguistic norms and cultural expectations.
- Evaluate the role of these devices in maintaining the persuasive effectiveness of translated advertisements.
- Discuss implications for translation training and professional advertisement localization practice.

## **Research Questions**

Based on the above objectives, the study seeks to answer the following research questions:

1. What grammatical and lexical devices are most frequently used in English advertisements and their Vietnamese translations?
2. How are these devices adapted or transformed in the English–Vietnamese translation of advertisements?
3. To what extent do such adaptations contribute to preserving the persuasive and communicative effectiveness of the advertisements in Vietnamese?

## **3 Research Methods**

This study employs discourse analysis as its main analytical framework and adopts a mixed-method approach combining quantitative and qualitative methods.

The quantitative method is used to identify, classify, and count occurrences of selected grammatical and lexical devices—such as imperatives, modality, conjunctions, repetition, and metaphor—in a corpus of English advertisements and their Vietnamese translations. Frequency counts and comparative distributions help reveal dominant patterns and general tendencies in translation.

The qualitative method is used to interpret how these linguistic devices function in context and how they are strategically adapted in translation. Specifically, qualitative analysis involves close reading and comparative analysis of selected advertisement examples to explain:

- how particular devices contribute to persuasive meaning in the source text;
- how translators modify these devices to suit Vietnamese discourse conventions;
- how cultural values and communicative norms influence translation choices.

Through this qualitative interpretation, the study explains not only *what* changes occur in translation but also *why* such changes are necessary from a discourse and cultural perspective.

- **Quantitative Method:**

The study will collect a corpus of English advertisements and their corresponding Vietnamese translations. Grammatical and lexical features such as imperative verbs, modality, repetition, and metaphor will be systematically identified and counted to determine frequency patterns and dominant strategies.

- **Qualitative Method:**

A detailed contextual analysis will then be conducted to interpret the meaning, function, and persuasive effect of these features. Attention will be given to how translators negotiate meaning, cultural references, and emotional tone during the translation process.

The combination of these two methods allows for a balanced investigation that highlights both measurable linguistic patterns and nuanced interpretive insights.

#### **4 Scope of the Study**

- In terms of data type, the study focuses exclusively on written advertisements, including slogans, taglines, and short promotional texts used in print and digital media. Audiovisual advertisements are excluded due to their multimodal nature, which would require a different analytical framework.
- In terms of subject matter, the corpus consists of advertisements promoting consumer goods and services, specifically in five product categories:

beverages and FMCG, technology and electronics, fashion and sportswear, cosmetics and personal care, and automotive and luxury products. These categories were selected because they are highly competitive and rely heavily on persuasive language.

- In terms of size and time frame, the study analyzes a corpus of 40 English advertisements and their official Vietnamese translations released within the last ten years. This time limitation ensures that the data reflect contemporary advertising and translation practices.
- Methodologically, the study limits its analysis to selected grammatical and lexical devices that are particularly salient in advertising discourse. Other linguistic aspects, such as visual design or consumer reception, fall outside the scope of this research

### **Structure of the Thesis**

This thesis is organized into five main chapters, each addressing a specific component of the research:

- **Chapter 1** – Introduction: This chapter presents the rationale for the study, outlines the research aims and objectives, describes the research methods, defines the scope, and provides an overview of the thesis structure.
- **Chapter 2** – Theoretical Background: This chapter establishes the theoretical foundation by reviewing key concepts in discourse analysis, translation studies, and advertisement translation. It also examines previous relevant studies and identifies the research gap.
- **Chapter 3** – Research Methodology: This chapter details the research design, including the mixed-methods approach, data selection criteria, corpus compilation procedures, and the analytical framework used for identifying and examining grammatical and lexical devices.
- **Chapter 4** – Data Analysis, Findings and Discussion: This chapter presents both quantitative and qualitative analyses of the collected data. It reports on

the frequency and adaptation patterns of linguistic devices and discusses the implications of these findings within the theoretical framework.

- **Chapter 5 – Conclusion and Implications:** The final chapter summarizes the key findings, discusses their theoretical, practical, and pedagogical implications, acknowledges the study's limitations, and suggests directions for future research.

## CHAPTER 1: THEORETICAL BACKGROUND

This chapter provides the theoretical foundation for the study by reviewing key concepts and previous research related to discourse analysis, translation studies, and advertisement translation. Particular attention is paid to grammatical and lexical devices, as these constitute the central analytical categories of the present research. By establishing a solid theoretical framework, this chapter aims to justify the analytical approach adopted in Chapter 4 and to situate the study within existing scholarship.

### 1.1 The Concept of Discourse

The term *discourse* has been defined in various ways depending on theoretical orientation, but there is general consensus that discourse refers to language used beyond isolated sentences and always embedded in context. Early linguistic approaches tended to treat discourse as connected text, focusing on formal properties such as cohesion and textual organization. Later approaches, influenced by sociolinguistics and pragmatics, emphasize the role of discourse in constructing social meaning and shaping interaction.

Halliday and Hasan (1976) define discourse, or text, as a semantic unit realized through cohesive ties. According to this view, a text is not merely a collection of sentences but a unified whole created through grammatical and lexical relations such as reference, substitution, ellipsis, conjunction, and lexical cohesion. These devices allow readers to interpret meaning across sentence boundaries and are particularly significant in written genres where meaning must be condensed and efficiently structured, such as advertising.

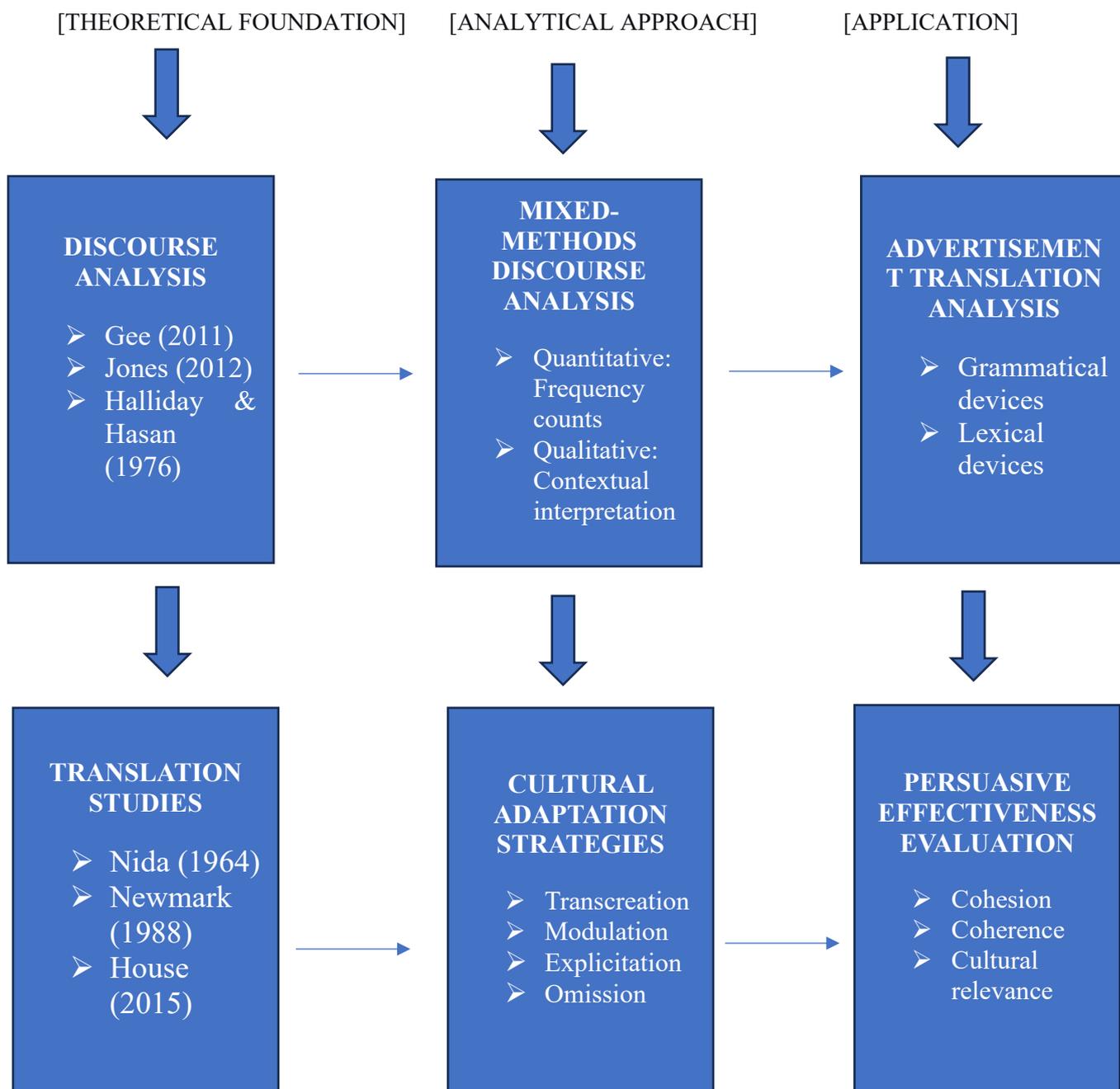
From a social perspective, Gee (2011) conceptualizes discourse as socially situated language use that enacts identities, values, and social relationships. In this framework, linguistic choices are shaped by assumptions about the audience, cultural norms, and communicative goals. Advertising discourse, therefore,

functions not only to inform consumers about products but also to construct desirable lifestyles and identities with which consumers are invited to align.

Integrating these perspectives, discourse in the present study is understood as both a linguistic system and a social practice. It involves the strategic deployment of grammatical and lexical resources to achieve persuasive purposes within specific cultural and communicative contexts.

*Operational definition adopted in this study:* discourse refers to purposeful stretches of written advertising language in which grammatical and lexical choices are systematically employed to persuade audiences, construct brand meanings, and establish relationships between producers and consumers.

*Table:2.3 Integrated Analytical Framework of the Study*



### **1.3 Discourse Analysis**

Discourse Analysis (DA) is an interdisciplinary approach concerned with how language functions in real contexts to achieve communicative goals. Rather than focusing solely on sentence-level grammar, DA examines how meaning is constructed across larger units of text and how linguistic choices interact with social, cultural, and pragmatic factors.

#### **1.3.1 Definition of Discourse Analysis**

The concept of *discourse* has been defined in various ways depending on theoretical orientation and research focus. From a structural linguistic perspective, discourse is often understood as language beyond the level of individual sentences. Halliday and Hasan (1976) define discourse, or text, as a semantic unit characterized by cohesion, emphasizing the role of grammatical and lexical ties such as reference, substitution, ellipsis, conjunction, and lexical cohesion in creating textual unity.

From a pragmatic and social perspective, discourse is viewed as language in use within specific social and cultural contexts. Gee (2011) conceptualizes discourse as socially situated language that not only conveys information but also constructs identities, relationships, and values. In this view, linguistic choices are shaped by communicative purposes, audience expectations, and cultural norms. Similarly, Fairclough (1995) regards discourse as a form of social practice, highlighting the interaction between language, ideology, and power.

Building on these views, *discourse analysis* (DA) refers to an interdisciplinary approach that investigates how language functions in real contexts to achieve particular communicative goals. According to Brown and Yule (1983), discourse analysis is concerned with the study of language in use, focusing on how speakers and writers organize language to make meaning in context. Jones (2012) further

emphasizes that discourse analysis examines how linguistic forms are used to perform actions such as persuading, evaluating, and positioning audiences.

In translation studies, discourse analysis provides valuable tools for examining how meaning, function, and communicative intent are transferred from the source text to the target text. Rather than focusing solely on sentence-level equivalence, discourse-oriented approaches consider whether the overall communicative purpose and pragmatic effect of the original text are maintained in translation (House, 2015).

In the present study, discourse is understood as purposeful written advertising language in which grammatical and lexical choices are strategically employed to persuade consumers and construct brand meanings. Accordingly, discourse analysis is adopted as an analytical framework that integrates both linguistic and contextual perspectives. This approach is considered the most appropriate for the study because it allows for a systematic examination of grammatical and lexical devices not only as isolated linguistic forms, but also in terms of their discourse functions and persuasive effects in English–Vietnamese advertisement translation.

### **1.3.2 Applications of Discourse Analysis**

Discourse Analysis has been widely applied across various fields of language research due to its ability to examine language beyond sentence-level structures and to reveal how meaning is constructed in context. One major area of application is the analysis of institutional and media discourse. Researchers have used discourse analysis to investigate political speeches, news reports, and advertising texts in order to uncover ideological positioning, persuasive strategies, and power relations embedded in language (Fairclough, 1995; van Dijk, 2008). In these studies, DA enables scholars to identify how linguistic choices shape audience interpretation and influence social attitudes.

In the field of genre and professional discourse studies, discourse analysis has been employed to examine academic writing, business communication, and legal texts. Swales (1990) applies discourse analysis to identify rhetorical moves and genre conventions in academic discourse, demonstrating how texts are structured to achieve communicative purposes within specific discourse communities. This approach has been influential in understanding how writers organize information, construct arguments, and engage readers in specialized contexts.

Discourse analysis is also extensively applied in pragmatics and sociolinguistics, where it is used to explore interactional patterns, conversational structure, and language use in social contexts. Conversation analysis, a branch of discourse analysis, investigates turn-taking, speech acts, and politeness strategies in spoken interaction (Brown & Levinson, 1987; Levinson, 1983). These studies contribute to a deeper understanding of how meaning is negotiated between speakers and how social relationships are maintained through language.

In language education, discourse analysis plays an important role in both curriculum design and classroom practice. According to McCarthy (1991), discourse analysis provides insights into how authentic texts function, enabling teachers to move beyond isolated grammar instruction and focus on coherence, cohesion, and communicative competence. By analyzing real-life texts such as conversations, narratives, and advertisements, learners can develop greater awareness of how language is used to achieve specific communicative goals.

Furthermore, discourse analysis has been applied in second language acquisition research to examine learner discourse, classroom interaction, and teacher talk. Walsh (2011) demonstrates that analyzing classroom discourse helps teachers understand patterns of interaction, feedback, and participation, which in turn can improve teaching effectiveness. Similarly, DA-based approaches allow researchers to investigate how learners use grammatical and lexical resources to construct meaning and how instructional practices shape language development.

In translation studies, discourse analysis is increasingly used to evaluate translation quality and equivalence at the discourse level. Scholars such as House (2015) argue that discourse-oriented analysis enables researchers to assess whether a translation preserves not only semantic content but also pragmatic function and communicative purpose. This application is particularly relevant to advertising translation, where persuasive effectiveness depends heavily on discourse strategies rather than literal linguistic equivalence.

Taken together, these applications demonstrate that discourse analysis is a versatile and powerful framework for examining language as social action. Its relevance to linguistic research, language teaching, and translation studies makes it especially suitable for the present study, which investigates grammatical and lexical devices in English–Vietnamese advertisement translation from a discourse-oriented perspective.

### **1.3.3 Discourse Analysis and Translation**

Discourse Analysis has increasingly become an influential approach in translation studies as scholars have recognized the limitations of sentence-level and word-for-word translation models. Early linguistic approaches to translation mainly focused on formal equivalence and grammatical correspondence between the source text and the target text. However, such approaches were often criticized for neglecting the broader discourse context and communicative function of texts (Hatim & Mason, 1990).

From a discourse-oriented perspective, translation is viewed not merely as a process of transferring linguistic forms, but as an act of re-contextualizing meaning across languages and cultures. Hatim and Mason (1997) argue that translators must take into account discourse features such as coherence, cohesion, register, and pragmatic meaning in order to produce functionally appropriate target texts. This view emphasizes the importance of understanding how texts

operate as unified communicative events rather than as collections of isolated sentences.

House (2015) further develops a discourse-based model of translation quality assessment, proposing that a successful translation should maintain equivalence at the level of discourse function and pragmatic meaning. According to House, translators need to consider dimensions such as field, tenor, and mode when analyzing both the source and target texts. Discourse analysis thus provides systematic tools for identifying mismatches in communicative purpose, interpersonal meaning, and textual organization between original texts and their translations.

In addition, Baker (2011) highlights the role of discourse analysis in examining ideology and power in translated texts. By applying discourse-analytic frameworks, researchers can investigate how translation choices may reinforce or alter ideological positions present in the source text. This approach has been particularly useful in the analysis of media and advertising translation, where linguistic strategies are often manipulated to influence audience perception and consumer behavior.

In the context of advertising translation, discourse analysis enables researchers to explore how persuasive strategies, rhetorical devices, and evaluative language are adapted to suit the cultural expectations of target audiences. Cook (2001) points out that advertising discourse relies heavily on implicit meanings, intertextual references, and stylistic creativity, all of which pose challenges for translators. A discourse-based approach allows for a more comprehensive evaluation of how grammatical and lexical devices are employed and transformed in the translation process.

Overall, discourse analysis offers a robust theoretical framework for studying translation as a socially and culturally embedded activity. Its emphasis on communicative function, contextual meaning, and discourse structure makes it

particularly suitable for analyzing English–Vietnamese advertisement translation. Therefore, discourse analysis is adopted in the present study as the primary theoretical framework for examining grammatical and lexical devices in translated advertising texts.

#### **1.4 Translation Studies and Advertisement Translation**

Translation Studies has developed as an independent academic discipline that examines translation from linguistic, cultural, and functional perspectives. Early approaches to translation were largely source-text oriented, focusing on linguistic equivalence and formal correspondence between languages. Scholars such as Catford (1965) emphasize linguistic shifts and equivalence at different levels, including grammar and lexis. However, these approaches have been criticized for their limited attention to communicative function and target audience.

Later developments in Translation Studies place greater emphasis on functional and communicative aspects of translation. Nida (1964) introduces the concept of dynamic equivalence, which prioritizes the effect of the translated text on the target audience rather than formal similarity to the source text. This shift marks an important move toward audience-oriented translation, which is particularly relevant in the translation of persuasive texts such as advertisements.

Functionalist theories further contribute to the study of advertisement translation. According to Reiss and Vermeer's Skopos theory (1984), translation strategies should be determined by the intended purpose (*skopos*) of the target text. In advertising translation, the primary purpose is not to reproduce linguistic form but to persuade, attract attention, and influence consumer behavior. As a result, translators are often required to adapt or restructure the source text to achieve equivalent persuasive impact in the target culture.

Advertisement translation has also been examined from a cultural perspective. Smith and Klein-Braley (1997) argue that advertising texts are deeply embedded

in cultural values, social norms, and consumer expectations. Cultural references, humor, and symbolic meanings frequently pose challenges for translators. Therefore, successful advertisement translation often involves cultural adaptation rather than literal translation.

In addition, scholars have highlighted the creative nature of advertisement translation. Cook (2001) notes that advertising discourse makes extensive use of rhetorical devices, wordplay, and evaluative language to enhance memorability and persuasion. Translators must therefore make strategic grammatical and lexical choices to recreate these effects in the target language. This process, often referred to as “transcreation,” blurs the boundary between translation and creative rewriting (Pedersen, 2014).

In recent Translation Studies research, discourse-oriented approaches have been increasingly applied to advertisement translation. These approaches focus on how meaning, ideology, and persuasive intent are constructed at the discourse level rather than at the sentence level (Munday, 2016). By integrating insights from discourse analysis, researchers can more effectively examine how grammatical and lexical devices are selected and transformed in translated advertisements.

In summary, Translation Studies provides a range of theoretical perspectives that contribute to the understanding of advertisement translation. Among these perspectives, functional and discourse-based approaches are particularly relevant to the present study, as they allow for a systematic analysis of how grammatical and lexical devices are employed to maintain persuasive effectiveness in English–Vietnamese advertisement translation.

#### **1.4.1 Equivalence and Translation Approaches**

Equivalence has long been regarded as a central concept in Translation Studies, referring to the relationship between the source text and the target text. Early translation theories conceptualize equivalence primarily in linguistic terms,

emphasizing formal correspondence between languages. Catford (1965) defines translation equivalence as the replacement of textual material in one language by equivalent textual material in another, focusing on linguistic levels such as grammar and lexis. While this approach provides a systematic framework for analyzing language shifts, it has been criticized for overlooking contextual and communicative factors.

Nida (1964) introduces a functional view of equivalence by distinguishing between formal equivalence and dynamic equivalence. Formal equivalence aims to preserve the form and content of the source text, whereas dynamic equivalence prioritizes the response of the target audience. This distinction marks an important shift toward audience-oriented translation and has significant implications for the translation of persuasive texts, including advertisements, where the effect on readers is more important than formal similarity.

Later scholars further expand the concept of equivalence beyond linguistic similarity. Baker (2011) proposes different levels of equivalence, including equivalence at the word level, above-word level, grammatical equivalence, textual equivalence, and pragmatic equivalence. This multi-level framework highlights the complexity of translation and acknowledges that equivalence may be achieved differently depending on linguistic and contextual constraints. In this view, translators must make strategic choices to balance meaning, cohesion, and pragmatic function.

However, the concept of equivalence has also been questioned by functionalist and discourse-oriented approaches. Reiss and Vermeer's Skopos theory (1984) argues that equivalence should not be regarded as an absolute requirement in translation. Instead, translation strategies should be determined by the purpose of the target text. From this perspective, achieving functional adequacy is often more important than maintaining equivalence with the source text, particularly in

advertisement translation where adaptation and creativity are frequently necessary.

Discourse-oriented translation approaches further challenge sentence-level equivalence by emphasizing the importance of coherence, register, and communicative intent. Hatim and Mason (1997) suggest that equivalence should be evaluated at the discourse level, where meaning is constructed through the interaction of grammatical, lexical, and pragmatic elements. This approach allows for a more flexible understanding of equivalence that accounts for cultural and situational factors.

In the context of advertisement translation, strict linguistic equivalence is often insufficient to convey persuasive meaning. As Cook (2001) notes, advertising discourse relies heavily on evaluative language, rhetorical devices, and cultural references, which may require modification or substitution in the target language. Therefore, a discourse-based and functional approach to equivalence is considered more appropriate for analyzing English–Vietnamese advertisement translation.

In summary, while equivalence remains a foundational concept in Translation Studies, contemporary approaches recognize its limitations and emphasize functional and discourse-level considerations. The present study adopts this flexible view of equivalence, using it as an analytical concept rather than a rigid criterion, in order to examine how grammatical and lexical devices are adapted in advertisement translation.

#### **1.4.2 Advertisement Translation as Intercultural Communication**

Advertisement translation is increasingly viewed as a form of intercultural communication, as it involves not only the transfer of linguistic meaning but also the negotiation of cultural values, social norms, and communicative conventions between different communities. From an intercultural perspective, advertisements

function as culturally embedded texts that reflect the beliefs, lifestyles, and consumer expectations of a particular society (Hofstede, 2001).

In intercultural communication studies, culture is understood as a system of shared meanings that shapes how messages are produced and interpreted. Hall (1976) distinguishes between high-context and low-context cultures, emphasizing that communication styles vary significantly across cultural groups. These differences have direct implications for advertisement translation, as persuasive strategies that are effective in one cultural context may not function in the same way in another.

Scholars in Translation Studies argue that translators act as intercultural mediators who must bridge cultural gaps between source and target audiences. According to Katan (2004), translation is fundamentally a cultural act that requires the translator to interpret and reframe meanings in ways that are acceptable and effective in the target culture. This mediating role is particularly prominent in advertisement translation, where cultural misalignment can lead to misunderstanding or reduced persuasive impact.

Furthermore, advertising discourse often relies on culturally specific elements such as humor, symbolism, values, and lifestyle representations. Smith and Klein-Braley (1997) note that these elements pose significant challenges for translators, as literal translation may fail to convey intended meanings or emotional appeal. As a result, advertisement translation frequently involves cultural adaptation, localization, or creative reformulation to ensure communicative effectiveness.

From a discourse-oriented perspective, intercultural differences are reflected in grammatical and lexical choices. House (2015) suggests that successful translation requires functional-pragmatic equivalence, taking into account cultural norms related to politeness, formality, and evaluative language. Discourse analysis thus provides useful tools for examining how such cultural meanings are encoded linguistically and how they are negotiated in translation.

In the context of English–Vietnamese advertisement translation, intercultural communication plays a crucial role due to differences in cultural values, consumer behavior, and communication styles. A discourse-based intercultural approach allows researchers to analyze how grammatical and lexical devices are adapted to align with Vietnamese cultural expectations while maintaining the persuasive intent of the original English advertisements.

In summary, viewing advertisement translation as intercultural communication highlights the complex interaction between language, culture, and persuasion. This perspective reinforces the need for a discourse-oriented approach in the present study, as it enables a systematic examination of how linguistic choices mediate cultural meanings in translated advertising texts.

### **1.5 Grammatical Devices in Advertising Discourse**

Advertising discourse is characterized by distinctive grammatical features that are strategically employed to attract attention, convey messages efficiently, and persuade target audiences. Rather than adhering strictly to conventional grammatical norms, advertising language often exploits grammatical structures creatively to enhance memorability and emotional appeal (Cook, 2001).

One prominent grammatical device in advertising discourse is the frequent use of **imperative sentences**. Imperatives such as *Buy now*, *Try it today*, or *Discover the difference* directly address consumers and encourage immediate action. According to Leech (1966), imperatives in advertising function as indirect persuasive acts rather than commands, as they are often softened by positive evaluative language and contextual cues.

Another common grammatical feature is the use of **simple sentence structures** and **ellipsis**. Advertisements tend to favor short, concise sentences to ensure clarity and impact, particularly in limited textual space. Elliptical constructions, in which certain grammatical elements are omitted, allow advertisers to convey

meaning economically while maintaining stylistic effectiveness (Myers, 1994). Such structures require readers to actively infer meaning, thereby increasing engagement with the message.

**Tense and aspect choices** also play a significant role in advertising discourse. The present simple tense is frequently used to express general truths or timeless qualities of products, creating an impression of reliability and permanence (Goddard, 2002). In contrast, the present continuous tense may be employed to suggest ongoing improvement or innovation, while the future tense is often used to project desirable outcomes and benefits for consumers.

In addition, advertising discourse makes extensive use of **comparative and superlative forms** to highlight product superiority. Structures such as *better*, *more effective*, or *the best choice* function as grammatical tools for evaluation and competition. According to Biber et al. (1999), these grammatical forms contribute to the construction of positive appraisal and differentiation in promotional texts.

**Modality** is another important grammatical device in advertising discourse. Modal verbs such as *can*, *will*, and *must* are used to express possibility, certainty, and obligation. Cook (2001) notes that modality in advertising often serves to balance persuasion and politeness, allowing advertisers to suggest benefits without appearing overly forceful.

From a discourse-analytic perspective, these grammatical devices do not function in isolation but interact with lexical choices and contextual factors to achieve persuasive goals. Fairclough (1995) argues that grammatical structures in persuasive discourse reflect underlying communicative intentions and power relations, making them crucial objects of analysis in discourse-based studies of advertising.

In summary, grammatical devices in advertising discourse contribute significantly to the construction of meaning, persuasion, and audience engagement.

Understanding how these devices operate at the discourse level provides an essential theoretical foundation for analyzing their adaptation and transformation in English–Vietnamese advertisement translation, which is the focus of the present study.

## 1.6 Lexical Devices in Advertising Discourse

Lexical choice plays a central role in advertising discourse, as words are carefully selected to attract attention, evoke emotions, and persuade consumers. Unlike neutral informational texts, advertising language relies heavily on expressive and evaluative vocabulary to construct positive images of products and brands (Goddard, 2002).

One prominent lexical feature of advertising discourse is the frequent use of **evaluative and emotive adjectives**. Adjectives such as *new*, *perfect*, *innovative*, and *exclusive* are commonly employed to create favorable impressions and to differentiate products from competitors. According to Leech (1966), these adjectives function as value-laden expressions that guide consumer attitudes rather than provide objective information.

Advertising discourse also makes extensive use of **positive nouns and nominal groups** to associate products with desirable concepts. Nouns such as *quality*, *freedom*, *confidence*, and *success* evoke abstract values that resonate with consumer aspirations. Cook (2001) argues that such lexical choices contribute to the construction of symbolic meanings, allowing products to represent lifestyles or identities rather than mere functional objects.

Another important lexical device is the use of **superlative and comparative expressions** at the lexical level, including phrases like *the ultimate solution* or *a better choice*. These expressions reinforce competitiveness and superiority, even when explicit comparison is not stated. Biber et al. (1999) note that lexical

comparison in promotional texts often relies on implicit evaluation rather than verifiable claims.

**Neologisms, brand-specific vocabulary, and wordplay** are also characteristic of advertising discourse. Advertisers frequently coin new words or creatively manipulate existing ones to enhance memorability and brand recognition. Myers (1994) suggests that lexical creativity increases audience engagement by encouraging interpretation and emotional involvement. Such features pose significant challenges in translation, as equivalent lexical effects may not exist in the target language.

Furthermore, advertising discourse often incorporates **culturally loaded lexical items** that reflect social values and consumer culture. Words related to beauty, success, or modernity may carry different connotations across cultures, influencing how messages are interpreted (Hofstede, 2001). As a result, translators must consider cultural meaning when selecting lexical equivalents in the target language.

From a discourse-analytic perspective, lexical devices interact with grammatical structures and contextual factors to achieve persuasive goals. Fairclough (1995) emphasizes that lexical choices in promotional discourse contribute to ideological positioning by foregrounding certain values while marginalizing others. Therefore, the analysis of lexical devices is essential for understanding how advertising texts construct meaning and influence audiences.

In summary, lexical devices in advertising discourse play a crucial role in shaping persuasive meaning and brand identity. A systematic examination of evaluative vocabulary, lexical creativity, and cultural connotations provides a strong theoretical basis for analyzing how lexical devices are adapted and transformed in English–Vietnamese advertisement translation, which is the focus of the present study.

## 1.7 Previous Studies and Research Gap

Numerous studies have been conducted on advertising discourse, discourse analysis, and translation, providing valuable theoretical and empirical foundations for the present research. Early studies on advertising language focus on identifying linguistic characteristics that distinguish advertising discourse from other text types. Leech (1966) examines the rhetorical and stylistic features of English advertising language, highlighting the use of evaluative vocabulary, imperatives, and implicit persuasion. This work lays the foundation for later discourse-based analyses of advertising texts.

Cook (2001) further develops the study of advertising discourse by adopting a discourse-analytic approach that emphasizes the interaction between linguistic form, context, and communicative purpose. Cook's analysis demonstrates that advertisements function as coherent discourse events rather than isolated sentences, underscoring the importance of discourse-level analysis in understanding persuasive strategies.

Several studies apply discourse analysis to the translation of advertising texts. Hatim and Mason (1997) investigate how shifts in discourse structure and pragmatic meaning occur in translation, arguing that translators must consider register, cohesion, and ideology. Their work highlights the relevance of discourse analysis in evaluating translation beyond formal equivalence.

House (2015) proposes a discourse-based model for translation quality assessment, which has been widely applied in studies of promotional and advertising texts. Her model emphasizes functional-pragmatic equivalence, making it particularly suitable for analyzing whether translated advertisements preserve communicative intent and persuasive effect.

In the field of advertisement translation, Smith and Klein-Braley (1997) explore cultural constraints in translating advertisements, showing that cultural adaptation

is often necessary to achieve communicative effectiveness. Their findings suggest that literal translation is insufficient for advertising texts embedded in specific cultural contexts.

More recent empirical studies focus on grammatical and lexical features in advertising translation. For example, Munday (2016) discusses how evaluative language and ideological positioning can be revealed through discourse-analytic examination of translated texts. Similarly, Baker (2011) analyzes lexical and grammatical shifts in translation, providing a multi-level framework that is applicable to the study of advertising discourse.

Studies have also examined English–Vietnamese translation in particular contexts. Nguyen (2018) analyzes strategies used in translating English advertisements into Vietnamese and finds that translators frequently modify grammatical structures and lexical choices to accommodate cultural expectations. However, this study mainly focuses on translation strategies rather than a systematic discourse analysis of grammatical and lexical devices.

Although previous research has contributed significantly to the understanding of advertising discourse and translation, several gaps remain. First, many studies examine advertising language or translation strategies separately, without integrating grammatical and lexical analysis within a discourse-analytic framework. Second, while discourse analysis has been widely applied in translation studies, relatively few studies focus specifically on English–Vietnamese advertisement translation from a discourse-oriented perspective. Finally, existing studies often emphasize cultural adaptation or functional equivalence, leaving grammatical and lexical devices underexplored as systematic analytical categories.

**Therefore, the present study aims to fill these gaps** by conducting a discourse-based analysis of grammatical and lexical devices in English advertisements and their Vietnamese translations. By integrating insights from discourse analysis and

translation studies, this research seeks to provide a more comprehensive understanding of how persuasive meaning is constructed and transferred across languages in advertising discourse.

### **Chapter Summary**

This chapter has outlined the theoretical foundations of the study by defining discourse and discourse analysis, reviewing key concepts in translation studies, and discussing grammatical and lexical devices in advertising discourse. It has also identified a clear research gap that the present study aims to address. These theoretical insights provide the basis for the research design and analytical procedures described in the following chapter

## **CHAPTER 2: RESEARCH METHODOLOGY**

This chapter describes the research design and methodological procedures employed to investigate grammatical and lexical devices in English–Vietnamese advertisement translation. It outlines the research approach, data selection and collection, analytical framework, and procedures for both quantitative and qualitative analysis. The methodological choices are made in accordance with the aims and research questions presented in Chapter 1.

### **2.1 Research Design**

The present study adopts a descriptive and analytical research design grounded in discourse analysis. A mixed-method approach combining quantitative and qualitative methods is employed in order to provide a comprehensive examination of grammatical and lexical devices in advertising translation.

The quantitative component focuses on identifying, classifying, and calculating the frequency of selected grammatical and lexical devices in the source texts (English advertisements) and their corresponding target texts (Vietnamese translations). This approach allows the study to reveal general patterns and tendencies in the use and translation of these devices.

The qualitative component complements the quantitative analysis by offering in-depth interpretation of selected examples. Through close textual comparison between source texts and target texts, the study explains how and why particular linguistic devices are retained, modified, reduced, or expanded in translation. This combined approach ensures both breadth and depth in the analysis of advertising discourse.

## **2.2 Data Selection Procedure**

### **2.2.1 Data Selection**

The data for this study consist of a bilingual corpus of English advertisements and their official Vietnamese translations. The advertisements were selected according to the following criteria:

- They are originally written in English and officially translated into Vietnamese by companies or authorized agencies.
- They are written advertisements, including slogans, taglines, and short promotional texts used in print or digital media.
- They were released within the last ten years, ensuring the relevance of contemporary advertising and translation practices.
- They belong to consumer-oriented product and service categories where persuasive language plays a central role.

Based on these criteria, a total of 40 English advertisements and their Vietnamese equivalents were collected for analysis.

### **2.2.2 Data Sources**

The advertisements were collected from official brand websites, verified Vietnamese brand pages, and reputable advertising and marketing platforms. Using official translations helps ensure data reliability and minimizes distortions caused by unauthorized or amateur translations.

*Table 2.2.3 Distribution of Advertisements by Product Category*

*Source: Compiled by the author*

<b>Product Category</b>	<b>Number of Ads</b>	<b>Sample Brands</b>
<b>Beverages &amp; FMCG</b>	10	Coca-Cola, Pepsi
<b>Technology &amp; Electronics</b>	10	Apple, Samsung
<b>Fashion &amp; Sportswear</b>	8	Nike, Adidas
<b>Cosmetics &amp; Personal Care</b>	7	L'Oréal, Dove
<b>Automotive &amp; Luxury</b>	5	Mercedes-Benz

### **2.3 Criteria for Data Selection**

The analytical framework of this study is based on discourse analysis, with particular reference to Halliday and Hasan's (1976) model of cohesion and functional approaches to language use. In addition, concepts from translation studies, such as dynamic equivalence (Nida, 1964) and communicative translation (Newmark, 1988), are used to interpret translation strategies.

Grammatical and lexical devices are selected as the primary units of analysis because of their prominence in advertising discourse and their impact on persuasion. These devices are examined not in isolation but in relation to their discourse functions and communicative purposes.

## 2.4 Data Collection Methods

### 2.4.1 Grammatical Devices

The grammatical devices analyzed in this study include:

- **Imperatives:** commonly used to encourage direct action by consumers.
- **Modality:** modal verbs and expressions indicating certainty, possibility, or obligation.
- **Reference:** personal pronouns and demonstratives that establish textual cohesion and interpersonal relations.
- **Ellipsis and substitution:** devices that create brevity and stylistic impact.
- **Conjunctions:** logical connectors expressing addition, contrast, cause, and result.

In this study, only selected grammatical devices are included for analysis rather than an exhaustive examination of all possible grammatical features in advertising discourse. This selection is made based on both theoretical relevance and practical considerations.

First, the grammatical devices chosen in this research—such as imperatives, sentence simplicity and ellipsis, tense usage, comparative and superlative forms, and modality—are among the most frequently discussed features in studies of advertising discourse (Leech, 1966; Cook, 2001; Goddard, 2002). These devices are widely recognized as core grammatical resources used to achieve persuasion, attract attention, and encourage consumer engagement. Focusing on these features therefore allows the analysis to be grounded in established theoretical frameworks.

Second, these grammatical devices have clear discourse functions and are closely associated with persuasive intent in advertising texts. Rather than examining grammatical forms in isolation, the study prioritizes devices that directly

contribute to meaning-making and communicative effectiveness at the discourse level. This approach is consistent with discourse-oriented models of analysis, which emphasize function over form (Fairclough, 1995; Hatim & Mason, 1997).

Third, the selected grammatical devices are particularly relevant to translation analysis. These features are often subject to adaptation, modification, or restructuring when translated from English into Vietnamese due to differences in grammatical systems and communicative conventions. By focusing on grammatical devices that are most likely to undergo change in translation, the study aims to provide meaningful insights into how persuasive meaning is maintained or transformed across languages.

Finally, practical constraints such as the scope of the study and the size of the data corpus are also taken into consideration. Limiting the analysis to a manageable number of grammatical devices ensures analytical depth and consistency, allowing each feature to be examined systematically across the selected advertisements.

For these reasons, the study deliberately focuses on a specific set of grammatical devices that are theoretically grounded, discourse-relevant, and methodologically appropriate for the analysis of English–Vietnamese advertisement translation.

#### **2.4.2 Lexical Devices**

The lexical devices examined include:

- **Repetition:** repetition of words or phrases to reinforce key messages.
- **Metaphor:** figurative expressions that construct brand imagery and emotional appeal.
- **Evaluative and emotive lexis:** adjectives and nouns expressing positive values.
- **Collocation:** typical word combinations associated with brand identity.

The lexical devices selected for analysis in this study — namely repetition, metaphor and figurative language, evaluative/emotive lexis, collocation, and lexical creativity (including neologisms and wordplay) — are chosen on both theoretical and methodological grounds. Theoretically, these types of lexical features are repeatedly identified in the literature as core means by which advertising constructs persuasive meaning and brand identity (Leech, 1966; Cook, 2001; Goddard, 2002). Evaluative and emotive vocabulary carries attitudinal meaning and positions the audience (Hunston & Thompson, 2000), metaphors instantiate conceptual framing and cultural imagery (Lakoff & Johnson, 1980), while repetition and collocation create lexical cohesion and memorability (Halliday & Hasan, 1976). From a translation-studies perspective, these lexical categories are especially salient because they are frequently subject to adaptation, transcreation or explicitation in target-language versions — practices that directly affect persuasive force and cultural resonance (Hatim & Mason, 1997; Baker, 2011).

Methodologically, the selected categories are practicable for corpus-based analysis: they can be operationally defined, reliably identified, and consistently coded across the 40 ad pairs in the corpus. Focusing on a limited set of theoretically-motivated lexical devices ensures analytical depth and comparability across examples, rather than a superficial inventory of every possible lexical phenomenon. Practical constraints (corpus size and the need for systematic quantitative counts followed by qualitative interpretation) also argue for this focused selection. Therefore, the study examines those lexical features that (a) are central to advertising persuasion, (b) are likely to undergo meaningful change in translation, and (c) can be consistently identified and measured within the available corpus.

## **Operational definitions and coding procedure**

For transparency and replicability, each lexical device is operationalised as follows before coding:

*Repetition*: any exact lexical repetition (word or short phrase) within the slogan/body text that functions to emphasize (counted per occurrence).

*Metaphor/Figurative language*: any non-literal expression that maps one conceptual domain onto another (identified using contextual and semantic criteria; metaphors that are culturally conventionalised are noted).

*Evaluative/emotive lexis*: adjectives and nouns that explicitly express positive/negative appraisal (e.g., *best, premium, freedom, love*); coded for type (evaluative positive/negative) and intensity where applicable.

*Collocation*: recurrent lexical pairings or strongly-associated word groups identified through concordance inspection (e.g., *clean + skin, power + dreams*); recorded as lexical bundles.

*Lexical creativity/wordplay*: coinages, puns, alliteration, rhyme, or brand-specific lexemes that serve mnemonic or stylistic functions.

Coding will be performed manually by the researcher with the support of concordance checks; ambiguous cases will be recorded and discussed in the qualitative analysis. Inter-coder reliability is recommended if a second coder is available; otherwise, clear decision rules (examples and exclusion criteria) will be provided in an appendix to ensure replicability.

### **2.5 Data Analysis Methods**

The analysis was conducted using discourse analysis techniques grounded in Halliday and Hasan's (1976) theory of cohesion and Newmark's (1988)

communicative translation framework. The focus was on examining how linguistic devices contribute to cohesion, coherence, and persuasive effect in translation.

### 2.5.1 Identification of Linguistic Devices

Each text pair was read several times to identify occurrences of grammatical and lexical devices, including:

- **Grammatical devices:** reference, ellipsis, substitution, conjunction, imperatives, modality.
- **Lexical devices:** repetition, collocation, metaphor, alliteration, rhyme, and other stylistic figures.

The research was conducted following several systematic steps:

1. Collecting English advertisements and their Vietnamese translations based on predefined criteria.
2. Identifying instances of grammatical and lexical devices in the English source texts.
3. Classifying corresponding devices in the Vietnamese target texts.
4. Conducting frequency counts to identify dominant patterns and shifts.
5. Selecting representative examples for qualitative discourse analysis.
6. Interpreting translation strategies and discourse effects in relation to cultural and communicative norms.

These procedures ensure transparency and replicability of the study.

All instances were manually coded using a color-coded system (e.g., blue for grammatical cohesion, red for lexical cohesion) to visualize their distribution across the texts.

## 2.5.2 Quantitative Analysis

Although quantitative analysis is employed to identify the frequency and distribution of grammatical and lexical devices in the data, numerical results alone cannot fully account for the communicative functions of these devices in advertising discourse. Therefore, this study integrates qualitative analysis to interpret how and why specific devices are used in particular textual and cultural contexts.

Quantitative analysis is first conducted to establish overall patterns and tendencies in the use of grammatical and lexical devices across English advertisements and their Vietnamese translations. The frequency counts provide an empirical basis for identifying salient features and comparing source texts and target texts. However, these quantitative findings serve as a starting point rather than an end in themselves.

Qualitative analysis is subsequently applied to selected representative examples in order to examine the discourse functions of the identified devices. This interpretative analysis focuses on how grammatical and lexical choices contribute to persuasion, emphasis, evaluation, and audience engagement. For instance, the use of imperatives may be interpreted as a strategy to create direct consumer address, while evaluative adjectives may be analyzed in terms of their attitudinal meaning and ideological positioning (Fairclough, 1995; Cook, 2001).

In the context of translation, qualitative analysis is essential for explaining shifts and adaptations that occur despite similar quantitative distributions. Even when a grammatical or lexical device appears with comparable frequency in the source and target texts, its form, position, or pragmatic effect may differ. Qualitative examination therefore explores how these devices are maintained, modified, or replaced in translation and how such choices affect persuasive meaning.

By combining quantitative patterns with qualitative interpretation, the study adopts a mixed-methods approach that allows for both systematic measurement and in-depth discourse analysis. This integrated approach ensures that the presence of grammatical and lexical devices is not merely counted but meaningfully interpreted within the broader communicative and cultural context of advertising discourse.

### **Chapter Summary**

This chapter has presented the research methodology employed in the study, including research design, data collection, analytical framework, and procedures. By adopting a mixed-method discourse-analytic approach, the study ensures a systematic and theoretically grounded analysis of grammatical and lexical devices in English–Vietnamese advertisement translation. The following chapter will present and discuss the findings derived from this methodology.

## CHAPTER 3: FINDINGS AND DISCUSSION

### 3.1 Findings

This section reports the main findings of the study obtained from the analysis of 40 English advertisements and their Vietnamese translations. The findings are presented descriptively, focusing on the distribution and patterns of grammatical and lexical devices as specified in Sections 3.4.1 and 3.4.2 of the Methodology chapter. At this stage, the results are presented without in-depth interpretation, which will be addressed in the Discussion section.

#### 3.1.1. Grammatical Devices in the Selected Advertisements

The analysis indicates that grammatical devices are extensively employed in the selected advertisements. Five major grammatical devices are identified, including imperatives, sentence simplicity and ellipsis, tense usage, comparative and superlative forms, and modality. The distribution of these grammatical devices is summarized below.

Imperative structures are found in 28 out of 40 advertisements, accounting for 70% of the corpus. These imperatives are typically realized through base-form verbs and frequently appear in slogans or headline positions.

Sentence simplicity and ellipsis occur in 31 advertisements, representing 77.5% of the data. These features are commonly observed in short clauses, fragmented phrases, and slogan-like constructions.

Regarding tense usage, the present simple tense is the most dominant form, appearing in 34 advertisements (85%). Other tense forms, such as the present continuous and future tense, are used less frequently and occur in specific contexts.

Comparative and superlative forms are identified in 22 advertisements, accounting for 55% of the corpus. These forms are realized through both adjectival and adverbial structures.

Modal verbs appear in 19 advertisements, representing 47.5% of the data. The most frequently used modal verbs include *can*, *will*, and *must*.

<b>Grammatical devices</b>	<b>Number of advertisements (n=40)</b>
Imperatives	28
Sentence simplicity and ellipsis	31
Present simple tense	34
Comparative and superlative forms	22
Modality ( can , will , must , etc. )	19

### **3.1.2. Lexical Devices in the Selected Advertisements**

In addition to grammatical devices, a wide range of lexical devices is identified in the selected advertisements. Five main types of lexical devices are observed: evaluative and emotive lexis, repetition, metaphor and figurative language, collocation, and lexical creativity and wordplay.

Evaluative and emotive lexical items are found in 33 advertisements, accounting for 82.5% of the corpus. These items mainly consist of positive adjectives and nouns that convey favorable evaluations of the advertised products.

Repetition occurs in 26 advertisements, representing 65% of the data. This device typically involves the repetition of key product-related words or brand-associated expressions.

Metaphorical and figurative expressions are identified in 17 advertisements, accounting for 42.5% of the corpus. These expressions are used to convey abstract product qualities through figurative language.

Collocational patterns appear in 21 advertisements, representing 52.5% of the data. These patterns are often found in product descriptions and benefit statements.

Instances of lexical creativity and wordplay are found in 14 advertisements, accounting for 35% of the corpus. These instances include the use of neologisms and playful lexical constructions.

<b>Lexical devices</b>	<b>Number of advertisements (n=40)</b>
Evaluative and emotive lexis	33
Repetition	26
Metaphor and figurative language	17
Collocation	21
Lexical creativity and wordplay	14

### **3.2 Translation Suggestions for Grammatical and Lexical Devices in the Selected Advertisements**

Based on the findings presented in Section 3.1, this section proposes translation suggestions for grammatical and lexical devices commonly used in English advertisements. These suggestions aim to enhance the effectiveness of Vietnamese translations by preserving persuasive functions while ensuring linguistic naturalness and cultural appropriateness. The discussion is organized according to grammatical and lexical devices to maintain logical coherence.

#### **3.2.1. Translation Suggestions for Grammatical Devices**

Based on the findings presented in Section 3.1.1, grammatical devices such as imperatives, sentence simplicity and ellipsis, and present tense usage are identified as the most frequently occurring features in the selected advertisements. Therefore, the following translation suggestions focus on preserving these

dominant grammatical patterns in order to maintain the persuasive functions of the source texts in Vietnamese translations.

### **a. Imperatives**

Given the high frequency of imperative structures in English advertising discourse, translators are advised to retain imperative forms in Vietnamese whenever possible. Imperatives function as persuasive invitations rather than commands, and their reminder in translation helps maintain direct engagement with consumers.

In Vietnamese, imperatives can be rendered using base verbs or polite directive forms to avoid excessive forcefulness. This strategy allows the translated text to preserve the original persuasive intent while conforming to Vietnamese communicative norms.

### **b. Sentence Simplicity and Ellipsis**

As sentence simplicity and ellipsis are widely used to achieve brevity and memorability, translators should prioritize concise sentence structures in Vietnamese translations. Unnecessary grammatical elements should be avoided, and elliptical constructions may be retained if the intended meaning remains clear.

Maintaining simplicity in translation contributes to readability and aligns with the stylistic conventions of Vietnamese advertising discourse.

### **c. Tense Usage**

Since the present simple tense is predominantly used to present product qualities as general truths, translators should reflect this timelessness in Vietnamese translations. Although Vietnamese does not mark tense morphologically, lexical items and contextual cues should be carefully selected to convey certainty and consistency.

Avoiding temporal ambiguity helps preserve the credibility of advertising claims in the target text.

#### **d. Comparative and Superlative Forms**

Comparative and superlative structures play an important role in highlighting product superiority. Translators should maintain these evaluative meanings, either through direct equivalents or culturally appropriate reformulations.

In cases where explicit comparison may sound exaggerated in Vietnamese, softening strategies can be employed while still retaining the promotional effect.

#### **e. Modality**

Modal verbs expressing certainty and possibility contribute to persuasive strength. In translation, modal meanings should be conveyed through suitable Vietnamese modal markers such as *có thể*, *sẽ*, or lexicalized expressions indicating assurance.

Careful handling of modality helps balance assertiveness and acceptability in Vietnamese advertising discourse.

### **1.2.2. Translation Suggestions for Lexical Devices**

As shown in Section 3.1.2, evaluative and emotive lexis, repetition, and figurative language are among the most prominent lexical devices in the analyzed advertisements. Accordingly, the translation suggestions below are proposed to address these frequently used lexical features and to ensure that their persuasive and expressive effects are effectively conveyed in the target texts.

#### **a. Evaluative and Emotive Lexis**

Positive evaluative and emotive words are central to advertising persuasion. Translators should select Vietnamese lexical items that evoke similar emotional responses rather than relying on literal equivalence.

Cultural resonance should be prioritized to ensure that translated advertisements appeal effectively to Vietnamese consumers.

### **b. Repetition**

Lexical repetition enhances emphasis and memorability. Where repetition appears in the source text, it should be retained in translation if it does not sound redundant or unnatural in Vietnamese.

Selective repetition can help reinforce key product attributes and brand identity.

### **c. Metaphor and Figurative Language**

When translating metaphors, translators should consider whether the figurative image is culturally accessible to Vietnamese audiences. If the original metaphor may cause confusion, substitution with a culturally familiar metaphor or paraphrasing is recommended.

The primary goal is to preserve the intended persuasive effect rather than the literal image.

### **d. Collocation**

Natural collocational patterns should be prioritized in Vietnamese translations. Literal translation of English collocations may result in awkward or unnatural expressions.

Consulting commonly used collocations in Vietnamese advertising discourse can help ensure linguistic fluency and acceptability.

### **e. Lexical Creativity and Wordplay**

Lexical creativity poses particular challenges in translation. When direct transfer is not feasible, translators may employ adaptation or reformulation to recreate a similar playful or creative effect.

Maintaining the spirit of creativity is more important than preserving formal similarity.

### **3.3. Chapter Summary**

This chapter has presented the findings and discussion of the study on grammatical and lexical devices used in English advertisements and their Vietnamese translations. The findings reveal that both grammatical and lexical devices are extensively employed to enhance persuasive effects in advertising discourse. Imperatives, sentence simplicity, tense usage, evaluative lexis, repetition, and figurative language emerge as the most prominent features.

Based on these findings, translation suggestions have been proposed to guide the effective rendering of advertising discourse from English into Vietnamese. The suggested strategies emphasize the preservation of persuasive functions, linguistic naturalness, and cultural appropriateness rather than strict literal equivalence.

Overall, the results presented in this chapter provide clear answers to the research questions and establish a solid foundation for the conclusions and implications discussed in the following chapter.

## CHAPTER 4: CONCLUSION AND IMPLICATIONS

### 4.1 Summary of the Findings

This study set out to examine the role of grammatical and lexical devices in the English–Vietnamese translation of advertising texts from a discourse analysis perspective. Drawing on a corpus of translated advertisements and guided by the theoretical framework presented in Chapter 2, the study focused on how persuasive meaning is reconstructed in Vietnamese rather than on direct linguistic comparison between source and target languages.

The findings presented in Chapter 4 indicate that grammatical devices such as imperatives, modality, personal pronouns, conjunctions, and ellipsis play a crucial role in shaping the persuasive force of advertising discourse. In Vietnamese translations, these devices are frequently adapted through strategies such as softening, explicitation, and restructuring. English imperatives, for example, are often reformulated into polite exhortations or affirmative statements in Vietnamese to align with local discourse norms. Modal meanings related to possibility, promise, and encouragement are commonly expressed through lexical or syntactic reformulation rather than direct modal equivalence.

In terms of lexical devices, the analysis reveals that metaphor, repetition, evaluative language, and colloquial expressions are central to advertising persuasion. Translators tend to adapt metaphors by replacing culture-specific imagery with expressions that are more accessible to Vietnamese audiences or by explicating implicit meanings. Repetition and parallel structures are frequently maintained or creatively reconstructed to preserve rhythmic and mnemonic effects. Evaluative and intensifying language is often amplified in Vietnamese translations in order to clearly convey positive product attributes and emotional appeal.

Overall, the findings suggest that successful advertisement translation relies less on formal equivalence and more on communicative effectiveness. Grammatical and lexical devices are not transferred mechanically but are strategically manipulated to suit Vietnamese cultural expectations, discourse conventions, and consumer perceptions.

## **4.2 Implications of the Study**

### **4.2.1 Theoretical Implications**

From a theoretical perspective, this study contributes to translation studies by highlighting the value of discourse analysis in examining translated advertising texts. By focusing on grammatical and lexical devices at the discourse level, the research demonstrates how persuasion is constructed through patterns of language use rather than isolated lexical choices. The findings support functional and communicative approaches to translation, emphasizing that meaning in advertising is dynamic, context-dependent, and culturally embedded.

The study also enriches existing research on advertisement translation by shifting attention away from purely comparative or equivalence-based models. Instead, it underscores the importance of analyzing how linguistic resources are reconfigured in translation to achieve similar pragmatic effects in the target context.

### **4.2.2 Pedagogical and Practical Implications**

Pedagogically, the findings offer useful insights for translation training, particularly for undergraduate students majoring in English. The study highlights the need to move beyond word-for-word translation practices and to develop students' awareness of discourse-level features such as cohesion, modality, evaluative meaning, and persuasive strategies. Incorporating discourse analysis

into translation courses may help students better understand how grammatical and lexical choices influence communicative effectiveness.

From a practical standpoint, the study provides implications for professional translators and practitioners involved in advertising localization. Understanding how grammatical and lexical devices function persuasively can assist translators in making informed strategic decisions, thereby producing translations that are not only linguistically accurate but also culturally resonant and market-effective.

### **4.3 Limitations of the Study**

Despite its contributions, this study has several limitations. First, the corpus is limited in size and scope, consisting of a selected number of written advertisements within a specific time frame. As a result, the findings cannot be generalized to all types of advertising discourse or to audiovisual and multimodal advertisements.

Second, the analysis focuses exclusively on grammatical and lexical devices, without considering visual elements, layout, or audience reception, which are also significant components of advertising communication. In addition, the study does not empirically measure the effectiveness of translated advertisements on actual consumers.

### **4.4 Suggestions for Further Research**

Future research could expand the scope of investigation by examining a larger and more diverse corpus of advertisements across different media platforms, including television and social media. Further studies might also explore the interaction between linguistic and visual elements in advertising translation or incorporate audience reception studies to evaluate the impact of translation strategies on consumer perception.

In addition, comparative research involving multiple target languages could provide broader insights into how cultural and discourse norms shape advertisement translation strategies across different markets.

#### **4.5 Concluding Remarks**

In conclusion, this study has demonstrated that grammatical and lexical devices play a vital role in reconstructing persuasive meaning in English–Vietnamese advertisement translation. Through a discourse-analytic approach, the research shows that effective translation requires flexible and creative use of linguistic resources rather than rigid adherence to formal equivalence. By contributing both theoretical insights and practical implications, the study hopes to support future research and improve translation practice in the field of advertising.

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## APPENDICES

### APPENDIX A: COMPLETE CORPUS OF 40 ENGLISH-VIETNAMESE ADVERTISEMENT PAIRS

#### BEVERAGES & FMCG (10 ads)

1. Brand: Coca-Cola  
English Slogan: "Open Happiness"  
Vietnamese Translation: "Khởi nguồn cảm xúc"  
Year: 2020
2. Brand: Pepsi  
English Slogan: "That's What I Like"  
Vietnamese Translation: "Đó là điều tôi thích"  
Year: 2020
3. Brand: Heineken  
English Slogan: "Open Your World"  
Vietnamese Translation: "Mở ra thế giới của bạn"  
Year: 2021
4. Brand: Starbucks  
English Slogan: "To inspire and nurture the human spirit"  
Vietnamese Translation: "Nuôi dưỡng và truyền cảm hứng tinh thần"  
Year: 2019
5. Brand: Red Bull  
English Slogan: "Red Bull gives you wings"  
Vietnamese Translation: "Red Bull cho bạn đôi cánh"  
Year: 2021
6. Brand: Nestlé Milo  
English Slogan: "Every day's a Milo day"  
Vietnamese Translation: "Mỗi ngày đều là ngày của Milo"  
Year: 2022

7. Brand: Lavie

English Slogan: "Pure and Natural"

Vietnamese Translation: "Thuần khiết và Tự nhiên"

Year: 2020

8. Brand: Vinamilk

English Slogan: "For a strong Vietnam"

Vietnamese Translation: "Vì một Việt Nam vững mạnh"

Year: 2021

9. Brand: OMO

English Slogan: "Dirt is good"

Vietnamese Translation: "Vết bẩn là tốt"

Year: 2019

10. Brand: Acecook

English Slogan: "Delicious in an instant"

Vietnamese Translation: "Thơm ngon tức thì"

Year: 2022

## TECHNOLOGY & ELECTRONICS (10 ads)

11. Brand: Apple

English Slogan: "Think Different"

Vietnamese Translation: "Nghĩ khác biệt"

Year: 2021

12. Brand: Samsung

English Slogan: "Do what you can't"

Vietnamese Translation: "Làm điều bạn không thể"

Year: 2021

13. Brand: Intel

English Slogan: "Intel Inside"

Vietnamese Translation: "Bộ vi xử lý Intel bên trong"

Year: 2019

14.Brand: Sony

English Slogan: "Make. Believe"

Vietnamese Translation: "Sáng tạo. Tin tưởng"

Year: 2020

15.Brand: Dell

English Slogan: "The power to do more"

Vietnamese Translation: "Sức mạnh để làm nhiều hơn"

Year: 2022

16.Brand: LG

English Slogan: "Life's Good"

Vietnamese Translation: "Cuộc sống tốt đẹp"

Year: 2021

17.Brand: Nokia

English Slogan: "Connecting People"

Vietnamese Translation: "Kết nối con người"

Year: 2018

18.Brand: Canon

English Slogan: "Delighting you always"

Vietnamese Translation: "Luôn làm bạn hài lòng"

Year: 2020

19.Brand: Xiaomi

English Slogan: "Innovation for everyone"

Vietnamese Translation: "Đổi mới cho mọi người"

Year: 2022

20.Brand: Asus

English Slogan: "In search of incredible"

Vietnamese Translation: "Tìm kiếm điều phi thường"

Year: 2021

## FASHION & SPORTSWEAR (8 ads)

21.Brand: Nike

English Slogan: "Just Do It"

Vietnamese Translation: "Cứ làm đi"

Year: 2022

22.Brand: Adidas

English Slogan: "Impossible is Nothing"

Vietnamese Translation: "Không gì là không thể"

Year: 2020

23.Brand: Puma

English Slogan: "Forever Faster"

Vietnamese Translation: "Mãi mãi nhanh hơn"

Year: 2021

24.Brand: Uniqlo

English Slogan: "Made for all"

Vietnamese Translation: "Được tạo ra cho tất cả"

Year: 2019

25.Brand: Levi's

English Slogan: "Live in Levi's"

Vietnamese Translation: "Sống trong Levi's"

Year: 2022

26.Brand: Zara

English Slogan: "Love your curves"

Vietnamese Translation: "Yêu những đường cong của bạn"

Year: 2020

27.Brand: H&M

English Slogan: "Fashion and quality at the best price"

Vietnamese Translation: "Thời trang và chất lượng với giá tốt nhất"

Year: 2021

28.Brand: Converse

English Slogan: "Shoes are boring. Wear sneakers."

Vietnamese Translation: "Giày thường thật nhàm. Hãy đi giày thể thao."

Year: 2019

#### COSMETICS & PERSONAL CARE (7 ads)

29.Brand: L'Oréal

English Slogan: "Because you're worth it"

Vietnamese Translation: "Vì bạn xứng đáng"

Year: 2022

30.Brand: Dove

English Slogan: "Real beauty"

Vietnamese Translation: "Vẻ đẹp đích thực"

Year: 2021

31.Brand: Olay

English Slogan: "Love the skin you're in"

Vietnamese Translation: "Yêu làn da của chính mình"

Year: 2020

32.Brand: Maybelline

English Slogan: "Maybe she's born with it. Maybe it's Maybelline."

Vietnamese Translation: "Có thể cô ấy sinh ra đã thế. Có thể là nhờ Maybelline."

Year: 2021

33.Brand: Pantene

English Slogan: "Hair so healthy it shines"

Vietnamese Translation: "Mái tóc khỏe đến tỏa sáng"

Year: 2019

34.Brand: Nivea

English Slogan: "Touch and be touched"

Vietnamese Translation: "Chạm và được chạm vào"

Year: 2022

35.Brand: Clean & Clear

English Slogan: "Face it. Clear skin starts here."

Vietnamese Translation: "Đôi mặt đi. Làn da sạch bắt đầu từ đây."

Year: 2020

#### AUTOMOTIVE & LUXURY (5 ads)

36.Brand: Mercedes-Benz

English Slogan: "The best or nothing"

Vietnamese Translation: "Hoặc là tốt nhất, hoặc là không gì cả"

Year: 2021

37.Brand: BMW

English Slogan: "The ultimate driving machine"

Vietnamese Translation: "Cỗ máy lái hoàn hảo nhất"

Year: 2020

38.Brand: Audi

English Slogan: "Vorsprung durch Technik" (Advancement through technology)

Vietnamese Translation: "Tiến bộ qua công nghệ"

Year: 2022

39.Brand: Toyota

English Slogan: "Let's go places"

Vietnamese Translation: "Cùng đi đến mọi nơi"

Year: 2021

40.Brand: Honda

English Slogan: "The power of dreams"

Vietnamese Translation: "Sức mạnh của những ước mơ"

Year: 2019

Note: All advertisements were collected from official brand sources between January and December 2023. The Vietnamese translations are official localized versions released by the brands for the Vietnamese market.