

Communication Role Relationships in the Discourse of Vietnamese Agricultural Product Advertisements

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Received on 1 January 2025. Accepted on 1 March 2025.

Abstract: In recent years, the study of discourse theory and the application of discourse analysis theory to the study of specific discourses have attracted considerable attention from linguists. The study of communicative role relationships in Vietnamese agricultural product advertising discourse is considered a little-exploited field of applied research. This is a potential area that needs to be explored, not only for its academic value but also for its practical significance. The article examines three types of communicative role relationships including: (1) the relationship between the creator and the recipient, (2) the relationship among the recipients, and (3) the relationship between the creator and the message content. Each type of relationship reflects a different aspect of the communicative structure of the discourse, thereby influencing the choice of language, tone, and interaction strategy. The attitude of agricultural product advertisers towards their products is a combination of pride, respect, and absolute trust. The role relationship contributes to the tenor of Vietnamese agricultural product advertisement discourse.

Keywords: Discourse, discourse analysis, Vietnamese agricultural product advertising discourse, communicative role relationships.

Subject classification: Linguistics.

1. Introduction

In the context of global economic integration, Vietnam's agricultural sector is facing many opportunities and challenges. Product advertising is one of the

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important factors to increase the value and expand the market for agricultural products. “The language of advertising in the message design is an art” (Đinh Kiều Châu, 2013). Research on Vietnamese agricultural product advertising discourse is a practical activity, contributing to the development of the agricultural sector with the help of linguistics and communication science.

The authors conducted discourse analysis of 300 Vietnamese agricultural product advertising discourses collected from diverse platforms and product types. The article studies common communicative roles in Vietnamese agricultural product advertising discourse, including seller - buyer, promoter - receiver, with consumers always holding the central position. The communicative tenor in this type of discourse is often realized through two typical aspects: pronouns and modal elements.

2. Literature review

2.1. The related concepts

From the perspective of discourse analysis theory, register is a set of linguistic features related to the field, object and communication situation, characterized by field, tenor and mode. The three linguistic features above are manifestations of three meta-functions of language - as proposed in Halliday's Functional Grammar (1978): the experiential, interpersonal, and textual functions. Accordingly, communicative role relationship is the core element (Tenor), reflecting social status, level of intimacy, power and attitude between the characters participating in the discourse. Research on communicative role relationship in Vietnamese agricultural product advertising discourse will help orient the choice of language, form of address, expressive attitude as well as the level of formality in communication.

In discourse analysis, “text analysis is an essential part of discourse analysis, but discourse analysis is not merely the linguistic analysis of texts” (Fairclough, 2003: 3). That is to say, people have to analyze a lot to know the meaning of a sentence in a particular situation.

2.2. Previous studies

In the world, discourse is a concept that has been formed and studied since the 40s of the 20th century. Up to now, there have been many works researching discourse

theory and applying discourse analysis theory to research specific discourses (Đinh Kiều Châu, 2013). Advertising discourse is a topic of interest to many foreign scholars, including Laura Hidalgo Downing, Guy Cook, Aymane Edouihri.

In Vietnam, discourse analysis theory has been known since the late 20th century. This research field has attracted a lot of Vietnamese linguists' attention, especially from a discourse perspective, for example the works of Trần Thị Thùy Linh and Nguyễn Phương Thanh, Bùi Thị Kim Loan, Đinh Kiều Châu, etc. Results from the work of Trần Thị Thùy Linh and Nguyễn Phương Thanh (2022) show that “discourse strategies such as self-representation, exaggeration, providing scientific proof, establishing close relationships with customers... played an important role in building faith with customers; modern life with fast pace, gender features, oriental beauty concepts also directly affected the construction of advertising” (Trần Thị Thùy Linh & Nguyễn Phương Thanh, 2022: 53). Meanwhile, Bùi Thị Kim Loan (2022: 75) concluded that “the copywriters prioritized the choice of valuable moves to present the content of advertisements, which therefore persuaded customers to buy advertised products or use advertised services”.

However, the discourse of advertising Vietnamese agricultural products is still a new field of applied research for being fully exploited.

3. Methodology

The authors apply discourse analysis theory from the linguistic level (field, mode, tenor) to identify and explain the communicative role relationships and linguistic characteristics of Vietnamese agricultural product advertising discourses. The discourse theory, advertising discourse theories are all applied.

The authors collect data from Vietnamese online portals. The procedure took place in 2024, and after careful consideration, 300 ads were chosen. We describe patterns to analyze and clarify communicative role relationships, linguistic expressions on the surface of discourse such as words, syntactic structures, expression styles... and the relationship between these factors in the construction of advertising messages.

To obtain the data, the authors survey the corpus, systematize the linguistic means indicating the linguistic domain of Vietnamese agricultural product advertising discourses. The statistical and classification results are used to analyze and describe the characteristics of communicative role relationships in agricultural

product advertising discourses. From there, the article comes to conclude the scientific significance and applicability of the discourse analysis approach to agricultural product advertising discourse. In addition, we also apply an interdisciplinary approach between linguistics, communication and technology. This approach helps to broaden the perspective and increase the applicability of the research in modern communication practice.

4. Results

4.1. The relationship between the creator and the audience

In advertising, the relationship between the creator and the receiver plays a central role, governing the organization of language and the effectiveness of communication. This is a form of interpersonal relationship, showing how the speaker establishes his/her position and social role to persuade consumers.

4.1.1. The relationship between the creator and the audience in terms of communication method

The relationship between the creator and the receiver is the central axis in the communication tenor of advertising discourse. In agricultural advertising, the speaking subject (the advertiser) is the one who creates the words, while the consumer plays the role of the receiver, highlighting the one-way characteristic of this form of communication.

a) The central role of the creator in the communication model

In terms of communication method, agricultural advertising discourse can be presented in three forms: monologue, or dialogue, or phase (monologue + dialogue). Through our survey, we found that in the discourse of Vietnamese agricultural product advertising, there are the following characters:

A. The broadcaster

(1) The real spokesperson or broadcaster: is the person who owns the goods, therefore s/he is the owner of the advertisement of the products.

(2) The speaker: is the person who represents the advertiser to talk about the goods, advertise products, introduce and praise them, in order to convince the listener to buy and use the products. The speaker can be an actor, a celebrity, a farmer, an advertiser, a radio announcer...

(3) Agricultural product expert: is a person with in-depth knowledge in the field of production or use of agricultural products who talks about the advertised product to convince the recipient of the advertisement to buy and use it.

(4) Customer: the person who has used the product

B. The recipient

(1) The spokesperson or real recipient is mainly the public, sometimes a social group, or an individual in the public.

(2) The speaker or the unreal recipient, the recipient can be a part or the whole public, or a character.

b) The communicative character in monologue agricultural product advertising discourses

Monologue is the main method in expressing advertising words. It is applied in all three advertising channels: reading, listening, and listening and viewing. In agricultural product advertising discourse, monologue can be expressed in one voice, or two voices or many voices of one or more different unreal speakers about the same type of agricultural product. However, all are still just one communicative character.

Type 1: The broadcaster is the speaker, and the receiver of the advertisement is the public. In this case, his/her words reach the receiver of the advertisement in the form of written words (press ads); sound: reading or singing (radio ads); sound: reading, singing or combined with written words (television ads). Most monologue advertising discourses follow this model.

For example:

(Image of raw materials and finished products after processing)

Female voice: - It only takes five minutes to stir and you will have a pot of extremely delicious and nutritious jelly. The method is simple, the time to do it is very little, and you will have a pot of delicious and nutritious black jelly that retains the natural flavor of Lạng Sơn black jelly. It only takes five minutes to express love to your family, so happy [Sound of laughter].

(Advertisement of Lạng Sơn Đức Quý Black Jelly Powder)

Type 2: The broadcaster is the speaker or representative, and the recipient of the advertisement is a part of the public: it can be an individual or a social group.

For example:

Flavor-Friendly Salted Meat, Suitable For The Whole Family's Taste

There is nothing better than gathering with your family every day with delicious dishes! Choose Trùng Foods salted meat - to help your family's menu become more fragrant and flavorful:

Deep-fried until golden brown to enjoy the gentle aroma of corn bran, mixed with the soft, fatty taste of pork belly.

Arrange it on a plate and it will be gone as soon as it is served, the rich seasoning eaten with three bowls of hot rice is a piece of cake.

Mom, remember to store the salted meat in the refrigerator for up to two months, when you crave it, tear the package and fry it right away.

Trùng Foods salted meat - A powerful assistant to help you conquer the taste of the whole family!

(Advertisement of Trùng Foods salted meat)

c) Communicating characters in mixed agricultural product advertising discourse

The most common mixed form is a two-character dialogue, mixed with a monologue of another communicating character.

For example:

Spatial context: Family meal

- Little girl: What kind of rice is so delicious, mom?

- Mother: That's Quế Lâm organic rice, my child.

- Little girl: What is organic rice, mom?

- Narrator: Quế Lâm organic rice is produced according to VietGap standards. It strictly complies with food hygiene and safety and its production does not use herbicides, pesticides and preservatives. Used is only Quế Lâm organic fertilizer.

- Little girl: Is Quế Lâm organic rice clean, mom?

- Mother: That's right, my child!

- Narrator: Quế Lâm organic rice - the essence of heaven and earth.

(Advertisement of Quế Lâm Organic Rice)

4.1.2. The relationship between the creator and the audience is expressed through the form of address

In Vietnamese agricultural product advertising discourses, the form of address is valuable in reflecting the deep interpersonal relationship between the communicative roles in the discourse, between the creator of the discourse and the recipient of the discourse. The usage rate is specified in the table:

Table 1. Survey of the terms of address of discourse subjects in 300 Vietnamese agricultural product advertisements

Address			
	Phrases	Quantity	Percentages
Self-referential	Proper names (organization, enterprises)	77	44.51
	Mình/ chúng mình/ nhà mình	21	12.14
	Tên riêng (người thuyết ngôn)	3	1.73
	Em/ chúng em/ chú/ nhà em	53	30.63
	Chúng tôi/ chúng tôi/ tôi	16	9.25
	Nhà bán hàng	1	0.58
	Shop	2	1.16
Total of self-referential addresses		173	100
Addresses	Gia đình Việt/ gia đình mình	3	1.66
	Mỗi người	1	0.55
	Cán bộ	2	1.10
	Các bạn/ bạn/ bạn mình	50	27.62
	Mọi người	13	7.18
	Cả nhà	20	11.05
	Mẹ	1	0.55
	Bà con/ các bác	15	8.29
	Quý khách/ quý khách hàng	19	10.5
	Mình/ nhà mình	5	2.76
	Anh chị/ chị em/ anh em	8	4.42
	Người tiêu dùng	3	1.66
	Khách yêu	2	1.10
	Thực khách	2	1.10
	Khách/ khách hàng	26	14.36
	Đôi tác	1	0.55
	Sĩ	3	1.66
	Tình yêu	3	1.66
	Chúng ta/ ta	3	1.66
	Nàng	1	0.55
Total of addresses		181	100

The survey results show that in advertising discourse, formal and neutral addresses account for a large proportion. Specifically, the “Proper name (organization, enterprise)” accounts for 44.51%, which shows the priority of using the name of the organization or enterprise to build the brand and create brand recognition.

Intimate addresses such as “Mình/ chúng mình/ nhà mình” account for 12.14%, and “Em/ chúng em/ chú/ nhà em” account for 30.63%, reflecting a close, approachable communication style and creating connections with customers. The goal is to make customers feel comfortable, connecting them with products/services naturally, thereby promoting sales interactions and creating loyal customers.

In addition, the subject of the discourse also uses words such as “Chúng tôi/ chúng tôi/ tôi” accounting for 9.2%. These pronouns convey a sense of professionalism, yet help the speakers remain friendly in the relationship with customers, increasing the level of credibility.

Some less common words such as “Proper name (of the speaker)” (1.73%), “Salesperson” (0.58%), and “Shop” (1.16%) show that the appearance of terms related to individuals or stores is not widespread, but they also contribute to enriching the ways of addressing in advertising discourse.

The addresses in agricultural product advertising discourse show diversity in approaches to audiences and relationship building. Some addresses have high occurrence rates, such as “Các bạn/ bạn/ bạn mình” (27.62%), “Cả nhà” (11.05%), and “Mọi người” (7.18%), reflecting an intimate communication style, creating a friendly feeling for the recipient of the discourse. Many studies have shown that people will feel more comfortable and confident when buying products recommended by relatives and friends.

The addresses with a communal character “Gia đình Việt/ gia đình mình” (1.66%) and “Bà con/ các bác” (8.29%) are also quite popular, showing an emphasis on family values and Vietnamese culture. This can help consumers feel closer to and more confident in the product.

Some formal terms of address such as “Quý khách/ quý khách hàng” (10.5%), “Khách/ khách hàng” (14.36%), and “Đối tác” (0.55%) help to show professionalism in communication. These are commonly used words in the commercial environment, showing respect for customers and partners.

In addition, some personal terms of address such as “Mẹ” (0.55%), “Khách yêu” (1.1%), “Sĩ” (1.66%), and “Tình yêu” (1.66%) appear very rarely but also play

a certain role in building a close and intimate image. These words are often used to create a strong impression of attachment, thereby making customers feel more secure in choosing to buy and use the product.

Words such as “Người tiêu dùng” (1.66%) or “Anh chị/ chị em/ anh em” (4.42%) show diversity in the way of addressing, depending on the context and the audience that the speaker is aiming at. In addition, “Thực khách” (1.1%) và “Chúng ta/ ta” (1.66%) show a trend toward building a community or team, creating empathy and connection.

In summary, through the survey of the words of address in the discourse of Vietnamese agricultural product advertising, we recognize some characteristics of the tenor in the discourse of Vietnamese agricultural product advertising as follows:

First, the type of interactive relationship in the discourse of Vietnamese agricultural product advertising is the relationship between the buyer and the seller, between the advertiser and the recipient of the advertisement.

Second, the subject of the discourse of agricultural product advertising always emphasizes the role of the recipient, creating a polite and intimate environment through the self-referential words “mình/ chúng mình/ nhà mình”; “em/chúng em/ chú / nhà em” and other addresses such as “bạn/ các bạn/ bạn mình”; “cả nhà”; “khách/ khách hàng”.

Third, in the discourse of agricultural product advertising, there are some prominent combinations to create pairs of addresses as follows: Table 2

Some combined addresses in the survey

Addresses	Proper names (Organizations, enterprises)	Mình/ chúng mình/ nhà mình	Proper names (of the speaker)	Em/ chúng em/ chú/ nhà em	Chúng tôi/ chúng tớ/ tôi	Nhà bán hàng	Shop
Quý khách/ quý khách hàng	+	+	—	+	+	+	+
Các bạn/ bạn/ mình	+	+	—	—	+	—	—
Mọi người	+	+	—	+	—	—	—

Cả nhà	+	+	—	+	—	—	—
Khách/ khách hàng	+	—	—	+	+	—	—
Mình/ nhà mình	+	—	+	+	—	—	—
Bà con/ các bác	+	—	—	+	—	—	—
Anh chị/ chị em/ anh em	+	—	—	+	—	—	—
Gia đình Việt/ gia đình mình	+	—	—	—	—	—	—
Mỗi người	+	—	—	—	—	—	—
Cán bộ	—	—	—	+	—	—	—
Mẹ	+	—	—	—	—	—	—
Người tiêu dùng	+	—	—	—	—	—	—
Khách yêu	—	—	—	—	—	—	+
Thực khách	—	—	—	—	—	—	—
Đối tác	+	—	—	—	—	—	—
Sĩ	—	—	—	+	—	—	—
Tình yêu	—	—	—	+	—	—	—
Chúng ta/ ta	+	—	—	—	—	—	—
Nàng	—	—	—	—	—	—	—

From the survey data and the prominent combinations to create pairs of addresses, we see that the most used self-referential addresses are “Proper name (organization, business)”; “Mình/ chúng mình/ nhà mình”; “Em/ chúng em/ chú/ nhà em”. These self-referential addresses are highly applicable, as shown by the fact that these words can be combined with most of the self-referential addresses.

Through a survey of 300 Vietnamese agricultural product advertising discourses, we also found that the words used to address customers in agricultural

product advertising are not very diverse, with only 20 types of addresses in 300 discourses. The most used addresses are “Các bạn/ bạn/ bạn mình” (27.62%); “Cả nhà” (11.05%); “Khách/ khách hàng” (14.36%). In the addresses, although the word “Quý khách/ quý khách hàng” is not used the most, it has the most chance to be combined with self-referential addresses. The speaker often chooses the word “Quý khách/ quý khách hàng” (which shows a formal, polite feeling) less than the intimate, close words, perhaps because Vietnamese people tend to prefer closeness and do not like the feeling of being “strange” when communicating. When being called “bạn”, consumers feel like they are communicating with a familiar person, instead of simply an anonymous customer. This makes them feel more comfortable and creates a space for conversation and sharing instead of just a formal commercial transaction.

We see that the owner of the agricultural product advertising discourse tends to use intimate, familiar terms of address but still maintains a polite, respectful attitude and expresses the desire to bring customers the best choice.

The Vietnamese agricultural product advertising discourses that we chose to survey include both discourses created by businesses and organizations and those created by individuals. In the surveyed discourses, those created by businesses and organizations often use the following terms: “Proper names (organizations, businesses); Mình/ chúng mình/ nhà mình; Chúng tôi/ chúng tôi/ tôi” and other addresses “Quý khách/ quý khách hàng; Các bạn/ bạn/ bạn mình; Cả nhà; Mình/ nhà mình; Khách/ khách hàng”. In the discourses created by individuals, the following addresses are often used: “Em/ chúng em/ chú/ nhà em; nhà bán hàng; shop” and the addresses to refer the recipient are: “Quý khách/ quý khách hàng; khách yêu; nàng; tình yêu; bà con/ các bác; anh chị/ chị em/ anh em”. It can be said that the choice of addresses in advertising discourse is also a strategy to influence the psychology of customers - the recipients of the discourse.

4.1.3. The relationship between the creator and the audience is expressed through modal elements

In communication, modal words express the relationship between the speaker and the listener. Through modal words, the speaker expresses his feelings and attitudes towards the listener, thereby identifying the closeness or strangeness between them. In the discourse of Vietnamese agricultural product advertising, modal words also express the tone of formality, professionalism or closeness,

intimacy, etc.

The rate of appearance of modal elements was presented in the table below.

Table 3: Rates of appearance of modal elements

Elements of modality	Number of discourses appeared	Percentages
Auxiliaries	265	66.25
Interjection	10	2.5
Modal particles	125	31.25
Total	400	100

From the statistics, it can be seen that modal elements appear unevenly. Auxiliaries account for 66.25%, interjections account for 2.5%, and modal particles account for 31.25%. Based on the data, it can be seen that auxiliary words and modal particles are commonly used in Vietnamese agricultural product advertising, creating a formal, professional tenor, while expressing closeness and friendliness to consumers. Interjections are used less, perhaps because advertisers want to focus on conveying information and building a professional image for the product.

The three auxiliary words “là, mới, về” in the list have the effect of complementing the meaning, making the sentence clearer and more coherent to provide information about the product. The auxiliary words appearing in this discourse create a comfortable, close tenor, the speaker seems to sympathize with the recipient, helping to increase the level of trust. The listener feels like he is talking to a friend, not being advertised. For example, advertising plums of Mộc Châu uses the interjection “Oh my god” at the beginning of the utterance, separated from the sentence components by a dash to express the feeling of surprise, extreme joy. The use of this interjection at the beginning of the discourse advertising Vietnamese agricultural products helps the advertiser create a strong impression, making the recipient curious about the product, creating a close, intimate and attractive communication environment.

Analyzing modal particles in the advertisement for Sim Vitropi grapefruit, the research team found that the advertiser used the modal particle “ạ” twice: “Mê một cái giống quýt này các bác ạ!; vỏ quýt để dành rán chả rươi siêu thơm ngon ạ” (I’m crazy about this type of grapefruit, guys!; the grapefruit peel is saved to fry super delicious fried shrimp paste). The effect of using modal particles in advertising discourse helps the sentence become more vivid, creating a polite tenor showing the seller's respect for the customer. At the same time, the modal particle

also creates an intimate environment.

In summary, through the survey and analysis of modal elements in the given agricultural product advertising discourses, the research team found diversity in the use of modal elements. Advertisers flexibly use auxiliary words to emphasize, modify and link, interjections to express emotions and attract attention, as well as modal particles to express intimacy, politeness and increase expressiveness. The purpose of using these modal elements is mainly to create closeness and intimacy with customers, increase the persuasiveness of the advertisement, evoke feelings, emphasize the quality and benefits of the product, and create trust and empathy. The skillful use of modal elements has contributed to creating a positive, friendly and effective communication environment between sellers and buyers. Finally, the effective use of modal elements is noted to have a positive impact on consumer purchasing behavior.

4.2. Audience-to-audience relationship

Research on the discourse tenor of Vietnamese agricultural product advertising not only studies the relationship between the spokesperson and the recipient, but the discourse process also takes place between viewers. Viewers are connected to each other through commenting, sharing, evaluating products, participating in promotional programs, etc. The relationship between viewers can be divided into two types of relationships: The viewers either know each other or do not know each other.

The first type of relationship is that viewers know one another. The communication tenor in this case is very close, they can easily understand the other person's intentions even when the other uses icons, teen code, abbreviations.

The second type of relationship is that viewers do not know one another, viewers are strangers with no knowledge about one another. This relationship is at large, they can communicate with one another through commenting, product evaluation, or through groups, communities. On each comment, viewers can interact with each other by replying to comments they are interested in or can also click “like” when agreeing with the point of view and click “dislike” when disagreeing. In this case, the discourse tenor is a mixture of reserve, politeness, shyness, fun and openness.

Thus, the discourse tenor of promoting Vietnamese agricultural products is analyzed based on the relationship of the subjects participating in the

communication. We appreciate the level of closeness and attitude between the advertiser and the viewer and between the viewers themselves. Through the research, we found that the discourse tenor in advertising Vietnamese agricultural products is very diverse, it depends on the platform and purpose of communication.

4.3. The relationship between the creator and the issue being discussed

In the business world, every product carries within it a story, a passion of the person who created it. Language is a means to express thoughts, advertising language is a set of linguistic elements used to convey advertising messages, in this section the research team focuses on clarifying the linguistic tenor between the advertiser and the advertised product through the medium of words. Words in advertising must be short, easy to understand, easy to remember, but advertising words also require high expressiveness, evoking the emotions of the recipient. When advertising a product, it is necessary to achieve three main dialogue steps: product identification, detailed product description and product evaluation. We see a common theme throughout the entire discourse: the advertiser's attitude toward the product is often expressed through pride, respect and absolute trust in the quality and value of agricultural products. The speaker is not simply a seller, but also a storyteller, an inspirer, and a protector of the values that agricultural products bring.

For example, the advertiser's attitude is clearly expressed through the use of language rich in imagery, emotion, and persuasiveness in the advertisement “set quà con cui - gói trọn tinh hoa, mở ra năm mới rực rỡ”. Here, the advertiser skillfully used imagery, emotional, and persuasive words to create a strong and attractive message. The phrase “gói trọn tinh hoa” (lit. “packing all the quintessence inside”) not only evokes the image of a carefully selected gift, but also shows appreciation for the value of the product. The meaning of “opening a brilliant new year” brings a sense of brightness, hope and success, creating a positive association in the consumer’s mind. The meticulousness in the “hand-carved bamboo box” and “exquisite 3D design” not only shows care but also evokes the traditional value and uniqueness of the product. The color “bright red” is used as a symbol of luck and fortune, creating visual and emotional appeal. Phrases such as “tự hào tôn vinh cội nguồn”, “trao nhau hạnh phúc, sức khỏe và thịnh vượng”, “lời chúc thân thương”, and “gửi trọn tấm lòng” (“proud to honor the origin”, “giving each other happiness, health and prosperity”, “warm wishes”, and “sending all the heart”) are all used to create an emotional connection and show the seller’s sincerity.

In addition, advertisers also show respect for the cultural and traditional values associated with agricultural products. They often incorporate stories about the origin, history, and non-material values of agricultural products into advertising messages. This not only helps strengthen the connection with consumers, but also contributes to preserving and promoting traditional cultural values. In the advertisement “set quà con cui - gói trọn tinh hoa, mở ra năm mới rực rỡ”, the advertiser was inspired by the legend “Con Rồng cháu Tiên” (“the offspring of the Dragon and the Fairy”) to honor the origin and national identity of Vietnam. Every sophisticated detail in the gift box design contains a cultural story about the Hùng King period of building the country, and the packaging of each specialty is made from meticulously hand-carved bamboo boxes. Or in advertisements for traditional cakes, images of skilled workers making cakes are used to show respect for traditional crafts. Through that, consumers not only buy products, but also buy the cultural and non-material values contained in them.

The advertiser's trust in agricultural products is not only expressed through flowery words, but also demonstrated by specific commitments to quality and safety. They understand that, in an increasingly competitive market, consumer trust is a key factor in building a sustainable brand. Therefore, they often provide detailed information about the production process, from seed selection, care, harvesting, to processing and packaging. For example, in the advertisement “set quà con cui - gói trọn tinh hoa, mở ra năm mới rực rỡ”, the advertiser emphasized “clean ingredients meeting VietGAP standards” and “Factory meeting ISO 22000:2018 Food Safety standards”, showing transparency and commitment to product quality. Quality certifications such as VietGAP, GlobalGAP, or ISO 22000 are not just numbers, but also affirmations of the producer’s responsibility for the health of consumers. Furthermore, commitments to consumer responsibility, such as return policies, warranties, or counseling support, also contribute to building trust and confidence for consumers when choosing agricultural products. In this way, advertisers not only sell products, but also sell peace of mind and trust, intangible but extremely important values in consumers’ purchasing decisions.

In short, the attitude of agricultural product advertisers toward their products is a combination of pride, respect, and absolute trust. They not only sell products, but also sell cultural values, health, and peace of mind to consumers. “It not only conquers the customers by the marketing skills, but by the art as well through the creative talent and the personality of the designer” (Đinh Kiều Châu, 2013).

5. Discussion

The results of this research is consistent with some of previous studies, for example in terms of positive attitude (Ngô Thị Thu Hương, 2020). The results of this study echoed the suggestion of Cook, 2001: 1: “When music and pictures combine with language to alter or add to its meaning, then discourse analysis must consider these modes of communication”. Cook (2001: 3) proposed that within advertisement, there are several elements of interaction, including participants, functions, substance, pictures, music, a society, paralanguage, language, a situation, other ads, other discourses.

However, we focus on triangles of relations among parties, which show a different view with some other researchers, for example, that of Bùi Thị Loan (2022: 75), when she stated that “the Vietnamese copywriters used the 10-move structure so as to discourse structure of advertisements”. As Đinh Kiều Châu (2013: 35) point out, the language used in the advertisement “not only conquers the customers by the marketing skills, but by the art as well through the creative talent and the personality of the designer”.

6. Conclusion

The survey results of the discourse corpus of Vietnamese agricultural product advertisements show that the role relationship contributes to the tenor of Vietnamese agricultural product advertisement discourse. In the digital communication environment, advertising subjects focus on building a friendly, close image, expressing sincerity. To achieve this goal, the relationship between the creator and the recipient plays a central role in guiding the choice of pronouns, modals and sentence structures. In addition, the relationship between the recipients also contributes to creating a spillover effect, influencing people's shopping behavior. And the relationship between the creator and the issue being discussed reflects the level of attachment and trust of the advertising subject toward the product.

Researching the role relationship not only contributes to clarifying the linguistic characteristics of agricultural product advertisement discourse, but also helps to orient the effective use of language in communication, especially in the context of digital transformation today. This is the basis for contributing to enhancing the brand value of Vietnamese agricultural products, promoting sustainable connections between producers - sellers - and consumers.

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