

# Genre Characteristics in Advertisements for Vietnamese Books

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## ABSTRACT

This paper investigates the characteristics of advertisements for Vietnamese books. In this article, the author has used theoretical models of genres to analyze the move structure of advertisements for Vietnamese literature books and has found a customary model for this type of advertisement. The paper also pointed out some common strategies used by book advertisers in realizing the moves in this type of advertisements

**KEY WORDS:** genre, advertisements for Vietnamese books, moves, strategies

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## I. INTRODUCTION

Genre analysis has always been seen as a multi-disciplinary activity that has not only attracted the attention of linguists (both applied and theoretical), discourse analysts, experts and scholars on the communication but also sociologists, scientists, translators, advertising agencies and pure English users. In recent years, genre analysis has become more diverse due to the fact that genre has been studied from different perspectives. The question is whether there are common elements in these views, in terms of theoretical models, methods or fields of application from which to have a unified view of the evaluation of the genre.

In fact, a number of studies have applied the theory of genre analysis to explore the structural models of each type of advertising and have really brought positive results for practical application in business operations. Therefore, the method of genre analysis has been applied by many scholars as the basis for building theories in creating and building advertising text more effectively to help businesses meet the needs of today's increasingly fierce business environment.

This article is made to review some structure of genre theory, including definitions, characteristics, objectives, principles and procedures for analyzing text genres, especially advertising texts. On the basis of the theories discovered by linguists, the topic will analyze the genre characteristics of the book advertising discourses in order to find the potential structure of this type of advertising in Vietnamese.

## II. LITERATURE REVIEW ON BOOK ADVERTISING

In applied language, many studies on the genre of book advertising have been carried out in order to find out the genre structure of book introduction. Bhatia [1] has studied two types of book promotion: the novel and the academic genre. He proposed a structural model consisting of 6 moves: (1) Title, (2) justifying the book; (3) appraising the values; (4) Establish credentials; (5) endorsements and (6) targeting the market.

To realize these moves, Bhatia [1] suggests that advertisers can use strategies in the book advertising as follows:

*Table 1: Strategies used to realize moves in book ads*

Bước thoại	Chiến lược
Justifying the book	<ul style="list-style-type: none"><li>- Give brief information about the work by summarizing the details or content of the work.</li><li>- State the salient features of the work: about the details of the content, the art of expression...</li><li>- Chapter summary / List of work content</li><li>- Provide information such as date of birth, date of death, number of works and contributions of the author</li></ul>
Appraising the values	<ul style="list-style-type: none"><li>- Highlight the author by detailing the author's education and knowledge.</li><li>- Praise the work by using positive vocabulary.</li><li>- Cite reviews of works or authors by famous scholars.</li></ul>
Establishing credentials	<ul style="list-style-type: none"><li>- Cite prominent ideas, writings, and sentences in the work.</li><li>- Reaffirming the value of the work in terms of content and art</li></ul>

Endorsement	- Statistics on awards, public opinion... for the work - List the values that the work brings to the reader.
Targeting the market	- Drive the readers by determining the content, artistic, aesthetic factors of the work. - State the benefits that the work can bring to each specific type of readers.

Source: Bhatia [1]

Book advertising has also been analyzed by many other researchers. After studying more than 60 online book introductions from 04 publishers (Penguin, Ballantine, Routledge, Barnes & Noble), Gea-Valor [2] suggested a structure consisting of three paragraph components: product description, evaluate and provide information about the author. Drawing on the work of Swales [4] and Bhatia [3], Gea-Valor [2] carried out another study that analyzed 36 book introductions for comparisons with traditional introductory writing, often published on the cover, with the introduction of the Penguin bookstore e-book to find the purpose of communication, the form of language realization. Her findings are similar to the 2005 study, which consisted of three paragraph components: description (summary of content), assessment, and author biography (Published works, awards, etc.). The author notes that book introductions perform an informative and persuasive function but also give positive reviews by highlighting the quality of the book.

However, to date, little research has been done on the cultural differences shown in book advertising. Perhaps Kathpalia's study [4] is an exception, the author has studied the difference in book introductions between books published internationally and domestically in Singapore, the author has been particularly interested in comparing rhetorical structure, text model and grammatical and lexical features. The author's textual analysis shows that although advertisements for domestic and foreign academic and fiction book in Singapore all follow the same pattern of structural composition including: title, content introduction, appraising values, affirming values and targeting the market, but advertisements for domestic book are often "conservative in their use of presentation strategies such as sequence of appearances and hybridization of syntactic components and in the realization of genre" [18, p. 419]. Domestic book advertising models are very similar to international books but differ in the use of evaluation language and grammatical and lexical features. From the findings, Kathpalia [3] suggests that domestic books tend to focus on presenting content value instead of providing critical evaluation, while international books focus on content evaluation.

In this article, we only stop at analyzing the potential structure of the genre of book advertising in Vietnam to find out the model of genre structure, which is reflected in the appearance of moves, genre types (required, optional or repetitive) and their arrangement along with the strategies shown in this type of advertising.

### III. RESEARCH MOTHOD

On the basis of applying the theoretical framework of the six-move structure model proposed by Bhatia [1], the author will analyze the genre structure potential model (GSP) of the book advertising discourses. The corpus includes 30 advertisements for Vietnamese literature books collected from bookstores and websites such as Tiki, Sendo, Shoppee...

Analysis process was performed as follows:

- Define the boundary between the moves in the text;
- Determine the type of moves (required, optional or repetitive) by counting the frequency of occurrence of moves in the text;
- Determine the order in which the moves appear;
- Define strategies to represent moves and their frequency of occurrence in selected samples.

### IV. RESULTS AND DISCUSSION

#### (i) The Genre structure potential (GSP)

The survey according to the above method helps this topic find the frequency of occurrence of the moves as follows:

*Table 2: Frequency of moves in advertisements for Vietnamese literature books*

	Title	Justifying the book	Appraising the values	Establish credentials	Endornments	Targeting the market
Sample 1	X		X	X		X
Sample 2	X	X	X	X	X	
Sample 3	X	X	X	X		
Sample 4		X	X	X		X
Sample 5		X	X	X		
Sample 6	X		X	X		
Sample 7		X	X	X		

Sample 8	X	X	X	X		
Sample 9	X	X	X	X	X	
Sample 10	X	X	X	X		
Sample 11	X	X	X	X		X
Sample 12	X		X	X		X
Sample 13	X	X	X	X	X	
Sample 14	X	X	X	X	X	
Sample 15		X	X	X		X
Sample 16	X		X	X		X
Sample 17	X	X	X	X	X	
Sample 18	X	X	X	X		
Sample 19		X	X	X		X
Sample 20		X	X	X		
Sample 21	X		X	X		
Sample 22		X	X	X		
Sample 23	X	X	X	X		
Sample 24	X	X	X	X	X	
Sample 25	X	X	X	X		
Sample 26	X	X	X	X		X
Sample 27	X		X	X		X
Sample 28	X	X	X	X	X	
Sample 29	X	X	X	X	X	
Sample 30		X	X	X		X
Total	22	24	30	30	8	10
Percentage	73,3%	80,0%	100%	100%	26,7%	33,3%

Thus, it can be seen that out of 06 moves, only two moves: Appraising the values and Establishing credentials have a full frequency in 30 advertisements, accounting for 100%, showing that these are the required moves. The remaining four moves are considered as optional with Title (73.3%), justifying the book (80%), endorsement (26.7%), and targeting the market (33.3%).

Regarding the order of appearance, except for the move title always placed at the beginning of the advertisements, the 03 steps of appraising the values, establishing credentials and endorsement always appear in the fixed order. Particularly, the order of the 2 moves justifying the book and targeting the market can be reversed.

Từ kết quả phân tích trên, có thể thấy mô hình bước thoại của thể loại quảng cáo sách văn học và phê bình văn học Việt Nam được sắp xếp theo mô hình GSP của Hasan [4] như sau:

From the above analysis results, it can be seen that the genre structure model of literary book advertising in Vietnam is arranged according to Hasan's GSP model [4] as follows:

[[Title] {(Justifying the book) ■ Appraising the values ^ Establishing credentials ^ (Endorsement) ■ (Targeting the market)}]

**Key:**

- ( ): optional moves

- ^ : required order

- ■ : reversible order

- [ ] : order control

- { } : order in brackets that can be reversed

**(ii) Các chiến lược thể hiện**

In addition to the Title that appears at the beginning of the text, in general, the strategies used to express the content of each move are used by the writer as follows:

**Table 3: Percentage of strategies used in advertisements for Vietnamese literature books**

Move	Strategies	Frequency	Samples	No of strategies	percentages
Justifying the book	- Summary and description of the content	14	2,4,7,9,10,13,15, 16, 18, 22, 24,	18	77,78%

			25, 27,29		
	- List of works	2	3, 8		11,11%
	- Descriptive statistics of presentation form	2	12, 20		11,11%
Appraising the values	- Comments, reviews about the author	8	2,7,14,15, 18,22,26, 28	22	36,36%
	General comments about the work	10	8, 9,10,11, 12, 15, 18, 22, 27, 29, 30		45,45%
	- Cite reviews of works by renowned critics	4	1,3,7,18		18,18%
Establishing credentials	- Reaffirming the value of the work (through published data)	18	1,2,3,4,6,8, 9,10,15, 11, 12, 14, 17, 19, 22, 25, 28	28	64,29%
	- Additional information about the translator	2	5,16		7,14%
	- In-depth analysis of literary values, suggesting to readers	8	7,12,13, 14, 16, 17, 22, 26		28,57%
Endorsement	- Provide data on value	2	2,16	4	50%
	- List the values that the work brings to the reader	2	2,18		50%
Targeting the market	- Identify readers	4	1,4, 12, 23	10	40,00%
	- State the benefits for each type of readers	6	11,12,15, 17, 19, 25		60,00%

In the move of justifying the book, out of the 9 strategies of used, the strategy *Summary and description of the content* accounts the majority (77.78%). The two strategies of *List of works* and *Descriptive statistics of presentation form* only appear twice, accounting for 11.11%.

For the move of *Appraising the values*, advertisers tend to use many strategies, among which *Comments, reviews about the author* and *General comments about the work* accounted for 36.36% and 45.45%, respectively. The move of *Establishing credentials* is most realized by the strategy of *Reaffirming the value of the work* (through published data), accounting for 64.29% (appearing in 18 strategies out of 30 used strategies).

The move *Endorsement* only appears 04 times in a total of 30 samples, divided equally by 02 strategies used: *Providing data on value* and *Listing the values that the work brings to the reader*.

Finally, the move *Targeting the market* is realized by 02 strategies: *Identify the readers* (40%) and *State the benefits for each type of readers* (60%).

Comment: From the above analysis results, it can be seen that when advertising for Vietnamese literature books, advertisers tend to focus on making general judgments about the author's work. work and appraising the value of the work, which is mainly expressed by the strategies of *Summary and description of the content* and *Reaffirming the value of the work* (through published data). Other moves such as *Targeting the market* or *Endorsement* are given little attention because this type of book is almost implicitly intended for the literary avid readership.

## V. CONCLUSION

In this article, the author has used theoretical models of genres to analyze the move structure of advertisements for Vietnamese literary books and has found a customary model for this type of advertisement.

Some of the common strategies used by book advertisers are also shown in realizing the moves in this type of advertising.

In summary, it can be seen that genre theory is considered as an effective tool to help the analyst in determining the model of text structure and linguistic organization of types of discourse in practice.

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