

BUILDING A DIGITAL LIBRARY MODEL ON ADVERTISING LANGUAGE OF VIETNAMESE AGRICULTURAL PRODUCTS: AN APPROACH FROM DIGITAL HUMANITIES

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Abstract. The article proposes a digital library model for Vietnamese agricultural advertising language, grounded in Systemic Functional Linguistics and the Digital Humanities approach. Based on the analysis of 300 advertising discourses, the study examines three linguistic dimensions: field, tenor, and method. It highlights distinctive features such as the use of regional cultural identity, traditional values, personal experiences, and the development of close, familial buyer-seller relationships. The discourse also shows a shift toward multimodality. The proposed library includes a labeled data structure, integrated metadata, and an open-access web interface. Initial findings demonstrate the model's potential for use in research, education, and brand communication. Initial observations at an agricultural enterprise suggest the model's practical potential for enhancing communication and managing advertising data.

Keywords: Vietnamese agricultural products, Systemic Functional Linguistics, Advertising discourse, digital library.

1. Introduction

In recent decades, many studies on advertising discourse have explored the constructive role of language in shaping the “product world” as well as guiding customers’ consumption behavior (Downing, 2000; Cook, 2001; Bhatia, 2005; Baig, 2013; Jones, Chik, and Hafner, 2017; Jiang, 2019; Goddard, 2020; Edouihri, 2024). Most of these studies have focused mainly on commercial advertising in areas such as cosmetics, technology, and services; while agricultural advertising - a field closely linked to farmers’ livelihoods, food security, and indigenous cultural values - has received a little attention, apart from studies by Yueh & Zheng (2019) and Liu & Liu (2020).

Amid globalization and digitalization, agricultural production and consumption models in countries are also being reshaped worldwide. The promotion, branding and international integration for Vietnamese agricultural products has emerged as an urgent need from practice (Luong et al., 2025). Vietnam’s agricultural sector has many opportunities for breakthroughs, but also many challenges - from market competition to the problem of preserving cultural identity. A core question is raised: How can the language for agricultural product advertising both achieve communication effectiveness and competitiveness in the international market, while continuing to preserve and promote the depth of indigenous culture? This is not only a strategic concern for

manufacturers or exporters, but also an academic challenge for discourse researchers – those who are looking for an interdisciplinary approach that is both practical and ensures humanistic depth for language in the era of globalization and digital technology.

The recent trend of digital transformation in Vietnamese agriculture has also raised new demands for the organization and retrieval of specialized linguistic data. In Vietnam, there are currently a number of popular databases, such as VSL Corpus or BKTreebank, that have been researched and applied; however, there is no specialized database for agricultural product advertising language. This is a gap in the research on Vietnamese agricultural linguistics and communication. This article proposes a combination of two complementary approaches - Systemic Functional Linguistics and Digital Humanities - to propose a digital library model for Vietnamese agricultural product advertising language data. The product serves both academic analysis and application in teaching agricultural product communication.

This study pursues three main objectives: (1) to analyze the linguistic features of Vietnamese agricultural product advertisements across field, tenor, and mode; (2) to propose a digital library model for advertising language data grounded in both academic and practical criteria; and (3) to preliminarily assess the model's potential in communication research and education. Specifically, this study aims to answer three research questions:

(1) *What are the prominent linguistic features in Vietnamese agricultural product advertising discourse?*

(2) *How can the theoretical framework of functional linguistics be applied to model and organize advertising language data in a digital library?*

What is the application potential of the digital language library model in research, teaching and communication?

2. Content

2.1. Literature review

2.1.1. Systemic Functional Linguistics in Advertising Discourse Analysis

Systemic functional linguistics, as developed by M.A.K. Halliday (2014), conceives language as a system of choices to perform three core meta-functions: experiential - expressing content and events; interpersonal establishing and maintaining relationships between communicative subjects; textual organizing information, coherence, and connection in discourse. Based on these three functions, Halliday builds the concept of register, understood as a set of specific language choices formed in close relationship with the situational context.

The domain of register is configured through three variables: field, tenor, and mode. *Field* indicates what the discourse is about, provides the informational background, and establishes the topic and communication goals of the advertising text. *Tenor* reflects the characteristics of the relationship between the speaker and the listener, usually expressed through pronouns, modality, and tone, and sentence pattern. *Mode* shows the communication channel and the form of organization of the text (written/spoken, monologue/dialogue, unimodal/multimodal, etc.). In advertising discourse analysis, these three elements of context allow us to explain how syntactic structures, vocabulary, and expressive strategies are selected to achieve a persuasive and emotional connection (Cook, 2001; Bhatia, 2005).

2.1.2. Digital humanities and the development of digital libraries

Digital humanities, the intersection of the humanities and digital technology, have shifted from supporting roles to generating knowledge. Presner (2010), cited in Berry (2012), identifies two developmental waves: the first emphasizes digitization and infrastructure building, while the second focuses on creating new knowledge and interactive, hybrid models of interpretation. This evolution reshapes research methods and raises deeper epistemological questions. In linguistics,

digital humanities enable discourse analysis through computational tools. Longhi (2020) notes that digital text processing reveals semantic functions and meaning shifts in layered discourse, positioning digital humanities as both a technological and cultural practice.

In this context, digital libraries emerge as modern knowledge ecosystems, enabling information creation, reuse, and sharing. Although the concept varies across disciplines for example, virtual or electronic libraries their common goals include accessibility and sustainability. The IFLA/UNESCO Declaration (2011) defines digital libraries as curated online collections managed by global standards. Wang and Xie (2024) similarly emphasize diverse digital formats designed for universal user access. Technically, databases form the core, managing resources and access. Enhancements such as metadata, user tagging, linked data, and AI-driven features improve usability and search. Digital libraries thus support open, interactive knowledge networks aligned with digital transformation.

In Vietnam, advertising language has been studied from various theoretical perspectives. Dinh Kieu Chau (2013) views it as both a marketing tool and an artistic expression. Mai Xuan Huy (2005) emphasizes communicative factors in advertising discourse. Tran Thi Thuy Linh and Nguyen Phuong Thanh (2022) explores how cosmetic ads construct power and shape social values through critical discourse analysis. Luong Ba Phuong (2024) focuses on structural cohesion and coherence. While these studies apply modern linguistic theories, research specifically on agricultural advertising discourse and the development of a digital language library remains limited. This direction aligns with digital transformation in applied linguistics and agricultural communication.

In this study, *Digital Humanities* is approached primarily as an interdisciplinary methodological orientation, rather than a fully technical implementation. Specifically, we adopt Digital Humanities as a framework for restructuring linguistic discourse data through digitization, coding, and systematic organization. At this stage, the focus remains on the theoretical modeling level; technical aspects such as software development, programming tools, or algorithmic processing are not yet integrated into the study. These components are recognized as important future directions but lie beyond the intended scope of the present research.

2.2. Methodology

2.2.1. Corpus Collection Procedure

The dataset includes 300 agricultural product advertising texts collected in the period 2023–2025 from three main platform groups: social networks (252 texts from Facebook, TikTok, YouTube), e-commerce platforms (41 texts from Shopee, Tiki, Lazada, Sendo), and newspapers (seven texts from print and online sources). The sampling criteria are agricultural product advertising discourses with text channels not exceeding 300 words, possibly accompanied by images/videos at the supplementary level. This criterion ensures uniformity in discourse volume, focusing on language structure and discourse strategies to avoid biasing towards visual elements while making it convenient for encoding (information topics, terms of address, sentence types, etc.) Agricultural product advertising discourses are selected according to a range of product categories, from raw agricultural products (vegetables, fruits, rice, etc.) to processed agricultural products (dried goods, spices, etc.).

2.2.2. Coding and Analytical Framework

Grounded in the theoretical framework of Systemic Functional Linguistics of Halliday (2014), the study analyzes agricultural product advertising discourse according to variables belonging to the register, to generalize the outstanding domain characteristics. Each text is coded according to variables belonging to the field (F), tenor (T), and mode (M). Specifically, variables F1, F2, F3, and F4 belong to the field of discourse; T1, T2, and T3 belong to the tenor of discourse; M1, M2, and M3 belong to the mode of discourse. A text may carry multiple codes, depending

on the aspect of analysis, for example: Discourse on ST25 rice product can be assigned codes F2 (field) + T2 (tenor) + M2 (mode). Such coding helps the study consider the systematic and stratified nature of the analysis process. To minimize subjectivity, coding was performed and cross-validated among members within the research team.

Table 1. The coding table of variables in agricultural discourse analysis

Code of the group	Register variables and corresponding corpus scope	Examples
Field	F1. Regional origin - Brand	“ST25 rice”, Luc Ngan litchi
	F2. Uses - Nutritional value	Rich in vitamins; facilitates digestion; safe for a person with high diabetes
	F3. Quality certification	“OCOP”, “VietGAP”, “ISO”
	F4. Community and social factors	Rescue of agricultural products; act for peasants
Tenor	T1. Words of address (1. Words of self-referral; 2. Words of address)	“Dear all”, “Please have a try, guys.”
	T2. Mood of the sentence (1. Declarative; 2. Imperative; 3. Exclamatory; 4. Interrogative)	“Super fresh.”; “have you ever tasted it?”; “Just try it.”
	T3. Language interaction strategies (1. Product positivity; 2. Quality endorsement; 3. Usefulness emphasis; 4. Exaggeration and absolutism; 5. Storytelling; 6. Action promotion; 7. Sloganization)	“Naturally dried, no additives” (product positivity); “Order now” (promote action); “ST25 rice – Proud of the best rice in the world” (exaggeration and absolutism); “To give to mom, we choose to believe in...” (storytelling); “Each product is a belief” (Sloganization).
Mode	M1. Monomodal text (text-only ads)	“Fresh Moc Chau plums available today, inbox me now!”
	M2. Multimodal text (<i>Advertisement with pictures and videos</i>)	“Image of lychee with caption: “Luc Ngan lychee – Sweetness from the land.”
	M3. Network Language (<i>Emojis, hashtags, keyboard characters, abbreviations, etc.</i>)	#clean #sweet 🍷

In the analysis process, this study combines both qualitative analysis and quantitative descriptive statistics. Qualitatively, the study identifies the outstanding features in the way of organizing the language of advertising discourse on three domains: field, tenor, and mode. Quantitatively, the study statistically analyzes the frequency of occurrence of information topics, specialized vocabulary fields; terms of address, sentence types classified by mode, language interaction strategies; and coordination of communication channels. The combined procedures contribute to clarifying the linguistic characteristics of the discourse, creating a basis for proposing a digital library model of advertising language.

2.3. Results

2.3.1. Distinctive features of Vietnamese agricultural product advertising discourse

2.3.1.1. Field of Vietnamese agricultural product advertising discourse

Analysis of the 300 Vietnamese agricultural product advertising discourses show that the

information structure of the discourse focuses mainly on four groups of information topics, clearly reflecting the content orientation and the goal of persuading consumers. The frequency and appearance rate of the four groups are summarized in Table 2 (topics can appear simultaneously in a discourse).

Table 2. Distribution of information topics in agricultural product advertising discourse

Theme	Frequency (appearance)	Ratio (%)
Uses - Nutritional value	182	60.7%
Regional Origin - Brand	134	44.7%
Quality Certification	102	34.0%
Community and social factors	66	22.0%

(Note: One discourse unit may include multiple features; thus, percentages do not sum to 100%.)

The topics about uses and nutritional values account for the highest proportion with more than 60% of the total 300 advertising discourses. This proportion shows that advertising has captured the psychology of today's consumers, who are very interested in nutrition and food safety. Typical phrases such as "rich in vitamins", "increasing resistance", "good for digestion", "safe for diabetics", etc. are unified in the meaning related to health, aiming to build trust with customers. Ranked second is the group of information about origin and brand (44.7%), such as "Lục Ngạn lychee", "Sóc Trăng ST25 rice", "Lạng Sơn bamboo shoots with chili", etc., with the presence of many places and regions in localities across the country. The information about the origin of agricultural products has linked each product with the unique features of regional culture, contributing to forming the feelings of love and pride in national identity through each consumer product. Quality certificates (accounting for 34.0% of the total number of discourses) often appear at the end or are integrated into images. This element acts as scientific evidence, contributing to increasing the credibility of advertising content. Although appearing in only 22% of the total number of discourses, the community element still leaves a clear mark on the unique cultural and social context of Vietnam. Slogans such as "rescue agricultural products" and "support farmers" cleverly combine commercial goals and social responsibilities of each citizen. The traditional cultural beauty of "the healthy leaves cover the torn leaves" becomes a means of mobilizing community spirit, calling for joint consumption of products to contribute to solving a problem in society. This "dual" goal has created a deeper layer of social meaning, creating the identity of the discourse advertising local agricultural products.

2.3.1.2. Tenor of Vietnamese agricultural product advertising discourse

The discourse tenor of agricultural product advertising is examined based on the choice of mood of sentences, and means of address, and linguistic interaction strategies. In terms of sentence mood, a notable imbalance is observed in the distribution, as shown in Table 3.

Table 3. Distribution of sentence types in 300 agricultural product advertising texts

Sentence types classified by mood	Frequency (texts)	Percentage (%)
Declarative	284	94.6%
Imperative	93	31.0%
Exclamatory	79	26.3%
Interrogative	28	9.3%

(Note: Percentages are based on the number of texts (n = 300), not on the total number of sentences. A single text may contain multiple sentence types.)

Declarative sentences appear in most texts, accounting for 94.6% of the total discourse considered. The creator chooses declarative sentences to build the image of a trustworthy seller/sales organization, ready to provide all objective and detailed information about the product. Imperative sentences, which express the act of inviting and encouraging customers to participate in the experience, also have a fairly high frequency (31% of the total), such as “Try ST25 rice now!” or “Order today to receive a discount!” About 26.3% of the total texts use exclamation sentences to evoke emotions, creating an attractive sensory effect such as “Irresistibly delicious!”, “Excellent cool!”. Exclamation sentences are often combined with emojis to help create a lively, positive tenor, supporting the function of persuading customers to experience the product. Question sentences account for a small proportion, only about 9.3% of the text, mainly in the introduction to attract readers, or appear in the middle and end of the text to reinforce the argument, for example, “Have you tried *Luc Ngan* litchi yet?”.

In terms of address, the creator (seller) mainly uses the personal pronouns “em“, “bên em“ (accounting for 72% of the total number of self-addressed), besides also calling themselves “tôi”, “shop”, “cửa hàng”. “Em, bên em“, etc. all refer to “I”, which reveal different positions and attitudes to listeners. The use of “em” in many situations shows the tendency to put customers in a superior position, to create a sense of respect, humility, and friendliness. The recipient (buyer) is called intimately and communally, such as “the whole family”, “relatives”, “brothers and sisters”. “This way of using creates a family-community communication tenor, reflecting the tendency to narrow the social distance between sellers and buyers (see also Luo ng et al., 2025).

Regarding language interaction strategies, sellers use a variety of strategies to create and adjust interpersonal relationships between the speaker (seller) and the recipient (buyer). The organization of language actions and the choice of words rich in impact value are part of intentional communication strategies to evoke positive emotions towards the product and orient customers’ consumption behavior. The analysis identified seven common groups of interaction strategies. First is the product positivity strategy, which uses evaluative words to construct a trustworthy and appealing product image (e.g., “fresh,” “chemical-free,” “100% clean”). Second, the authenticity strategy relies on references to scientific data or legal standards (e.g., “ISO-certified,” “4-star OCOP,” “clinically tested”) to build credibility. Third, the usefulness strategy highlights specific health or lifestyle benefits (e.g., “rich in vitamins,” “aids digestion”). Fourth, the exaggeration and absolutism strategy uses hyperbole and strong emotional language (e.g., “irresistibly delicious,” “number one taste”) to create impact. Fifth, the storytelling strategy embeds products in personal, cultural, or traditional narratives, shifting from mere description to emotional storytelling (e.g., references to legends or family memories). Sixth, the action promotion strategy encourages immediate purchase through commands, urgency, or limited offers (e.g., “Order now!”, “Only 100 left,” “20% off today”). Lastly, the sloganization strategy emphasizes brand identity through repeated, memorable phrases that help position the product (e.g., “Trường Foods – Vietnam’s leading clean sour meat”). These strategies often appear in combination, reflecting the strategic and flexible use of language in agricultural product advertising discourse.

2.3.1.3. The mode of Vietnamese agricultural product advertising discourse

In terms of text organization and communication channels in agricultural product communication, it can be seen that Vietnamese agricultural product advertising is deployed in many diverse forms, flexibly adapting to modern media platforms. The survey results of 300 advertising discourses show the distribution shown in Table 4 below.

Multimodal texts combining written language and images dominate the corpus, appearing in 232 out of 300 discourses (77.3%). This format is preferred as images of agricultural products - like fruits, vegetables, or rice - instantly convey freshness, color, and texture, reinforcing the product’s appeal.

Table 4. Distribution of discourse methods in advertising Vietnamese agricultural products

Method of expression	Frequency (turns)	Ratio (%)
Multimodal Text (Text + Image Mode)	232	77.3%
Multimodal Text (Text + Video Mode)	56	18.7%
Monomodal Text (Text mode only)	12	4.0%

Images function not just as decoration but as meaning-enhancing elements that activate sensory perception and trust. Texts combining visuals with videos appear in 56 cases (18.7%), reflecting the rise of dynamic visual communication on platforms like Facebook and TikTok. These often feature narration by sellers or influencers, offering emotional impact and a sense of authenticity, though their use is limited by higher technical demands. In contrast, purely text-based advertisements are few, only 12 out of 300 (4%), but still relevant. These concise messages, often infused with emojis, hashtags, or abbreviations, focus directly on product, price, and call-to-action. Despite lacking visuals, they remain effective, especially in personalized, small-scale online transactions.”

In summary, the survey data show a clear shift from unimodal to multimodal text. The combination of multimodality, including text, images, and sound, makes agricultural product advertising discourse more vivid and attractive, simultaneously activating many reception mechanisms from consumers, including reason (through words), emotion (through images), and sensory experience (through animation and sound). The richness of presentation forms contributes to creating multi-layered layers of meaning, enhancing the persuasive effect on the recipient (watching, listening, reading).

2.3.2. Model of a Digital Language Library based on the linguistic characteristics of Vietnamese agricultural product advertising discourse from a digital humanities perspective

2.3.2.1. Structuring Vietnamese agricultural product advertising linguistic data from a linguistic perspective

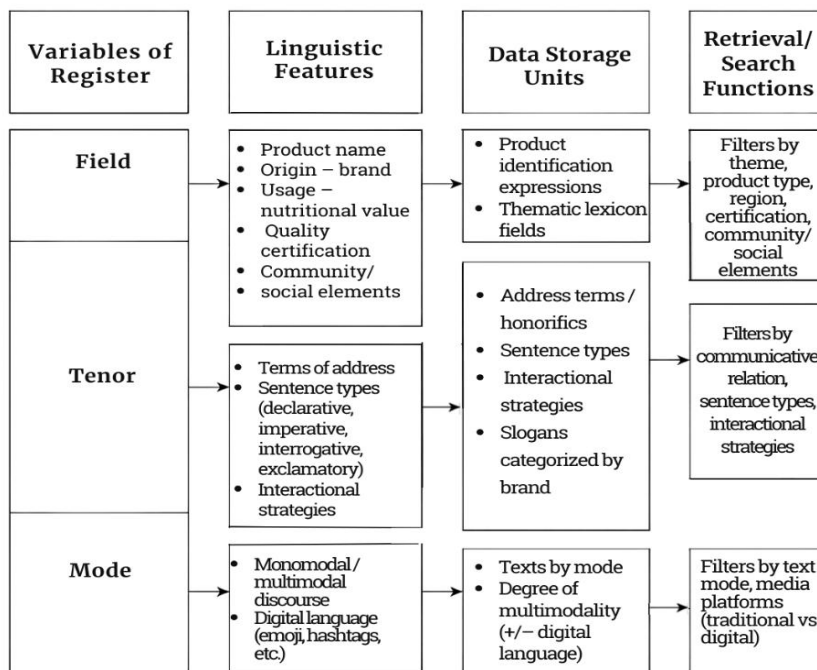


Figure 1. Linkage from register components to the database structure

Based on the 300 collected advertising discourses, the corpus was coded according to three variables of the register according to the theoretical framework of Systemic Functional Linguistics. This coding process is the foundation for converting discrete data into a structured database system, serving the retrieval, analysis, and application in many fields. Figure 1 illustrates the relationship between the register and the database structure of the Digital Library.

When entering the database, each data has been cleaned and processed in the following directions: (1) Standardizing linguistic expressions in terms of form, grammar and length to ensure consistency; (2) Labeling each linguistic feature code, based on three linguistic variables (field, tenor, mode), thereby determining the units that need to be stored and building appropriate retrieval filters. This process not only helps to systematize the corpus in an orderly manner but also lays the foundation for the functional structure of the Digital Library. In addition to linguistic coding, data can also be supplemented with contextual metadata such as distribution channel, year of publication, distribution platform, consumption context, etc., to serve advanced search and system linkage purposes.

If we only examine discourse analysis, the results will exist in the form of descriptive tables; if they are transformed into an open digital database system, the entire corpus will become an organized academic resource that can be retrieved, searched, and reused flexibly according to the diverse application needs of users. More importantly, designing a digital library based on a digital humanities framework allows for a close connection between the components of linguistics and the corresponding technological requirements, thereby expanding the ability to exploit data in an interdisciplinary direction.

2.3.2.2. Implementation process of the digital library model for Vietnamese agricultural product advertising language

The structured database is the core infrastructure of the Digital Library. The overall process of implementing the digital library model of agricultural advertising language according to the digital humanities framework can be visualized through sequential steps, presented in Figure 2 below. This diagram illustrates the relationship between the stages from collecting the text to organizing the data, building the technical foundation and expanding practical applications.

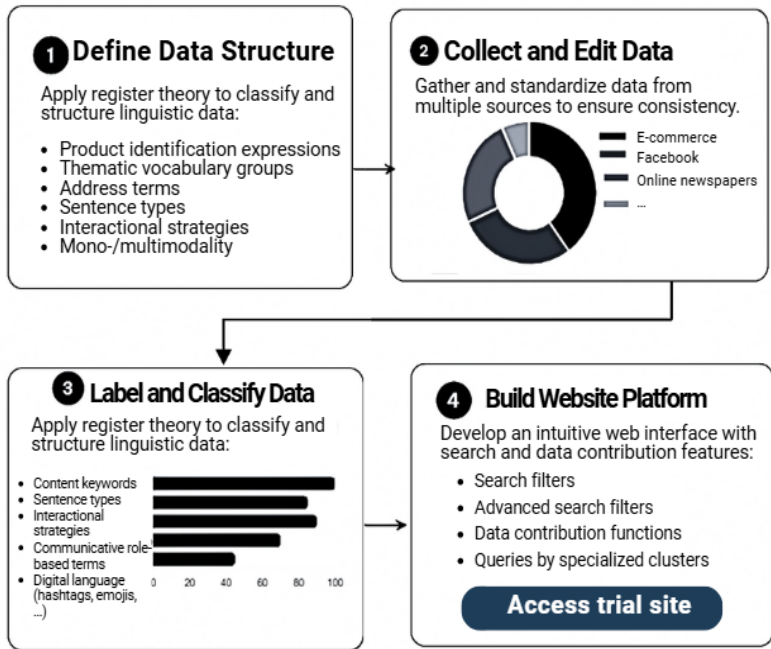


Figure 1. Process of implementing the language digital library model

The Digital Library of Agricultural Product Advertising Language is built in four main stages. First, the data structure is defined based on a theoretical framework, identifying key linguistic units such as product identifiers, specialized vocabulary, terms of address, interaction strategies, sentence types, and text formats. Second, data is collected and standardized from various media platforms, then digitized for consistency and ease of processing. Third, the corpus is labeled and classified using a coding system, with each unit integrated with detailed metadata to support efficient search and advanced queries. Finally, a website platform is developed, offering open access, search filters, query functions, and user contributions. The site is organized into functional pages, centered on searchable catalogs reflecting the structured language database. To realize the above process, we initially built a trial version of the digital library website for advertising language. Users can retrieve discourse units with meaning-making potential to support research or real-world advertising practice. The website also provides specialized vocabulary sets, slogan groups, popular language interaction strategies, etc., to guide users to look up more conveniently. The website trial version address is <https://www.thuviensongonngunongsanviet.com/>

3. Conclusions

The research results contribute to filling the existing gap in the applied linguistic knowledge system in Vietnam, which currently lacks specialized databases and has no systematic framework for organizing technological agricultural product advertising data. The main contribution of the research lies in creating an open data platform, valuable for both academia (as research and teaching materials) and practical applications (standardizing and creating advertising messages, improving the competitiveness of Vietnamese agricultural products). Academically, the study clarifies three linguistic dimensions (field, tenor, and mode) in agricultural product advertising, initially demonstrating the feasibility of integrating linguistic theory with data digitization technology. More importantly, the results also show the distinct discursive identity of Vietnamese agricultural product advertising, in addition to many similarities with advertising in other product lines. In terms of discursive fields, agricultural product advertising focuses on contents such as origin, nutritional value and quality certification - factors closely associated with agricultural production culture. In particular, Vietnamese agricultural product advertising integrates both regional cultural elements and factors of resonance and emotional sharing in the community and society. For example, the invitation to participate in the campaigns “rescue agricultural products” and “support farmers” evokes the spirit of solidarity and sharing difficulties - a unique and rare layer of meaning in Western advertising. In terms of tenor, agricultural product advertising discourse builds a close, intimate relationship like a family conversation. Storytelling plays an important role in language interaction strategies. While prior research (Yueh & Zheng, 2019; Cook, 2001; Bhatia, 2005) notes that modern advertising blends information with narrative to build trust, Western advertising typically foregrounds professionalism, brand prestige, or global identity. By contrast, the Vietnamese discourse analyzed here adopts a simpler tone, centered on family experiences, childhood memories, and emotionally rich, everyday narratives. In terms of communicative mode, this discourse increasingly employs multimodality, in line with broader global media trends. In short, these contrasts reveal a distinct narrative identity: one that both aligns with media globalization and affirms local cultural and communal values as strategic assets in brand communication.

Practically, the language digitization library model has shown early signs of applicability. It can support agricultural enterprises in standardizing advertising messages, improving communication strategies, and enhancing competitiveness. It also provides a useful resource for teaching applied linguistics and brand communication, and offers the wider community a transparent, systematic channel for accessing agricultural advertising discourse. Initial introduction of the tool at Clean Agricultural Products Development Investment Company

Limited – Quang Ninh branch (No. 386, Le Loi Street, Yet Kieu Ward, Quang Ninh Province) provided some early indications of its potential to support information organization and enhance communication related to agricultural products. Although no formal pilot testing procedures have been conducted or published, these preliminary observations suggest the model's potential for practical application. If further developed and refined, the tool may serve as a useful support solution for improving operational efficiency, saving time and costs, and enhancing the competitiveness of agricultural enterprises .

However, the study still has some limitations. Firstly, the data only stops at 300 discourses, which is not large enough to comprehensively reflect the advertising of Vietnamese agricultural products. Secondly, the scope of user testing is still narrow, not covering all potential target groups such as businesses, managers, or the international community. In the future, digital libraries need to expand their databases, combine corpus linguistics with machine learning tools to automate classification, and develop multilingualism to serve the promotion of Vietnamese agricultural products in the international market. At the same time, the study also needs to test with many different user groups to more comprehensively evaluate the applicability of this digital library model.

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