

Review Article

Lexical Features in Food Advertising Slogans in American English and Vietnamese

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Abstract: This study aims to investigate the lexical features of American English and Vietnamese food advertisements. In particular, the study focuses on analyzing and describing the lexical features of American English and Vietnamese food advertisements. Moreover, the article gives an analysis of the language of advertising from the linguistic point of view and lexical features of food advertising in 100 slogans in American English and Vietnamese. The advertising slogans chosen for the analysis on a random basis were divided into many different groups with a focus on word classification and lexical elements. The result of the study will contribute to enhancing the understanding of the advertising language aspect, helping advertisers in Vietnam create a highly effective advertisement that has positive effects on advertising viewers.

Keywords: Slogan, analysis, lexical features, advertising, food, English American, Vietnamese.

1. INTRODUCTION

Advertising is a tool used by many companies to inform potential customers about their products and services. We live in a world filled with advertising. Every day we see ads everywhere, for example, in the car, on the bus or walking the streets in the central area. We absorb all of this often unconsciously. The first impression in our mind works with Visual stimulation through images, colours and then with letters, words and messages. Therefore, the message used in the advertisement needs to be short and unique so that it is easy to remember.

The word "advertisement" is derived from the Latin word "adverte" which means to draw attention to something or to inform someone about something (notification) (G. Dyer, 1982: 17). In the study of the author Fletcher, W (2010) advertising is defined as "an advertisement is a paid-for communication intended to inform and/or persuade one/ more people (roughly translated as advertising is a form of paid communication). money to inform and/or persuade one or more people).

From the researched data, the article agrees with the concept that "advertising is the activity of individuals or organizations producing and providing services, using media and communication methods to inform about the needs of customers. demand and ability or about the benefits of certain goods and services to increase the number of consumers who use those goods and services" (p.26, 2004) (Ly Tung Hieu).

For this purpose, many companies create commercial slogans, and short messages, but still informative and easy to remember. Slogans often represent the whole company, such as Nike's "Just do it" or Adidas with "Impossible". The best slogans are immediately linked to the company. It is necessary to say the name of the company, such as "I'm lovin' it" so that most people can recognize the McDonald's Company immediately.

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Based on the above information, this article will focus on x to identify and describe the lexical features of the language used in food advertising slogans in American English and Vietnamese by surveying 100 samples. Food ads in both American English and Vietnamese are taken from Google websites. In addition, the study also compared the similarities and differences in lexical characteristics in the language of food advertising slogans of the two languages.

In choosing to analyze lexical characteristics in advertising slogans, we used qualitative and quantitative methods. Qualitative methods are used in analyzing and describing data to find typical lexical features of advertising language in slogans as well as to detect similarities and differences in word usage. vocabulary in Food advertisements in American English and Vietnamese. On the other hand, the quantitative method helps to determine the frequency of occurrence and the corresponding proportion of linguistic elements in the advertising slogan above.

2. Advertising Slogans

2.1 Definition

In the book "Creative Advertising" by Charles Whittier, he writes: "A tagline must be a statement about a product or service worthy of constant advertising; worthy of public memory, and worded in such a way that the public may remember it ." Leech (1972) argued that an advertising slogan is a phrase created by a company for advertising to receive recognition. The slogan must express the main idea of the advertisement, so it must be easy to understand and concise. Or Rein (1982) defines an advertising slogan as a unique phrase that identifies the company In the view of Clow & Baack (2012), advertising slogans are known to be catchy words that create highlight the company's image. to customers.

In short, based on many definitions of advertising slogans, this article is consistent with the definition of advertising slogans as short, attractive phrases containing information related to a brand to introduce. and make customers notice that brand in a certain advertising campaign.

2.2 Characteristics, Functions and Structure

2.2.1 Characteristics

The characteristics of the language in the advertising slogan are short, easy to remember, make an impression and must be suitable with the language structure. With American English, besides using a lot of descriptive and emotional adjectives, we also focus on using abbreviations and abbreviations to suit the tastes of customers by age. With Vietnamese, in addition to taking advantage of homonyms, synonyms, tones, rhymes... also in terms of metaphor, exclamation, personification... It is not necessarily composed of complete sentences and has many sentences as for the language of an administrative or scientific document, which is usually only short phrases, with condensed and concise content and sometimes estheticized by artistic and special measures.

For example, a MacDonald ad

“in 50 years of this classic, the only thing that needed a change was the photo”

The use of accent words such as "only", a change, is to affirm the quality of MacDonald's past 50 years.

In Vietnamese advertising, it is very diverse such as:

“Tết làm điều hay, vận may nhân khắp” trong quảng cáo sản phẩm “Omo”.

“ Cùng gắn kết, làm nên Tết” (Cocacola)

“Mắt sáng dáng cao, trau dồi trí nhớ” (Vinamilk)

2.2.2 Function

Advertising slogans have many functions, of which the most prominent are functions such as: introducing and encouraging customers to use the manufacturer's products and creating immediate value and influence for a product or service through widely displayed slogans. Creating an ad with beautiful and eye-catching visuals that appeals to the audience, arouses the desire to own, and makes them want to buy the advertised product immediately.

2.2.3 Structure

2.2.3.1 Words

A language system is a whole consisting of linguistic elements (units) in interrelationships with each other. The short definition of a word was given by Leonard Bloomfield (1933) as "the word is the smallest free form". This is similar to the definition in Webster's Unabridged (1989) dictionary "a word as the smallest independent unit of language". Meanwhile, from the point of view of words of authors Mai Ngoc Chu, Vu Duc Nghe and Hoang Trong Phien (1997), the word is the smallest meaningful unit of language that can be used independently and freely reproduced in words. speak to build sentences.

Therefore, lexical analysis in advertising slogans will help to understand the frequency of occurrence of common words, thereby understanding more about the characteristics of words in advertising.

According to the Cambridge dictionary, vocabulary will be divided into four main categories: nouns, adjectives, verbs, and adverbs. In addition, there are 5 other groups of words including prepositions, articles, pronouns, conjunctions and interjections. Each typed word will show how the word works in terms of meaning as well as grammar in the sentence. A vocabulary can also act as a variety of words. Understanding the type of word will grasp the exact meaning of a word or phrase, know how to arrange the phrases in the correct order and make a strong impression on the reader.

According to the author Nguyen Thien Giap (1998), the Vietnamese is divided into three large arrays: real words, false words, and interjections. Real words can be divided into nouns, verbs, adjectives, numbers and pronouns. Adverbs include adverbs, conjunctions, and auxiliary verbs. According to the author's point of view, Vu Duc Nghieu and Nguyen Van Hiep (2010), the type words in the language, in general, can be divided into 9 groups similar to the division of type words in English, but for Western languages, especially the East, including Vietnamese, the word category can be divided into 3 groups similar to Nguyen Thien Giap's point of view: real words, nonverbal words and interjections.

Based on the above classification, this study focuses on the following categories: nouns, verbs, adjectives, adverbs and pronouns. These types of frequencies are common in both languages.

2.2.3.2 Phrases

The Cambridge Dictionary online defines a term as a group of words that go together and contain a particular meaning ("a group of words that are often together and have a particular meaning"). According to the authors, Le Dinh Tu and Vu Ngoc Can (2009), they have defined that phrases are word combinations consisting of two or more real words that are grammatically related to each other.

All phrases must have a central element. This is the most important element to help determine the type of language and linguistic characteristics of a language. In addition to the main element, a phrase can also have a preceding sub-element and a later sub-element with the function of adding meaning to the central element.

2.2.3.3 Sentences

According to the Cambridge dictionary, a sentence is a group of words consisting of a verb expressing a thought that takes the form of an affirmative, or interrogative, sentence, usually beginning with a capital letter. The sentence is the basic unit of speech, made up of words, expressing a complete idea (Nguyen Thien Giap, 1997). The authors Mai Ngoc Chu, Nguyen Thi Ngan Hoa, Do Viet Hung, and Bui Minh Toan (2007) have synthesized many definitions of sentences such as Common sentences are composed of two main components: a component that states an object. a message object (subject) and a content representation element that informs about an object (predicate) or functionally, a sentence is the smallest unit that can perform a linguistic action.

In this study, we focus on surveying at the lexical level, so learning about sentences and sentence structure will not be analyzed.

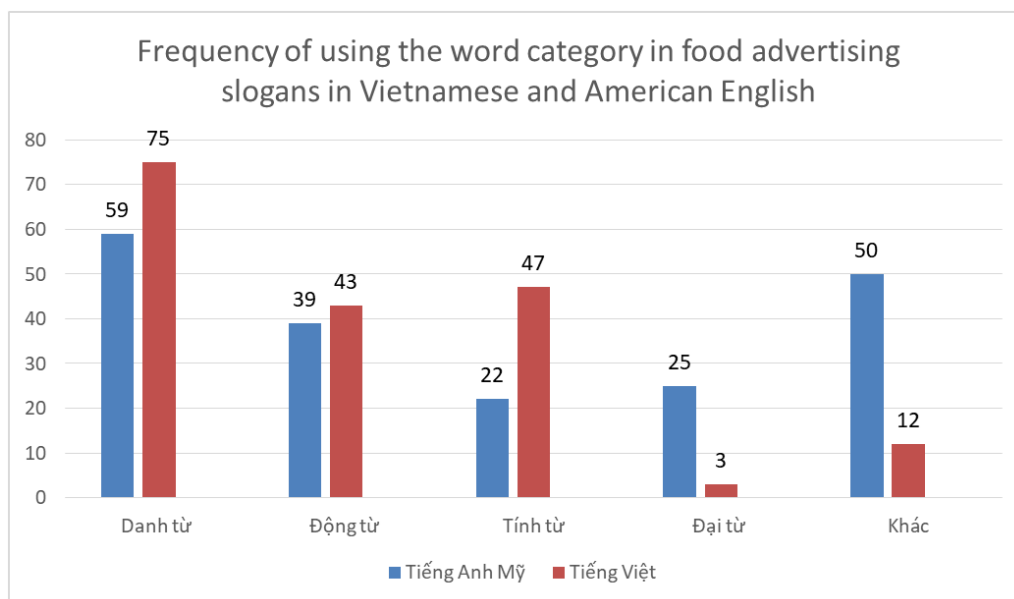
2.2.3.4 Length of the Advertising Slogans

The length of the advertising tagline depends on the choice of words used in the advertising. With the characteristics of brevity, conciseness, and full conveyance of the message of the brand to be advertised, the length of the advertising slogan is usually short enough to attract the attention of viewers. In 50 samples of food advertising slogans in American English surveyed, the average length was 6 words / 1 slogan, while in 50 samples of advertising slogans in Vietnamese, the average length was 7 words / 1 advertising slogan. This difference is not too high, the use of the number of words in a slogan in the two languages is considered to be almost equal. That shows the true characteristics of advertising slogans.

3. Lexical Features of Advertising Language in American English and Vietnamese Advertising Slogans

3.1 The Word Classification

After classifying and statistics of 100 advertising slogans in American English and Vietnamese, the words in the slogans are divided into 4 main groups: nouns, verbs, adjectives, pronouns and a group that includes: includes words that do not belong to the above groups. The figures are listed in the following table:



Through the above statistics table, the frequency of using the word category is the most common noun with American English 59 times and Vietnamese 75 times. Some typical nouns in American English food advertising slogans are:

- (1) A smile, the feeling, happiness, home, the train, finger.

And in Vietnamese:

- (1) “Sữa tươi, ước mơ, năng lượng, hạnh phúc, vị ngọt, cuộc sống”.

What shows that the specificity of advertising slogans is clearly shown through the use of a combination of short words through an equally diverse number of adjectives in Vietnamese. accounted for 47 times and American English was 22 times. Eg:

- (1) Better, real, delicious, refreshing, good, big
- (2) “Tốt, sáng, cao, sáng khoái, ngon, nóng, mát lành, nức mũi”

Meanwhile, the frequency of occurrence of verbs in both languages is approximately 39 times in the American English slogan and 43 times in the Vietnamese slogan:

- (1) Have, open, taste, know, be, love, get down, deserve, stop
- (2) “Vươn, tận hưởng, nâng cao, tăng cường, thanh lọc, uống, khơi dậy”

The data on the use of pronouns is equally surprised when there is a big difference when Vietnamese only uses 3 times pronouns while American English has up to 25 occurrences of modern words in advertising slogans. For example, in English there is a pronoun that is used frequently:

- (1) It, I, you, me, your.

In Vietnamese slogans, only 2 pronouns are used:

- (1) Bạn, kẻ.

3.2 Frequency of Using Expressive/Motivating/Comparative Words and Phrases

The following is a table showing the frequency of occurrence and the corresponding ratio of words in 100 samples of American English food advertising slogans. and Vietnamese. This is by no means an exhaustive figure for all slogans as there are thousands of products being advertised, but hopefully, these figures will give the reader a fairly general overview of what they are all about. the situation of using vocabulary in advertising slogans.

Table 3.2. : Statistical table of the frequency of occurrence and the corresponding ratio of the analyzed vocabulary types in 100 samples of English-American advertising slogans and Vietnamese

Type of word/phrase	Advertising slogan _ American English food (50 samples)		Vietnamese food advertising slogans (50 samples)	
	Number of samples	Ratio (%)	Number of samples	Ratio (%)
Expressive/ Descriptive Words	50	100	50	100
Motivating Word/Phrase	21	42	20	40
Comparative words/phrases	10	20	5	10

Looking at the statistics, we can see that all food advertisements in English and Vietnamese use expressive words. Expressive words have the task of attracting the attention of potential customers as well as making viewers remember the product brand, keeping in their mind the images and sounds of the product that evoke the word. descriptive words. Thus, it can be said that advertisements in English and Vietnamese are very diverse and lively thanks to these words.

In addition, the American and Vietnamese English and Vietnamese food advertising slogans are almost similar in the level of use of trigger words/phrases. When we look at the statistics in the two tables, it is almost the same in terms of the usage of these words.

Besides that similarity, English-American and Vietnamese ads still have some differences. For example, 20% of American English advertisements use comparative words/phrases, but only 10 % of Vietnamese advertisements use this type of word. To clarify the above issues, in the next section, the characteristics of these three groups of words will be analyzed.

3.2.1 Use descriptive words to express salient features or feelings (colourful words):

Expressive words are seen as spices that make advertisements come to life and products become more perfect, and more quality in the eyes of the viewers. These words make viewers want to own the advertised product more by conjuring up the viewers with true, vivid, colourful images, feelings and sounds. For example:

The use of many highly descriptive words: such as good, delicious, real, etc. has increased the value of the product as well as aroused the viewer's positive emotions about the product. product.

Vietnamese advertisements also use many descriptive words to highlight product features and features and arouse emotions in viewers. Consider the following example:

“Mi Gấu Đỏ gắn kết yêu thương” (Red Bear Instant Noodles)

Maybe, customers don't feel the taste of the product because they haven't tasted it, but they are captivated by the vivid and meaningful words. Community connection during the covid epidemic has had a strong impact on customers.

3.2.2 Use Trigger Words

Emphatic words "trigger words" are seen as words capable of evoking particular emotions, arousing desire, and enhancing attention. The common feature of these words is that they contain consonants that are slightly or, when read, make a pleasant mouth sound, often with a nice, comfortable, positive connotation.

Some examples of motivating words found in American English advertising slogans are:

- (1) *Taste like a coke and hit you like a bull.*
- (2) *When life gives you lemons, eat chicken.*

These are indispensable words in stimulating and encouraging customers to use the manufacturer's products. According to psychologists, people tend to like being told what to do and doing things that are advised by others. So at the end of an advertisement, by asking viewers what to do, advertisers have created a "push" in the psychology of customers and made them follow the request of the ad. fox. In other words, sales power has been enhanced.

For example:

- (1) *“Muốn uống trà ngon chọn trà xanh không độ”.*
- (2) *“Nóng trong người uống dr thanh giải độc giải ngứa”*

3.2.3 Using Comparative Words:

This type of word can be found in the English pizza advertisement of the Pizza Hut brand as follows:

- (1) *No one out pizza as the hut.*

- (2) *The best pizza under one roof.*
- (3) *Best pizza, best value.*

However, Vietnamese advertisers have used some other words with the same meaning as:

- (1) “Sữa tươi số 1 Việt Nam” (Vinamilk).
- (2) “Từ kẻ đến sau trở thành **dẫn đầu thị trường**” (TH truemilk).

Usually, consumers always have a "major" mentality, that is, they will choose according to the majority. A product that dares to assert its position, must be of good quality, meeting the requirements and tastes of customers. Therefore, when seeing a product confidently affirming the brand, viewers will immediately believe that this product is a quality product, suitable for them to spend money to buy to verify. That is one of the ways to hit consumer psychology.

4. CONCLUSION

The study analyzed the lexical characteristics of English-American and Vietnamese food advertising slogans through the statistics of different words and group analysis of words: expressive words, and motivating words. , as well as comparison words. Through analysis, we can see that these types of words have contributed to making advertisements more visual, and more attractive and making readers remember longer and trust the product more.

lexical similarities and differences in the language of the English-American food advertising slogan and Vietnamese were presented. In general, both American English and Vietnamese advertisements use words and structures that are short but concise and easy to remember. Furthermore, advertisers have tried to make the most of the power of expressive words and powerful words. However, the vocabulary used in advertising these two languages also appears to be different. Vietnamese manufacturers rarely use comparative words to attract and motivate customers to use their products as advertisers use American English. Vietnamese advertising has also created a certain effect on consumers, but it is only local and local, not reaching the world like the advertising slogans of English-American. This is something that Vietnamese advertisers need to consider, innovate as well as learn the good things in American English advertising, to create quality and more effective ads.

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