

CHARACTERISTICS OF LANGUAGE REGISTER IN COSMETIC ADVERTISING DISCOURSE ON FACEBOOK

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TÓM TẮT

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Nghiên cứu về Những đặc điểm ngữ vực của diễn ngôn quảng cáo hoá mỹ phẩm trên mạng xã hội Facebook dưới góc nhìn phân tích diễn ngôn đã mô tả và phân tích những đặc điểm trường, thức, không khí chung và ngữ cảnh các diễn ngôn này. Mục đích của diễn ngôn quảng cáo hoá mỹ phẩm (DNQC MP) trên mạng xã hội Facebook là thuyết phục người mua hàng tin tưởng và lựa chọn sản phẩm. Nghiên cứu cho thấy, để đạt được mục đích này, DNQC MP có những đặc điểm ngữ vực như: người phát ngôn đã tạo lập các DN đa dạng trong cách chọn chủ đề, sáng tạo về nội dung, có sự phù hợp giữa chủ đề, nội dung với ngữ cảnh, thể hiện sự tương quan giữa người phát ngôn và người tiếp nhận. Nghiên cứu đặc điểm về ngữ vực của DNQC MP góp phần vào việc sử dụng ngôn ngữ, nhất là ngôn ngữ trong những quảng cáo đạt hiệu quả. Bên cạnh đó, tác giả mong rằng nghiên cứu sẽ góp phần bổ sung mảng ngữ liệu DNQC trên mạng xã hội Facebook phục vụ cho việc tham khảo.

ABSTRACT

Research on the characteristics of language register in cosmetic advertising discourse on Facebook from the perspective of discourse analysis has described and analyzed the characteristics of field, mode, tenor, and context of the discourse. The purpose of cosmetic advertising discourse on Facebook is to convince customers to trust and choose the product. Research shows that, to achieve this goal, cosmetic advertising discourse has some registers such as: discourse is diverse in topics, creative in content, and has compatibility between topic, content, and context, showing the relationship between the discourse creator and the discourse recipient. Researching the language register of cosmetic advertising discourse contributes to the use of language, especially language in effective advertisements. Besides, the author hopes that the research will contribute to supplementing the corpus of cosmetic advertising on Facebook for reference.

1. Introduction

In recent years, the application of pragmatic theory to study language as well as real-life problems has been increasingly promoted. The high applicability of this sub-discipline has contributed to many achievements for linguistics in particular

and interdisciplinary linguistic science in general. Among the applied fields that have received recent attention, advertising is a prominent and attractive field. Advertising language research is in its infancy but really has a strong appeal to many people who have a special interest in

language research. Putting advertising from a linguistic perspective, understanding and promoting the effectiveness of advertising language is not only a matter of concern for linguists but also a special concern of many young people who want to pursue a career as a copywriter. However, the current difficulty is that advertising in Vietnam is in the formative stage and research on advertising language is still very new. That means that researchers must find their own way to investigate and explore it.

Cosmetics in general are a familiar product line, close to everyone. Cosmetic topics always attract attention, especially for women. The language used in advertising in general and cosmetic advertising in particular is simple, short, easy to hear, easy to understand, but makes a strong impression on the audience. Facebook is currently a highly influential media channel. Advertising on social network Facebook is an option used by many brands.

Because the cosmetic advertising discourse on social networks surveyed has the written method playing the main role, ensuring full information and messages that the discourse wants to convey. The structure of a product marketing company on the social network Facebook, whether complete or incomplete, usually has two methods: written method and image method (photo, video). In this study, the author will analyze some linguistic characteristics of businesses expressed in writing, not analyzing images (photos, videos). The research is carried out in analyzing the linguistic area through three parameters: some characteristics of the

field, some elements of consciousness and general atmosphere. This is the implementation of many previous works, helping the analysis not go beyond the theoretical basis, describing in detail and clearly the characteristics and characteristics of the research object.

2. Linguistic characteristics of cosmetic advertising discourse

2.1. Field factors

With the task of bringing product and brand content to the right target customers, cosmetic businesses on the social network Facebook must provide information appropriate to the needs of this customer group through the lens of and the experience of the business creator. To clarify the characteristics of the above information, such as what information they are and how they are organized, we will survey, compile statistics, describe and analyze field factors of cosmetic advertising discourse on Facebook. In this study, business creators are understood as a group of people including advertisers (brands), advertising businesses (content creators) and business publishers (Facebook); Readers who view the advertising discourse are the target audience for advertising (potential customers/target customers).

According to Diep Quang Ban, field causes irritation (or induction) for people to actively create texts and provides topics - themes for texts [3; 159]. The field of cosmetic advertising discourse on the social network Facebook is expressed through the theme - the topic of each discourse.

Surveying 8 fanpages of eight brands, with 189 discourses, the author found that the field of cosmetic advertising discourse on the Facebook social network of each brand are diverse and can be generalized into 8 fields such as: direct introduction through product news; Introducing skin/hair care secrets; Introducing the effects of the ingredients in the product; create discussion and interaction; congratulations on holidays, New Year, special occasions; product introduction through customer experience; product introduction through influencers; show warning signs

and notes (about skin/hair). The topics deployed in businesses cover the information that customers need when learning about products such as: directly introducing product information, introducing skin/hair care secrets, learning about signs worth mentioning. Note about skin/hair... The survey results of these factors are summarized in Table 2.1.

Table 2.1: Statistical table of cosmetic advertising discourse on the social network Facebook

NQ	FIELDS	TOTAL	Proportion
<i>Building a field to provide product information directly</i>			
1	Directly introduce product information	37	19,58%
<i>Building a field to provide product information not direct</i>			
1	Introducing tips for skin and hair care	34	17,99%
2	Introducing the effects of the ingredients in the product	29	15,34%
3	Create discussion and interaction	26	13,76%
4	Happy holidays, special occasions	22	11,64%
5	Product introduction through customer experience	18	9,52%
6	Product introduction through influencers	13	6,88%
7	List warning signs and pay attention to skin/hair	10	5,29%
TOTAL NUMBER OF DISCOURSES		189	
Proportion			100%

Through surveying field factors, the author found that there are two ways to build field factors to reach potential customers: (1) built to provide product information directly (37/189 discourses, accounting for 19.58%) and (2) built to provide product information indirectly (152/189 discourses, accounting for 80.42%). Regardless of direct or non-direct approach, in each approach, discourses will have their own advantages and disadvantages, which are shown through the survey and analysis of each type of factor below.

Survey results show that three fields: directly introduce product information, introduce skin/hair care secrets and introduce the effects of ingredients in the product, accounting for the largest number of discourses out of a total of 189 discourses (100/189 discourses, accounting for 52.91%). Of which, fields that directly introduce product information include 37/189 discourses (accounting for 19.58%), fields that introduce skin/hair care secrets include 34/189 discourses (accounting for 17.99%), and fields that introduce the effects of the ingredients in the product include 29/189 discourses (accounting for 15.34%). According to the author, this shows that cosmetic advertising discourses on the social network Facebook focus on introducing products to potential customers. In addition to directly introducing product information, introducing skin/hair care secrets and introducing the effects of ingredients in the product are also common ways that business creators cleverly introduce product information to advertise.

The field of creating interactive discussions includes 26/189 discourses (accounting for 13.76%), the field of

congratulating holidays, Tet, and special occasions includes 22/189 discourses (accounting for 11.64%), the field of introducing products through customers' experiences includes 18/189 discourses (accounting for 9.52%), the field of introducing products through influencers includes 13/189 discourses (accounting for 6.88%), the field of showing warning signs and notes about skin /hair include 10/189 discourses (accounting for 5.29%). These are fields that approach content in many different directions, helping advertising discourses' content not be boring, bringing an interesting feeling to the discourse recipient. The distribution of fields in each brand is also different. According to the author, this depends on the nature of the product, the brand and sales strategy...

Each field has specific implementation direction. For example, the field of introducing skin/hair care tips has two implementation directions, or the field of directly introducing product information has nine implementation directions. The next part of the article will describe and analyze the fields of cosmetic advertising discourse on the social network Facebook.

2.1.1. How to build a field that provides product information directly

With this way of building a field, potential customers when receiving cosmetics advertising discourse will grasp information about the functions, uses, prices, etc. of the products. The advantage of building this field is that it helps increase product and brand recognition and optimize advertising costs. The disadvantage is that these advertisements only convey information about the product, so the content is often monotonous, not helping potential customers visualize the relevance of using the product. Besides,

advertising discourses implemented under this field also have difficulty reaching potential customers: according to the author's survey, the distribution of advertising discourse and other discourse on the social network Facebook is at a ratio of 5:1. , meaning that for every 3 to 5 discourses with different statuses, social news, etc., there will be a advertising discourse (a discourse that, when displayed, will have the words "sponsored" below the fanpage name), so the recipients are easy to ignore this advertising discourse if the discourse only presents information about the product in a rigid way, failing to stimulate curiosity and interest in the recipients. This field building method has 37/189 discourses, accounting for 19.58%.

Each field of advertising discourse has a specific implementation direction. The

field that directly introduces product information has nine specific implementation directions, including: (1) announcing product information directly, (2) introducing when to use application, (3) introducing the origin and ingredients of the product, (4) introducing certifications and guarantees from competent units, (5) introducing the reputation of the brand, (6) introducing the convenience of the product, (7) introducing the prestige and reputation of the parent company, (8) introducing the content of ingredients in the product, (9) comparing with other products. The number and proportion of advertising discourses enterprises implementing these nine directions are shown in table 2.2.

Table 2.2: Statistical table of frequency of field implementation directions that directly introduce product information

NO	IMPLEMENTATION DIRECTIONS	TOTAL	Proportion
1	Announce product information directly	9	24,32%
2	Introduce when to use	6	16,22%
3	Introduce the origin and ingredients of the product	6	16,22%
4	Introduce certifications and guarantees from competent units	5	13,51%
5	Introduce the brand's reputation	4	10,81%
6	Introduce the convenience of the product	3	8,11%
7	Introduce the prestige and reputation of the parent company	2	5,4%
8	Introduce the ingredient content in the product	1	2,7%
9	Compare with other products	1	2,7%
TOTAL		37	100%

2.1.2. How to build a field that provides product information not directly

In building this field, the author did the survey on 7 affiliated fields that introduce skin/hair care tips; introduce the effects of the ingredients in the product; create discussion and interaction; congrate on holidays, New Year, special occasions; Introduce products through customers' experiences; introduce products through influencers; show warning signs and pay attention to skin/hair. With this way of building a field, potential customers when accepting a cosmetics company will not immediately access product introduction content but will go through content about skin/hair care and raise issues about skin/hair, customers' experience using the product... then, contact the product. The advantage of building this field is to provide useful information to potential customers, helping them approach cosmetic businesses in a natural way, without placing too much emphasis on advertising. In discourses that have this way of building fields, discourse information will be placed at the bottom of the discourse, making advertising lighter and more sophisticated. Besides the advantages, this way of building a business-based market has the disadvantage that potential customers cannot access product information immediately but must go through a previous layer of information. Therefore, if product information is not included right at the beginning of the reception process, advertising costs will not be optimized. With this way of building fields, the number of discourses is 152/189 discourses, accounting for 80.42%, more than 4 times the number of discourses with the direct method in building fields. This shows that

brands tend to build their market following this approach, helping products to be advertised more delicately.

2.1.2.1. Introducing skin/hair care secrets

This is a case implemented by 4/8 brands, accounting for 34/189 cosmetic companies, equivalent to 17.99%. Work, family, life... make women busy and forget to take care of themselves. Information about skin/hair care tips is briefly deployed in the discourse and combined with vivid illustrations... contributing to reminding the recipients that skin/hair care is a field that 4/8 brands deployed, bringing a lot of useful information to target customers. Each discourse and spokesperson will introduce product information, promote product value, and view the product as a form of necessary know-how to protect skin/hair. In this case, we note the following implementation approaches:

(i) The role of water in beauty and anti-aging

(ii) Harmful effects of sunlight on skin/hair

Most of the content in the two implementation approaches of the field introducing skin/hair care secrets brings good, valuable information, closely related to the ingredients and uses of the product. Approaching customers in this way is considered close, creating a lot of sympathy when the brand cleverly integrates its products into its know-how. This field does not directly introduce the uses and ingredients of the product like in the field that directly introduces product information.

2.1.2.2. Introducing the effects of the ingredients in the product

The author notes that this field has 29/189 businesses, accounting for 15.34%. Although cosmetics are defined as products that help improve beauty, not treatment; in reality, brands do not only talk about cosmetics as products that help nourish and improve beauty but also directs consumers to use cosmetics to treat existing skin and hair problems. Many people don't want to use medicine to solve these problems because they are worried about the side effects of the medicine, so they prefer cosmetics. Then cosmetics are gradually becoming the choice of many people who have problems with their skin/hair. Understanding this psychology, brands have implemented fields to introduce the effects of the ingredients in the product, helping to integrate the product while talking about treatment, considering the product as one of the effective treatment. It is noted that there are 3 approaches for content implementation:

(i) State the effects of one/several outstanding ingredients in the product to help nourish the skin/hair

(ii) State the effects of one/several outstanding ingredients in the product to help treat skin/hair problems

(iii) Publish the research and data

2.1.2.3. Create discussion and interaction

The thesis notes that 26/586 discourses belong to 3/8 brands, accounting for 13.76% of the field creating discussion and interaction. Unlike the fields

that directly introduce product information, introduce skin/hair care secrets, introduce the effects of the ingredients in the product; the field of creating discussion and interaction is the field where brands will create connections between discourse creators and discourse receivers through activities such as small interactive games (minigames). The connection is made through contests, games, discussions... to create an open discussion space on the brand's fanpage. In this case, we recognize 2 implementation directions:

(i) Organize interactive games and competitions

(ii) Create discussion on skin/hair issues

2.1.2.4. Congratulations on holidays, and special occasions

This field includes two implementation directions: (i) Congratulations on holidays and special occasions with information about products and brands (12/22 discourses, accounting for 54.55% and 6.35% of the total 189 survey discourses). Besides, before these occasions, some brands also (ii) Suggest using the product as a gift, giving to relatives and friends on holidays (10/22 discourses, accounting for 45.45% and accounting for 5.29% of the total 189 surveyed discourses). In general, 22/189 discourses (accounting for 11.64%) in this field have a way of deploying concise content, going straight to what needs to be said, with the purpose of creating closeness, the brand always accompanies the lives of customers.

2.1.2.5. Introducing products through customer experiences

This field recorded 18/189 enterprises, accounting for 9.52%. If you only introduce products in direct and indirect forms, potential customers will only be able to access the brand story and product uses from the brand's position, lacking endorsement from the people who have already used the product. That's why brands have invited product users to share about the usage process and results after actual experience. These discourses can be deployed in an aggregated form shared by many customers. In general, through discourses in this field, spokespersons always try to bring information about real people and real things, helping those receiving information to have more confidence in the effectiveness of the product. But because it is posted on the brand's fanpage, the persuasiveness of the business has also decreased and if the content when deployed lacks sophistication, contains too much information about product introductions, promotions... there is a possibility of causing "reverse reactions". The person receiving the information will doubt the truthfulness of the company.

2.1.2.6. Introducing products through influencers

This is a field with a larger implementation budget than the other 7 field (due to high remuneration paid to influential people/celebrities). Because it costs a lot of money, there are not many discourses in this field. This field has two main implementation directions.

(i) Introduce products through the brand's representative face

(ii) Introduce products through influential people such as artists and experts

In general, this field helps increase customer trust in the brand. But to achieve a satisfactory result, before doing so, each discourse spokesperson needs to consider choosing a representative/product introduction object that is consistent with their model, brand personality, and customers' interest. Customer and discourse content must be truthful, avoid exaggeration and overstatement to create trust from the recipient.

2.1.2.7. List warning signs and pay attention to skin/hair

This is the field with the smallest number of discourses out of a total of 189 discourses (10/189 discourses, accounting for 5.29%). According to the author, this is considered a specific field of cosmetics and is quite sensitive because the information can cause negative psychology, causing adverse reactions to the recipients. Survey research found that discourses of this field deployed warning content by stating the consequences of not treating problems promptly.

Through the businesses of this school, the author found that a field that raises warning signs and notes skin/hair problems is different from a field that introduces skin/hair care secrets or a field that introduces ingredients in products in level of warning for information recipients. If introducing skin/hair care tips only stops at talking about the harmful effects of sunlight and the role of water, and while introducing the ingredients in the product, lists the effects of certain ingredients contained in the product to help nourish or

help treat skin/hair problems by providing information and encouraging gentle use of the product, giving warning signs, critical skin/hair considerations directly affect the psychology of customers. Therefore, when receiving this type of advertising discourses, potential customers are forced to think and review the current status of their skin/hair problems in order to have timely treatment measures.

After describing and analyzing two ways of building the eight fields, the author found that the spokesperson has built fields of diverse cosmetic advertising discourses with many different approaches and all have the common purpose of introducing product to the recipients. In the field of

advertising communications, building topics (fields) on fanpages is considered an important step in the work chain serving the purpose of promoting products on Facebook.

Thus, through statistics, description and analysis of field factors - topics of cosmetic advertising discourses on the social network Facebook, the author sees the priorities and reasons for prioritizing fields in content development. This is helpful for establishing a cosmetics advertising discourses.

Table 2.3: Statistical table of the frequency of field building in cosmetic advertising discourses on the Facebook

NQ	Building a field	Number of discourses	Proportion
1	Building a field to provide product information directly	37	19,58%
2	Building a field to provide product information indirectly	152	80,42%
Total		189	100%

Most brands choose to introduce products in a non-direct way such as giving tips, stating diseases, creating discussions, games... to help discourses become closer, able to provide a lot of useful information, reduce the nature of advertising, and easier to reach potential customers.

2.2. Some elements of mode

In this section, the study will present the vocabulary characteristics and structural components of cosmetic advertising discourses on Facebook. The

author believes that, when studying the category of consciousness, the grammatical aspect is also very important. Due to the scope of the research, there is not enough time and conditions to carefully survey and analyze the grammatical aspect, so this content will be carried out in the next works.

2.2.1. Word characteristics

Through a survey of the corpus, according to analysis, the words of cosmetic quality control businesses on the social network Facebook have

characteristics that help potential customers when approaching these discourses recognize that this is a cosmetic advertising discourses among many other advertising discourses of many other industries such as fashion, tourism, cuisine... In addition, because they are deployed on Facebook, these discourses have unique vocabulary characteristics that bear the characteristics of social network language.

Therefore, the author temporarily divides the characteristics of words in cosmetic advertising discourses into two groups: (1) words that help potential customers identify cosmetic advertising discourses and (2) words that are characteristic of Facebook.

2.2.1.1. Words help potential customers identify cosmetic advertising discourses

(i) Words referring to the beauty of skin and hair

(ii) Words referring to skin and hair problems

In general, the distribution of the number of words, word turns, and discourses containing these words depends more or less on the brand's communication orientation, but no matter how large or small, brands still cannot lack this class of words in their campaigns. Enterprise because it is considered the basis for consumers to identify products.

2.2.1.2. Words characteristic of the social network Facebook

(i) Words placed in quotation marks

(1) Quotation marks with transitional words

The transitional words "râu rồng" (dragon's beard), "rễ tre" (bamboo root), "gấu trúc" (panda), "đất nứt nẻ" (cracked soil),... are often placed in quotation marks to refer to skin/hair problems but have the intention of being an even comparison. .

In general, for cosmetic advertising discourses, words are placed in quotation marks and used with shifting meanings to represent many different contents, mostly using simple words to describe skin/hair problems. These are creative combinations to create uniqueness and impression for discourses, attracting recipients.

(2) Quotation marks words for the purpose of emphasis

In fact, users of the social network Facebook often skim and read advertising information very quickly. Placing emphasized words in quotation marks is considered a simple but smart way, suitable for the content posted on this social network. This shows that the spokesperson is interested in attracting attention, increasing emphasis on the necessary content conveyed in the business.

(3) Quotes mark trending words

In addition to creating new word combinations, business creators also grasp the trend of using words on social networks and flexibly combine them with the content they want to convey in cosmetic advertising discourses. The topic recorded 7 words/7 discourses with this word class.

(ii) The phenomenon of English interjections and abbreviations

Through a survey of cosmetic quality control companies, the study recorded that 8/8 brands had the phenomenon of

inserting English words in their discourses with 35 words/33 discourses having English words inserted (33/189 discourses, accounting for 17.46%). Mainly words referring to new concepts in the fields of society, science, culture, operations on social networks, the internet... such as: ship, crush, vedette, like, share, comment, inbox, online ...

2.2.2. *Characteristics of structural components of advertising discourses*

From surveying and analyzing the characteristics of the structure of cosmetics advertising discourses on the social network Facebook, the author determines the basic structure of this discourse as follows:

The structure of a complete cosmetic advertising discourses will include 4 parts: title, introduction, development, conclusion and depending on the discourse, there may be 1 to 3 parts missing.

2.2.2.1. *The title part of advertising discourses*

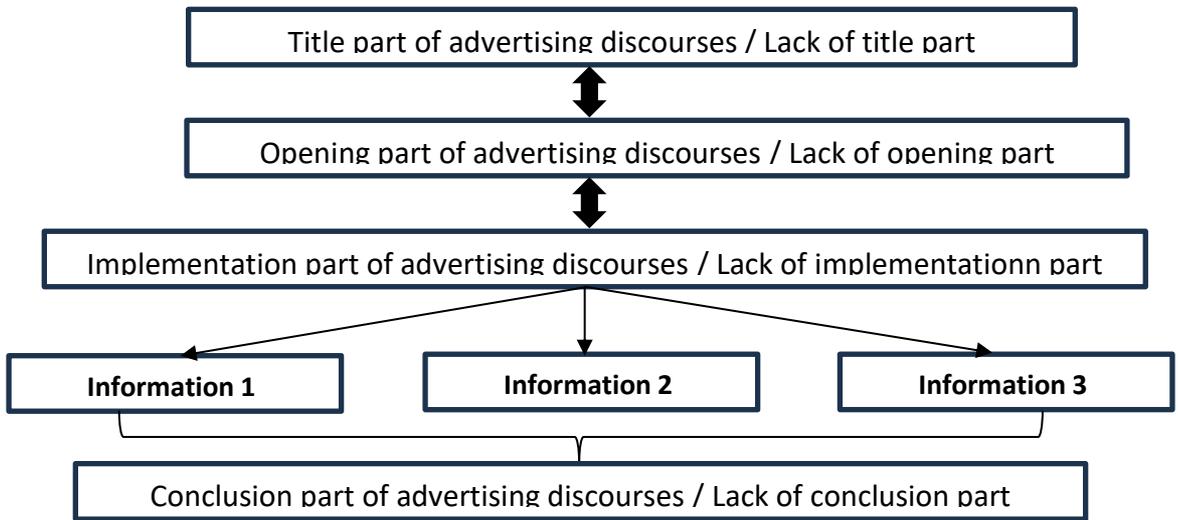


Figure 2.1: The structure of a complete cosmetic advertising discourses

Note: The mark \leftrightarrow represents each interactive relationship between two objects

The mark \rightarrow represents depending relationship

Regarding the cosmetic advertising discourses database on the social network Facebook that the study surveyed, the author found that the title of the discourses can contain old and new information or only contain new information that the spokesperson wants to convey to recipients. In terms of function, the title helps open the chain of information deployed in each discourse.

In fact, the title helps the recipient quickly recognize the suitability of the discourse's content for their consumption purposes and product use needs, thereby influencing the recipient's decision to continue watching or ignoring the advertising discourse. Title components can be nouns, verbs, or complete sentences.

2.2.2.2. The opening part of advertising discourses

The opening section of the discourses has the function of orienting the information mentioned in detail in the development section, helping to lead and connect the title section with the development section. Depending on the topic of each discourse, the spokesperson will choose to deploy the opening in a different way. The introduction of cosmetic advertising discourse has 2 types: introduction with background information and introduction without background information (question form).

2.2.2.3. Implementation part of advertising discourses

The implementation part of the cosmetic advertising discourses is the interpretation of the content mentioned in the title and introduction. The deployment part is quite long part compared to the remaining parts, and has a structure of one or more paragraphs, presented in order, linked, and complementing meaning to the other parts. Surveying the data, the author saw that, in addition to the cosmetic advertising discourses, that except the discourses lack implementation (31/189 discourses, accounting for 16.4%), the other discourses have implementation in two structural types: (1) towards single topic (90/189 discourses, accounting for 47.62%) and (2) has a sub-topic of product introduction (68/189 discourses, accounting for 35.98%).

2.2.2.4. Conclusion of advertising discourses

The conclusion of a cosmetic company is usually brief. Depending on the content in the previous sections, the creator will

choose an appropriate conclusion, ensuring coherence, connection and unity between all sections. The conclusion is usually separated from the development by a line of dashes or a hyphen. Through surveying the conclusions of 189 discourses, we noted that there are 4 types: missing conclusions (17/189 discourses, accounting for 8.99%), conclusions by contacting products (61/189 discourses, accounting for 32.28%), concluded by calling for action (83/189 discourses, accounting for 43.92%), concluded by affirming (28/189 discourses, accounting for 14.81%).

2.3. Tenor

When considering the purpose of implementing cosmetic advertising discourses, the spokesperson, in addition to advertising the product, also aims to make the product and brand win sympathy and trust from the recipients. For that reason, discourses not only stop at transmitting and providing information... but also demonstrate the role, position, and relationship of the creator and recipient of advertising discourses. Cosmetic advertising discourses have this relationship, the spokesperson always cares about the recipient's tastes in order to pull the recipient towards them. The study will analyze the tenor expressed through relationships in cosmetic advertising discourses.

According to Article 2, Law on Advertising, participants in commercial advertising activities include: advertisers, advertising dealers, advertising publishers, and advertising receivers.

For cosmetic advertising, we will have the following subjects: the advertiser is the brand, the advertising business is the unit that the brand hires to carry out the

advertising content, and the publisher of the advertisement is the social network Facebook. In particular, the advertising business is responsible for strategic consulting and providing advertising products (creating advertising discourses), the advertiser will buy and own the advertising businesses. In addition, the advertising discourse will be approved by the issuer and distributed to the recipients. It can be seen that for advertising discourse to reach the recipient is a process of creation between three subjects: advertisers, advertising dealers and advertising publishers. That's why the author combines these three objects into one object, temporarily called the spokesperson (creator) and the second object, the recipient. The study conducted a survey of the relationship of two subjects between the spokesperson and the recipient in a cosmetic advertising discourse to see the nature of this

relationship, see the characteristics of the general atmosphere of a cosmetic quality control company, and see the difference between advertising discourses on social network Facebook and advertising discourses on other channels.

Unlike advertising on television, newspapers, signs, etc., advertising discourses only broadcast a one-way message from the spokesperson to the recipient. Advertising on the social network Facebook has a two-way interaction between the spokesperson and the recipient. Therefore, an interactive relationship between the two objects has been formed.

To summarize, the author shows the relationship between advertisers, advertising dealers, advertising publishers and advertising recipients with a diagram of the relationship between spokesperson and recipient in cosmetic advertising discourses (Figure 2.2).

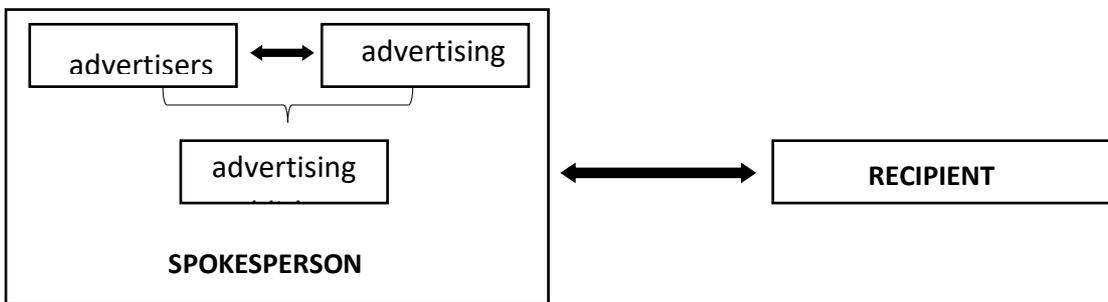


Figure 2.2: Relationship between spokesperson and recipient

Note: The mark \leftrightarrow represents each interactive relationship between two objects

It can be seen that the relationship between advertisers and advertising businesses is a relationship of interaction and mutual impact. After the advertiser and the advertising business work together to create the advertising discourses, the business will send it to the ad publisher for censorship. All three of these subjects, the

advertiser, the advertising business, and the advertising publisher, collectively known as the spokesperson, have an interactive relationship with the advertising recipient.

This is the difference between advertising discourses on the social network Facebook compared to advertising

discourses on newspapers, television, signs... Advertising discourses on other channels have a one-way relationship from the spokesperson influencing the business recipient. Advertising discourses on the social network Facebook has a two-way, mutually interactive relationship.

Conclusion

Through surveying and analyzing three elements of the language register: field, mode, and tenor, this study summarizes the language register of cosmetic advertising discourses as follows:

The field in the cosmetics advertising discourses on the social network Facebook are quite diverse, there are eight fields. Depending on the nature of the product, marketing and communication goals of the brand, the number of discourses in each topic will be distributed differently. In general, discourses revolve around product-related issues and relationships, aiming to introduce products and brands.

Mode in cosmetic advertising discourses on the social network Facebook was surveyed in terms of vocabulary and structure of the discourse. Regarding words, words specific to the field of cosmetics and beauty are used in cosmetic advertising discourses, helping discourse recipients easily recognize cosmetic advertising discourses and increasing the trust of the business. Cosmetics advertising discourses have the phenomenon of using words that change meanings, insert English words, trending words, etc., helping advertising discourses become closer and more attractive to the recipient and bring characteristics of the language on social networks. Regarding the structural aspect of advertising discourses, the full structure

of advertising discourses includes 4 parts: title, introduction, implementation and conclusion. In particular, depending on the content of the discourse, one to three parts may be absent. The components have a close relationship with each other, the introduction clarifies the content of the title; The implementation section clarifies the content mentioned in the title and introduction; The conclusion provides general information and the brand's message.

The characteristics of tenor in cosmetic advertising discourses on the social network Facebook are expressed in the relationship between the spokesperson and the recipient. In the relationship between the spokesperson and the recipient, unlike traditional advertisements (television, print newspapers, signs), the spokesperson and the recipient of cosmetics advertising discourses have a two-way relationship, the spokesperson and the recipient interact with each other. The recipient can interact directly below the enterprise and the recipient's feedback helps the spokesperson improve the content, helping the advertising discourses reach more potential customers. In addition, context also plays an important role in the creation and reception of cosmetic advertising discourses on the social network Facebook. The spokesperson always relies on the cultural context and social situation to choose topics and content of advertising discourses that are appropriate to the reality and needs of the recipient.

In short, the purpose of cosmetic advertising discourses on the social network Facebook is to convince customers to trust

and choose the product. To achieve this goal, cosmetic advertising discourses have characteristics such as: the spokesperson has created discourses that are diverse in choosing topics, being creative in content, and having the appropriateness between topic, content, and context. That shows the

correlation between the spokesperson and the recipient. Thus, through the aspects surveyed and analyzed, the study initially identified some characteristics that make up the characteristics of cosmetic advertising discourses on the social network Facebook.

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