

Discourse Analysis of Some Nui Phao Mining Company Limited's Recruitment Advertisements

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Abstract

In the digital world with the development of the internet and the mass media, the corporations and companies attempt to advertise their range of products in the social networking sites and the mass media with the hope that they can improve their sales. Advertising strategies these firms create have brought positive effects on production and benefits for these corporations. According to approach to language functions, advertising is examined from structural and lexical perspectives in this study. In the study, syntactic features including imperative sentences, ellipsis in declarations, and active and passive voice were specified. The affirmative imperative is more likely to be chosen than the negative imperative. Along with the imperative, the simple phrase, and the ellipsis in the statement demonstrate that advertisers like to utilize sentences with basic syntax that leave an impact on readers. Advertisers utilize simple language to describe the benefits, characteristics, and activities of their products.

Keywords: *discourse analysis, advertising, advertising strategies, recruitment advertisement*

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I. Introduction

From the past to now, it is obvious that advertising has become a vital part in many fields, including business, finance and so forth. There are eminent authors giving different its definitions, Bovee (1992:7) defines that: "*Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media*". In the past, people were aware of introducing their products to customers via face-to-face communication or written papers on the walls so that they could sell more products to more new customers. For over the decades, the development of technology and the internet has made a significant change in how advertising has been used in the digital world. There is the fact that there is a range of forms in which advertising has been used to maximize the profits and bring new customers. In fact, not only companies but also individuals utilize the popularity of mass media and social networking platforms so as to increase the number of clients and products sold out.

Businesses compete fiercely in today's consumer market. There are new items and services almost every day. As a result, in order to avoid being filled by rivals, companies must often work on developing and marketing their products and services. Today, businesses cannot function properly unless they are well-advertised. A firm can invest 2%, 10%, or even 20% of its capital for advertising since advertisement tactics play a crucial part in launching items, as seen by numerous well-advertised products. Customers purchase particular items or services based on pictures or messages that pique the customer's interest, attention, and retention.

Currently, commercial advertising is quickly expanding and diversifying in terms of form, substance, and method of reaching clients. We can mention some widely utilized advertising mediums such as television, radio, websites, social networks, newspapers, magazines, signage, advertisement panels, and so on. Regardless of the form of the advertisement product, the message content plays a critical part in the production of advertisement effectiveness. The language utilized to compose advertisement messages must be uplifting, charming, gorgeous, and so on. As a result, study on advertisement language is critical.

Many companies limited have utilized the adverting methods to find out the best applicants who are suitable with their vacancies. Some usually hire the third party to design recruitment advertising with the aim of attract the attention of job seekers, while others require human resources department to make designs related to recruitment advertisements. Nevertheless, not many people are concerned about

multimodal analysis of recruitment advertisements. If one multimodal discourse analysis of pictures and video clips in terms of recruitment advertisements at Nui Phao Mining Company Limited are carried out, this will support us to have a broader and deeper perspective related to recruitment advertising in general. Besides, this also helps to add more in the field of recruitment advertising.

Up till now, there is a range of critical discourse analyses of recruitment advertisements, however, the number of studies in the field in Vietnamese is till limited in some ways. It seems that there is no official study in terms of recruitment advertising of Nui Phao Mining Company in Thai Nguyen even though Nui Phao Mining Company has gained its fame for a long time.

As a result, this encourages the researchers to launch a study on the field with the main aims. The first purpose is to analyze the linguistic characteristics the recruitment advertisements have gained Nui Phao Mining Company has brought to attract the attention of readers. In addition, discourse strategies behind the recruitment advertisements need to be found out to have more understanding about advertising strategies. The three dimension model plays a vital role in the study with the aim of analyzing date samples of Nui Phao Mining company's recruitment advertisements (Fairclough, 1995).

In order to achieve the purposes, this study was carried out to find out the answer the following questions:

- What linguistic features are used in recruitment advertisements of Nui Phao Mining company limited?
- What discourse strategies in the advertisements are used to attract the attention of job seekers?

1. Discourse and discourse analysis

Discourse becomes a subject which has great effects on many disciplines such as sociology, education, social work, cognitive psychology, anthropology to linguistics and so forth. There are many works related to discourse analysis which has been conducted by prominent scholars

Harris (1952:3) is one of the first researchers who did his research in discourse analysis and the term "discourse" was mentioned in his research for the first time. According to Harris, "*language does not occur in stray words or sentences but in connected discourse*". Crystal (1992:25) emphasized, "*discourse is a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit, such as a sermon, argument, joke or narrative*". According to Cook (2001:4), "*discourse is text and context together, interacting in a way which is perceived as meaningful and unified by the participants (who are both part of the context and observers of it)*".

Nunan (1995:6) discusses that "*discourse is the interpretation of the communicative event in context, and at the same time, according to him, discourse is like a linguistic string consisting of several sentences that are related in some way*". Besides, there are still other viewpoints in terms of definitions of 'discourse' from linguistic perspective. Because of the fact that the discourse analysis has developed in many stage, different definitions of discourse analysis depend on various type of fields such as object identification, research purpose, research method, approach angle. Some authors gave their own point of view related to how discourse is defined from linguistic perspectives.

1.2 Types of discourse

Compiling from all the author's analysis of discourse classification, in linguistics there are at least five groups of discourse concepts. The first group uses discourse and textual concepts to distinguish them by attaching them to one of the two existential forms of language. The second group thinks that discourse belongs to the semantic unit and textual belongs to the grammatical unit. The third group with the concept of discourse is subject to the judgment of pragmatism while the text is the object of textual linguistics. The fourth group uses the definition of discourse to refer to the communication process, an event that is holistic and purposeful. The fifth group includes functionalism that advocates placing discourse in socio-cultural contexts, and structuralism favoring describing the independent structure of discourse.

Throughout the twentieth century, linguists were fascinated by linguistic phenomena. Language studies are the key to studying people and the world and this is the methodological basis of the different social sciences. Since the late 1960s, thanks to the terminology and ideology of postmodernism and semiotics widely promoted in the academic world, the "*linguistic turning point*" has turned into the "*discourse turning point*". The strong penetration of discourse into the humanities and political - sociological sciences led to a strong explosion of various discourse theories.

1.3 Definition of discourse analysis

According to Brown and Yule (1983), discourse analysis is the study of language usage in relation to the social and psychological issues that impact communication. According to Brown and Yule (1983: 83), "*discourse analysis spans an extraordinarily broad spectrum of activities, from the narrowly focused inquiry of how words like 'oh' or 'well' are employed in casual discussion to the study of a culture's prevailing ideology in its educational or political practices*".

According to Knapp and Daly (2002:102), "discourse analysis is the systematic study of naturally occurring (not hypothetical) communication in the widest sense, at the level of meaning (rather than as physical actions or traits)".

Brown and Yule (1983) gave their definition that "the study of language in use is viewed as discourse analysis".

Stubbs (1983:1) defines discourse analysis as "attempts to investigate the arrangement of language above the sentence or above the phrase; and hence to analyze big linguistic units such as conversational exchanges or written works".

1.4 Context

Cook (2001:10) explained that "there are good arguments for limiting the field of study to make it manageable, but it is also true to say that the answer to the question of what gives discourse its unity may be impossible to give without considering the world at large: the context".

Nunan (1990:7) believed that "context refers to the situation giving rise to the discourse and within which the discourse is embedded".

It can be shown that both language and nonverbal settings appear to be important in analyzing English advertising. Van Dijk (2001:237) added a cognitive component, describing context as "the cognitive, social, political, cultural, and historical settings of discourse".

1.5 Thematization

Theme, which is mentioned first in a proposition and arranged at the beginning of a sentence. This is what the speaker or writer puts in front of the proposition so that the reader can understand what they want to convey. According to Halliday (1994:38), theme is "the starting point of the message".

We can see a very important theme and part in shaping advertisement content. The theme must match the product for the advertisement to be effective. There are many types of topics that Brown and Yule (1983) divided as follows: single-theme and multi-theme; the theme is not marked and the theme marked, the theme is predicted and not positioned. However, in this thesis, we only deal with the theme marked and unmarked.

If the first theme element of the declaration is also the theme of the clause, selecting the topic as the unmarked theme will cause the topic to have no special prominence. Choosing a marked theme, however, can draw the recipient's attention to a particular group or phrase, but often it's about building a coherent text that's easy to follow. Writers and presenters cleverly choose highlighted topics to add coherence and emphasis to their text.

1.6 Cohesion

According to Halliday and Hasan (1976:4), cohesiveness "refers to relations of meaning that exist within the text, and that define as text" and they go on to say that:

"Cohesion occurs where the **interpretation** of some element in the discourse is dependent on that of another. The one **presupposes** the other, in the sense that it cannot be effectively decoded except by recourse to it. When it happens, a relation of cohesion is set up, and the two elements, the presupposing and the presupposed, are thereby at least potentially integrated into a text".

As a result, he identifies five textual cohesion factors: references, replacement, ellipses, conjunctions, and lexical cohesion.

II. Advertisement

2.1. Definition of advertisement

According to the Oxford Dictionary (1995), "advertisement is the description of a product or service to encourage others to buy or use it."

According to Bovee (1992:7), "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media".

Cook (2001:35) stated that:

"Advertisement means clearly identifiable, paid for communications in the media, which aims to persuade, inform or sell. But the world is also used to cover a much broader range of activities from design to public relations by what are often the same organizations, using similar skills".

2.2 Commercial advertisement

According to the Vietnamese Commerce Law No. 36/2005/QH11 of the State President (2005:25) "commercial advertisement means commercial promotion activities of traders aimed at introducing to customers their goods and service business activities" and (2005:2)

From the above definition, the purpose of advertisement activity might be the sale of products or services that have the potential to profit businesses, persons, or services in which profit is sought via advertising operations for traders. The following are the main characteristics of commercial advertisement: The subject, Organizational implementation, Methods of trade promotion, The goal of commercial advertising, Advertisement goods, and Commercial advertisement means.

Furthermore, commercial advertisements must provide material that is accurate and in accordance with good norms. Individuals and organizations will be dealt with in accordance with the law in situations of breach of the legislation on commercial advertisement material. Choosing the appropriate commercial advertisement tactics can assist businesses and people undertaking commercial advertising in achieving their goals.

2.3 Functions of advertisement

According to Fairclough (1989:202), *"advertising has three ideological functions, namely building images, building relations and building consumers"*.

Khan & Kamble & Rita Khatri (2011) suggested that advertising's primary goal is to sell anything - a product, a service, or an idea. In addition, modern corporate firms employ advertising to achieve the following specific goals: To launch a new product by piquing the curiosity of potential clients; To assist with the personal selling program. Advertising might be used to get salespeople inside customers' homes; To contact those who are inaccessible to salespeople; To enter a new market or recruit a new consumer base; To reduce market rivalry and improve sales, as witnessed in the heated struggle between Coke and Pepsi; To increase the enterprise's goodwill by promising higher-quality products and services; To strengthen dealer relationships. Advertising aids dealers in the sale of their product. Dealers are drawn to a product that has been properly promoted; To warn the public about the dangers of imitating an enterprise's products.

2.4 Discourse structure of an advertisement

According to Delin (2000:126), *"the structure of an advertisement generally includes the four components: Headline, Body copy, Signature and Slogan"*.

An advertising, as defined in the above definition, is a brief statement intended to promote a product, service, or concept. In each advertisement, we may get the most important product information, such as "What are the products? What is their purpose? Contact information for the purchase (address, phone number, email address, and so on).

An advertisement, like a text, has three components: the headline, the content, and the signature.

2.5 The definition of recruitment and recruitment advertising

Chapman & Webster (2003) stated that although Internet-based recruiting is on the rise, job advertisements (ads) placed in newspapers are still one of the most commonly used recruitment tools.

According to Mondy, R. W. (2008:51), *"RECRUITMENT: The process of attracting individuals on a timely basis, in sufficient numbers and with appropriate qualifications, to apply for jobs with an organization"*.

Recruitment advertising has become a popular and vital approach for companies to reach the individuals they require in today's competitive labor market. Recruitment advertising enables firms to contact prospects throughout the internet, develop their employment brand, and build a steady stream of talent that may be employed in the end.

Recruiters and talent acquisition specialists are now using recruitment advertising to engage, attract, and nurture passive applicants throughout the candidate journey, in addition to reaching active job searchers.

Though recruitment advertising is only one component of the talent acquisition mix, it is critical for all sorts of employers, both large and small, in any sector.

Traditional recruitment advertising has experienced significant change in recent years as a result of growing online applicant generation strategies.

The emphasis of recruiting nowadays has switched from 'finding applicants' to 'being discovered'. This transformation has resulted in a fundamental shift in the way recruiters and talent acquisition teams market available positions.

Employment trends and developing technologies have radically transformed the way job seekers discover and think about work. With the internet at their fingertips, potential candidates may readily obtain information about your business culture without ever communicating with a recruiter, and are increasingly relying on platforms they use in their daily life, like as Facebook and Google, for job seeking.

III. Linguistic features in English commercial advertisements

According to Adam (2019:12), "*Advertising language often uses the techniques comparable to those in poetic texts. The advantage of so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) is the mnemotechnical effect, sound is one of most effective technique in advert industry...*".

People will encounter messages in-text advertising in magazines, newspapers, print catalogs, or on brand websites, which frequently incorporate spoken language features to accomplish their efficacy. Language elements such as vocabulary, grammar, and rhetorical measures utilized in the data sample of advertising are explored.

3.1 Vocabulary features

Adam (2019:10) states that "*Vocabulary is powerfully manipulated in advertising language associated with particular types of product, strong effect is required, and always inclined to have the same trend...*".

Homophones: Advertisers frequently employ homonyms in their advertising to promote comedy while also impressing and making it easier for readers to recall. Here's an example: "The infant, even." Little aides for your little ones."

Instead of using the phrases "little one" with the term "child" or "baby", the advertiser delivers the repetition of the two words "little" in a sentence, attracting the reader with the sweetness and attractiveness of the slogan. At the same time, it makes the tagline more memorable and unique.

Monosyllabic verbs: Monosyllabic words are frequently employed in advertising because they make commercials simple, brief, and easy to comprehend. Advertisements always employ useful monosyllabic verbs rather than less popular polyphonic ones.

3.2 Discourse strategies used in advertisements

According to Fairclough (1995:203), "*for the mass media discourse such as advertising in which the participants are separated in time and place, there is one sidedness of this type of discourse where producers exercise power over consumers.*

The first strategy is that advertisers engage readers by employing positive and negative words, engaging titles like those described in the preceding section to generate imagery, and make the advertising more appealing. Advertisers will stir the reader's desires and urge them to buy the goods by creating favorable pictures in their minds.

The second strategy is providing scientific proof or clinical trial evidence: For items connected to health or beauty care, scientific evidence of the product's safety should be presented to eliminate customer mistrust and uncertainty. Standard certification should be supplied for the marketing of restaurant or motel locations (5-star restaurant, 4-star hotel, etc.).

The third strategy is using exaggerated: this magnifies the product's functionality. Those unrealistic representations and statements attract readers to buy the product.

3.3 Role of language in advertisement

Cook (2001:6) defines advertising as "*a synchronic picture of a moment in time*" which implies certain assumptions about how advertising has changed over time. There might be some justification for omitting the diachronic component in his work, because "*advertising in color magazines, television, and the Internet is a new phenomena, both in kind, quantity, and effect*".

Advertising is perhaps the most crucial link between manufacturers and consumers. Manufacturers promote their products to customers with words, visuals, and sounds. In which the most significant place is held by the language that can talk.

The language used in advertisements to fulfill the advertising goals set out in a certain situation or approach. Advertisement words must be succinct, brief, and simple to recall, as well as short sentences. Furthermore, analogies, messages, and personalizing are frequently used. Metaphor is often used in today's advertising since it allows us to explore a wide range of word meanings.

The advertisers will produce the greatest and most successful terms to advertise the goods because of the language and means of communication. Make a good first impression on your readers, viewers, and listeners. Since then, the advertisement will not only help to supplying and communicating product information, but it will also produce the maximum level of attention, attractiveness, and persuasion to the viewers via sophistication, creativity, beauty, and comedy.

IV. Findings And Discussions

1. Lexical features

It is critical in commercial advertising to instill customer trust so that they will choose to use the services or items being advertised. As a result, employing empirical terms will increase sales and generate client interest in

that item. The trader will use certain keywords to emphasize items in each region, and the words must express the importance of the connection.

A usage rate summary of the lexical characteristics will be created with the 15 recruitment advertisements in English of Nui Phao mining company depicted in the table below.

Lexical features	Occurrence	Rate
Adjectives	12/15	80%
Verbs	15/15	100%
Borrowed words	0/15	0%
Personal pronouns	11/15	73,33%

Table 1: The rate of lexical features used in the English commercial advertisements

The use of verbs and adjectives in advertising is the highest of the lexical criteria evaluated. Personal pronouns are even lower in importance than adjectives and verbs. Furthermore, the borrowed term did not occur in any of the 15 ads available. This demonstrates that advertisers are unwilling to use rare terms in their commercials.

Verbs

Advertising verbs are both monosyllabic and simple. They are simple to grasp, concise, easy to recall, and create a lasting impact.

However, a review of 15 sample commercials reveals that certain verbs fields are employed in each advertising sector as follows:

No.	Advertisement fields	Advertisement vocabulary field
1	Processing	Verse, experience, learn, work, develop and so forth.
2	Metallurgy	Fill, liaise, ensure, mentor, train, review, and so on.
3	IT	Hold, design, develop, learn and so on.

Table 2: Verbs presented in the recruitment advertisements of Nui Phao Mining

It is critical to communicate the benefits of any service and vacancies available at the company. Each field must employ terms that demonstrate its benefits in a variety of ways. Therefore, product benefit verbs provide the reader with an overview of the benefits of the promoted product, which will be widely employed by advertisers. The use of verbs in advertising (100%) demonstrates the importance and location of single verbs in psychological influence on clients. Using the correct verbs and advertising industries will assist to clarify the product's qualities and benefits.

Adjectives

As seen in table 1, adjectives are employed up to 80% of the time. This demonstrates that adjectives have a crucial function in advertising language.

However, as demonstrated in the chart below, the employment of adjectives varies throughout the three disciplines of advertising.

No.	Advertisement fields	Occurrence	Rate
1	Processing	20 times/5 advertisements	400%
2	Metallurgy	21 times/4 advertisements	525%
3	IT	6 times /5 advertisements	120%

Table 3: Adjectives applied in the recruitment advertisements of Nui Phao mining company

Based on the numbers above, adjectives are used in a great percentage of product advertising statements in the processing field (400%). Adjectives can reflect emotions of advertisers when they utilize benefits of a job or a service. As a result, adjectives can create favorable impressions in the minds of consumers, causing them to purchase a product or service.

In addition, utilizing adjectives in advertising makes customers feel more at ease with what they are searching for. When looking for a job related to processing field, adjectives are often used such as "relevant, competitive, working, free, extra, high" and so on. This means that advertisers would like to emphasize advantages and benefits once job seekers work for the company. In advertising, adjectives may have both positive and negative implications. In reality, while doing marketing for advertisements related to vacancies, advertisers frequently utilize positive words more than negative terms. Instead of employing negative phrases that impose heaviness on the jobs, it is better to use positive adjectives that make the job seekers feel positive and beneficial.

Personal pronouns

The personal pronouns such as “you” and “we” are often used by advertisers in their advertising with the purpose of creating the connection between advertisers and clients, making the tone more friendly and casual.

Advertisers take an interest in the use of pronouns and tend to employ them in certain ways. “You, yours” phrases convey that an advertising is a nice dialogue between two friends. Readers will readily accept a service or a vacancy that has been suggested by a trusted friend. Personal pronouns exist 73,33% of the time in table 1, indicating that advertisers acknowledge their relevance in service promotion.

Advertisers utilize personal pronouns to persuade readers that the products and services they provide do not take their individual wants and interests into consideration, and thus persuades readers to select their jobs or services. Here's an example of an advertisement of Nui Phao mining company: “Are you ready to join our team as IT director?”

Meaningful advertising implies that because you are the best friend, you deserve our job. The use of the personal pronouns “you” in conjunction with “our team” makes the reader feel valued and become a member in the family of IT, and the advertisers would like to provide the job seekers the best because they deserve it. Personal pronouns can be utilized in many areas of advertising. We can see the use of personal pronouns in each advertising business by looking at the breakdown below:

No	Advertisement fields	Occurrence	Rate
1	Processing	5 times/3 advertisements	166,67%
2	Metallurgy	4 times/4 advertisements	100%
3	HR	6 times/5 advertisements	120%

Table 4: Personal pronouns used in advertisements

According to this data from table 4, the use of personal pronouns (166,67%) is more prevalent in the Processing department than in other industries. For example, when it comes to Processing department, creating intimacy and trust with job seekers is more vital than other departments. As a consequence, utilizing pronouns puts the firm closer to the readers, motivating them to try and apply for the job at these department.

2. Syntactic features

2.2 Imperative sentences

Imperative phrases generally lack a subject and syntax, and sentences' verbs are typically singular. Positive imperative and negative imperative are the two sorts of imperative expressions. See the diagram below for a better understanding of the imperative sentences:

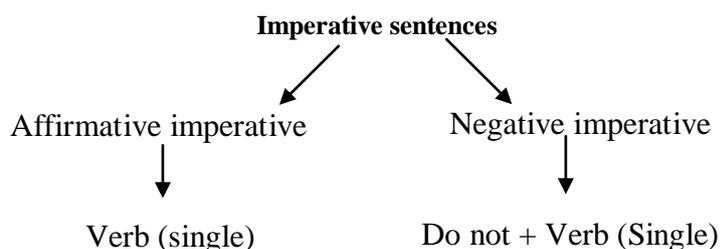


Figure 1: The Imperative sentences

2.3 Ellipsis in declarative sentences

In advertising strategies, ellipses are frequently applied to convey brief, succinct, yet dramatic information. The ellipsis is considered as a method of removing some aspects of a phrase or items that occurred in context. Below is the following example from one of the advertisement of Nui Phao Mining Company Limited for a better understanding: “Hiring material management supervisor and purchasing officer”.

The subject has been deleted from this sentence, but the advertisement has enough information for viewers or job seekers to have better understanding. Furthermore, advertisers utilize elliptical subjects in sentences to help readers recall the advantages and acts of the product or service. There are 14 out of 45 advertisements using ellipses (accounting for 26.67%). However, there are differences in the use of spaces in specific advertising areas as follows:

No.	Advertisements	Occurrence	Rate
1	Advertisements using ellipsis	4 times/ 15 advertisements	26,67%

Table 5: The ellipses in advertisements

2.4 Cohesive

Grammatical cohesion

Grammatical linkages in adverts are vital. However, whether or not any advertising makes advantage of all of these linkages. Look at the data below to determine which affiliate strategies are typically employed in advertising templates:

Grammatical cohesion	Advertisements	
	Occurrence	Rate
Reference	3 times /15 advertisements	20%
Substitution	0 times	0%
Ellipsis	4 times /15 advertisements	26,67%
Conjunction	6 times /15 advertisements	40%

Table 6: The affiliate methods are used in advertising templates

Reference

The unique character of the material marked for retrieval is referred to as a reference. There are certain words whose meaning can only be deduced by referring to other words or context components that both the sender and the recipient are aware of.

It is not difficult to comprehend since employing references will pique customers' interest, causing them to read the advertising several times in order to grasp the brand's intended message. However, it should be recognized that references are readily culturally bound and outside of language learners' experience. As a result, cultural comprehension and likeness are required to properly comprehend the references. As a result, advertisements in each nation will utilize the reference correctly, in accordance with that country's social customs.

Conjunction

Conjunctions are one of the most commonly utilized grammatical subjects in English. Conjunctions, as the name suggests, are used to link phrases, sentences, and paragraphs. According to table 6, the conjunction is commonly employed in commercial commercials accounts for 40%. This demonstrates that in English advertising, the conjunction has significant values in establishing a connection.

When introducing a lot of information in an advertising, the advertisers must incorporate connections in the article to connect the material. The conjunctions "and" are used in this phrase.

Lexical cohesion

Word repetition is the most widely employed lexical cohesiveness in advertising. Repetition, synonyms, analogies, and generic terms are all examples of reiteration. However, for the sake of analytical unification, only three forms of reiteration are used: repetition, synonym, and metaphor. The following table depicts the repetitive usage of words as a strategy for lexical cohesiveness in English advertising:

Reiteration	Detail	
	Occurrence	Rate
Repetition	9/15 advertisements	60%
Synonym	5/15 advertisements	33,33%
Metaphor	1/15 advertisements	6,67%

Table 7: The lexical cohesion in Nui Phao mining company's advertisements

It can be observed that the use of repeated words is highly prevalent in English advertising (60%). Using word repetition helps clients remember and be more impressed with the goods, enhancing the efficacy of the adverts.

Synonyms are often utilized in advertising. According to advertisers, synonyms may be beneficial at both the mental and emotional levels, making them essential for brand communication. The more emotional depth a brand provides for a customer, the more readily that client understands and becomes a committed customer of that brand.

Synonyms must be built on the genuine underlying principles of the brand; else, they are merely fancy falsehoods. That cannot be a long-term relationship between a brand and a client. It is abstract but diversified,

and it may be described in words or visuals. Advertisers frequently make extensive use of synonyms in their advertisements.

According to the data above, advertisers primarily employ repetition as a lexical cohesiveness approach in their advertising. In the other two categories, repetition is also a common strategy that is more applicable than the other lexical cohesion strategies.

2.5 Visual elements in the advertisements

Images in advertisements have a significant role in influencing whether or not buyers will pay attention to the commercial. If the image that the marketer chooses is not truly enticing from the first time customers see it, no matter how wonderful the information is, customers will only glance at the adverts without pausing to read or click to find out. As a result, out of 15 commercial samples, all of them included graphics in their advertisements.

Advertisers will utilize material linked to the advertised product in each advertisement area, such as:

- Processing field: use photographs of machines and equipment such as regrind mills and cells. In addition, images of supervisors and workers are used to represent the job vacancies. According to data based on 15 commercial samples, there are only 2 advertisements use animation images rather than real staff as an advertisement image.

- IT field: photographs of the IT staff with computers are employed, mixed with the workers' face expression to introduce more emotions to the viewers, and make them feel like they are becoming a part of the team, which increase job seekers' trust.

- Metallurgy fields: Generally, photos of workers such as supervisors and operators are still used in advertising with the aim of bringing friendly working environment to viewers.

In addition, advertisers frequently avoid using very erotic photographs, as well as putting logos of other large businesses on photos in order to prevent censorship when publishing on other media.

V. Conclusions

This study focuses on discursive analytical theory and discursive analysis is an excellent technique in utilizing linguistics, particularly marketing language. The thesis has identified certain common characteristics of English commercial commercials in terms of structure, the inclination to employ specific forms of coherence to produce coherence, and the sorts of subjects used.

The majority of coherence in English advertising rhetoric is external. Advertisers use nonverbal or exterior components in conjunction with words to help generate cohesive advertising discourse. To completely and accurately grasp the advertisement material, the reader must explain the combination of both language and non-verbal factors. Advertisers, particularly those with a worldwide advertising strategy, must consider cultural elements when designing content and imagery to fit local cultures.

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