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**CULTURAL VALUES: SOME IMPLICATIONS
FOR CULTURE-RELATED LINGUISTIC RESEARCH
AND INTERCULTURAL COMMUNICATION**Nguyen Hoa
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Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract:** This paper presents an overview of researches conducted on the workings of the values of individualism (IND) and collectivism (COL) as two constructs across cultures. They may be seen as default mental software. It is my hope that this overview will highlight some implications for culture-based linguistic research and the study and development of intercultural communication competence. A pragmatic framework for analyzing language in use is offered, including a three-step procedure.
*Keywords:* primary value, derived value, individualism, collectivism, value orientations

**SUBJECTIVITY AND OBJECTIVITY
IN VIETNAMESE AND ENGLISH ADDRESSING SYSTEMS**Nguyen Quang
*VNU University of Languages and International Studies,
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**Abstract**: In this article, working definitions of subjectivity and objectivity are offered, and T-V paradigm of addressing terms/dyads in languages discussed. Expressions of subjectivity objectivity in Vietnamese and English addressing systems are critically analysed on the basis of primary and secondary sources.
*Keywords:* subjectivity, objectivity, addressing term/dyad, addressing relationship

**COMPARATIVE CONSTRUCTIONS IN CHINESE
(IN CONTRAST TO VIETNAMESE)**Nguyen Hoang Anh1**,** Le Xuan Thai2
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**Abstract:** The paper focuses on describing the grammatical and semantic characteristics of each component of comparative constructions in Chinese. On the basis of the descriptive framework of Chinese, through the examples which are translated into Vietnamese, this paper contrasts Chinese comparative constructions against their Vietnamese equivalents and finds out the similarities and differences between these two languages.
*Keywords:* comparison, comparative subject, comparative standard, comparison result, comparative words

**THE IMPACTS OF THE DEVELOPMENT TARGETS
IN THE POLITICAL REPORT DELIVERED AT THE 19th
NATIONAL CONGRESS OF THE COMMUNIST PARTY
OF CHINA ON FOREIGN POLICY TOWARDS VIETNAM**Nguyen Ngoc Anh
*Center for Foreign Language Education Research, Linguistics and International Studies,
VNU University of Languages and International Studies, Pham Van Dong, Cau Giay, Hanoi,
Vietnam*

**Abstract:** The article analyzes the Chinese national development targets in the *Political Report* delivered at the 19th National Congress of the Communist Party of China and the impacts of these targets on China’s foreign policy towards Vietnam. The author posits that the impacts of these targets on China’s foreign policy towards Vietnam will be both positive and negative. The trend and degree of these impacts will be determined by China’s awareness, goals and actions for
increasing its power. In this situation, what the relationship between China and Vietnam will be like depends mostly on Vietnam’s reactions.
*Keywords:* relationship, Vietnam, China, Communist Party, National Congress

***“DOG”* IN CHINESE AND VIETNAMESE LANGUAGES
AND CULTURES**Pham Ngoc Ham
*Faculty of Chinese Language and Culture, VNU University of Languages and International Studies,
Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract:** Dog is one of 12 zodiac animals closely associated with the cultures of Vietnam and China. Domesticated by human a long time ago, dog is discovered as possessing several interesting characteristics related to human life. Therefore, the name of this friendly animal is contained in a considerable number of words, idioms, proverbs with a rich variety of meaning layers, which clearly reflect the two peoples’ construal and conceptualization of the animal as well as their use of dog-related metaphors. By means of research techniques such as statistics,
description, analysis,… and the data collected from dictionaries and literary works, an attempt is made to analyze, compare and contrast the meaning layers of words, idioms and proverbs containing ‘dog’ and dog-related metaphors in Chinese with those in Vietnamese, pointing out the similarities and differences in the languages and cultures of the two countries.
*Keywords:* dog, Chinese, Vietnamese, metaphor

**THE EGYPTIAN WRITER *YUSUF IDRIS*AND THE FEATURES OF HIS SHORT STORIES**Nguyen Thi Hong Hanh
*Division of Arabic Language and Culture, VNU University of Languages and International Studies,
Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract:** Yusuf Idris (1927-1991) is regarded as a pioneer who lays the groundwork for the development of short stories in Egypt particularly and Arab World generally. His works have opened a new door to the literature of his country and exerted considerable influence on many young authors in the next generation. Thus, the study of the characteristics of his short stories plays an important role in understanding the flow of modern literary development in the Arab region. This article examines four highlighted characteristics in these short stories, namely the
conflict between the rich and the poor, the rural and the urban; the symbol of silence; the symbol of closed space; and the use of the Egyptian Arabic vernacular.
*Keywords:* Yusuf Idris, village, short stories, Egypt, symbol

**A SURVEY ON THE THIRD YEAR STUDENTS’ TRANSLATION
MISTAKES AT THE UNIVERSITY OF LANGUAGES
AND INTERNATIONAL STUDIES - VNU**Do Thuy Hang
*Faculty of Korean Language and Culture, VNU University of Languages and International Studies,
Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract**: This paper presents the study of translation mistakes by the third year students of the University of Languages and International Studies (ULIS) - VNU. Based on an analytical framework of translation mistakes in terms of content and form mistakes, the authors carried out a survey of 406 translation assignments from week 1 to week 7 and the mid-term tests by 58 students in the first semester of the academic year of 2017-2018. The survey result shows a variety of translation mistakes related to grammar, word choice, stylistics, pragmatics, and even typing.
Finally, the authors propose some solutions to improve students’ translation quality in the next classes of translation.
*Keywords:* mistakes, translation, Korean

**UNDERSTANDING VIETNAMESE PROVERBS AND IDIOMS
FROM THE PERSPECTIVE OF MOVEMENT
AND DEVELOPMENT RULE**Nguyen Dinh Hien
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Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract:** All things and phenomena are moving and developing, and as a means of human communication, language is not an exception. Proverbs and idioms also change, but due to certain stability, their lexical components change more slowly than other popular vocabulary. Thus, idioms and proverbs can preserve ancient words, or may merely preserve ancient meaning(s) or ancient sounds of popular vocabulary. On the other hand, idioms and proverbs reflect the natural and social environment of the period in which they appeared. For many reasons, the natural and social environment in which we are living is rapidly changing day by day. Proverbs and idioms may be considered a mini social and natural museum of each
ethnic group. From the perspective of movement and development rule, the article explores and analyzes a number of Vietnamese idioms and proverbs, which can clearly reveal the change of environment and the change of language.
*Keywords:* proverbs, idioms, movement and development rule, phonetic, vocabulary

**HOFSTEDE’S DIMENSIONS IN KOREAN CORPORATE
CULTURE THROUGH THE AUTOBIOGRAPHY
*THERE IS NO LEGEND* BY LEE MYUNG BAK**Phan Thi Thu Hien
*University of Social Sciences and Humanities, Vietnam National University Ho Chi Minh City,
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**Abstract:** The autobiography *There is no legend* by Mr. Lee Myung Bak, the former Chairman of Hyundai and the former President of the Republic of Korea, is a representative and typical case of narrative works on the lives of the “Heroes” of Korean *chaebols* (groups). Through the life of an eminent figure whose fate is attached to the formation and development of one of Korea’s leading corporations, the work *There is no legend* helps us understand the power that has made “the Miracle of the Han River” [the rapid economic growth in South Korea in the later half of the 20th century during which South Korea transformed from a developing country to a developed country] as well as the Korean national identity in general and the characteristics of Korean corporate culture in particular. Using Geert Hostede’s theory frame of 6 corporate culture dimensions, this paper analyzes Lee Myung Bak’s autobiography from interdisciplinary approach to make clear some characteristics of Korean corporate culture in modern times.
*Keywords:* Korean popular literature, Korean corporate culture, Hofstede culture dimensions, Hyundai chaebol (Hyundai group), the autobiography *There is no legend* by Lee Myung Bak

**SENTENCE STRUCTURES WITH DURATION COMPLEMENTS
IN CHINESE AND VIETNAMESE EQUIVALENTS**Nguyen Thi Huong
*Department of Foreign Languages, Hung Yen University of Technology and Education,
189 Nguyen Luong Bang, Tan Binh, Hai Duong, Vietnam*

**Abstract:** A complement is one of the main components of the Chinese sentences. Chinese complements in general and duration complement in Chinese in particular have been used at a very high frequency. Within the framework of this paper, we focus on the order of sentence components with duration complements in Chinese and contrast them with the Vietnamese equivalents.
*Keywords*: duration complement, sentence structure, contrast, Vietnamese equivalents

**NEGATIVE IMPACTS OF AFFECTIVE FACTORS
ON LANGUAGE LEARNERS AND IMPLICATIONS
FOR IMPROVEMENT**Tran Thi Kim Loan
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Studies, Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract:** Through a survey using questionnaires given to 36 teachers and 67 students of Chinese in Taiwan, we investigate the impacts of affective factors on language learners. The survey result shows that affective factors exert negative impacts on learners at different levels; speaking and writing are much more affected than listening and reading; Oriental students are much more affected than Western ones; and teachers play an important role in reducing the negative impacts
of these factors. Also, the right learning purposes, the reduction in pressure from examinations, friendly learning environment, fair learning competitiveness, etc., will help protect leaners from the negative impacts of affective factors, and subsequently improve the quality and effectiveness of foreign language teaching and learning.
*Keywords:* affective factors, foreign language teaching, impact

**WHAT FORMULA FOR PERSUASIVENESS OF SPEECH BY
FORMER PRESIDENT BARACK OBAMA IN HANOI?**Nguyen Thi Hang Nga
*Faculty of English, VNU University of Languages and International Studies,
Pham Van Dong, Cau Giay, Hanoi, Vietnam*

**Abstract**: The three-day official visit of the US president to Vietnam on May 2016 has received countless discussions of local people as well as articles on multimedia, many of which are online and either sound excessively complimentary, or deny potential contributions of this major political event. We have conducted a case study from perspectives of Public Speaking, Psychology and International Studies to discover a formula for persuasiveness of the speech: *What powers the speaker has, how the speaker influences the audience’s emotion and how the speaker argues.* In the world of multimedia and multidimensional information, our research would result in some practice-oriented strategies for both rhetoric science and media literacy. Admiration or criticism should be less emotional, trendy and crowd-driven. It should be more objective and scientific instead.
*Keywords:* public speaking, persuasiveness, rhetoric science, media literacy

**WHAT FORMULA FOR PERSUASIVENESS OF SPEECH BY
FORMER PRESIDENT BARACK OBAMA IN HANOI?**Nguyen Thi Hang Nga
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Pham Van Dong, Cau Giay, Hanoi, Vietnam*

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*Keywords:* public speaking, persuasiveness, rhetoric science, media literacy

**EATING-RELATED VERBS IN CHINESE AND VIETNAMESE**Ngo Minh Nguyet
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**Abstract**: Cuisine is one of the most important issues in the language and culture of many countries, including China and Vietnam. It is often said that eating is the most basic human activity. As society develops, eating habits have reached the level of art which can be clearly shown in language. Therefore, the formation of eating-related verbs in Chinese and Vietnamese is increasingly diversified. Through human imagination, the meaning layers of those verbs are becoming varied which enriches the vocabularies of the two languages. In the article, by means of research techniques such as statistics, description, analysis, an attempt is made to clarify the features of language and culture as well as the relationship between eating-related verbs in Chinese and those in Vietnamese.
*Keywords:* verbs, eating, Chinese, Vietnamese

**LANDLOCKED LOCATION: THE CHALLENGE TO
DEVELOPMENT IN THE CONTEXT OF GLOBALIZATION**Duong Truong Phuc, Truong Thi Kim Chuyen
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**Abstract:** Globalization shares opportunities for all nations, but not all nations are able to access those opportunities to grow. With its special geographic location, the landlocked countries in Asia, Africa, and Latin America are having a hard time integrating into the world’s development trend. The paper uses a comprehensive analysis of secondary data from scholarly studies and official reports of relevant organizations. The result of study shows that landlocked developing countries are facing the challenges such as transit, transport cost and foreign investment. Finally,
the paper identifies some development issues in the context of globalization and proposes some policy implications for the development of these countries.
*Keywords:* globalization, landlocked, disadvantage, challenge

**THE ACTION-ORIENTED APPROACH: A NEW APPROACH
OR AN ADVANCED COMMUNICATIVE APPROACH?**Nguyen Quang Thuan
*Center for Foreign Language Education Research, Linguistics and International Studies,
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**Abstract:** The Action-oriented Approach – a new approach to foreign language teaching – was born as an important contribution to teaching and learning foreign languages. However, very few studies have been made to clarify this great contribution, especially the differences and similarities between the Communicative Approach and the Action-oriented Approach. This paper analyzes the new methodological orientations of the Action-oriented Approach, a new approach of foreign language teaching, the theoretical basis of the Common European Framework of Reference (CEFR). In particular, the article compares the similarities and differences between the Communication Approach and the Action-oriented Approach, and the integration of these two approaches in order to effectively implement the Action-oriented Approach and CEFR specifically for teaching and learning foreign languages. The results of the analysis show that the Action-oriented Approach differs from the Communication Approach; it is also a ‘divorce’ from the Communication Approach, a novelty rather than the Communication Approach *per se* that has developed to a higher level.
*Keywords:* communicative approach, action-oriented approach, social actor, action task

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