

TABLE OF CONTENTS

List of Tables	iii
List of Appendixes	iv
Acknowledgements	v
Abstract	vi
Chapter One : Background to the Study	1
1.1 Introduction	1
1.2 Advertising	1
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	10
2.1 Introduction	10
2.2 Definitions of Genre	10
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	22
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	26
3.5.1	Headline	26
3.5.2	Targeting the Market	28
3.5.3	Justifying the Product	30
3.5.4	Appraising the Product	30
3.5.5	Establishing Credential	31
3.5.6	Endorsement / Testimonials	32
3.5.7	Offering Incentive	33
3.5.8	Using Pressure Tactics	34
3.5.9	Urging Action	34
3.6	Conclusion	35
 Chapter Four : Analysis of Residential Property Advertisements in <u>The Star</u>		 37
4.1	Introduction	37
4.2	Results of the Analysis for Each Moves in Property Advertisements	38
4.2.1	Targeting the Market	38
4.2.2	Justifying the Product	48
4.2.3	Appraising the Product	60
4.2.4	Establishing Credential	68
4.2.5	Endorsement / Testimonial	75
4.2.6	Offering Incentive	77
4.2.7	Using Pressure Tactics	84
4.2.8	Urging Action	87
4.2.9	Headlines	94
4.3	Conclusion	105
 Chapter Five : Conclusion		 106
5.1	Introduction	106
5.2	Summary of the Findings and the Prominent Moves for Each Sub-category of Residential Property Advertisements in this Study	106
5.3	Conclusion	113
5.4	Suggestions for Future Study	114