

## **CHAPTER 5 : CONCLUSION**

### **5.1 Introduction**

The purpose of this study is to analyse home advertisements in a local newspaper (The Star) using a genre based approach. This genre based approach using the Move structure analysis creates a structure to explain how the advertisements may be successfully written. To be precise, it examines the patterns involved in copywriting home advertisements.

This chapter is a summary of the various observations in earlier chapters and its concomitant implications. It also discusses the limitations of the study. Finally, it closes with suggestions for further research.

## 5.2 Research Questions

Research Question 1 and 2 will be discussed together because they are closely related.

**Research Question 1:** *Do Home Advertisements of housing developers(found in the print media) have a general structure?*

*and*

**Research Question 2:** *Is it possible to define this structure?*

It is observed that there exists a structure to Home Advertisements and it is possible to define this structure. According to this study, the structure appeared to be as follows:

Headlines (HL)

Targeting the Market (TM)

Justifying the Property (JP)

Appraising the Product (AP)

Establishing Credential (EC)

Offering Incentives (OI)

Pressure Tactics (PT)

Urging Action (UA)

Essential Information (EI)

According to Bhatia(1993), communicative purpose is the common ground for establishing the logic behind the internal structure of a text. This has been proven to be true in the case of this study.

The logic behind the internal structure of the study as shown here was discussed at length in Chapter 4. Here I briefly mention the logic behind the moves.

- (i) 'Headlines' make sure that the advertisement is noticed, and convince the reader that the subject is of interest for him to read on.
- (ii) The 'Targeting the Market' move seems to pinpoint the particular market that the advertisement is focused at.
- (iii) 'Justifying the Product' gives reasons for the purchase of the advertised home.
- (iv) 'Appraising the Product' promotes the property and extols the benefits of the advertised home

- (v) 'Establishing Credentials' promotes buyers' faith in the advertised home by making reference to the reputation and history of the developer.
- (vi) 'Offering Incentives' gives the reader additional reasons for purchasing the home - in the form of offering free gifts, discounts and arrangement of payment of loans to accompany the purchase.
- (vii) 'Pressure Tactics' attempts to hasten the buying process by imposing certain constraints on the sale.
- (viii) 'Urging Action' urges the prospective buyers into quick and specific action in purchasing the advertised home.
- (ix) 'Essential Information' informs the potential buyer of the location and time at which the showhouse can be viewed.

Hence, for every move, there is a communicative purpose.

***Research Question 3: In what ways are advertisements for terrace homes different from those of country homes?***

It was observed that there is a very slight variation in structure in the twenty home advertisements. The 9 moves are found in both categories but with different levels of prominence. Among the 9 moves, HL, TM, AP, EC and EI are found to be obligatory in both the categories. However, the PT and UA are more prominent in the Country Homes than in Terrace Homes.

This can best be illustrated diagrammatically as follows:

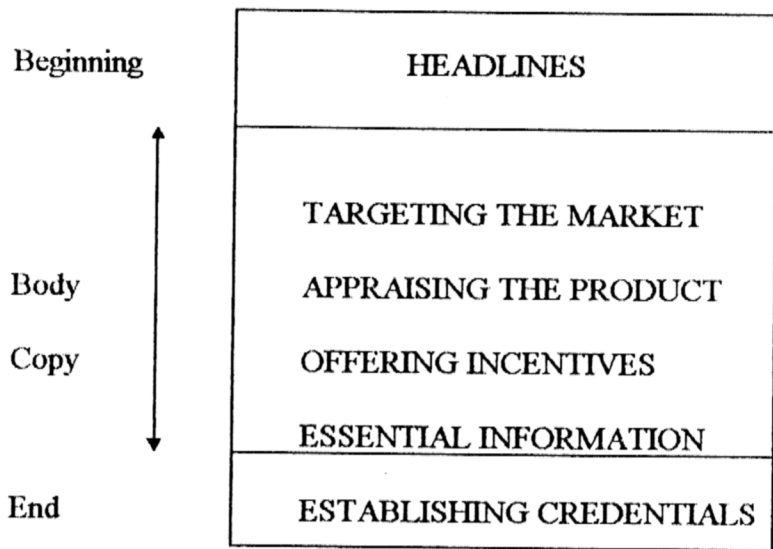
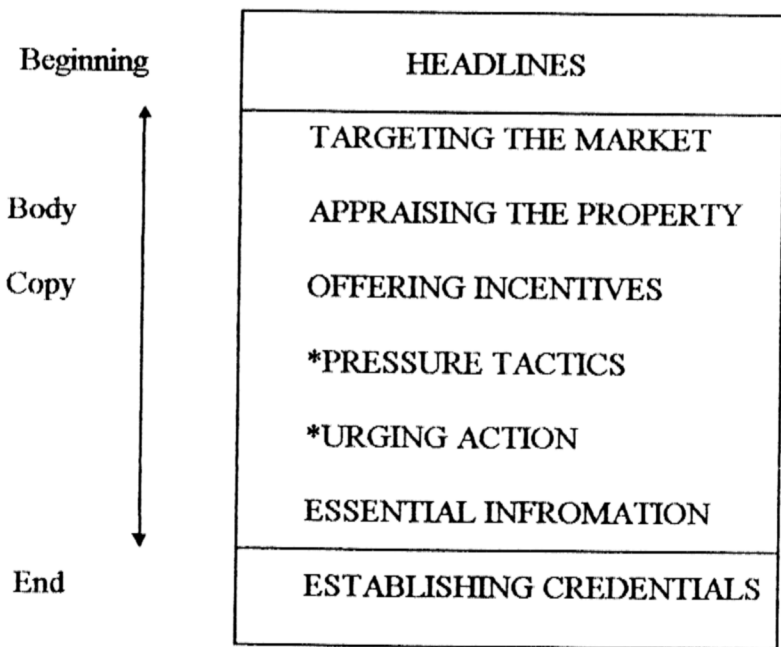


Fig 5.2: Illustration of the Structure of  
Terrace Home Advertisements (obligatory moves)



\* additional obligatory moves

Fig 5.3: Illustration of the Structure of Country Home  
Advertisements (obligatory and prominent moves)

Note that there are 2 additional moves in the Country Home advertisements, i.e. PT (60 %) and UA (80 %). This can probably be explained by the fact that Country Homes are available in smaller numbers and at a higher price. Potential buyers of such homes are also limited in number and hence, there is a need to push the sales of such homes.

In contrast, Terrace Homes only had a 30 % and 20 % frequency of occurrence in the PT and UA moves respectively. This is probably because Terrace Homes have a broader spectrum of potential buyers and demand normally exceeds supply. Terrace Homes usually get sold out first because they are in a price range which most can afford. Hence, there is no great need to 'urge' or 'pressurize' the potential buyers.

### **5.3 Implications of the Study**

This study has implications for the advertising industry as well as ESP practitioners.

5.3.1 For the former, this structure will help the novice writer in the organisation of the contents of home advertisements. It can be used as a model for reference by novice writers or newcomers to the advertising scene.

5.3.2 For the ESP practitioners, it has implications for both teaching and evaluation.

5.3.2.1 For teaching purposes, ESP teachers can teach the conventions of property advertising for example, by illustrating how the type of advertisement will vary according to purpose, market, readers and the media of communication. This study will also be useful for syllabus designers to formulate teaching methods for ESP, generally in the field of advertising and specifically for home advertisements.



Since the structure can be defined into various moves, the functions and features can be explicitly described and consequently ESP teachers should also be able to specify what is and what is not appropriate for the advertisement.

This move structure will also offer basic patterns which can be clearly understood by the inexperienced writers of home advertisements. For the experienced writers, it offers an awareness of when and how these patterns may be altered to suit the writer's purpose. This can facilitate language teaching, especially in ESP.

5.3.2.2 These strategies can also be used to assess learner's work. ESP teachers would know what they are looking for and can provide constructive feedback to help learners become successful copywriters

#### **5.4 Limitations of the Study**

The main limitation of this study is that the data sample is small. Another limitation is that I only looked at advertisements from one local newspaper.

Although the sample is small,

- (a) it is sufficient for the scope of my study
- (b) it is found to be sufficient to reveal the patterns of organisation and the language used to express these patterns.

#### **5.5 Suggestions for Future Work**

5.5.1 An extension of the present study could be a comparison to distinguish the moves between home ads in the Display and Classified sections of local newspapers.

5.5.2 Another extension of this study could include a comparison of moves between home advertisements in the Star and a more specialised newspaper or magazine such as Business Times and a Real Estate magazine respectively or between home advertisements in a local and foreign newspaper.

5.5.3 Based on the work undertaken in this study, genre analysis using the Kathpalian Move Structure Framework may also be applied to newspaper advertisements of other products such as computer hardware, handphones, furniture as well as other genres in other fields.

5.5.4 Further research could also attempt to discuss the lexical/structural analysis of home advertisements.