A GENRE-BASED ANALYSIS OF PROPERTY ADVERTISEMENTS

IN A LOCAL NEWSPAPER

By

Choo Hooi Lan

A Dissertation Submitted to the University of Malaya.

In Partial Fulfilment of the Requirements for the

Degree of Master in English as a Second Language

Faculty of Languages and Linguistics

University Malaya

1999
# TABLE OF CONTENTS

List of Tables iii
List of Appendixes iv
Acknowledgements v
Abstract vi

## Chapter One: Background to the Study
1.1 Introduction 1
1.2 Advertising
  1.2.1 Definition of Advertising 1
  1.2.2 The Functions of Advertising 2
  1.2.3 Attitudes to Advertising 2
  1.2.4 Commercial Consumer Advertising 3
  1.2.5 The Language of Advertising 4
1.3 Rationale for investigating Advertisements in Newspaper 5
1.4 Aim of the Study 7
1.5 Significance of the Study 8
1.6 Limitations of the Study 8

## Chapter Two: Review of Literature
2.1 Introduction 10
2.2 Definitions of Genre
  2.2.1 Swales’ Definition of Genre 10
  2.2.2 Bhatia’s Definition of Genre 12
2.3 The Problem-Solution Pattern for Discourse Analysis 14
2.4 AIDA 16
2.5 Move Structure in Advertisements 17
2.6 Conclusion 20

## Chapter Three: Analytical Framework and Methodology
3.1 Introduction 22
3.2 Analytical Framework for the Study of Property Advertisements in Newspaper 22
3.3 Data Collection 23
3.4 Data Analysis 25


3.5 Nine-move Structure in Straight-line Advertisements
   3.5.1 Headline
   3.5.2 Targeting the Market
   3.5.3 Justifying the Product
   3.5.4 Appraising the Product
   3.5.5 Establishing Credential
   3.5.6 Endorsement / Testimonials
   3.5.7 Offering Incentive
   3.5.8 Using Pressure Tactics
   3.5.9 Urging Action
3.6 Conclusion

Chapter Four : Analysis of Residential Property Advertisements in
   The Star
4.1 Introduction
4.2 Results of the Analysis for Each Moves in Property Advertisements
   4.2.1 Targeting the Market
   4.2.2 Justifying the Product
   4.2.3 Appraising the Product
   4.2.4 Establishing Credential
   4.2.5 Endorsement / Testimonial
   4.2.6 Offering Incentive
   4.2.7 Using Pressure Tactics
   4.2.8 Urging Action
   4.2.9 Headlines
4.3 Conclusion

Chapter Five : Conclusion
5.1 Introduction
5.2 Summary of the Findings and the Prominent Moves for Each
   Sub-category of Residential Property Advertisements in this Study
5.3 Conclusion
5.4 Suggestions for Future Study
LIST OF TABLES

Table 4.1  Frequency of Occurrence for the Targeting the Market Move 47
Table 4.2  Frequency of Occurrence for the Justifying the Product Move 58
Table 4.3  Frequency of Occurrence for the Appraising the Product Move 67
Table 4.4  Frequency of Occurrence for the Establishing Credential Move 73
Table 4.5  Frequency of Occurrence for the Endorsement / Testimonial Move 76
Table 4.6  Frequency of Occurrence for the Offering Incentive Move 83
Table 4.7  Frequency of Occurrence for the Pressure Tactic Move 86
Table 4.8  Frequency of Occurrence for the Urging Action Move 93
Table 4.9  Frequency of Occurrence for the Headlines Move 101
Table 4.10 Frequency of Occurrence for Various Realisations of the Headlines Move 102
LIST OF APPENDICES

Appendix A : Bungalows I
Appendix B : Semi-Detached / Terrace Houses II
Appendix C : Condominiums III
Appendix D : Apartments IV
Acknowledgements

I would like to thank my Thesis Supervisor, Mrs. Padmini Menon, for her guidance and patience during the period of supervising my work. Without her advice and help, this study would never have been completed.

I would also like to extend my gratitude to the Dean of the Languages and Linguistics Faculty and staff of the MESL programme for their encouragement and help during the course. My sincere thanks go also to the friendly librarians of the Languages and Linguistics Faculty Library who never failed to extend their helping hand in getting materials necessary for my thesis.

My special thanks and love to my family, especially my mother, who was very supportive throughout the course of my study; my brothers who gave me a lot of help with the computer, and my elder sister who was never tired of driving me to the bus terminal every time I travelled from my hometown, Sungai Petani, to Kuala Lumpur every weekend at the beginning of the MESL course. I would also like to thank my uncle and his late wife who provided me with free lodging in Kuala Lumpur.
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.