**FEATURES OF WORD USAGE IN ENGLISH AND VIETNAMESE FILM TITLES**

**Ngô Thị Khai Nguyên**

**Hue University of Foreign Languages**

**Abstract**

Language is a great invention of human being in order to communicate and transfer knowledge from previous to latter generations. Besides, language is also used in the field of entertainment, in which cinema plays a vital role in the spiritual life of each person. It is true that all film-producers do wish to fully convey the hidden messages to the audience as well as attracting as many filmgoers as possible. There are many factors influencing the masses when choosing to see a film. In addition to the form such as posters, trailers or images, the language used in film titles is also very essential in creating the quality and the success of those films. With the importance of film titles noted, this article is a survey into some features of word usage in English and Vietnamese film titles, with a view to providing some insights into this special part of language and helping film producers to have more effective use of language in film titles.

**Key words: cinema, features, word usage, film titles, language**