



RESEARCH ARTICLE

Empirical Review of Vietnamese Educational Press Releases: A Discourse Analysis

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Currently, educational enterprises in Vietnam face many difficulties in issuing press releases with attractive contents for publication. The main reason is that programs and events are often repeated annually with a focus on news about students, teachers, and educational institutions. This study aims to summarize and classify the frequency and purpose of using the transitivity system shown in the press release and, at the same time, evaluate its impacts on the media. To achieve this goal, the author conducted a discourse analysis by selecting 60 educational press releases and surveying the occurrence frequency of six processes, nine participants, and nine types of circumstances. The results of corpus statistics show the material process, the "actor" and the "locating" context appear in the majority of educational press releases. Through in-depth interviews with public relations experts and journalists, the article shows the purpose for which they use these processes and the reasons for using indirect/direct citations in press releases and Vietnamese articles to optimize communication.

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1. INTRODUCTION

According to Halliday (2004), register denotes the linguistic form adopted within a particular context, delineated by grammatical and lexical distinctions. Each register encompasses three key characteristics: field, mode, and tenor, contingent upon the language user and their manner of expression.

Press release discourse, while a subset of press discourse, also falls under advertising discourse due to its dual function of disseminating information (akin to press discourse) and assuming responsibility for influencing and fostering interpersonal connections (akin to advertising discourse). Both advertising and press release discourses serve as vehicles of communicative language, aiming to purposefully impact and alter the perceptions, attitudes, and behaviors of their target audience—the recipients of the discourse.

Presently, journalists grapple with an overwhelming volume of daily press releases. As highlighted by Panda Maat (2007), the scant information provided by PR specialists is often poorly written and saturated with promotional material, rendering press releases unusable in their original form.

Consequently, the preformulated nature of press releases doesn't always result in direct quotations in news reports but may necessitate editing.

In the realm of education, media content predominantly revolves around programs, events, projects, and scholarships pertaining to educational institutions or international governmental bodies, often catering to Vietnamese students. Failure on the part of PR specialists to craft engaging press releases makes it challenging to resonate with the indirect audience—the press—hindering the effective transmission of messages to the public. Ms. Hoang Hai Yen, head of the education, health, and culture department at *Mot The Gioi* newspaper in Hanoi, notes, "There are numerous education-related press releases lacking essential information that readers seek and failing to meet the standards of educational press releases. Consequently, I often find myself reaching out to PR personnel for additional details, striving to develop the content without divulging excessive business-centric information featured in the press release."

Hence, our decision to research the characteristics of experiential meaning expressed through press releases in the field of education. Through this analysis, we aim to assist PR organizations in achieving their communication goals by understanding and effectively utilizing the transitivity system. By identifying the verb phrases to be leveraged based on the circumstances and desired content, alongside coordinating processes, participants, and circumstances within a given clause, we hope to enhance communication efficiency and facilitate the creation of objective press releases tailored to meet the needs of the press.

2. LITERATURE REVIEW

MAK Halliday, a prominent figure within the London School of Linguistics, is renowned for his foundational contributions to the theory of Systemic Functional Linguistics (SFL) or Systemic Functional Grammar (SFG). Systemic functional grammar offers an approach to understanding how language is employed to convey meaning within specific communicative contexts.

According to Halliday and Matthiessen (2014:9), functionality lies at the core of language, shaping its entire architecture along functional lines. A functional approach to language inquiry encompasses three principal components of meaning, known as metafunctions: ideational/experiential, interpersonal, and textual.

The ideational metafunction pertains to 'ideation'—the grammatical resources employed to interpret our experiences of the external and internal world. A major grammatical system within this metafunction is TRANSITIVITY, which facilitates the representation of the dynamic flux of events as structural configurations, each comprising a process, the participants involved, and attendant circumstances.

Processes play a central role in transitivity. Halliday & Matthiessen (2014:9) identify six types of processes: Material, Mental, Relational, Behavioral, Verbal, and Existential. Among these, Material, Mental, and Relational processes emerge as the primary categories, while the remaining three reside at the periphery of the primary processes.

The accompanying image illustrates the six processes within the transitivity system, **as shown in FIG.1:**

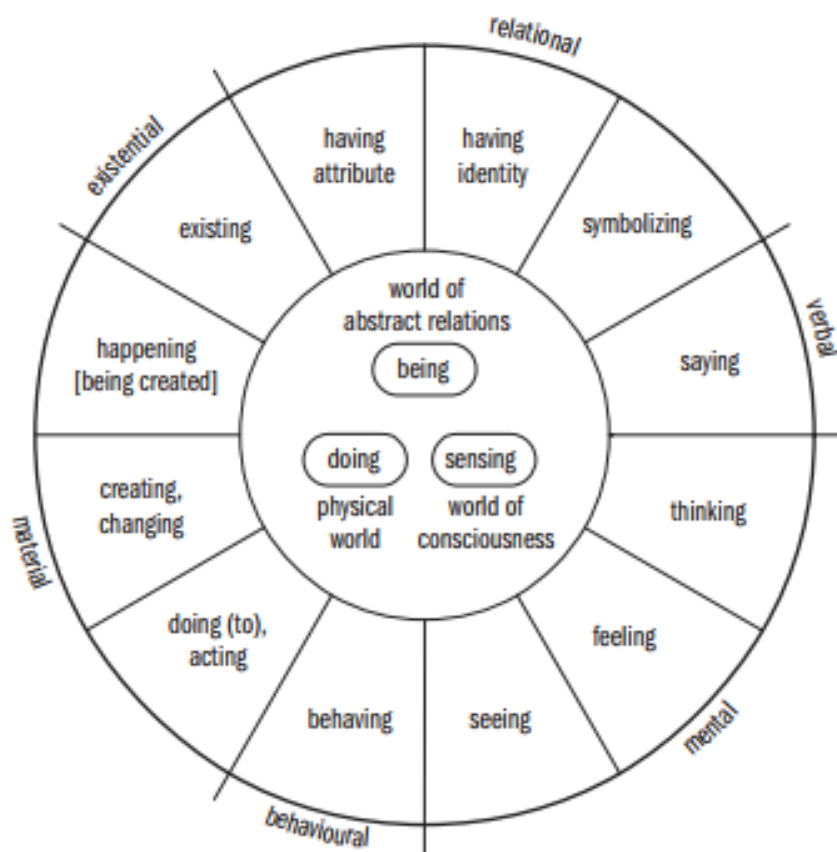


FIGURE 1: The Grammar of experience: types of process in English

Participants within a process represent the entities or individuals involved in its execution, as well as those affected by its outcomes. Each process within the transitivity system possesses its key participants, although additional participants may also be present (Halliday & Matthiessen, 2014:9). Halliday (2014) further asserts that circumstance denotes the context or location of the process. Various types of circumstantial elements include extent, location, manner, cause, contingency, accompaniment, role, matter, and angle.

Furthermore, a clause serves as the simultaneous realization of experiential/ideational, interpersonal, and textual functions (Halliday, 2014). It constitutes a composite entity comprised of three levels of semantic structure: experiential/ideational meaning (clause as representation), interpersonal meaning (clause as exchange), and textual meaning (clause as a message). By understanding the clause through the lens of systemic function, this article examines the structure of experiential meaning within Vietnamese press release discourse.

According to Semantic Scholar, there exist 36 articles related to Halliday's transitivity system, of which three directly pertain to our research paper. Bustam (2011) offers a summary of the theories surrounding the six processes as outlined by MAK Halliday's systematic functional grammar. The analysis aligns with Halliday's theories, particularly as presented in "An Introduction to Functional Grammar." The paper demonstrates how the transitivity system effectively analyzes clauses and resolves issues of personal reference within contexts of potential ambiguity.

Next, McNulty (2014) employs Systemic Functional Grammar by Halliday to illustrate how transitivity ultimately enables us to perceive the meaning inherent in language. The third article is by Tavassoli and Taheri (2017).

Moreover, several papers delve into analyzing the transitivity system based on media corpora. Chandra Dewi et al. (2021) utilize the transliteration system as an empirical expression to describe how the portrayal of Prabowo, Indonesia's Defense Minister, influences the content delivered to readers. Another recent study based on the analysis of a news corpus is by Qoomariah et al. (2022). They observe that CNN Online News exhibits all types of processes and participants, with Material Process and Actor being relatively dominant. The authors identify circumstances such as Location, Cause, Manner, Accompaniment, Extent, Matter, Angle, and Role in CNN online News, with Location being the most prevalent.

Furthermore, research articles focus on actors and goals of the material process within the transitivity system based on university thesis corpora, such as Manar et al. (2020). Their analysis, executed with analytical tables adapted from Halliday's experiential meaning framework, examines the representation of actors and goals in the introduction sections of theses (ISoT) compared to that in research articles (ISoRA), which are considered the target writing style in academic discourse. The findings reveal that in the material processes of ISoRA, previous studies and researchers are more frequently represented as actors than current studies and researchers.

Additionally, two topics employ Systemic Functional Linguistics (SFL) to research media corpora. First, Liu and Hood (2019) utilize SFL theory to analyze and interpret the dynamic construction of recurring rhetorical strategies in a set of 11 editorials from *The Australian*. Second, Caple (2013) employs social semiotic tools to investigate ideational/representational and interpersonal/interactional meaning in language and images used in reporting on sportswomen in print newspapers.

Furthermore, two articles unrelated to Halliday's transitivity system focus on Press Releases. Skorczynska and Carrió-Pastor (2015) compare the use of general meaning keywords in press releases from energy companies in Britain and Spain, while Bridgeforth (2021) investigates press releases, emails, correspondence, and social media posts made by education leaders in response to incidents of anti-black violence between 2014 and 2019.

In Vietnam, there have been many works of discourse analysis based on Vietnamese and English press data, such as: the doctoral thesis of Nguyen Thi Hong Nga (2018), with the content analysis of We also refer to the article by Tran Thi Huyen Gam (2020) on experiential meaning, following multimodal discourse analysis.

Other works on the subject of Vietnamese press releases do not choose the direction of language theory as discourse analysis (*see, for example*: Nguyen Thi Mai Phuong, 2009; Tran Doan Le Hang, 2011; Dinh Kieu Chau, 2014). Therefore, it can be said that up to now, there has not been much work examining experiential meaning in Vietnamese press release discourse. The aim of such study is to help to determine the frequency with which the types of processes and circumstances are represented in the clause. From this perspective, the authors hope to help students who editorial discourse in *Nhân Dân* newspaper for the period 1964-1975; Nguyen Thi Thu Hien's (2008) doctoral thesis on Theme and Rheme in English and Vietnamese news texts; Nguyen Thi Thanh Huong's (2001) dissertation focuses on analyzing the organization of information in certain types of reportage from *Tiền Phong* newspaper; and Nguyen Hoa's (1999) doctoral thesis on socio-political discourse in English and Vietnamese press materials.

Hong Nga's (2018) work presents the results of a survey of the editorial discourse of *Nhân Dân* newspaper according to the frequency of different types of processes used as follows: material process (32.27%) and mental process (25.35%); followed by relational processes (16.82%), and verbal (12.53%). In her thesis, Thu Hien (2008) gives the research results from 100 Vietnamese news reports, with 3 processes accounting for the majority, in order: verbal (520), material (402) and relational processes (266). The author states that because the content of the news report is highly narrative, the verbal process accounts for the majority, and indirect quotations are typically restated by the reporter in their own words.

graduate with a PR major to practice writing press releases based on verb phrases collected through the process. Moreover, the article aims to help PR professionals be more conscientious in drafting press release documents. In this manner, both the press and the public will be able to clearly see the communicative messages of educational institutions in press releases thanks to the processes and circumstances they present.

3. RESEARCH METHODOLOGY

Starting with the corpus analysis method, we selected 60 press releases, the education field ensures the following criteria:

In terms of content: there is a variety of programs of events, seminars, enrollment, entertainment, scholarships, press releases of school achievements, professional and academic activities.

About the issuer: are enterprises, educational institutions of the State-owned, foreign -owned and private in Ho Chi Minh City and Hanoi.

About the release time: from 2019-2022.

In order to ensure the diversity of announcements about program content, we only chooses a maximum of 3 press releases in the same publishing unit.

Next, the authors uses the method of discourse analysis to investigate the experiential meaning of the corpus through the expression of the clause from the perspective of functional or meaning, according to Halliday's point of view of systematic functional grammar. The Transitivity System divides the world of experience into a set of process types. A sentence consists of 3 components: process, participants and circumstance corresponding to verb phrase, noun phrase and adverb.

First, read the entire discourse and analyze the type of process, participants and circumstance of each clause. Then, synthesize the syntax of each text and make statistics and analyze the data.

Finally, the qualitative research method, through interviews with 2 PR experts and 2 journalists in the education field, about the purpose they use the processes and the reasons for using indirect/direct citation. in press releases and articles in Vietnamese , according to the interview protocol (questionnaire) that has been assessed by linguists on issues related to discourse analysis.

Every interview with PR experts and journalists is transcribed verbatim. Afterward, the content of the interview was emailed to each person confirming the information.

Through the types of processes, participants and circumstance that public relations (PR) practitioners show through educational press releases, the authors present some initial survey results on the experiential characteristics of Vietnamese press release discourse.

4. FINDINGS

First, the author surveyed 60 Vietnamese educational press release in the 3 years from 2019-2022, according to the ratio classified by 3 types of enterprises as shown in FIG.2 below:

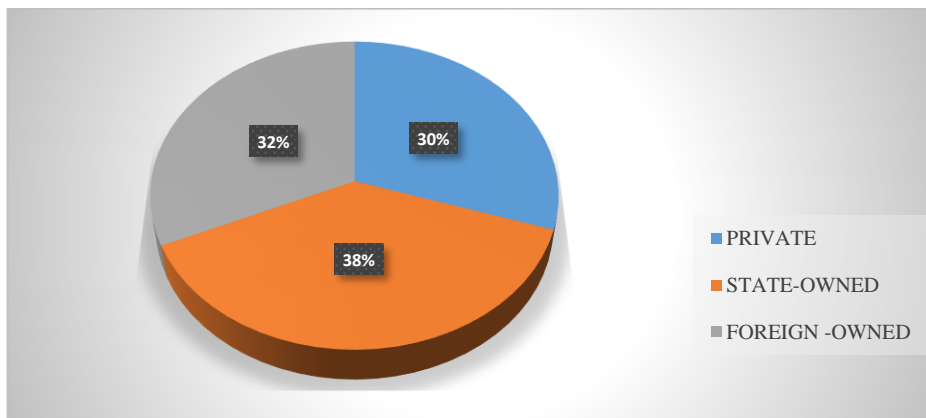


Figure 2: Percentage of educational press releases by business type

4.1 Process and participants

Through the corpus of 60 press release, the authors analyzes based on Halliday's translation system, collecting more than 1055 clauses with 1870 processes and 1000 corresponding circumstances, as shown in FIG. 3 and FIG. 4.

Among the 1870 processes of the above corpus, the occurrence rate of the material process accounts for the majority with 59%, followed by the relational process (25%), the remaining 4 processes are just under 10% including: verbal processes (7%), mental and existential (4%), behavioral processes account for only 1% - this is the least number of processes shown in the press release.

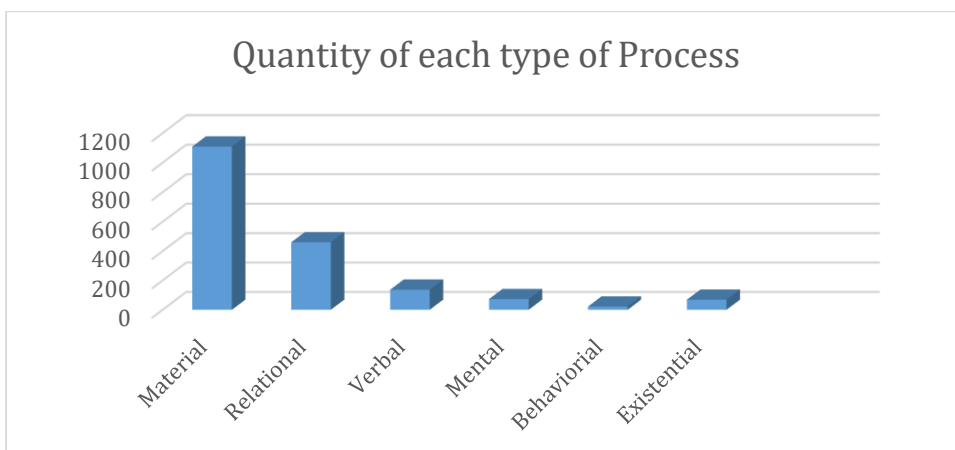


Figure 3: Number of processes shown in education sector press release discourse

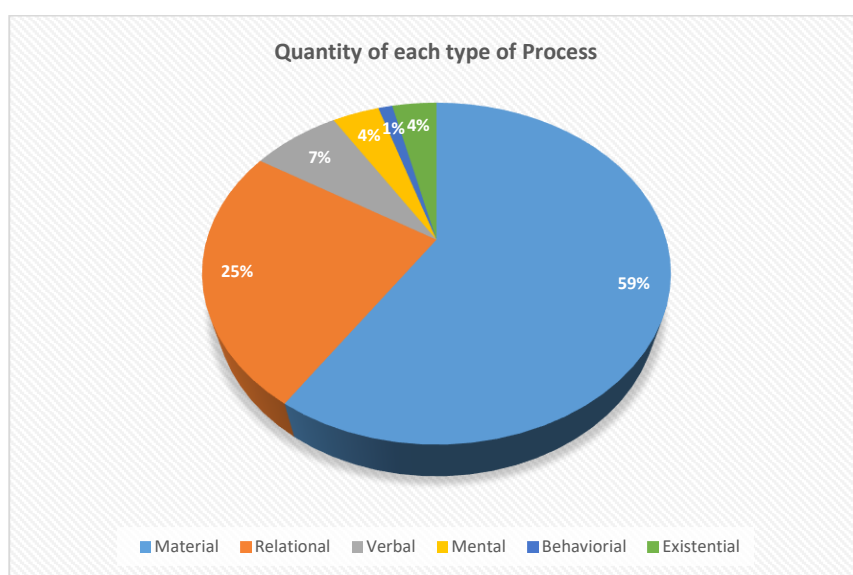


Figure 4: Frequency of occurrence of the types of processes shown in educational press release discourse

Table 1: Statistics of the number of type progress in acting language Education sector press release

The Type of Process	Material	Relational	Verbal	Mental	Behavioral	Existential	Total of the processes
Quantity	1109	460	137	73	22	69	1870
Ratio (%)	59	25	7	4	first	4	100

Material process

<u>Ho Chi Minh City University of Economics and Finance</u>	<u>qualified</u>	<u>QS Stars international rating 4 Stars</u>
Actor	Process	Goal

(Source: *Ho Chi Minh City University of Economics and Finance* – UEF, May 14, 2022)

Based on Table 1, the total number of material processes is 1109, with one press release having the highest number of material processes at 114, which is a press release issued by Banking University on January 7, 2020, about an economic conference with the theme "Beyond the state of affairs." "The New Normal" – Vietnam keeps its growth pace in 2020". The content of the press release is the analysis of economic experts on the economic situation of Vietnam after the period affected by Covid-19 with many verbs indicating action, ongoing activities and predictions about the upcoming future.

The majority of press releases with many material processes have media content emphasizing the happenings and activities of events, seminars, signings, entertainment programs, a project with the participation of celebrities or scholarship programs of international organizations looking for Vietnamese candidates. The verb phrase expressing the material process is quite diverse depending on the content of the educational press release, such as organize, implement, construct, establish, assist with processing, launch , application, shaping, development, affirmation, deployment, application, connection, promotion, participation, attendance, registration, admission, publication, discussion... used quite often.

With “on-going” verb phrase, the content of these press releases emphasizes the meanings brought by the event as well as indirect reports about the event's operation and the participants in the event. This creates attractiveness in new and topical information about awards, festivals, and special projects of schools, bringing benefits to students and the social community.

To demonstrate that current news plays an important role in educational press releases, the author has surveyed a press release from the University of Economics Ho Chi Minh City (UEH) with only 6 clauses, this is also the shortest press release in the survey corpus, showing 3 material processes, information about a burned dormitory.

Relational process

Relational processes, although occupying a lower proportion, and only a quarter of that of physical processes (25%), have an important function in providing specific introductory or descriptive information. about characters and objects. Relational processes are of all three types: intensive relations, possessive relations, and circumstantial relations. Each type appears in two ways: attribute or identifying.

Mode type	(i) attributive	(ii) identifying
(1) intensive	Entrepreneurship is also an activity that plays an important role in the teaching work of the school (<i>Hong Bang University, February 25, 2022</i>)	For many years, BVU has been the favorite address of a large number of students from 55 provinces and cities across the country (<i>Ba Ria Vung Tau University, October 26, 2021</i>)
(2) circumstantial	This is because 65% of the contestants took the previous exam (<i>National University of Ho Chi Minh City, May 31, 2022</i>)	Artist Trong Hieu - an artist who is always known for his music and positive lifestyle - will become a media ambassador (<i>University of Economics Ho Chi Minh City, 11/11/2021</i>)
(3) possessive	Thuy Tien has excellent academic records for 3 consecutive years” (<i>Hoa Sen University, January 13, 2022</i>)	The Council has a business connection role to provide opportunities for internships, internships and job databank development for HIU students. (<i>Hong Bang University, February 25, 2022</i>)

Verbal process

With the desire to publish information by journalists, PR professionals when creating a press release also want the content of a news article to be objective, so they often quote statements and participants' opinions or ideas, so the verbal process is relatively proportional, ranking third with 7 %.

The characteristics of the verbal process shown in the Vietnamese press release discourse in the corpus we surveyed have two quite interesting features: one is that the vast majority of languages are direct quotations recorded by PR people from a representative who shares an opinion about an event, program, or opinion about an object. The second is that the choice of words shows the verbal process is quite diverse and there is an internal modal element expressing the speaker's point of view.

In addition, although according to Halliday, the verbal process belongs to a sub-process, sharing the characteristics of mental, material and relational processes. But because press release discourse in the education sector is different from the entertainment sector, showing less of a mental process, but rather informative about events and activities, so the speaking process will account for the majority of the time, higher rate than mental process.

This is different from the verbal process shown in Vietnamese news reports, most of which are indirect quotations when the reporter re-states them in his own words. Some of the predicates expressing the speaking process in the press releases we surveyed are: *tell, share, tell, present, further explain, speak out, gladly announce, proudly announce, Thank you, congratulations...*

Ms. Tue Minh , President of Wellspring	said _	<i>The Microsoft Example School is a proud title that recognizes our efforts to implement student-centered teaching and equip students with the technology skills they need as they enter the classroom. 4.0 era.</i>	
Behaver	Behavioral Process	Behavior	

(Microsoft Vietnam, September 26, 2021, Hanoi)

Mental process

Among the corpus we surveyed, the mental process data is approximately equal to the existential process. The predicates expressing mental process often appear in TCBCs such as: *very happy, very proud, very honored, wish, expect, very impressed, hope, notice, believe.*

Em	see	<i>The project is great and I will strictly follow the school's regulations</i>	<i>to make the project more successful than expected.</i>
Sayer	Verbal Process	Verbiage	Circumstance: cause

(University of Economics HCMC (UEH), 11/11/2021)

Existential process

Existing process through descriptions of scholarship recipients, or what is happening, existing about the School's disciplines in its admissions programs; about the attendance and presence of the delegates attending the event.

The same is the predicate "have", but this case expresses the idea of being, not possessing. Therefore, we classify it as an existential process. Such as:

The 1 st phase	has	82,340 candidates registered for the exam
Existing	Existential Process	Existence

(National University of Ho Chi Minh City, March 27, 2022)

Event	is attended by	Dr. Le Truong Son - Standing Member of the Party Committee, Vice Rector of Ho Chi Minh City University of Law.
Existing	Existential Process	Existence

(Ho Chi Minh City University of Law, October 29, 2021)

Behavioral process

Existential process and behavioral process are rarely shown in press release discourse, because these are 2 sub-process types, it is located on the boundary line of three main processes: material, relational and mental should have ratio the shortest. Specifically, according to statistics, up to 50/60 press releases do not have a behavioral process and 22/60 press releases do not have an existing process. The content of the announcement in the field of education mainly focuses on the acts of visiting, awarding, giving scholarships, signing and witnessing at events.

Vietnamese Prime Minister Pham Minh Chinh	witness	The signing ceremony on the occasion of the US-ASEAN Special Summit , a testament to the partnership between the US Government, the Government of Vietnam and the private sector	to promote economic growth and opportunities for Vietnam
Behaver	Behavioral Process	Behavior	Circumstance: Cause

(US Embassy and Consulate in Vietnam, May 12, 2022 WASHINGTON)

Because the material process is shown mainly in the educational press release, in the Participants, the actor and the goal are more dominant.

University of Economics and Law	Announced	Result of regular university entrance exam in 2020	According to Method 03 (admission by the results of the high school graduation exam in 2020)
Actor	Material Process	Goal	Circumstance: Manner

(University of Economics and Law, October 4, 2020)

Here is an example where a clause can have more than one process.

Here	will	The most advanced educational complex	about the environment that was built in Vietnam	will play a role	like a living laboratory	on sustainable development for students, faculty and the interested public.
Carrier	Relational Process	Attributes	Circumstance	Material Process	Goal	Circumstance

(Fulbright University Vietnam, February 25, 2022)

In addition, the author also conducted in-depth interviews with 2 PR experts about cases of direct and indirect citations in press releases as well as 2 journalists in charge of education in the selection of news coverage when the press release contains topics such as: refers to a special character or award.

Our criteria for selecting interviewers who are PR experts and reporters/journalists is to have worked for at least 5 years in the field of educational communication in both State and Private

enterprises; which is the communication manager of the University of Economics Ho Chi Minh City and the College of Tourism Saigon. About the reporter/journalist, who has worked for at least 3 years, is in charge of the education column at both state-owned and private newspapers, we choose Thanh Nien reporter and Head of Education Department of Mot The Gioi newspaper, in 2 areas Ho Chi Minh City and Hanoi.

Sharing about the use case of a spokesperson's direct quote in the press release, Ms. Pham Ngoc Lien Thao - Head of Media Admissions Counseling Department, Saigon Tourism College said, *"I only quote directly when the interviewee fully answers the information, the content of the media message meets the target of the press release issuer. If that is not enough, I will rewrite the information I need to communicate and send it to them to see, they confirm that I will use this information in the press release sent to the reporter/journalist"*.

The selection of a character to make up the media story will often be found in the press releases of businesses. In the field of education, PR experts also acknowledge this. They think that this is the bridge to attract more attention and interest of the press and the public to their school unit. However, Ms. Lien Thao said that famous artists and characters only account for 30% of the content they describe about their characteristics and reasons for appearing in the program or project compared to the main content about the program, events still account for 70%. This is also why the material processes still shows up more in the press release than the relational process and the speech process.

Both PR managers of both schools we interviewed confirmed that they would send press releases twice to the press unit with different main contents for program and event information. Before the program takes place, the content in the press release will summarize the material process, the descriptive relationship about the content of the event, the program, but little information about the statement, for the purpose of initial information, for reporters to pay attention and attend the event. Within 2 hours after the event takes place, they will continue to update photos and content of speeches of guests participating in the program and event. At this time, the information on the statement is most fully updated, even attaching the speech of the guest, the content of the discussion in the workshop of the delegates and researchers, according to Ms. To Nhu's share. - PR Manager of UEH.

Both journalists believe that direct or indirect citation depends on the content. *"If it is sensitive content, possibly related to the corporate communication crisis, journalists often keep their statements in press releases. If the information shows content about the school or events, most of it is an indirect quote, distilling the information because of the content in the press release often very verbose, business-oriented. As for the press, it is oriented towards the reader and must follow the criteria for the content of the whole newspaper"*, shared Ms. Hoang Hai Yen, head of education, health and culture department, Mot The Gioi newspaper.

Mr Dang Khoa, a reporter for Education, Thanh Nien newspaper, said that when he read the press release, he was only interested in the content about the event topic, targeting the needs and tastes of readers. He does not use information that speaks well, praises much about the business or organization, or talks too much about the organizational process in press news. *"For the statements of senior leaders, I usually keep them verbatim or write them indirectly when it is too long and select the opinions readers are interested in. As for the statements of business representatives, I often refer back indirectly, but only choose information that is beneficial to readers and focus on the topic of the program or event"*, Khoa said.

4.2 Circumstances

Among the 9 types of circumstances we surveyed in the Vietnamese press release discourse in the field of education, the location about Place and Time accounts for the majority, with 370 circumstances, accounting for 37 % of 1000 circumstances, appeared in 60 press releases, as shown in FIG. 5 and Table 2.

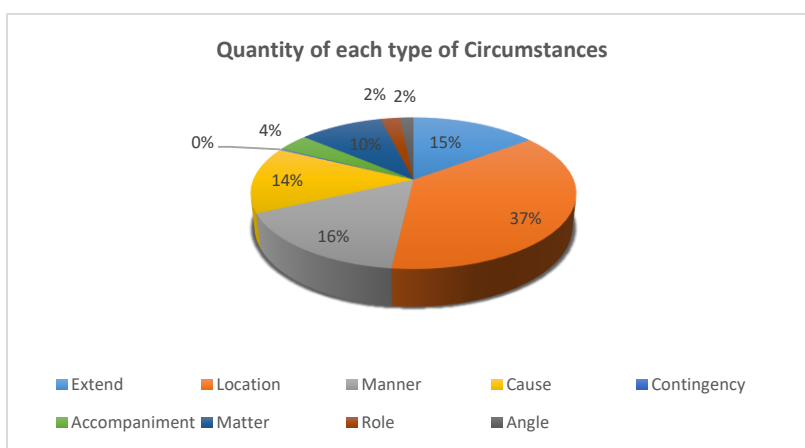


Figure 3: The quantity of each type of circumstances

Table 2: Frequency of appearance of each circumstance

No	The Type of Circumstances	Frequency of Appearance	Percentage
1	Extend	148	15
2	Location	370	37
3	Manner	162	16
4	Cause	142	14
5	Contingency	3	0
6	Accompaniment	37	4
7	Matter	99	ten
8	Role	23	2
9	Angel	16	2
10	Number of Circumstances	1000	100

According to the analysis on the corpus, we find that this is a sub-component that creates the background of time and place information for the whole owl. Content in education press releases often refers to conferences, celebrations, achievements in scientific research, teaching, academic activities or entertainment programs. It all revolves around time and place. Most of the scenes from Halliday's point of view are included in the Vietnamese press release corpus. The examples of types circumstances were used in the clauses of Eudcational Press release can be seen below:

No	Type	Categories	Example (the underlined words)
1.	Extent	a)Distance b)Duration	a) Regarding community activities, the University aims at sustainable development criteria in parallel with social responsibility through hundreds of different activities <u>from local to international levels.</u> <i>(Ho Chi Minh City University of Economics and Finance, May 14, 2022)</i> b) You have participated in the World Schools Debate Championship <u>for 3 consecutive years from 2019.</u> <i>(British International School Hanoi, April 6, 2022)</i>
2.	Location	a) Place	a) <u>Located at 397 April 30 Street, Bien Hoa City, Dong Nai Province, with a total area of 33.420</u>

		<p>b) Time c) Place & Time</p>	<p><u>m2</u>:SNA Marianapolis - Bien Hoa Campus offers international learning experiences through modern facilities. grand <i>(Marianapolis Preparatory School (MPrep), March 17, 2022)</i></p> <p>b) <u>In the morning of December 18, 2021</u>, Saigon Tourism Vocational College solemnly held the 30th Anniversary of its establishment and development (1991-2021) with the theme: "Continually Creative - Sustainable Development" steady". <i>(SG Vocational College of Tourism, December 18, 2021)</i></p> <p>c) <u>On December 18, at the Software Technology Park of Vietnam National University Ho Chi Minh City (ITP)</u>, the National University of Ho Chi Minh City Data Center (VNU.DC) in collaboration with the Information Center Information & Education Program The Department of Education and Training (Education and Training) of Ho Chi Minh City held a seminar on "Digital transformation in education" and "Signing ceremony of cooperation VNU-HCM Data Center and Education Program & Information Center Ho Chi Minh City Department of Education and Training". <i>(National University of Ho Chi Minh City, May 15, 2022)</i></p>
<p>3.</p>	<p>Manner</p>	<p>Means Quality Comparison</p>	<p>a) Candidates only take 5 minutes to register for admission and submit their transcripts to UMT <u>via online form</u>. - Admission is <u>based on</u> the study results of 5 semesters (all year 10th, 11th grade and 1st semester 12th grade) Ho Chi Minh City University of Management and Technology (UMT) spends 30% of the admission target <u>based on high school graduation exam scores</u> <i>(UMT University, September 15, 2022)</i></p> <p>The Australian Government <u>is pleased to announce</u> the Australian Government Scholarship Program for the academic year 2023 <i>(Australian Embassy Vietnam, January 27, 2022)</i></p> <p>c) As of 5:00 p.m. on September 30, 2022, there were 463,440 candidates completing the online admission confirmation on the system, reaching the rate of 81.7% <u>compared to</u> the number of successful candidates. <i>(Ministry of Education and Training Ho Chi Minh City, October 1, 2022)</i></p>

4.	Cause	Reason Purpose Behalf	<p>This is an enhanced scholarship, announced <u>in recognition of the newly established Comprehensive Strategic Partnership between Australia and ASEAN.</u> (Australian Embassy, May 25, 2022)</p> <p><u>For the purpose of sharing and overall introduction about digital transformation in education,</u> the program is pleased to welcome all individuals/units/enterprises operating in the field of education. (National University of Ho Chi Minh City, October 9, 2022) <u>Representative of the Organizing Committee, Dr. Nguyen Anh Tuan- Rector of the school delivered the opening speech</u> (HUFLIT University, October 9, 2021)</p>
5.	Contingency	Condition Concessions	<p>The event would be a major omission <u>without it the presence of reporters in particular and press and media units in general.</u> (Hanoi – Amsterdam High School for the Gifted , June 7, 2022)</p> <p>In 2021, <u>despite being affected by the Covid-19 pandemic,</u> with the efforts of UEH and co-organizers, many activities in the series of events are still organized and maintained, attracting the attention of many visitors. interest of young people, professionals and the media. (UEH, December 17, 2021)</p>
6.	Accomp animent		<p>The program has been elaborately prepared and built <u>with the support of the Ministry of Health and the World Bank and technical advice from experts from Harvard University (USA) , the University of Geneva (Switzerland) and the University of Texas Tech University Health Science Center El Paso (USA).</u> (Ho Chi Minh City University of Medicine and Pharmacy, July 19, 2022)</p>
7.	Matter		<p>The Science and Technology Day of Ho Chi Minh City in 2022 aims to celebrate Vietnam Science and Technology Day (May 18) and aims to realize the need to equip knowledge and integrated skills <u>in science, technology, science and technology. Engineering, math and art for Vietnamese children needed</u> in the 21st century. (SCIENCE DEVELOPMENT CENTER, 5/15/2022)</p>
8.	Role		<p><u>Representative of Marianapolis Preparatory School,</u> Principal Joseph Hanrahan, said: "I want everyone to know that Marianapolis American School and SNA Marianapolis International School are one."</p>

			<p><i>(SNA Marianapolis International School – Bien Hoa Campus, March 17, 3022)</i></p> <p><u>As the beneficiary of that generous gift,</u> Fulbright has a responsibility to continue to make a positive impact not only in Vietnam but also in the international community. <i>(Fulbright University Vietnam, February 25, 2022)</i></p>
9.	Angel		<p><u>According to Assoc.Prof.Dr. Nguyen Duc Trung,</u> the world economy stands out with three "new normals" <i>(Banking University, January 7, 2020)</i></p>

In addition, according to the structure of a press release, the opening of the release usually states the place and time of the release. The end of the announcement will show the manner of Quality such as: please see details / contact, cordially invite, ... for the recipients are media units, press.

And there are cases where multiple circumstance appear in one clause. For example:

In order to strengthen propaganda activities, raise awareness and skills to prevent the Covid-19 epidemic for officials and learners , v at 19:00 on October 29, 2021	City Law University. Ho Chi Minh City cooperates with the Propaganda Department of the Party Committee of the University and Colleges Division of Ho Chi Minh City. Ho Chi Minh City and Pham Ngoc Thach Medical University Polyclinic	organized	Communication and training program "Health care and mental health for lecturers and students during the Covid-19 season" in 2021	through Zoom online meeting room combined with Livestream	on Fanpage and Youtube of Ho Chi Minh City University of Law. Ho Chi Minh.
Circumstance: Cause	Actor	Material Process	Goal	Circumstance: Manner	Circumstance: Location

(University of Law, October 29, 2021)

In particular, we notice in the Education sector press release that Occasion appears, which is not present in the types of circumstance from Halliday's point of view. Such as:

On the afternoon of February 25, 2022, on the occasion of Vietnamese Doctors' Day, Hong Bang International University (HIU) held a ceremony to announce the HIU Care Journey - a series of free health care programs for teachers. and students from high schools in Ho Chi Minh City. *(HIU, February 25, 2022)*

DISCUSSION & CONCLUSION

Through the corpus of 60 Vietnamese press releases in the field of education, all six processes in the transitivity system show that the material process takes the lead with the description of activities and events. Of all nine circumstance components appearing in the press release, location appears the most, answering the When and Where questions in the press structure.

Through the results of in-depth interviews with the above two groups of subjects, the author found that the article contributes to helping the media’s content people improve their awareness of using language when creating a more attractive and objective press release that the press needs. For

example, in some press releases about the event, it is possible to reduce the expressions expressing the relational process to describe the business or the character with content that does not serve readers and society.

The results of this study are in line with some of the studies I surveyed through Semantic Scholar. The first are review articles with the same research direction as ours, synthesizing the theories of 6 processes. The articles are based on MAK Halliday's systematic functional grammar, "ANALYZING CLAUSE BY HALLIDAY'S TRANSITIVITY SYSTEM" by author Muhammad Rayhan Bustam, SS, 2012, and the articles "Exploring the Clause Utilizing Halliday's Transitivity System: A Brief Introduction" by Andrew McINULTY, 2014; "Investigating Halliday's Transitivity System in Applied Linguistics and Medical Studies' Abstracts" written by Shohreh Tavassoli, Puyan Taheri, 2017.

The second group is made up of articles with the same research material related to the media. "Transitivity System on Prabowo's Representation in British Online Article: A Critical Discourse Analysis Approach" by Octavia Chandra Dewi, H. Heriyanto, Elvi Citraresmana, 2021. Another article just published in 2022 based on the news corpus is "Transitivity System in CNN Online News" written by Nurul Qomariah, Amrin Saragih, and Sri Minda Murni.

In Vietnam, our research applies the ideas of discourse analysis, in the direction of systematic functional grammar, based on journalistic corpus. They include Nguyen Thi Hong Nga's doctoral thesis on "Analysis of editorial discourse in Nhan Dan newspaper, period 1964–1975," 2018, Hanoi, and Nguyen Thi Thu Hien's doctoral thesis on "Theme and Rheme in English and Vietnamese News," 2008, HCMC. If the research authors' work is based on the journalistic corpus, it shows how often the types of processes used are mainly material processes (in the Nhan Dan newspaper) or speech processes because of the perception that the newspaper will restate it in its own words; the results of our study are reflected in the material process and the relational process. The reason for this result is that the main content of the press releases is about the program, the event, and the description of the event, unit, and person involved.

This research not only helps media people pay more attention to how to use words to communicate effectively through written press releases, but also helps students or those who are interested in the PR field have more valuable resources for creating effective press releases.

Press releases in the education sector often have repetitions of annual events, making it difficult for the media team to create new and unique content like in some other fields. That is the reason we want to discuss it in this article. Through the survey results, the author and some journalists have come to the conclusion that the same type of event takes place every year, but if the topic, program activities, and audience are different, it may provide interesting information. This is a valuable resource that education communicators can refer to to formulate interesting stories, promote diversity in the form of organization and audience, and create interesting and novel ideas in media content. In addition, PR professionals should avoid confusing wording that leads to misinterpretation or misunderstanding by the press. This is particularly true when there are many circumstances in the same clause and a lack of "action" for the material process. In some cases, it is necessary to have additional comments to increase the reliability of the press releases.

This article is limited to the use of transitivity processes in creating experiential meaning, one of the three types of meaning in a discourse, besides interpersonal and textual meaning. This research direction can be extended to the remaining two types of meanings in press release discourse and applied to other topics and areas of press release.

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