

A GENRE-BASED ANALYSIS OF PROPERTY ADVERTISEMENTS  
IN A LOCAL NEWSPAPER

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## **Abstract**

This is a study on the move-structure of residential property advertisements in The Star newspaper, one of the two most popular English newspapers in Malaysia. The nine-move structure for advertisements introduced by Kathpalia (1992) is adopted as the framework for analysing the samples in this study. The samples of residential property advertisements were divided into four categories according to house types, namely, the Bungalow, Semi-Detached / Terrace House, Condominium, and Apartment. The main purpose of this study is to investigate the applicability of the nine-move structure in analysing the structures of residential property advertisements and to identify the representative move structures for this type of advertisements. The results of the findings show that Kathpalia's nine-move structure is useful for investigating the structure of property advertisements. The findings also show that out of the nine moves, only three moves are not significant in the residential property advertisement samples in this study. The six significant moves are : 'Targeting the Market', 'Headlines', 'Justifying the Product', 'Offering Incentives', 'Urging Action', and 'Appraising the Product'. It is hoped that, with this study, a better understanding of the structure of residential property advertisements can be achieved.