Analysing Ideational meaning and Interpersonal meaning of Liguistics and Visual aspects in English centers' slogans

Phân tích chức năng tạo ý và chức năng giao tiếp liên nhân trên phương diện ngôn ngữ và hình ảnh của các khẩu hiệu trung tâm Tiếng Anh

ABSTRACT

The slogan has a significant role in the identity of a brand. Yet, few research in Vietnamese context have concentrated on this matter. Therefore, this current study aims to investigate the Ideational and Interpersonal meaning of thirty English centers' slogans in Hanoi, considering both linguistics and visual aspects. The study adopts previous research's frameworks to analyze eleven different features of each slogan. The four main chapters included in this study are Literature review, Methodology, Findings and Discussion and Conclusions. Findings from the analysis of ideational meaning reveal that slogans tend to represent short, simple structures together with appropriate employment of rhetorical devices, process and concepts. Meanwhile, in order to convey interpersonal meanings, slogans are created with different types of mood, modality, eye level and gaze. Interpretation for the utilization of each item is also discussed in the thesis.

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