

**A GENRE ANALYSIS OF HOME ADVERTISEMENTS IN A  
LOCAL NEWSPAPER**

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## **ABSTRACT**

**This study attempts to discover the organisation of home advertisements from 'The Star' daily and to provide an explanatory account of how the advertisements are structured.**

**Twenty home advertisements from the local 'Star' daily were selected and analysed using the move structure analysis adapted by S. Kathpalia (1992). A genre based move structure was used as a system of enquiry into this structure of home advertisements.**

**The findings of this study will be of value to those involved in the teaching and writing of home advertisements. The model proposed would offer practical assistance to the novice writer of home advertisements and offer teachers practical suggestions for the ESP classroom.**

## ABSTRAK

Kajian ini bertujuan menyiasat organisasi iklan-iklan rumah dari suratkhbar tempatan 'The Star'. Ia juga bertujuan mengemukakan bagaimana dan mengapa struktur organisasi ini wujud.

Kajian ini menggunakan kaedah analisa 'genre' mengikut 'move' yang telah digunakan oleh S. Kathpalia (1992). Hasil kajian ini telah menunjukkan satu corak organisasi wujud dan berdasarkan corak ini, satu model yang mengandungi 9 'move' telah dibina. Didapati juga, setiap 'move' ini mempunyai ciri-ciri tersendiri yang dapat membezakan setiap move dari move yang lain.

Hasil kajian ini boleh dimanfaatkan oleh mereka yang berminat di dalam bidang pengajaran dan pembelajaran penulisan iklan rumah. Model yang dibina boleh membantu penulisan iklan rumah serta sesuai digunakan oleh guru-guru ESP.

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