

## Language And Ideology In English And Vietnamese Business Hard News Reporting - A Comparative Study

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### ABSTRACT

*This paper reports on an investigation into how governments, central banks and people are presented in English and Vietnamese hard news, business reports. Drawing on the theoretical frameworks of Critical Discourse Analysis (CDA) and the transitivity system in Systemic Functional Linguistics (SFL), the study examined the underlying ideology embedded in the business news reports. The paper consists of two parts. The first part analyses two texts sharing the same topic which serves as a preliminary study to a corpus analysis of fifty texts (25 in each language) discussed in the second part. The analysis shows that the government and its central bank in the Vietnamese reports are portrayed as more powerful than those in the English reports, and people in Vietnamese are presented as passive and absent while those in English are presented as active, performing various roles in the experiential world of business. The study offers some implications for English language teaching practices.*

*Keywords: systemic functional linguistics; critical discourse analysis; ideology; transitivity system; government*

### INTRODUCTION

The global financial crisis erupted in America in the middle of 2007 and spread internationally. Stock markets fell; financial institutions collapsed; governments attempted to save their financial systems with rescue packages; and people became unemployed. Newspapers reported banks in crisis and central banks intervened to deal with the emergency. This paper reports on an analysis of the representation of key social groups in the world of business in the two languages from an ideological perspective.

Ideologies are ways of representing unequal relations in society (Fairclough & Wodak 1997). They have been the focus of several media studies (Brookes 1995, Teo 2000, Orkta 2001, Thetela 2001, Lukin 2004, Li 2009, Tardy 2009). The motivation behind the choice of this domain for research is to explore the role of media discourse in shaping social reality. Oktar (2001 p. 320) claims, “the media do not passively describe or record news events, but actively reconstruct them, mostly on the basis of their own ideological affiliations”. Similarly, van Dijk (1988) points out that a news story is not fully understood if the reader is not aware of the implicit ideology of elite groups embedded in the report. Ideology may not be manifest, especially in written language, and according to Fairclough, it is “most effective when its workings are least visible” (1989, p. 85):

...invisibility is achieved when ideologies are brought into discourse not as explicit elements of the text but as the background assumptions which on the one hand lead the text producer to ‘textualize’ the world in a particular way, and on the other hand lead the interpreter to interpret the text in a particular way. (Fairclough 1989, p. 85)

In order to examine the ideological assumptions informing journalistic texts, the study applies the theoretical frameworks of Critical Discourse Analysis and transitivity system in Systemic Functional Linguistics (Halliday 1994) to the analysis of the representation of governments, their central banks, and people. Previous studies on ideologies have been conducted with the use of transitivity system as an analytical tool (Kress 1983, Fairclough 1989, Fowler 1991, Teo 2000, Lukin 2004). The transitivity system offers language users a range of linguistic choices in terms of what to be put in focal or peripheral position by which events can be presented from an ideological perspective. This is the reason for the choice of the system for the examination of ideology in the present study.

In the transitivity system there are six types of Processes: *Material*, *Verbal*, *Mental*, *Behavioural*, *Relational*, and *Existential*, all of which reflect “‘going-on’-happening, doing, sensing, meaning, and being and becoming” in the world of experience (Halliday 1994, p. 106). In addition to Processes, there are two other fundamental elements: Participants acting as subjects or objects of verbs (processes) in traditional grammar terms and Circumstances indicating the spatial and temporal settings of human experience. Participants take different roles according to the types of processes they are associated with and their position in the clause. For instance, participant roles in material processes are Actor (Doer of the process) and Goal (Thing acted upon) or Senser and Phenomenon in mental processes, Sayer and Receiver in verbal processes. The same types of Processes and Participant roles also operate in Vietnamese (see Hoang 2002).

## METHODOLOGY

### DATA COLLECTION

The data used for the study came from *The Australian* (<http://www.theaustralian.com.au>) and *Thời Báo Kinh Tế Việt Nam* (Vietnam Economic Times) (<http://vneconomy.vn>). *The Australian* is a broadsheet newspaper published in Australia from Monday to Saturday. It is the biggest-selling national newspaper in the country, with a daily circulation of 135,000 copies. *Thời Báo Kinh Tế Việt Nam* is also a broadsheet national newspaper published in Vietnam from Monday to Friday with a daily circulation of 38,900 copies. Fifty news texts (25 in each language) downloaded from these two newspapers form two corpora used in the analysis. They are the results of an entirely random selection from hundreds of texts downloaded from 2008 to 2009, all of which fall under the heading of business, more specifically, banking and finance as they are the two business areas most affected by the crisis. As a result of the selection procedure, the texts in the two languages do not share exactly the same topic content. Because of this, two texts concerned with the second stimulus packages launched by the two governments (i.e. Australia and Vietnam) were selected<sup>1</sup>. The selection was based on the assumption that the shared theme would make it possible to compare and contrast participant roles in the transitivity system in the two languages. The texts were assumed to contain comparable participant categories - the government, the government members, and stimulus packages. The analysis of these two texts served as a preliminary study for a corpus analysis of the 50 texts.

### DATA ANALYSIS

A combination of SFL and Corpus Linguistics is used for the current study of ideology. The transitivity system in SFL is employed to examine the roles participants play and how the

participants are presented from an ideological perspective. The use of corpus-based CDA enables researchers to “go beyond single texts and conveniently explore quantitative patterns of ideological meaning in a large number of texts” (O’Halloran 2010, p. 565). The present study uses a concordancing programme, namely concApp, to identify all of the instances of occurrence of the participants across the whole corpus. With this approach it is possible to identify roles and types of processes associated with each group of participants for qualitative and quantitative analysis. The combination of qualitative and quantitative methods is necessary as it is “the only adequate approach” to the study of the language of the news (van Dijk 1988, p. 66). There is a problem concerning the use of concApp in the analysis of the Vietnamese corpus. That is, the concordancing programme was found not to work with Vietnamese characters. As a solution to this technical problem, the data were first translated into English and then concApp was applied to identify the key words in the translated corpus. The outcomes of the corpus analysis (i.e. concordancing lines where the key words are identified) were used to trace back to the relevant sentences in the original Vietnamese texts.

## FINDINGS AND DISCUSSION

### THE PRELIMINARY STUDY

Transitivity system as an analytical tool has been used to shed light on the ideological representation of the social reality in the reports. It was employed to examine the experiential meaning of the headline/lead and the body of the news stories from an ideological perspective. The study shed light on how the four main participant groups – *the government as a whole, government members, citizens and economic abstractions* — are presented in the two texts.

### HEADLINES AND LEADS

The first step in this study involved a focus on the headlines and leads of the two texts. This was because the headline and the lead of news reports provide a synopsis of the news story as a whole (White 1998). From the synopsis, the reader can predict fairly accurately what the news story is about. However, the headline and the lead do not merely offer a general picture of the story. Rather they serve as “a mechanism for constructing a particular ideological view” (Brookes 1995, p. 467). White (1998) points out that what is considered to be most significant and newsworthy about the event or issue is typically arranged in the headline and lead, with the selection of what is significant and newsworthy being ideology-dependent. The openings of the two texts are provided here again for ease of reference. The headlines are presented in bold to distinguish them from the leads.

#### English

##### **Second stimulus package on the cards**

*(The Australian, 17 November 2008)*

A second major financial stimulus package could be unveiled before June next year, with the Rudd Government prepared if necessary to spend the remaining budget surplus in a push to save the economy.

#### Vietnamese

##### **Chính phủ thông qua gói kích cầu thứ hai**

***The government passed the second stimulus package***

*(The VnEconomy, 30 October 2009)*

Gói kích cầu thứ hai đã được Chính phủ quyết định thông qua sau khi nhận được đa số ý kiến tán thành của các thành viên.

*The second stimulus package has been passed by the government after (the government) receiving the approval of the majority of members.<sup>2</sup>*

There is a difference between the two headlines/leads in terms of how experiential meanings are expressed. The English headline is a nominal group while the Vietnamese headline is a full clause with a participant as an actor, a process, another participant as a goal. Although the two leads are similar in that the two propositions are presented in a passive form, the “Doer” of the action is not mentioned in the English while it is in the Vietnamese.

This difference in experiential orientation may be explained in terms of ideological positioning. Both texts open with the government’s second stimulus package but provide for different perspectives in terms of agency. While the role of the government in relation to the second stimulus package is fore-grounded in the Vietnamese text, that kind of role is backgrounded in the English text. This strategy can be seen by examination of the transitivity patterns employed in the two languages. In the English headline, there is only one participant - ‘second stimulus package’ - without any process and with one circumstance – ‘on the card’. The message conveyed in this headline is that the government is likely to offer the second stimulus package to save the nation from the crisis. However, under this lexico-grammatical arrangement of the headline, the role of the government is downplayed by the fact that ‘the stimulus package’ occupies the frontal position of the clause and the government as an agent is hidden. This strategic positioning has some ideological potential. The effect is that what is possibly seen as being significant here is the stimulus package, rather than the government’s intervention (i.e. offering the stimulus package). In contrast, the role of the government is the focal point of the Vietnamese news headline. From the perspective of experiential meanings, ‘Chính phủ’ (the government) takes the role of an Actor acting upon a Goal - ‘gói kích cầu thứ hai’ (the second stimulus package). Unlike ‘the second stimulus package’ in the English headline, ‘the second stimulus package’ here is passively acted upon by the government. The choice of ‘the government’ over ‘the package’ in the frontal position, fore-grounds the government and enhances their visibility and credibility in leading the nation through the crisis.

In the leads of the two reports, a potential ideological effect also emerges from the transitivity arrangements employed by the two writers. The role of the government in the English lead is not quite so prominent while government in the Vietnamese lead takes an explicit active role. ‘*The second stimulus package*’ in the two leads takes the same role – the role of a Goal. The proposition in the English lead is agentless and it goes without saying that the government or government members ‘could unveil the second stimulus package’, but this agent of power is omitted in the process of passivization. Because of the agent omission, ‘the package’ becomes the focal point of the message. The message conveyed in this lexico-grammatical arrangement is that what is important is the launch of the package rather than the power of the government in dealing with the crisis.

The background of the power of the government can also be seen by examination of the position of ‘the government’ in the lead. Despite its presence in the lead, ‘the Rudd government’ is placed in the embedded clause rather than in the main clause, – “*with the Rudd Government prepared if necessary to spend the remaining budget surplus in a push to save the economy*”. According to Halliday (1994), embedded clauses thematically make a minimal contribution to the discourse. The role of the government may be blurred by the

frontal positioning of ‘the stimulus package’ in the main clause. In the Vietnamese lead, ‘the stimulus package’ also has the role of a Goal, but unlike ‘the stimulus package’ in the English lead, it is presented as directly acted upon by the government. The government in the Vietnamese lead is once again depicted as the one with power due to occupying the position of an Actor carrying out action on ‘the package’.

## THE BODY

An analysis of the body of the two texts revealed four groups of participants present in the texts – the government as a whole, government members, people and economic abstraction (e.g. package, crisis). These four groups of participants were found to be associated with certain roles in the news stories. The proportion of the participant categories is presented on Table 1 below.

TABLE 1. The proportion of participant categories in the English and Vietnamese texts

	The government as a whole		Government members		Populace		Economic abstractions	
	EL	VN	EL	VN	EL	VN	EL	VN
Actor	11.3%	50.1%	3.8%	6.3%	0.0%	0.0%	0.0%	0.0%
Goal/Range	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	18.8%
Senser	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Phenomenon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sayer	3.8%	0.0%	35.5%	18.8%	0.0%	0.0%	0.0%	0.0%
Receiver/ Target	3.8%	0.0%	1.9%	0.0%	3.8%	0.0%	3.8%	0.0%
Behaver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrier	5.7%	0.0%	3.8%	0.0%	0.0%	0.0%	5.7%	0.0%
Attribute	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Identified	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Identifier	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Existent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

## THE REPRESENTATION OF THE GOVERNMENT

Table 1 indicates that the main role played by governments is that of an Actor; they are both depicted as causing action upon other entities. It can be argued that both governments are presented as powerful and in control. The Vietnamese government in the Actor role was found to occur with great regularity while the Australian government in this role occurs at a much less frequent rate (i.e. 50.1% vs. 11.3%). It can be seen that the Vietnamese government is portrayed as more active and dynamic than the Australian government from an ideological perspective.

## THE REPRESENTATION OF GOVERNMENT MEMBERS

The primary role performed by government members in the two languages is that of a Sayer. They are presented as the source of communicative events in the news stories. However, there is a difference between the two languages in terms of the proportion of government members as a Sayer. In the Vietnamese text less than 19% of the participants have the role of a Sayer, while in the English text the figure approximately doubles.

A closer examination of the sources of the communicative events in the two texts reveals the distinctive nature of the communication. Specifically, the role of government

members in the Vietnamese text is as a mouthpiece of the Vietnamese government, announcing information regarding the policies, regulations, and resolutions of the Party and the government, while government members in the English text bring different views on the issue being reported. There are three voices operating in the English news report: the voice of the government representative - Finance Minister Lindsay Tanner, and the two voices of the Opposition - Deputy Liberal leader Julie Bishop and the former Prime Minister John Howard. Mr Tanner's voice is the voice of the governing party – Labour. This voice is supportive of the government. By contrast, the other two voices are those of the Opposition; they are critics of the government's plan. These three voices constitute a debate over the government's response to the global financial crisis.

#### THE REPRESENTATION OF PEOPLE

Unlike the government and government members, the people take a very limited role in the experiential world of business. Specifically, only one role (i.e. that of Receiver/Target) was found to be associated with the people in the English text and it occurs at a very low rate of less than 4%. The people in the Vietnamese text were presented as playing no role in relation to the government's response to the financial crisis. They were presented as silent and absent. They were not portrayed as acting upon other entities, initiating any action, communicating, or intellectually/emotionally engaged, either.

#### THE REPRESENTATION OF ECONOMIC ABSTRACTIONS

The main role taken by this participant group in the two texts is that of a Goal. However, there is a difference between the two languages in terms of the proportion of participants playing this role. Specially, economic abstractions as a Goal in the English text account for less than 6% whereas those in the Vietnamese text make up approximately 19%. It can be argued that the actor acting upon these economic abstractions is the government, which was found to cause virtually all the material actions in the texts.

In summary, the transitivity analysis of the two texts provides some insight into the representation of the government, government members, people and economic abstractions in English and Vietnamese. Interesting are the ways the governments and the people are represented in the two languages. While both governments are presented as powerful and in control, the Vietnamese government is portrayed as more active and dynamic than the Australian government as the former is presented as causing more material actions than the latter. With regard to the representation of people in the two languages, they are portrayed as silent and absent; they never occur in the position of an Actor or a Sayer, and their internal mental states are never reported. Ordinary people are just given the role of a Receiver in the English text. These differences can be interpreted as evidence of an underlying difference in the ideologies motivating the two texts via the examination of the headlines, the leads and the body of the news stories. The analysis of the two texts serves as a preliminary study for a corpus analysis which is presented below.

#### THE CORPUS STUDY

The preliminary study revealed findings concerning the representation of the government and the people in the two languages. Accordingly, this is the focus in the corpus analysis. The corpus deals with news stories concerning banking and finance at the time of the global

financial crisis; the authorities directly involved in this business area are the Reserve Bank (Australia) and the State Bank (Vietnam) rather than the government. The focus of the corpus study is on the portrayal of the two central banks and the people in the grammar (i.e. transitivity) of business news reporting in the two languages. The results are summarized and presented on Table 2 below.

TABLE 2. The proportion of roles played by the two banks<sup>3</sup>

	The Reserve Bank	The State Bank
Actor	45.8%	57.7%
Goal/Range	0.0%	0.0%
Senser	4.2%	0.0%
Phenomenon	0.0%	0.0%
Sayer	12.5%	34.6%
Receiver	8.3%	3.8%
Behaver	0.0%	0.0%
Carrier	4.2%	0.0%
Attribute	0.0%	0.0%
Identified	0.0%	0.0%
Identifier	0.0%	0.0%
Existent	0.0%	0.0%

#### THE REPRESENTATION OF THE TWO CENTRAL BANKS

Like the presentation of the governments in the preliminary study, the central banks are presented as powerful by the fact that they are depicted as causing action upon other entities rather than being affected by them. However, the Vietnamese State Bank is portrayed as more active and agentive than the Australian Reserve Bank. This is evident in the “State Bank” occurring in the Actor role accounts more often than the Reserve Bank (57.7% vs. 45.8%). Some of the concordance lines in which the two central banks play the role of an Actor are extracted and presented below by way of illustration.

#### English

1. The ***Reserve Bank*** also helped *push* the Aussie dollar higher after intervening to buy the currency during New York trading overnight after it touched a two-week low of US63.
2. Rate cuts lift consumer demand lower interest rates and the Rudd Government's stimulus package have boosted consumer and business demand, making it likely the ***Reserve Bank*** will call a temporary halt to its run of rate cuts at its board meeting on Tuesday.

#### Vietnamese

1. Cuối chiều hôm qua, ***Ngân hàng Nhà nước*** Việt Nam cũng đã có thông điệp chính thức liên quan đến hai chi nhánh của ngân hàng này tại Việt Nam. *At the end of yesterday afternoon, the ***State Bank*** of Vietnam also issued an official note concerning two branches of this bank in Vietnam.*
2. Ngân hàng Chinfon tại Đài Loan là một ngân hàng thương mại được thành lập theo pháp luật Đài Loan, đã được ***Ngân hàng Nhà nước*** Việt Nam cho phép mở 2 chi nhánh tại Hà Nội và Tp.HCM. *Bank Chinfon is a commercial bank founded on the Taiwanese law; [it] was given permissions by the ***State Bank*** of Vietnam to open two branches in Ha Noi and Ho Chi Minh.*

The two central banks perform various banking and finance functions. While they are similar in that they both serve as an Actor acting upon other entities, a closer analysis of the processes reveals some significant differences. Specifically, the State Bank is presented as powerful whereas it is not the case with the Reserve Bank. This is reflected by the fact that virtually all processes in the Vietnamese texts suggest that the “Doer” is acting from the position of power with such Material processes showing authority as *cấp* (grant), *ban hành* (issue), *xác nhận* (certify) and *kiểm tra* (check). The presence of these Material processes adds weight to the power of the central bank and makes the reports sound like official documents. This is what Van Leeuwen (2006) found when examining Vietnamese news written in English for English readership. In his study of 100 Vietnamese news reports translated into English by the Vietnamese translators/reporters and their rewrites by foreign sub-editors, van Leeuwen found that many of the translated stories are dry and plain, hence sounding like official documents filled with “communist terms” such as ‘cadres’, ‘being enlightened’, ‘a firm political orientation’, ‘tendencies contrary to Party guidelines’, and that in the process of sub-editing, the foreign sub-editors often have to background or delete such communist terminology to make the stories more natural and more familiar to English readers.

The State Bank was also found to be more predominant than the Reserve Bank in the role as Sayer. While the Reserve Bank serving as the source of communicative events accounts for just more than 10 percent, the State Bank as a source of communication occurs at a ratio of approximately 35 percent. All of the four instances of the Reserve Bank as a Sayer are provided below; however, for the reasons of constraint on space, only some of the instances where the State Bank serve as a source of communication are extracted and presented below.

#### English

1. The dollar has continued its run towards parity with the greenback, breaking US96c yesterday after the ***Reserve Bank*** of Australia indicated it had debated long and hard about lifting interest rates this month.
2. The unit has gained about two US cents this week, after the ***Reserve Bank*** of Australia (RBA) on Tuesday indicated a further interest rise was on the way.
3. The ***Reserve Bank*** yesterday blamed a fall in foreign currency lending for the second-biggest monthly drop in business borrowing on record in December.
4. The Prime Minister confirmed in New York that the Australian Treasury and the ***Reserve Bank*** of Australia were discussing the details and implementation of the Bush administration package with the US Treasury and Federal Reserve Bank.

#### Vietnamese

1. Theo thông tin từ ***Ngân hàng Nhà nước*** Việt Nam, bên cạnh việc tiếp quản nói trên, FSC có kế hoạch duy trì ổn định hoạt động đang có hiệu quả của 2 chi nhánh Chinfon Bank tại Việt Nam trong thời gian tiếp quản để chuyển giao sang chủ sở hữu mới. *According to the information from the ***State Bank*** of Vietnam, in addition to the takeover mentioned above, FSC has plans to maintain the effective operation of Chinfon's two branches in Vietnam during the time of the takeover to the new owner.*
2. Trong thời gian hoạt động, ngân hàng này phải thực hiện các nghĩa vụ tài chính đối với Nhà nước Việt Nam theo quy định của pháp luật và tuân thủ pháp luật Việt Nam, các quy định tại giấy phép thành lập và hoạt động, điều lệ tổ chức và hoạt động của Vietcombank đã được ***Ngân hàng Nhà nước*** Việt Nam chuẩn y. *In the operating time, this bank must carry out financial obligations to Vietnam as stated in the law, and obey Vietnam law; the*



rules stated in the license of the establishment and operation, and the organization and operation regulation of Vietcombank have been approved by the **State Bank** of Vietnam.

3. Chính phủ và **Ngân hàng Nhà nước** Việt Nam cũng đã cam kết hỗ trợ thực hiện thành công kế hoạch này. *The Government and the **State Bank** of Vietnam also pledged to support this plan.*

4. Tính đến cuối tháng 7/2008, **Ngân hàng Nhà nước** đã chấp thuận nguyên tắc thành lập cho 10 ngân hàng thương mại cổ phần có sự tham gia góp vốn của các tập đoàn, tổng công ty Nhà nước; trong đó đã cấp giấy phép chính thức đi vào hoạt động cho 2 trường hợp là Ngân hàng Liên Việt và Ngân hàng Tiên Phong. *By the end of July, 2008, the **State Bank** had agreed on the establishment of 10 joint-stock commercial banks with financial contributions from groups, state-run corporations, two of which officially licensed are LienVietBank and TienPhong Bank.*

The Reserve Bank serves as a source of communication via just two verbal processes – *indicate* and *blame* – whereas the State Bank occurs as a source of communication in various forms, notably via such phrases as ‘*theo thông tin từ Ngân hàng Nhà nước Việt Nam*’ (according to the information from the State Bank of Vietnam), ‘*chuẩn y*’ (approved), ‘*cam kết*’ (pledged), ‘*chấp thuận*’ (agreed). Ideologically, it can be argued that by the use of such verbal processes as ‘approved’, ‘agreed’, and ‘pledged’, the State Bank is presented as speaking from the position of power and control. The role of the Reserve Bank as a Sayer is “neutral” in this regard.

#### THE REPRESENTATION OF PEOPLE

In the preliminary study, ordinary people are presented as absent in the presentation of the two governments’ launch of the second stimulus package. Here in the experiential world of business, the image of people and the roles they play are presented differently in the two languages. The corpus analysis suggests that people in the English texts are presented more active and agentive than those in the Vietnamese texts. Some of the concordance sentences where the key word ‘people’ is located are presented below for ease of reference.

#### English

1. "So what you're seeing is a lot **people**
2. [Sensor] offshore looking at Australian banks very highly at the same time as local customers are worrying about their deposits," he said.
2. "The sooner that governments act to protect their **people** [Goal] the better.
3. Some of the weakness in home lending was because **people** [Actor] had kept their repayments constant as rates came down, paying off their principal more quickly.
4. "When the debt markets reopen, you will have a reversal where the weak become strong, and **people** [Carrier] who are well-managed would become disadvantaged.

#### Vietnamese

1. Tính đến tháng 5/2008, hệ thống các tổ chức tín dụng Việt Nam gồm có 5 ngân hàng thương mại nhà nước, 6 ngân hàng liên doanh, 36 ngân hàng thương mại cổ phần, 44 chi nhánh ngân hàng nước ngoài, 10 công ty tài chính, 13 công ty cho thuê tài chính và 998 quỹ tín dụng **nhân dân** cơ sở. *By May, 2008, the system of Vietnam credit organizations included 5 state-run commercial banks, 6 joint-venture banks, 36 joint-stock commercial banks, 44 branches of foreign banks, 10 financial companies, 13 financial hiring companies, and 998 local **people**'s credit funds.*

2. Sau đó, Madoff đã bị cảnh sát còng tay và đưa vào nhà ngục trước sự chứng kiến của rất nhiều người là nạn nhân của vụ lừa đảo kỷ lục mà ông ta đã gây ra. *Then, Madoff was handcuffed by the police and taken to the jail in the presence of many people as victims of the record fraud he had made.*

3. Với Agribank, ngân hàng thương mại cổ phần nông thôn, quỹ tín dụng nhân dân Trung ương, ngân hàng hợp tác, tỷ lệ dự trữ bắt buộc bằng đồng Việt Nam ở những kỳ hạn trên từ 1/3 là 1%. *As for Agribank, Rural Joint Stock Commercial Banks, Central People's Credit Funds, Cooperated Banks, compulsory reserve ratio in Vietnam dong in the terms above from March 1st is 1%.*

4. Đánh giá về những quyết định trên của Ngân hàng Nhà nước, một thành viên Hội đồng Tư vấn chính sách tiền tệ Quốc gia cho rằng đó là sự điều chỉnh cần thiết để củng cố thêm lòng tin của người dân và doanh nghiệp. *Evaluating the decisions above of the State Bank, a member of the National Monetary Policy Advisory Council argued that it is a necessary regulation to strengthen people and enterprises' trust.*

There are 13 instances of “people” identified in the English corpus and they perform various roles such as that of a Sensor, a Goal, an Actor, and a Sayer. Despite the infrequent occurrence of this participant group in the corpus, this indicates that the people here are presented as more active than those in the preliminary study. By contrast, the Vietnamese texts represent the people as having no role in the experiential world of business. Although there are 11 instances of ‘people’ found in the corpus, all of them are associated with the name of some funds (e.g. Quỹ tín dụng nhân dân cơ sở (Local people's credit fund), Quỹ tín dụng nhân dân trung ương (Central people's credit fund)), and some possession (e.g. niềm tin của nhân dân (people's trust), niềm tin của người dân và doanh nghiệp (people and enterprises' trust)). The people in the Vietnamese corpus have a peripheral role in the world of business. They are given no voice to speak; they take no action; they are not emotionally or intellectually engaged with the experiential world, either.

## CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS FOR FURTHER RESERACH

This chapter examined the ideology which underpins the language of the business news report in English and Vietnamese. It was found that language of the news is not neutral, but rather it is laden with the ideology under which it operates. In this context, the language of business news is culturally and politically charged. It is a common knowledge that Australia and Vietnamese possess a significantly different cultural and political system, which might be the root of the above-mentioned differences in the presentation of the government, the central bank and the ordinary people in the two languages.

The study of ideology in Vietnamese media language is a research area which has not been explored so far. This study could be seen as a pioneering work in this interesting field. Also, for the examination of ideology, the study has offered a practical methodology for analysis with the combination of a concordancing programme and the transitivity system by which the data could be dealt with quickly and accurately. This is one of the contributions the study makes to the field of corpus research into ideology in written languages. Another contribution of the study is pedagogical. Motivated by the belief that “Knowing how language works and how people use it is a first and indispensable step towards deciding what to be taught ...” (McCarthy & Carter 1994, p. 3), the study has been partly aimed at working out how news reports are written by native speakers so as to teach Vietnamese tertiary students or any non-native language students who major in journalism how to write

effectively news reports in English to meet the expectations of potential English-speaking readers. The study suggests that in order for stories to sound natural and familiar to English readers both English teachers and students should avoid the overuse of Processes and Participants indicating power such as ‘permit’, ‘grant’, ‘allow’, and ‘the policies, regulations, or decisions of the State and Government’. The study also suggests that another way of making their news stories more interesting to read and less dry, plain or sound less like official language is the use of nominalisation and agent omission to background the power of authorities.

Although the study has produced significant findings with respect to the variations between the English and Vietnamese business hard news reporting in terms of the ideologies under which they operate, in the course of the research, an important issue that requires further explication has been identified. That is, the analysis is limited to the structure of clauses instead of analysing discourse structures. It is suggested that future research on ideology be conducted at discourse level rather than clause levels, for a semantic analysis.

#### NOTES

1. For space constraint, these two texts are not included in the paper. They are available online at <http://www.theaustralian.com.au/news/nation/second-stimulus-package-on-the-cards/story-e6frg6nf-1111118054992>, <http://vneconomy.vn/20091030033958120p0c9920/chinh-phu-thong-qua-go-kich-cau-thu-hai.htm>.
2. The extracts in the paper are word-for-word translated to keep the lexical and grammatical feature of the original
3. In some instances, the two central banks occur in the position of a circumstance rather than a participant, hence being excluded from the ‘participant’ analysis.

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