

## CHAPTER THREE

### ANALYTICAL FRAMEWORK AND METHODOLOGY

#### 3.1 Introduction

This chapter discusses the framework of analysis employed in this study, and the methodology used in collecting data for analysis. The nine-move structure as proposed by Kathpalia (1992) will be discussed too.

#### 3.2 Analytical Framework for the Study of Property Advertisements in Newspaper

This study adopts the nine-move structure as the analytical framework as it is the most recent framework designed specifically for the genre-based analysis of advertisements. Kathpalia, who designed the above mentioned framework, claims that the structure is applicable to all straight-line advertisements. Howe (1995), who applies the framework in a study on car advertisements in newspapers, and Lee (1995), who uses the framework in her study of luxury advertisements in credit cards magazines, both find it to be effective for analysing the structures of advertisements in their studies. Furthermore, Howe (1995) claims that the framework is useful in the identification of differences between sub-genres of advertisements. Since this framework has proved to be effective and allows for a more delicate analysis on advertisements, this study has adopted this nine-move structure to investigate the rhetorical structure of property advertisements found in the newspapers.

A residential property is defined as a building that serves as living quarters for people to live in. A residential property advertisement is thus defined as a straight-sale advertisement involving the sale of houses or lots meant for houses building. Straight-line/Straight-sale advertisements which “have as their focus the promotion and sale of products and services.” (Kathpalia, 1992:176) This study hopes to investigate these straight-line residential property advertisements in terms of their move structure. Each of the nine moves is actually representing a function to perform a specific communicative purpose of a particular segment of a text, which together form the overall communicative goal or goals of the text. In the case of this present study, the overall communicative goal of the residential property advertisement is to sell houses or lots for houses building.

### 3.3 Data Collection

The samples of residential property advertisements used for analysing in the study were collected from The Star, a local tabloid newspaper, dated from around July 1996 to February 1997. The researcher chose The Star as the source for data collection because it is easier to reduce the advertisements in A4 size. Besides, from the researcher’s observation, the property advertisements appeared in The New Straits Times and The Star are generally the similar ones. However, not every Star newspaper dated within that period were used for samples collecting. This is because property advertisements (of new projects) in general, and residential property in particular, do not appear



everyday. To begin with, all residential property advertisements which appeared in the newspaper were cut out. The advertisements were then be separated into their four groups according to the type of house as listed below,

1. Bungalows and Bungalow Lots;
2. Semi-detached Houses and Terrace Houses;
3. Condominiums;
4. Apartments

The first and second groups are those categorised as landed properties while the third and fourth groups are non-landed properties. Advertisements which did not specify the type of house for sale or were not clearly classified are not considered. Advertisements which promote two or more houses of different type, for example, Bungalows and Semi-detached house were not selected. Repeated advertisements of similar types were also dropped. Those property advertisements classified as Curiosity and Testimonial Advertisements were eliminated as this study is only interested in the straight-line or straight-sale advertisements. Among all the advertisements, the type which advertises condominiums for sale turns out to be plentiful. As a result of that, a random selection had to be carried out to choose a sample size of twenty residential property advertisements for each of the four sub-categories, an amount which would be sufficient for this study. The number of advertisements used in the study comes to eighty in total.

### 3.4 Data Analysis

Basically, the method for analysing the data is adopted from Howe's (1995) study on car advertisement. An attempt was made to identify the various moves in each of the residential property advertisements. Move which performs a similar function, for example, 'Targeting the Market', will be grouped together and displayed according to their various ways of realisation. One thing that we need to be aware of is that the sequence of the moves in each text may not be identical and the length of each move may differ. Some moves may be realised in one clause whereas others may be realised in one or more paragraphs.

The frequency of occurrence of each move was also investigated to achieve the second objective of this study, that is to find out the move-structure which is most specific and representative for the property advertisements in this study. For this purpose, a criterion has to be set in order to decide which of the nine moves are prominent for the property advertisements. Howe (1995) applied a strength level system to measure the frequencies of move and decided that moves with a strength level of 'Quite Strong', i.e. move with a frequency of occurrence of 50% and above, should qualify as a prominent move. However, this strength level grading system will not be employed for this study as the researcher feels that the frequency of occurrence is sufficient enough as the deciding criterion. Moves with the frequency of occurrence of 50% and above will be classified as prominent.

### 3.5 Nine-move Structure in Straight-line Advertisements

1. Headlines
2. Targeting the Market
3. Justifying the Product / service
4. Appraising the Product / Service
5. Establishing Credentials
6. Endorsements / Testimonials
7. Offering Incentives
8. Using Pressure Tactics
9. Urging action

(Kathpalia, 1992:177)

The above listed nine-move structure for straight-line advertisements proposed by Kathpalia (1992) forms the framework for this study. A brief description of each of the moves is presented in the following section.

#### 3.5.1 Headlines

The headline is generally agreed to be the most important single element in a typical advertisement. It is the most read of all advertisement text content. This is because as the reader turns to the page of a newspaper his or her eyes pick out and focus on the dominant elements on the page. These may be a display line of words or they may be illustrations. Therefore in an advertisement the headline serves its first purpose in attracting the attention of the reader or, if the audience has been attracted by the illustration, a well-written headline should assist in holding his or her attention. Whether or not an audience will read the remainder text in the advertisement depends upon the

interest that he or she has in the product advertised or that the headline arouses in his or her mind. It could be said that a successful headline is one that attracts attention, arouses interest and creates desire. Unless the headline does one or more of these three things, the possibilities are very great that the reader will not take the trouble to read the text of the advertisement. Take one of the property advertisement from our sample for this current study (please refer sample B2 in Appendix B) for example. Its title reads,

**BEST BUY**

Double-Storey LANDED property

At RM 129,800

The phrase “BEST BUY” will certainly catch the readers’ attention as it implies that the product is being sold at a bargain price. What’s more is that it is a “Double-Storey LANDED Property” priced “At RM 129,800” only. With this kind of headline, the readers will perhaps be tempted to read further into the advertisements for other details of the product which is given in smaller print. Thus, a headline plays a very important role in an advertisement.

An advertisement headline tends to be brief and memorable. Sometimes, however, where longer headlines are necessary to convey the idea effectively, part of the headline may be subordinated by putting it in a smaller size and make it a sub-heading. The results of Kathpalia’s (1992) study on promotional texts showed that the headline move in print advertisements of her study was an obligatory ‘move’ and had the frequency of

occurrence of 98%. She asserts that the headline move can be presented through any of the moves in her nine-move structure. In fact, Howe (1995) has included another category of headline realisation which is the 'Curiosity Headline' in studying the newspaper car advertisements. A 'Curiosity Headline' is a headline which does not provide information about the product advertised but has the ability to provoke curiosity from the readers so that they will want to read on to find out about the product advertised. Three examples of such headlines found in the sample advertisements of this study are :

- i) *Retreat and Win* [A20]
- ii) *Why Limit Yourself To The City?* [D7]
- iii) *A rewarding package you 'll love to unwrap* [D11]

The results of Howe's (1995) study of print Car advertisements reinforce Kathpalia's belief that the headline move is generally an important move for print advertisements.

### 3.5.2 Targeting the Market

Each advertisement is aimed at a certain group of people in the market and not just simply anybody. Thus, the market targeting element is an important step which influences the construction of an advertisement on how a text should be written. This move is usually the first move of the advertisement text. Its main objective or function is to identify the market which the product or service is most suitable for. Instead of appealing aimlessly to a large audience, it centres its message and addresses on a focused

group of audience, a smaller group of people who are most likely to need the product or service advertised.

There are a number of ways for this move to be realised. Kathpalia (1992) suggests that the most direct method is to identify the particular segment of the market by factors such as sex, age, education, degree of specialisation, profession, social roles, interests, etc.. Howe (1995) however, pinpoints the psychological factors such as brand loyalty, snob appeal, and the desire to be different from others. Howe also incorporates another element, that is, the concept of unique selling point (USP), into consideration when analysing the 'Targeting the Market' move. The definition for the 'unique selling point' of an advertisement is 'the need for every advertised product to make a proposition of a unique and specific benefit obtainable upon purchase of the product' (Bolen, 1984). This concept is also taken into account by Lee (1995) in her analysis of the 'Targeting the Market' move of luxury advertisement of watches and cars. The 'unique selling point' of an advertisement can be realised through the listing of price, special features etc.. Take for instance, the sale of some houses which are on the basis of low-interest financing deals that downplay the increase in the interest rates after the first few years of payments. This study will also incorporate the concept of 'unique selling point' in the analysis of property advertisements.

### 3.5.3 Justifying the Product / Service

Kathpalia (1992) suggests that the move of 'Justifying the Product' can be achieved by either highlighting the importance of the product / service due to the benefits it offers or the reason or occasion for which the product or service is appropriate; and by conveying the real life problems and needs encountered by people in their everyday lives. In other words, this move can be divided into the following two sub-moves as suggested by Kathpalia (1992). They are:

1. Indicating the Importance of Product / Service
2. Establishing a Niche

The results of Kathpalia's (1992) study on print advertisements show a frequency of occurrence of 16% for this move which means that this 'Justifying the Product' move is not important for straight-line advertisements. This finding is supported by Howe's (1995) study on print car advertisements. Howe's results agree with Kathpalia's (1992) in which the move is not substantial across all the three sub-categories of car advertisements. The frequencies of occurrence for the move are 10% for the 'small' car, 15% for the 'normal' car, and 20% for the 'luxury' car advertisements.

### 3.5.4 Appraising the Product / Service

This is an important move in straight-line advertisements. It is very common to find advertised products being portrayed as something good and irresistible to the readers or public. The importance of this move is shown in the results of Kathpalia's

(1992) study on promotional texts in which she found a 98% frequency of occurrence for this move. This means that the 'Appraising the Product' move is a necessary move for straight-line advertisements. Kathpalia proposed three sub-moves for this move in her study. They are: Product Identification, Product Detailing and Product Evaluation. Howe (1995) also found this move to be a crucial component in the move structure of newspaper car advertisements. The results show a 90% frequency of occurrence for 'small' car, 80% for 'normal' car, and 95% for 'luxury' car advertisements.

### 3.5.5 Establishing Credentials

The function of this move is to promote the company which manufactures or supplies the product / service advertised so that the readers will have more faith in the reliability, integrity and skill of the manufacturer. Kathpalia (1992) identifies the three ways of realising this Establishing Credential move. They are:

1. Identification of the company by mentioning the name of the company or manufacturer.
2. Product / service guarantee or warranty, trial offer and after sale service.
3. Provision of company profile.

Howe (1995) suggests that credentials can also be established through the highlighting of achievements and awards associated with the product advertised. These help in evaluating the reputation of the company and also in providing proof of the quality of the



product advertised. Howe's study on print car advertisements showed a low frequency of occurrence of this move for all the three sub-categories (i.e. 'small', 'normal' and 'luxury') of the sample of car advertisements with only 15%, 5% and 25% for each of the sub-categories. These results support Kathpalia (1992) who finds this move to be non-obligatory for straight-line advertisements as the frequency of occurrence reaches only a low 25%.

#### 3.5.6 Endorsements / Testimonials

This move plays with the psychology of the readers. It makes use of comments from customers or researchers to make the advertising messages more believable. This is because people tend to find words from the experts or customers who are satisfied with the product more reliable than words from the advertisers. Thus, through the quotations of these experts or consumers, the level or degree of future customers' confidence towards the product or service advertised will be improved or up-graded. However, the reliability of these quoted comments are questionable because in reality, testimonials are usually created and the 'consumers' are actually being paid to give the comments. Kathpalia (1992) suggests that this move can be realised through the following avenues:

1. By presenting the testimonials of noted authorities.
2. By presenting the official / public citation of achievements and seals approval.

3. By presenting the testimonies of average consumers.
4. By presenting the testimonies fictitious consumers.

Kathpalia's (1992) findings show this move to be not prominent for straight-line advertisements as the frequency of occurrence obtained is only 11%. Howe's (1995) study on car advertisements produces similar results as Kathpalia's findings. The average frequency of occurrence of this move for the car advertisements is only about 8.9%.

#### 3.5.7 Offering Incentives

This move functions to make the purchase of a product / service more tempting by offering incentives like discounts, free gifts, etc.. This gives the customers additional temptation to want to purchase one particular product / service instead of another. This is because some people may put the incentive offered as the considering point before the action of buying is taken. The 'Offering Incentives' move encourages the readers to respond to the message of the advertisement. However, this move is found to be not significant for straight-line advertisements in Kathpalia's (1992) study. The frequency of occurrence is only 12%. In Howe's study on car advertisements, the occurrence of this move is more evident in the 'small' and 'normal' car sub-categories and not in the advertisements of 'luxury' cars. The frequencies of occurrence are 55% for both the 'small' and 'normal' car advertisements, and only 11% for the 'luxury' ones. Howe's

explanation for the findings is that the possible reason for the avoidance of the offering of incentives move in the 'luxury' car advertisements is to maintain the 'up-market' and 'exclusive' image of the product being advertised.

#### 3.5.8 Using Pressure Tactics

This move has the function of speeding up the process of decision-making of whether to buy or not to buy the product / service advertised. The intention may be achieved by imposing constraints on the advertised product / service. These constraints may take any one of the following three forms. They are, time constraints upon the offer or the availability of a product / service; quantity constraints upon the availability of stocks; and, emotional blackmail on a particular market segment. In her study Kathpalia (1992) finds the use of this 'Pressure Tactics' move to be not significant for the straight-line advertisements where the frequency of occurrence is only 4%. In the case of Howe's (1995) study, this move is more significant for the 'small' and 'normal' sub-categories of car advertisements with frequencies of occurrence of 55% and 50% respectively. The use of the 'Pressure Tactics' move is not found in the sub-category of 'luxury' car advertisements at all.

#### 3.5.9 Urging Action

This move is meant for persuading the interested or prospective customers to take the final and most important step, that is, to purchase the product / service being

advertised. In the case of this study on property advertisements, this move is used more for urging the interested readers to respond to the advertising message by obtaining information on the product from the advertiser. There are different ways of realising this move. Some are done in a direct manner (e.g. Call now!) or, through suggestions which are the indirect manner. In some instances, interested customers are invited to get in touch with the sales personnel by using the telephone, through writing, or by visiting the showrooms etc.. To make the process easier for the customers, cut-out coupons are sometimes included for their convenience.

The 'Urging Action' move is found to be important for straight-line advertisements in Kathpalia's (1992) study. The frequency of occurrence for this move is 78%. Howe's (1995) results from the analysis of car advertisements concur with Kathpalia's findings. Howe's (1995) study reveals that the 'Urging Action' move is significant for all the three sub-categories of car advertisement samples. The frequencies of occurrence for the three sub-categories are as follows: 65% for 'small' cars, 75% for 'normal' cars, and 60% for 'luxury' cars.

### 3.6 Conclusion

This study adopted the nine-move structure introduced by Kathpalia (1992) for analysing the eighty pieces of property advertisement samples which have been

categorised into four groups. The results of the findings will be presented in the next chapter.

## CHAPTER FOUR

### THE ANALYSIS OF RESIDENTIAL PROPERTY ADVERTISEMENTS IN THE STAR

#### 4.1 Introduction

The process of analysing the residential property advertisements begins with the identification of the move realised in each sample. Then the parts which perform a similar communicative purpose, i.e. realising the same move, are listed together under one group for easy reference. For example, the parts which display the 'Targeting the Market' move found in all the four sub-categories of property advertisements are listed in one group, while those which realised the 'Justifying the Product' move in another group. The frequency of occurrence for each of the moves in each sub-category is analysed.

The moves of residential property advertisements in The Star are discussed in the following sequence:

- Targeting the Market
- Justifying the Product
- Appraising the Product
- Establishing credentials
- Endorsements / Testimonials
- Offering Incentives
- Using Pressure Tactics
- Urging Action
- Headlines

The sequence of the moves is similar to that of the straight-sale advertisements introduced by Kathpalia (1992) except for the 'Headlines' move which is placed at the end. This is because, as Howe (1995) has explained, the 'Headlines' move can be realised through any one or more than one of the other eight moves. Therefore, it is more appropriate that analysis of the other eight moves be discussed first before the 'Headlines' move.

#### 4.2 Results of the Analysis for Each Moves in Property Advertisements

The sample of the residential property advertisements chosen for this study can be found in Appendix A, B, C and D. The presentation of the results of the move analysis is done in accordance with the sequence of the moves as listed above which begins with 'Targeting the Market' move and ends with the Headlines move.

##### 4.2.1 Targeting the Market

This 'Targeting the Market' move is used to identify the group of people for whom the product or service is meant. In other words, the communicative purpose of this move is "the identification of the market for whom the product or service is most suitable" (Kathpalia, 1992:179) Thus, the main duty of the 'Targeting the Market' move is to attract the attention of a selected group of people to read further into the body of the advertisement for the advertising messages. There are several ways of realising this move and the following are the ones found to be used in the samples of this study.

1) By indicating explicitly the targeted group of potential buyers

The 'Targeting the Market' move can be realised by pointing out directly the people at whom the advertised product is aimed. Listed below are some of the examples which demonstrated this method.

- (a) *So it's no surprise that this place is the target for the niche market of successful professionals, entrepreneurs, top corporate figures and dignitaries.* [A8]
- (b) *Acorn of Evergreen Park Kondo. Exclusively for those who appreciate both beauty and security.* [C16]
- (c) *The Resort Home of Your dreams!  
Villa Indah - surrounded by miles of lush green hills & valleys, and enveloped by cool, refreshing air - can be the resort home you've been looking for!  
With a challenging golf course in the vicinity, golf enthusiasts will find Villa Indah a haven!* [D15]
- (d) *Like precious jewels on green velvet plains, the bungalow lots at Nusa Damai are virtually a living sanctuary for those who treasure exclusivity and individuality within a contemporary setting.* [A17]
- (e) *"Balik Kampung" - A Daily Affair  
Taman Bukit Panchor is your ideal alternative. Situated 25km but only 15min from the Penang Bridge, and having direct access via the Jawi Interchange (PLUS), your "Balik Kampung" Can be a daily affair.* [B10]  
(The message of [B10] is even more explicit if coupled with the headline which says: Taman Bukit Panchor, An Alternative Home For Penangites.)



The following three examples are more subtle in identifying their target market. The intended group of buyers in [A20] although is not explicitly stated they are implied through phrases like “*corporate strategies and battles*” and “*plan for future victories*” that the advertiser is targeting those people in corporate world. As for example [B13], the phrase “*Either you’re working in Seremban, Kuala Lumpur or Malacca*” suggests that the property project is suitable for those people who need to live around the areas as they work in those places. Example [B20] targets those who belong in the group of people who would love to escape the ugly scenes (i.e. congestion & pollution) of city life but would still want to enjoy the comforts offered by the well stocked facilities in the city.

- (f) *In the midst of your corporate strategies and battles ... at the back of your mind ... Brunnsfield Country Homes is the retreat you’ll always be thinking about. A life of luxury in the country, with hills and lakes, in surroundings carefully enhanced to keep all the natural greenery and its tranquillity. In fact it is more than just a retreat. It is where you rejuvenate and plan for future victories.* [A20]
- (g) *Either you’re working in Seremban, Kuala Lumpur or Malacca Taman Alamanda is centrally located for your convenience. And the time you have on your hands can be well spent with your family.* [B13]
- (h) *If you wish a respite from the congestion & pollution of the city life, yet need the creature comforts & conveniences of city living, discover Bandar Sungai Buaya.* [B20]

## 2) By appealing to the human self-perception

This method plays with the psychological factors in human behaviours. People like to think of themselves as being special and different from others. It is the self-importance and pride for oneself. Such strategy can be seen in the following examples.

- (a) *Padang Meha Parklands is a RM3-billion, fully integrated, vibrant eco-city sprawling over a vast 5,200 acres of freehold land in the north. It is planned and designed by our specialists and consultants to satisfy your discerning taste and to ensure that your investment is fully maximised.* [A5]
- (b) *For Those Who Choose to Live beyond The Dreams of Others* [B7]
- (c) *Enhance your status with a 'Rose' Semi-Dee bungalow as a reflection of your achievements in life.* [B7]
- (d) *As the head of the household you deserve a respectable position in your home. Our latest design, Ophelia, offers nothing less. If a man's home is his castle, Ophelia is certainly yours.* [B18]
- (e) *Your search ends here! The individualistic style that couple spaciousness and refinement. The respectable prestige in an address. As all dreams are made of these - yours is to acquire. Here emerge your elite home. SRI IMPIAN.* [C5]
- (f) *But you have to act fast because resort-style living right by the water's edge is a prized possession reserved for the discerning few.* [C10]

- (g) *You've been planning for the day. To live in majestic splendour. A life style that reflects your success and status. Experience this, and more ... at Mont'Kiara Astana* [C20]
- (h) *Cameron Green Apartments a blue chip investment for you among the selected few.* [D12]
- (i) *Be among the elite few to experience the wonders of Bukit Tinggi Resort right from the balcony of your Meranti Park apartment.* [D17]
- (j) *Located just next to the Awana Roundabout, Gohtong Jaya, one of the most exciting new townships amidst refreshingly cool mountain air and tranquil ambience, now offers a rare opportunity for the very discerning to own elegant homes at a destination which is famous all over the world.* [D20]

From the above examples, it can be seen that words such as “discern”, “elite”, “respectable”, and “prestige” are used to make the potential buyers feel that they are special and deserve to be different from others. And, only they will notice the quality of the product advertised and deserve to own such products. Words such as “achievement”, “success” and “status” are used to show the achievements in lives of the potential buyers. Although generally a special space is prepared for the ‘Targeting the Market’ move in an advertisement, it is sometimes found embedded or combined with another move. Take sample [C10] for instance, the phrase “*But you have to act fast...*” carries the tone of pressuring the readers to take action, while the phrase “*a prized*

*possession reserved for the discerning few*” performs the function of ‘Targeting the Market’. Thus this sentence is actually performing two functions.

The majority of the examples uses the second person pronoun (i.e. you and your) to address the potential buyers. This is a direct approach and less formal. It gives the readers the feeling that the advertiser is talking to him or her. This will help to maintain the prospect’s interest after his or her attention has been caught. Example [D20] demonstrates a more subtle approach where the potential buyers are addressed as “ the very discerning”.

### 3) By making use of the Unique Selling Point Concept (USP)

This strategy focuses on various uniqueness, such as prices and new concepts, of the product itself to attract the attention of its potential buyers.

- (a) *Palm Villa phase 1,2 & 3 had enjoyed roaring sales success, now introduces a unique concept of luxurious living - the Link Bungalows. Unlike conventional semi-Ds, which look like half houses, the Link-Bungalows are almost totally detached from the neighbours. With ample space, privacy and compound of your own, offering all the luxuries associated with bungalows.* [A7]
- (b) *...where our bungalows and semi-detached houses are beyond compare in aesthetic and colour appeal. 1388 Rasah Kemayan Golf and Country Township is undoubtedly a perfect place to revel in a life of ease and luxury.* [A4]

- (c) *For the first time in Malaysia, Resortesa Amanesa Resort Condo brings to life the exotic charm of Bali here in Desa Petaling. More than just an ordinary condominium. Amanesa incorporates a most captivating Balinese concept. This unique Balinese Resort Condo living concept has already captured the hearts of many.* [C1]
- (d) *Paradesa Sri Damansara is an integrated, modern condovillage concept that is set in an exclusive enclave for a gentler, more relaxed lifestyle.* [C13]
- (e) *Riana Green, a luxury condominium development, have been designed to provide resort style living which highlights rustic Mediterranean charm.* [C15]
- (f) *Vista Komenwel is the official Game Village for the 1998 Commonwealth Games. An exclusive condominium, it is nestled within a self-contained township in the green sanctuary of Bukit Jalil. Where everything from facilities to infrastructure had been designed for world class champions.* [C5]

The above examples demonstrates the use of project's concept, new or special, as the USP of the product. They also emphasise the lifestyle the future owners may lead once they owned the houses.

Some advertisers prefer to use the listing of price range or the affordability of the product to target the market. The listing of the product's selling price plays an important part in attracting the attention of the readers as price is one of the most important factors in the final decision to buy the product. In fact, the listing of price

seems to be the most common USP used by many property advertisements to target the market. All of the eighty advertisements in the sample, in one way or another, showed the product price range in their text. The following are some of the examples which used price listing as USP of the product.

- (a) *No kidding. At Exevalley Orchard Park, you can build your dream home on freehold land from RM5 p.s.f. in the perfect orchard environment, surrounded by tranquillity and serenity.* [A14]
- (b) *The Endah Ria Condo was conceived with the objective of providing luxury at an affordable price. From RM133 per sq. ft. or simply RM184,210 you can now own a 1385 sq. ft. condo.* [C4]
- (c) *Wellington 2 Storey Bungalow*  
*Min. Price RM313,800 . Max. Price RM510,000* [A1]
- (d) *Belle's 11/2 Storey Terrace (20' x 65')*  
*Price Range: Min. RM135,000.00 to Max. RM195,260.00* [B11]

The examples below are some of the advertisements which target those who enjoys the nature, such as its quietness and peace. This is done by helping the prospective buyers to visualise themselves enjoying the calm and peaceful environment surrounding their future homes. After all, “our mental and physical needs for comfort and relaxation after work gives rise to a variety of wants.” (Gill, 1954 : 148)

- (a) *Wake up to the inspiring sounds and sights of nature. There's no better way to start a brand new day than in the harmonious home of MR1 and MR2. Where the comfort of living is set in tune with nature.* [B3]
- (b) *In the quiet and peaceful suburban resides Taman Widuri, a harmonious blend of nature and double-storey terrace housing built over a spacious and lush location. Design to meet your every need. Taman Widuri is simply a gem to behold.* [B9]

Alternatively, the 'Targeting the Market' move can be realised by using the 'value for money' concept as the Unique Selling Point which is demonstrated by the following examples.

- (a) *Damansara Indah is a premium housing community with prices that offer real value for your money. Quality designed homes set in an exquisite resort type atmosphere.* [B5]
- (b) *While the price of a double storey link house is double or perhaps triple in places like PJ, you can still own a house of your dream in Bukit Sentosa, a township popularly known as the '2nd PJ'. This is indeed great news for you to own a landed property and to get the best value for your money.* [B15]

4) Some advertisements targets the group of people who are with family, growing children, or parents. The messages are made more explicit through the used of words such as "family", "children" and "older generation" This is the family appeal concept which is widely used in the advertising of a variety of products and the home is certainly one of them.

- (a) *Affordable apartment living in an affluent neighbourhood the Suasana apartments are truly the choicest dwelling for you and your family.* [D2]
- (b) *We all love waking up to chirpings of birds, crisp morning air, lots of green... But what about a night out in the city, the shopping, our children's school.* [A9]
- (c) *The house owner's dream. Affordable 3 bedroom units of various sizes. Choose which accommodates your family best.* [C11]
- (d) *Then there is the Legend Life resort, where the older generation can live nearby their families and begin life anew, among new friends in healthy, active environment. And where is this place? The Legend Farmstead. A lifestyle dedicated to nature, health and peaceful living.* [A13]

[A13] targets at people with healthy elderly parents, or the senior citizens who wish to have their family nearby. It also sounds like a wonderful place for retiring.

The following table presents the overall results of the 'Targeting the Market' move in each of the four residential property advertisement sub-categories.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	20/20	100
Semi-D / Terrace	20/20	100
Condominium	20/20	100
Apartment	20/20	100

Table 4.1 : Frequency of Occurrence for the 'Targeting the Market' move



From the results shown in Table 4.1 above, it is obvious that the 'Targeting the Market' move appears to be an important move across all the four residential property advertisements in The Star newspaper. In fact, it is an important move for all the property advertisements in the sample collected for analysis. The frequency of occurrence is a full score of 100% for all the four residential property advertisement sub-categories. Howe (1995), in studying the car advertisements, also obtained a result of 100% for the frequency of occurrence of the 'Targeting the Market' move for all the three Car advertisement sub-categories, 'small', 'normal' and 'large'.

#### 4.2.2 Justifying the Product

The communicative purpose of the 'Justifying the Product' move is to provide the prospective buyers with information about the product that would provide reasons why they should consider buying the house advertised, and why it is worth buying. It is common for this move to be realised through presentations of problems that can be solved, or missing pieces that can be fulfilled by purchasing the product advertised. In this study, the realisations of the 'Justifying the Product' move are generally through the presentations of the location of the project, accessibility to and from major neighbouring areas and facilities, security, future investment value, etc.. Some examples of this move are presented as follows.

## 1) Location

### (a) CONVENIENCES ALL AROUND

*1388 Rasah Kemayan Golf and Country Township is strategically situated amidst the nation's mega infrastructural developments and comprehensive highway connections:*

- \* 16 km to the new Kuala Lumpur International Airport*
- \* Putera Jaya, the Federal Government Administrative Capital*
- \* The North South Link to Shah Alam and the two Central Links to KL-Seremban Expressway*
- \* KL-Seremban KTM Commuter Train Service*
- \* Next to Seremban II New Town*
- \* Nilai and Senawang Industrial areas*
- \* UKM, UPM, Kolej Tuanku Jaafar and few other tertiary institutions*

[A4]

- (b) *Amidst the soothing greenery and landscaping of Bukit Jelutong, these bungalow lots are currently some of the smartest investments around. Land that's set to become prime residential property as it's strategically located in one of Klang Valley's most central and well-planned townships.*

[A12]

### (c) EXCELLENT LOCATION

- \* Easy access from the New Klang Valley Expressway and the North-South Highway via the Rawang Interchange*
- \* Only 15 minutes drive to Kuala Lumpur, Petaling Jaya and Subang via the North-South Highway*
- \* Serve by the KTM Commuter Service which plies between Rawang to Port Klang and even Seremban*

[B4]

- (d) *Taman Kristal is situated on freehold residential land close to other condominium developments. It is located along Jalan Bagan Jermal, off Jalan Gottlieb, being only minutes drive from the centre of Georgetown, Penang.*

*In a tropical greenery that complements the natural peace and tranquillity of the surrounding environment, Taman Kristen combines simplicity of architecture with elegant charm that blend aesthetically with its neighbouring development.*

[D8]

- (e) The Location Advantages  
*Subang Jaya is a bustling township and it offers many advantages in terms of residential, recreational and commercial facilities. Here, there's Subang Parade, Carrefour, Giant Hyper-market and other commercial activities, Subang Jaya Medical Central, Sunway Lagoon, schools and private learning institutions and lakeside recreations. Subang Jaya is also close to Petaling Jaya, Shah Alam, Sultan Aziz Shah Airport, Kuala Lumpur and the upcoming township of Putra Jaya.* [C7]

- (f) AN IDEAL LOCATION
- \* *The first to invite you into Port Dickson.*
  - \* *Glory Beach Resort is directly beach front and 2 km from Port Dickson town.*
  - \* *Completion of Seremban-Port Dickson Highway by October 1996 will shorten travelling time & distance substantially.*
  - \* *Travelling from Kuala Lumpur through the Seremban-Port Dickson Highway will take only 50 minutes (75km)*
  - \* *Travelling from Seremban through the Seremban-Port Dickson Highway will take only 15 minutes (20km).*
  - \* *The new Kuala Lumpur International Airport in Sepang will be a short 20 km away. It is scheduled to be completed by the end of 1997.* [C3]

- (g) *Pangsapuri Bayan Permai is strategically located, within a 4-minute walk to the Penang International Airport. Its location within a growth centre is served by a host of commercial and recreational amenities and services. Bayan Permai offers a conducive and attractive residence in a refreshing country environment.* [D9]

## 2) Reasonable Pricing

- (a) Affordability At Its Very Best  
 • *Most affordable landed property* [B12]

- (b) *Project Highlights*  
 - *Strategic Location. Approximately 61/2 miles Jalan Kapar, near the Ocean Marine Park.*  
 - *Easy Accessibility to Subang Airport, North Port, West Port & existing supporting industries.*  
 - *Amongst the cheapest double storey in Klang.* [B6]
- (c) *Affordably Priced In A Rapid Growth Location*  
 \* *Within a well-established township with bustling commercial and industrial activities.*  
 \* *Close by The Mines Resort comprising a theme park, golf club, watersports club, hotels, exclusive commercial and residential developments.*  
 \* *Toll-free access to KL and PJ via the KL-Seremban Highway.*  
 \* *In the vicinity of major highways which are being built to complement the development of KL International Airport (Sepang), Putra Jaya (KL II) and Bukit Jalil Games Village which will host the ... Commonwealth Games in 1998.* [B7]
- (d) *At Rm129,800, a double-storey landed property in the Klang Valley is simply unbelievable. Admiral Double-storey link house in Putra Perdana is MOST REWARDING for its strategic location NEXT TO PUTRA JAYA, Malaysia's Vision City.* [B2]
- (e) *MORE SPACE - MORE VALUE*  
*The Endah Ria Condominium was conceived with the objective of providing luxury at an affordable price. For RM133 per sq.ft. or simply RM184,210 you can now own a 1385 sq.ft. condo. That's not all, Endah Ria Condominium comes with a great location, easy accessibility and of course full condominium facilities. Let's put it in a better perspective. To get the same facilities within the vicinity could cost you more.* [C4]
- (f) *Tiara Kelana is the best condominium investment around. Savings of RM59,000 has made luxury condominium living more affordable.* [C12]

(g) *No where else can you enjoy such a heavenly lifestyle at an affordable price from RM128,000 ONLY AT MAJESTIC BOULEVARD.* [C14]

(h) *SO AFFORDABLE*  
 \* *Only RM130 p.s.f onwards*  
 \* *Enjoy condominium-standard facilities at apartment prices*  
*PRIME LOCATION*  
 \* *Easily accessible from Kuala Lumpur, Petaling Jaya, Subang Jaya, Bandar Sunway, Shah Alam, Serdang, Kajang and Putrajaya*  
 \* *Linked by a network of the modern expressways:...* [D13]

### 3) Future Appreciation Value

(a) *Investing in a Limited Edition Marina Cape villa promises you one thing.*  
*High capital appreciation.*  
*Marina Cape is part of Admiral Cove, Malaysia's premier integrated marina resort poised to be a major international tourist destination. It is valuably located in Port Dickson, on of the country's fastest growing commercial townships.*  
*Retail, banking and commercial facilities are easily accessible from here. And Kuala Lumpur is only an hour's drive away.* [A6]

(b) *EXCELLENT INVESTMENT OPPORTUNITY*  
*Just consider these hard facts - Land in Damansara Heights used to be RM45p.s.f. in 1986 and now it cost as much as RM200p.s.f. And a bungalow property in Subang Jaya has now appreciated from a mere RM500,000 to at least RM1.5m. The truth of the matter is with the limited freehold land available in Klang Valley, Bukit Rimau, with its prime location offers you an excellent investment opportunity with high appreciation potential. Sound investment, and yet you live amidst a well-planned township.* [A9]

- (c) *Time is of essence, so the saying goes. At Taman Alamanda, Senawang, Negeri Sembilan, you can have it at abundance, manage it well and enjoy great life to the fullest. Simply because your Double Storey Terrace House at Taman Alamanda is located in an area well-connected to the North-South Highway, so you can save travelling time going to work and coming back to enjoy the good life at home. And since it is near to key developments of national importance in the surrounding areas, you are guaranteed to enjoy capital appreciation on your investment.* [B13]

- (d) *Ria Apartments are located in the heart of bustling Butterworth which is flourishing in a lively economic environment. With the completion of the North Container Terminal and the proximity of the industrial zones such as Prai and Mak Mandin, Butterworth will be the hub of activity, thus assuring you of the appreciating value of your investment.* [D18]

#### 4) Easy Accessibility

- (a) *The location of Sri Permai in Jalan Free School is a mere ten minutes away from the town centre of Georgetown. The main tourist attractions of Penang Island; Kek Lok Si Temple, Air Itam Dam, Penang Hill, Komtar etc are all visible from the lofty heights of Sri Permai. Situated within the vicinity of Sri Permai are various amenities such as schools, markets, shops and petrol stations.* [D16]
- (b) *The Location & Accessibility*
- \* *Only 28km from Johor Bahru, 3km from Senai and 30km from Singapore*
  - \* *5km to North-South Highway*
  - \* *2km to Second Link Expressway to Singapore*
  - \* *KTM electrical commuter train from Kulai to JB and Woodlands (S'pore) (Completion in 1999)*
  - *Adjoining to Hotel Sofitel and Palm Resort* [A10]

- (c) Enviably Accessible  
 \* Fronting Senai-Kulai Highway \* 5 km to North-South Highway  
 \* 2 km to Second Link Expressway to Singapore  
 \* Link by KTM electrical train from Kulai to Johor Bahru and Woodland (Singapore) - completion date - 1998) [A7]
- (d) Easily Accessible  
 Breeze to and fro. Alternative routes to Kuala Lumpur, Petaling Jaya, Shah Alam and North-South Expressway via Jalan Damansara, New Klang Valley Expressway and Jalan Sungai Buloh. [C11]
- (e) Just a short drive from Kuala Lumpur, with easy access via four main routes - Jalan Damansara, Jalan Kepong, the North-South Expressway and the new Damansara-Puchong-Putrajaya Highway will take you to a well-landscaped township encompassing open-spaces and lush greenery, blending with the neighbouring nature reserve. [D7]
- (f) ONLY A SHORT DRIVE AWAY!  
 The Middle Ring Road II leading to the KL-Karak Highway is scheduled to be completed by 1997, rendering it only a 20-minute drive from Kuala Lumpur. Getting to Bukit Tinggi from the city via the Karak Highway will definitely be a breeze! D15]
- (g) Easy Accessibility  
 \* Linked by major highways and expressway - Old Klang Road, Federal Highway, Klang-Shah Alam Expressway, HICOM-Puchong Link, KL-Seremban Highway, Damansara-Puchong Highway.  
 \* Convenient transportation system via the proposed LRT Phase 2, KTMB Komuter trains and double tracking system [B12].
- (h) Strategic location with easy accessibility  
 \* Complete privacy high above the hills 2,500 feet above sea level  
 \* Only minutes away from Genting Highlands  
 \* A mere 45 minutes drive from KL via the Karak Highway  
 \* Getaway to a complete healthy lifestyle of cool comfort living [D17]

## 5)Availability of facilities

### (a) CONVENIENCE OF A TOWNSHIP

- \* Facilities and amenities such as schools, shopping mall, shops, offices, private medical centre, clubhouse, park, wet & dry market and police station will be in the vicinity
- \* The clubhouse with facilities like gym, swimming pools, sauna and others is expected to be in operation by October 1996
- \* Construction work for wet & dry market is on-going and is expected to be completed by September 1996
- By the year 1998, the population of Bandar Country Homes is expected to reach 50,000 people [B4]

### (b) COMPREHENSIVE SUBURBAN FACILITIES A community that contains facilities to suit all your needs; be it parks, schools, playgrounds, community halls, a sports centre and golf course, or a wealth of retail shops, banks, department stores and offices you're looking for [B19]

### (c) The Most Wanted Integrated Township In Rawang

- \* More than 2,800 residential, commercial and industrial units sold within 11/2 years
- \* Encompassing schools, market, shopping complex, bus terminal, a commercial centre and industrial park
- \* Police station built especially for Bukit Sentosa Township - under construction
- \* Bukit Beruntung Interchange - now open
- \* Primary school - completed
- \* Secondary school - under construction
- Wet Market - under construction [B15]



6) Added Safety and extra features

- (a) *And that's not all. You'll get to enjoy exclusive use of the Golf Course and Clubhouse, recreational facilities at the lakeside, country lifestyle with a low density of 6 units per acre and timber hedging for front boundaries. A comprehensive 24-hr security assures privacy and peace of mind.* [A1]
- (b) *Binariang Sdn. Bhd. Providing 21st century state-of-the-art fibre optic technology to each home, residents will have access to data, video and multimedia telecommunications between homes and businesses. What's more, residents will be fully pampered with the provision of a One-Stop Service Centre that will cater to their individual needs - from business needs to domestic help and purchase of sundry items. 24 hours security will also be provided for the residents safety.* [A8]
- (c) *An ideal location that's just minutes away from the Nilai Interchange to the North-South Expressway, KLIA at Sepang and Putrajaya, the government's new administrative centre.*  
\* *Accessible from Kuala Lumpur via the Kuala Lumpur-Seremban Expressway and also by the dual track electric commuter railway line.*  
\* *Fibre optic communications provided by Telekom Malaysia Berhad.*  
\* *Exclusive features such as gazebo, children's playground, par course, streetscaping and lush landscaping.*  
\* *Freehold.* [A16]
- (d) \* *Complete with school, kindergarten, hawker centre, market and community hall*  
\* *Only 6 km from the North-South Highway*  
\* *Linked to the Butterworth-KL trunk road*  
\* *Adorna Institute of Technology College and Bukit Jawi Golf Club located within vicinity*  
\* *Installation of fibre-optic cable communication systems enable households to enjoy broad band services including cable TV and high speed internet access* [B9]

Those are several ways of presenting the 'Justifying the Product' move found in the samples of property advertisements. The majority of property advertisements combined a few of the above methods to justify their products. Therefore the move is found presented in one long paragraph or several paragraphs in most of the samples. As a result of that, a substantial space in a property advertisement is occupied by this move. Take the following example, for instance.

*All the right reasons for condominium-living are here!  
Bayu Tasik Condominium is part of the prestigious Bandar Sri  
Permaisuri Malaysia's 1st Cyber Township.*

*Comprising an exclusive 690 units of elegantly designed  
units, ranging from 920 sq. ft to 1,265 sq.ft, it is today's most  
affordable investment in Kuala Lumpur, competitively priced  
from RM115,000 to RM200,000.*

*Strategically located at the centre of Malaysia's Multimedia  
Super Corridor Highway, south of Kuala Lumpur, Bayu Tasik  
Condominium is just 5 km from the city centre and is close to  
distinctive landmarks such as Bandar Tun Razak, Bandar Tasik  
Selatan, UKM Hospital (under construction), Commonwealth  
Games Village and Putrajaya.*

*Bayu Tasik Condominium is easily accessible via 5 major roads,  
the KTM Commuter Service and STAR's Light Rail Transit service.  
With good location and convenient transportation facilities, makes  
Bayu Tasik Condominium your ideal choice.*

*As part of the Malaysia's 1st Cyber Township, Bayu Tasik  
Condominium offers ultra-modern 21st century lifestyle. Live  
within easy reach of a wide range of the latest technology  
infrastructure such as Advanced Intelligent Network, MEASAT  
cable and satellite television services and digital GSM cellular  
networking, offering local and international coverage.*

*In addition, there are a host of recreational and condominium  
facilities for your leisure and pleasure. And that's not all...*

*Bayu Tasik Condominium also offers a breath-taking view of two  
tranquil lakes against the backdrop of the Kuala Lumpur city skyline.  
All the more reasons to say YES!*

[C2]

The following table shows the overall results for the ‘Justifying the Product’ move in each of the residential property sub-categories.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	17/20	85
Semi-D / Terrace	19/20	95
Condominium	18/20	90
Apartment	17/20	85

Table 4.2 : Frequency of Occurrence for the ‘Justifying the Product’ move

The results show that this ‘Justifying the Product’ move is an important move in the property advertisements and is given substantial space in each advertisement across all the four sub-categories of residential property advertisements. The results are not comparable to those of Kathpalia’s (1992), which shows only an average of 16% for the move in general straight-line advertisements, and Howe’s (1995), which are 10% for the ‘small’, 15% for the ‘normal’ and 20% for the ‘luxury’ car advertisements. Howe (1995) explains that car is a ubiquitous product in the industrialised world, therefore there is no need to justify its usefulness in everyday life. However, in the case of residential property, justification is needed because although the product (house) is a necessity and useful to its owner, if it is situated in a location where the transportation system is not well-planned, it will cause a lot of inconvenience for the owner. A property project

located in the middle of nowhere may not get much appreciation because of poor transportation and lack of facilities.

The results in Table 4.2 show that there is no significant difference between the frequency of occurrences for the four residential property sub-categories as the location of the property is an important factor for consideration for all potential property buyers. Advertisers tend to highlight the location of their projects. Accessibility to and from the location of the property is a very important factor too. It is also noticed that advertisements of property projects in the Klang Valley show a strong tendency towards the realisation of the 'Justifying the Product' move by the location of the project advertised. This is perhaps the Klang Valley is well known for its serious traffic problems as congestion happens all the time and driving from one point to another, which normally take just a few minutes, may take hours. Therefore, in order to get the readers interested in the product the advertisers justify their product by indicating how perfect the location of the products is and that there would not be any problem getting there as there are roads or highways that link the location well with other places.

Another possible reason is that the location of a project affects the property appreciation value and the future growing potential of the property. Property has always been a good investment as it normally guarantees a growth in value. How well the growth will be depends a lot on the development of the surrounding area.

#### 4.2.3 Appraising the Product

Product appraisal can be done by product detailing or product evaluation. Product detailing in the residential property is realised through the description of the features of the product while product evaluation is done through the use of adjectives to describe the various aspects of the residential property. The following are some examples of the 'Appraising the Product' move found in the four sub-categories of residential property advertisements in the corpus:

- 1) Some advertisers appraise their product by listing out some particulars of the houses like the sizes of land areas; built-up areas; flooring details and number of rooms etc. in point forms.

- (a) *Large Land Area*  
\* *From 7,209 sq. ft. To 21,4545 sq. Ft.*  
*Large Built-up Area*  
\* *From 3,742 sq.ft. To 3,909sq. Ft.*  
*Quality finishes*  
\* *Plaster ceiling & cornices*  
\* *Cold & hot water piping*  
\* *Quality ceramic floor and wall tiles*  
\* *Remote controlled burglar alarm system*  
\* *Timber strip flooring*

[A7]

- (b) *Introducing Rustica (phase 1)*  
\* *3-bedroom unit*  
\* *Min: RM129,668 Max: RM189,668*  
\* *Built-up area: 955 to 1,160 sq.ft*  
\* *5 different layout types available*  
\* *216 units*

[C13]

- (c) \* *Super built-up area of 2250-2300 sq. ft with spacious designs (equivalent to semi-detached houses)*  
 \* *Premium low density neighbourhood (4 units/acre)*  
 \* *11 ft wide gateway* \* *25 ft driveway that easily fits 2 cars*  
 \* *Top quality finishings* \* *Dry and wet kitchens*  
 \* *Large balconies and terraces* [B5]

- (d) *COMFORT OF A BIGGER HOME*  
 \* *"Spacious Living" concept with a built-up area of 1,459 sq.ft*  
 \* *A total of 4 bedrooms and 3 bathrooms*  
 \* *Its master bedroom is generously sized with a widely space bay window and planter box*  
 \* *The front portion of the living area offers 2 designs of either an aluminium sliding door or decorative windows* [B4]

- (e) *Furnishings:*  
 - *Broken Marbles for Living, Dining & all bedrooms.*  
 - *Ceramic Tiles for Kitchen, Bathrooms & car porch area*  
 - *Iron grills for Door, Back Door & Window.* [B6]  
*The basic Kenanga comes with: Built-in Kitchen cabinets*  
 \* *Built-in wardrobe* \* *Air conditioner in master bedroom*  
 \* *light fittings in all areas except Living, Dining, & Master Bedroom*  
 \* *Mild steel fencing for front & back* \* *Mild steel entrance gate*  
 \* *Security grilles* [B8]

- (g) *NOW FOR SALE*  
*From RM169,900 - RM349,900*  
 \* *Freehold/solid elevated land*  
 \* *Every unit is a CORNER unit*  
 \* *3 lifts servicing 8 units per floor*  
 \* *24 hrs. Security with INTERCOM*  
 \* *Comprehensive clubhouse facilities*  
 \* *Free parking lot*  
 \* *Big built-up area: 1,126 sq. ft.*  
 \* *Quality finishes* [C18]

- (h) *Standard Intermediate Unit : RM129,800*  
*Lot Size : 18' x 60'*  
*End Unit : RM142,800*  
*Corner Unit : RM181,500 - RM215,200* [B2]

2) There are also advertisements which display the names of a variety of houses of similar type with minimal information such as price; size of built-up area; and quantity of units available. This kind of presentation, although seen in the advertisements of semi-detached houses, is noticed most in the advertisements of condominiums and apartments. The following are some of the examples.

- (a) *Mutiara*  
*Number of units : 277 units*      *Dimensions : 20' x 70'*  
*Land area : 1,400 sq.ft.*  
*Price : Bumiputera RM116,000 - RM183,000*  
*: Non Bumiputera RM122,200 - RM192,600*  
*Excess land : RM14.00 per sq.ft.* [B13]

- | (b) | Type | Built-up area<br>(sq.ft.) | Min. Price<br>per unit | Max. Price<br>per unit |      |
|-----|------|---------------------------|------------------------|------------------------|------|
|     | A    | 962                       | RM133,300              | RM178,300              |      |
|     | B    | 920                       | RM128,000              | RM198,600              |      |
|     | C    | 1265                      | RM168,600              | RM198,600              |      |
|     | D    | 920                       | RM115,000              | RM172,000              |      |
|     | E    | 1019                      | RM142,400              | RM176,400              | [C2] |

- (c) *3 BEDROOMS 2 BATHROOMS*  
*All units with corner unit design*  
*Type A Built-up Area 1118 sq.ft RM183,900-RM223,900*  
*Type B Built-up Area 1180 sq.ft RM188,900-RM227,900*  
*Type C Built-up Area 1158 sq.ft RM188,900-RM227,900* [C9]

(d)	Type A1	Min RM184,800	Max RM198,000	
	Type A2	Min RM137,400	Max RM144,000	
	Type B1	Min RM169,000	Max RM180,000	
	Type B2	Min RM177,400	Max RM189,400	
	Type B3	Min RM155,200	Max RM162,200	
	Type C	Min RM219,400	Max RM234,000	[C7]

(e)	Type	Units	Built-up area	Min. Price	Max Price	
	A	72	1,501 sq ft	RM310,900	RM321,900	
	B	84	1,510 sq ft	RM314,900	RM346,900	
	C7	23	1,525 sq ft	RM326,900	RM362,900	
	C8	20	1,563 sq ft	RM310,900	RM355,900	
	D	46	1,525 sq ft	RM326,900	RM363,900	
	Penthouse	4	3,234 sq ft	RM960,900	RM970,900	
	Total Units	249				[C5]

(f)	TYPE	PRICE (M\$)			
	1. Laurel	min 226,564.00	max 241,340.00		
	2. Coronet	min 258,832.00	max 308,769.00		
	3. Hara	min 281,303.00	max 339,164.00		
	4. Regalia	min 302,549.00	max 365,087.00		
	5. Emperor	min 903,432.00	max 909,432.00		
	6. Empress	min 733,240.00	max 733,240.00		[C12]

(g)	Phase 2B: 5-Storey Apartments				
	Type	Built-up Area	Total units	Price (Intermediate Units)	
				Maximum	Minimum
	Jasmin	920 sf	290	RM94,000	RM86,000
	Jasmin 2	870 sf	290	RM90,000	RM82,000
	* RM4,000 extra for corner units				
					[D4]

(h)	Type	no.of units	Price (RM)		
	2+1 bedroom	96	Min 136,000	Max 143,000	
	3 bedroom	32	Min 176,000	Max 220,000	[D15]



- (i) *1 block 20-storey 148 unit Apartments*  
 \* *Typical Layout 144 units* \* *Penthouse Layout - 4 units*  
 \* *3 bedrooms & 2 bathrooms* \* *4 bedrooms & a servant room*  
 \* *867 sq ft to 962 sq ft* \* *4 bathrooms*  
 \* *A Family Corner for the family*  
 \* *1944 sq ft* [D16]

- (j) *5-storey Walk-up Apartment*      *15-storey Apartment*  
*320 units Minimum RM84,000*      *672 units Minimum RM83,000*  
*Maximum RM120,000*      *Maximum RM115,000*  
 [D19]

3) Some advertisements appraise their product using the narrative style. Information about the property is presented in style with the use of adjectives and adverbs. More advertisements of Bungalows and Terrace / Semi-Detached Houses, in compare with the advertisements of Condominiums and Apartments, are found to be using this method to appraise the product. Listed below are some examples of such presentation of product appraisals.

- (a) *Living in the city has been made more pleasure in Bandar Kinrara. You'll discover for yourself the aspect of convenience and tranquillity that are spread throughout this suburb. The kind of features that make a house a true family home. Take IRAMA as a perfect example of fine suburban living, here is a double-storey terrace house designed with an individual front facade that is entirely separate from your neighbours, for added privacy. A specially designed dressing area in the master bedroom complete with a beautiful bay window that overlooks the front garden. As well as a cosy family room upstairs that is designed to allow beams of sunlight to stream in and light the area naturally. Now, you too can live in this refreshingly designed three plus one bedroom home, and enjoy being surrounded by the all-natural sounds of nature.* [B19]

- (b) *A luxuriously appointed Master bedroom and attached bathroom on the 3rd level is the ultimate in privacy. Ophelia embraces family comfort. 3 bedrooms make up the 2nd level with a family area which serves well as a TV corner. All bedrooms including the utility (or guest's) room at the ground floor, come with attached bathroom. Wide open windows promote better air circulation. A spacious living and dining area opens out to the garden. With a car porch tucked neatly beside.*  
*An interesting feature of Ophelia is its impressive facade. Tall columns reach out in grandeur to a unique 3-tiered roof form. The final touch of elegance is the LangHome furnishings. From kitchen cabinets, wardrobes, air-conditioning to light fixtures. Consult our interior specialists on LangHome Options to co-ordinate to your budget. [B18]*
- (c) *Jade San Lembah Jati offers the best there is in life. With 800 generous acres of freehold land, space is abundant. There are 100 bungalows with the most alluring customised designs with each lot in excess of one acre. For convenience, Jade San Lembah Jati comes complete with a commercial and residential centre. Recreational options are also abundant. From a health resort to leisure village and tourist spots to Malaysia's first World Pitch & Putt 36-hole flagship course. All amidst the wide expanse of lush greenery. [A8]*
- (d) *MODERN STYLE LIVING*  
*Bukit Rimau is a fully integrated development with modern comforts. This include our well-planned "cul-de-sac" streetscape and security fencing for the entire development to provide a friendlier, safer neighbourhood. Schools, parks, clubhouse and stores are all within the township to provide convenience to residents here. Truly luxurious bungalow living amidst lush greenery. [A9]*
- (e) *Remember - Phase Two has larger land area. Great location at affordable price yet with four bedrooms and quality finishing makes Taman Bukit Panchor a smart buy. The larger land area is an added bonus which will allow future extensions as well as give you the flexibility to add your own touch to your house design. [B10]*

- (f) *A remarkable intertwining of modern day living coupled with the beauty of nature offers you the Suasana Apartment Series; D' Tinggian Suasana and D' Puncak Suasana. Nestled at the crest of Bandar Tun Hussien Onn, these apartments will be your direct link to nature's grandeur. Now at advanced stages of construction, Suasana apartments offers you the basic necessities and more. Amenities surround you, while those little extras are right there at your doorstep. And true to the Bandar Tun Hussien Onn spirit and the promise of a healthier lifestyle, you will enjoy the best recreational facilities in your own backyard .[D2]*
- (g) *With eight luxurious designs to choose from, each bungalow lot is built to unobstructively fit in with the landscape and become part of the green surroundings. Thus giving you the serenity of nature. [A3]*
- (h) *Introducing the latest phase in Sime UEP's Victorian-inspired neighbourhood - The Russell, a charming double-storey linkhouse. It is located within Regency Park, which captures all the grace and old-world elegance of the bygone Victorian era. The Russell continues with the innovative "Alternating Facades in Series" concept. The Russell is distinctive for its larger 24-foot frontage, giving you the luxury of more space to suit all your family's needs. In addition, the built-up areas and layouts are different for each type of house to suit individual needs and lifestyle. [B17]*
- (i) *Stately Designs For An Aristocratic Lifestyle*  
*From its palatial towers to its magnificent facade, Mont'Kiara Astana's grand architecture is a statement in artistic expression, exemplifying a refined setting for a majestic lifestyle, the embodiment of fine living.*  
*Exquisite Family-oriented Development*  
*Some of the family oriented features in Mont'Kiara Astana include a well facilitated nursery, two tennis courts, a rollerblade rink and karaoke facilities. For those with live-in domestic help, you can choose a unit with a maid's bedroom. [C20]*

- (j) *INGENIOUS DESIGNS WITH ELEGANT TOUCHES*  
*Inspired by the classical, vernacular feel of traditional Malay architecture, MR1 and MR2 homes feature elegant facades, Kampung-style long, low windows, double-pitched roof, fashionable lattice work and exposed rafters for the car porch. Embracing functional spaciousness with quality finishes, the homes are ingeniously designed to maximise space utilisation.* [B3]
- (k) *There is a place in the country about 35 minutes' drive from Kuala Lumpur, surrounded by fresh air and serene countryside. It is a place where the inhabitants can grow rich in health and prosper from the uniqueness of the lifestyle. Where bungalows are surrounded by trees and streams. A neighbourhood herb farm creates natural remedies to relieve life's stresses. There is a Health Spa Resort of international standard. In fact, it includes a European Spa, a Malaysian Spa and a Chinese Spa. So you can choose the way you want to relax. In this place, the night skies are filled with stars and the days are enriched with the health giving fruits and vegetables grown there. With walks in the countryside and sporting activities in abundance.* [A13]

The table below displays the overall results for the 'Appraising the Product' move.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	14/20	70
Semi-D / Terrace	19/20	95
Condominium	16/20	80
Apartment	10/20	50

Table 4.3 Frequency of Occurrence for the 'Appraising the Product' move

The realisation of the 'Appraising the Product' move involved both the product detailing and product evaluation. From the overall results shown in the above table, it is clear that across all the four sub-categories of residential property advertisements this 'Appraising the Product' move is a crucial component in the move structure of residential property advertisements. Important information about the product such as the size of the house, built-up area and lot size, the number of rooms available, provision of other features, the availability of recreational facilities etc. are presented through the move.

#### 4.2.4 Establishing Credentials

The 'Establishing Credential' move is meant for increasing consumer faith and confidence in the product advertised. This can be done by promoting the manufacturer or the supplier of the product in terms of their reliability, integrity and skill, or experience. In the case of this study, it is done by making reference to the reputation and background of the developer, the company's financial backers, current or previous sales records, recognition given to the company's achievement through awards etc. The following are some of the examples and their various way of realising the move.

##### 1) Through The Reporting of Sales Record

By reporting the previous or present project sales, the advertisers attempt to prove their credibility through the support of house owners who had bought houses from them and thus build the public confidence in their products.

- (a) *Summary of 1388 Rasah Kemayan's success story*
- | Phase                  | Description                    | Units | Sold | Present Status   |
|------------------------|--------------------------------|-------|------|--|
| 1A                     | Golfview Bungalow lots         | 691   | 94%  | Vacant possession handed over since July 1996                                    |
| 1A                     | 9-hole Golf Course & Clubhouse |       |      | Golf Course playable since July 1996. Clubhouse(golf-wing) to be ready by mid 97 |
| 1B & 1C                | Bungalows & Semi-D             | 570   | 99%  | Overall 65% completed, ready by end 96   |
| 1D & 1E                | Bungalows                      | 261   | 90%  | Commenced work & ready by Aug 1997   |
| 1F- Sierra-by-the lake | Bungalows & Semi-D             | 516   | 70%  | Advanced stage of earthworks   |
- [A1]
- (b) *Because of its freehold status, ideal location, superior landscaping and planning, the first phase of bungalow lots has been sold out in just a few weeks. All 185 units of them!* [A12]
- (c) *80% SOLD* [A14]
- (d) *Phase 1 Single-Storey Medium cost Terrace House Sold Out* [B9]
- (e) *Final Phase. Earlier Phases SOLD OUT* [B10]
- (f) *Block A Fully Sold, Block B 80% Sold* [C1]
- (g) *Non-Bumi Units Fully Sold Out* [C2]
- (h) *Parcel B sold out* [C6]
- (i) *Many homemakers were disappointed with the overwhelming record sold-out for our previous launch - Sri Impian Apartments.* [C9]

- (j) *Over 90% of its Phase 1 units has been sold...* [C15]
- (k) *Phase 1 Sold Out!* [C19]
- (l) *Melor 1 Sold Out* [D11]
- (m) *Block A 75% sold within a week.* [D13]

## 2) Through The Citation Of The Background Of The Developer

- (a) *Reputable Developer*
  - \* *Backed by two public-listed companies, IOI CORPORATION BHD. And IOI PROPERTIES BHD., developer of Palm Garden Golf Club and the successful Bandar Puchong Jaya worth RM2 billion.*[A7]
- (b) *The present 160 acres project is being developed by Mengawarti Sdn. Bhd., which is a subsidiary company of Green Mountain Holdings (M) Sdn. Bhd., with its vast experience in developing the successful township of "Cheras Perdana" in Kuala Lumpur, the group is now providing greater investment opportunities to the residents of historical Malacca Through Mengawarti Sdn. Bhd.* [B1]
- (c) *Backed by the Fortune Triangle Group, noted for successful township developments such as:*
  - \* *Bandar Pandan Triangle (comprising Pandan Jaya, Pandan Indah and Pandan Perdana)*
  - \* *Bandar Bukit Beruntung*
  - \* *Bandar Bukit Sentosa* [B2]
- (d) *Developed by Damansara Impian Sdn. Bhd., a solid joint-venture by PKNS and Irama Sejati Sdn. Bhd., an associated company of the FIABCI award winning Tropicana Golf and Country Resort.* [B5]

- (e) *A Forerunning Project Developed By A Giant*  
*MR1 and MR2 homes are the first series of homes developed in Mutiara Rini township by Mutiara Rini Sdn Bhd, a subsidiary of the corporate giant Boustead Holdings Berhad and a member of LTAT Group of Companies.*  
*With solid backing, you can be assured of on-time delivery of a secure and value-added investment.* [B3]
- (f) \* *Developed by Noble Rights Sdn. Bhd. A subsidiary of Talam Corporation Bhd. Which is listed on the KLSE Main Board and delivered more than 10,000 residential and commercial units in Pandan Indah and Bandar Baru Ampang.*  
 \* *A member of the Fortune Triangle Group which comprises two other property corporations namely Larut Consolidated Bhd. (listed on the KLSE) and Brisdale Holdings Bhd. The Group boasts an impressive 15,000 acre landbank with a sales value in excess of RM16 billion.* [B15]
- (g) \* *Developed by Melombong & Perumahan Sdn.Bhd. a subsidiary of Talam Corporation Bhd which is listed on the KLSE Main Board and delivered more than 10,000 residential and commercial units in Pandan Indah and Bandar Baru Ampang.*  
 \* *A member of the Fortune Triangle group which comprises two other property corporations namely Larut Consolidated Bhd. (listed on the KLSE) and Brisdale Holdings Bhd. The Group boasts an impressive 15,000 acre land bank with a sales value in excess of RM16 billion.* [C8]
- (h) *Reputable Support*  
 \* *Larut Consolidated Berhad is listed on the KLSE and has to date delivered more than 13,000 residential and commercial units.*  
 \* *A member of the Fortune triangle Group which boasts an impressive landbank of 16,000 acres throughout the country with a sales value in excess of RM16 billion.* [C18]



### 3) Through The Citation of The Achievement or Award Received

By citing the achievement or awards presented to the developer, the advertisers hoped to enhance the confidence of the prospective house buyers towards their projects.

- (a) *Reputable Developer*  
*With its innovative approach to development, Bandar Sri Damansara has established itself as a very viable township within just 6 years and was recently awarded the FIABCI Award of Distinction for Residential Development 1996.* [C11]
- (b) *Bandar Sri Damansara has been recognised for its achievements and conferred the FIABCI Award of distinction 1996 for Residential Development.* [C13]
- (c) *Regal Track Record*  
*Mont'Kiara Astana is fully developed by SUNRISE Berhad, a developer with a proven record track of early completion for all its projects. SUNRISE Berhad is also Malaysia's first and only developer to achieve ISO9002 for condominium development. SUNRISE Berhad is also the developer of Mont'Kiara Palma winners of the 1997 FIABCI Award of Distinction for Residential Development.* [C20]
- (d) *Excellence in Planning Award 1992 (Urban Planning Category)* [D19]

### 4) Through Stating of Commitment In Service

- (a) *To ensure the appreciation of the value of the property at Riana Green, IJM Corporation Bhd through its property division has made certain that it has a well organised property management system. This is done through its subsidiary, Liberty heritage Sdn. Bhd.* [C15]

5) Through Stating of Commitment of Quality

- (a) *Taman Kristal is another quality development brought to you by Adorna Group of Companies - a fast emerging leader in the industry. Basked by the wealth of experience, reputation of the group, Taman Kristal will be assured of well-planned layout, elegant architecture and quality finishing. In short, it will be a worthwhile investment with promising returns.* [D8]
- (b) *The UDA Holdings Sdn. Bhd. Commitment to provide affordable and conducive residential and commercial units is well recognised in the country.* [D9]
- (c) *Brought to you by Tan & Tan developments Berhad, promising you a lifestyle worth living.* [D10]
- (d) *All these contributions we offer is to show how we understand your needs. Because we understand what you expect from its felicities and amenities.* [D14]

The table below displays the overall results for the ‘Establishing Credentials’ move.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	4/20	20
Semi-D / Terrace	7/20	35
Condominium	10/20	50
Apartment	8/20	40

Table 4.4 Frequency of Occurrence for the ‘Establishing Credentials’ move

The results in Table 4.4 show that the 'Establishing Credential' move is not an important move in the advertising of residential properties. However, the frequency of occurrence for each of the four sub-categories in general is slightly higher than those of Howe's (1995) and Kathpalia's (1992) studies. Howe's (1995) study shows that only 15% of the "small" car advertisements, 5% of the "normal" car advertisements and 25% of the "luxury" car advertisements realised the 'Establishing Credentials' move. Kathpalia (1992) found only 22% of her sample of general straight-sale advertisements made use of the move. Howe (1995) argues that the reason for the low frequency in the occurrence of the Establishing Credential move in her sample was due to the cost of advertising space and copy. According to Howe's personal observation, car advertisements which employed the 'Establishing Credential' move tend to take up more space.

In the case of this study on Residential Property advertisements, majority of the sample collected are full-page advertisements. Therefore, space is not a problem and it seems that the developers are willing to put in money to promote their projects. Thus, the reason for the slightly higher figures (compared with those of Kathpalia's (1992) and Howe's (1995)) in the frequency of occurrence obtained for this move, especially in the Condominium (50%) and Apartment (40%) sub-categories, could be that it is important for the developers to get their project sold out in the shortest time possible or they may not have enough funds to complete the project within the time period agreed. Through

presenting of sale records or the strong financial backer of the developer, the faith of the prospective buyers towards the product may be increased and strengthened. As for the low frequency of occurrence found in the Bungalow(20%) and Semi-D / Terrace (35%) sub-categories, the reason could be that generally this type of housing projects are launched in phases and funding is calculated per phase. If, let say, phase one of a project is not selling well, the developer could always put the next phase or phases on hold until the situation gets better. As for the case of Condominiums and Apartments, even if only half of the available units are sold the developer would still have to complete the whole block. The Establishing Credential move could act as an extra factor to push the sales.

#### 4.2.5 Endorsement / Testimonials

The 'Endorsement / Testimonials' move is generally realised through the presentation of statements given by some noted authorities regarding the product advertised. In the case of this study, only one out of the 80 samples, makes use of this move. In fact, it is the only one which is found to resemble the move and is realised through three separate expressions of satisfaction given by three members of a family.

The first statement is *"Desa Baiduri is my ideal home...It'll be perfect for my family needs and so convenient for me to get to work."* with the picture of a man preceding it.

The second statement is accompanied by the picture of a woman with a baby in her arm, *"I'm glad we chose this apartment...It will be so easy to go to the market and our children's schools are just nearby."* The final statement is given by a young girl

“Hmmm...*may be now I can have a room of my own...*” For details and a fuller picture, please refer to sample [D19] in Appendix D. The Endorsement / Testimonial move is realised as if the statements are produced by the persons whose pictures are placed next to them.

The Table below shows the overall results for the ‘Endorsement / Testimonial’ move in Residential Property Advertisements.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	0/20	0
Semi-D / Terrace	0/20	0
Condominium	0/20	0
Apartment	1/20	5

Table 4.5 Frequency of Occurrence for the ‘Endorsement / Testimonials’ move

The result in Table 4.5 shows that the ‘Endorsement / Testimonial’ move is altogether absent in the sample of the sub-categories for Bungalow, Semi-D / Terrace, and Condominium. Out of the 20 samples of Apartment advertisements only one sample shows this move. It is clear that the ‘Endorsement / Testimonial’ move is not significant in residential property advertisements. Both Kathpalia (1992) and Howe (1995), in their respective study, also found this move to be not important.

As for the low frequency of occurrence for the 'Endorsement / Testimonial' move in residential property advertisements, the nature of the product advertised could be the reason. It will not be easy for one to express one's satisfaction on a house before one actually sets foot inside the house. Besides, the majority of the property projects, especially the new ones, are advertised long before any of the houses are completed. Sometimes, a project is already open for booking even before the earthwork begins. Generally, what the interested buyers get to see are drawings or illustrations produced by the artist's impression and mini house models if ones make the effort to visit the sales office. Furthermore, the feeling of satisfaction is subjective. It depends highly on individual perception. What one person likes may be disliked by another person. Perhaps this is the reason why the 'Endorsement / Testimonial' move is not strongly employed by the advertisers of property projects. Since the 'Endorsement / Testimonial' move serves the same function as the 'Establishing Credential' move, perhaps, it is more practical to make use of the latter.

#### 4.2.6 Offering Incentives

The 'Offering Incentives' move in Residential Property advertisements occurs through the offering of gifts, free or discounted club membership, early bird discount, free legal fee on S & P agreement, end financing arrangement, easy payment scheme, etc. The purpose of the move is to make the package seem more attractive by providing additional reasons for the home buyers to want to purchase the product advertised.

Generally, discount offer for Bumiputra appears in most property advertisements and it is meant for encouraging the Bumiputra to own properties.. Apart from that, there are other forms of incentive open for all buyers. Thus, it is not uncommon to find the ‘Offering Incentive’ move realised through more than one strategy in a single advertisement. The following are some examples of the sample of the ‘Offering Incentives’ move.

1) Offer of Free or Discounted Golf Membership

- (a) *Furthermore upon every purchase of these bungalow lots you are entitled to the facilities of the club and a free buggy too.  
Free Transferable Golf Membership Worth RM50,000 and Buggy Upon Purchase* [A3]
- (b) *30 years exclusive use of golf and clubhouse facilities.  
7% discount for Bumiputera* [A4]
- (c) *FREE Golf Membership to the Padang Meha Parklands Golf & Country Club worth RM22,000 this weekend.* [A5]
- (d) *Plus FREE Palm Villa Club House membership and Free Legal Fees on Sales & Purchase Agreement worth RM15,000.* [A7]
- (e) *Free Legal Fees for S & P Agreement  
Exclusive offer : Free Membership to Saujana Impian Golf & Country Club (worth RM25,000) or Free Professional Fee up to RM30,000 for the Bungalow Design of your choice* [A11]
- (f) *10% Discount on Golf Membership At Bukit Beruntung Golf Club* [A18]

- (g) Free 5-year term golf membership  
Free S & P Agreement legal fees [B8]
- (h) ...Free club membership plus 2- year waiver on subscription fee [C13]
- (i) All buyers will be given a 10% discount on the membership fee  
to the Tropicana Golf and Country Resort. [C14]

## 2) Provide Free Termed Maintenance

- (a) \* Loan: Up to 85%  
\* Free legal fee on SPA  
\* Free orchard maintenance up to 31 December 1999 [A14]

## 3) End-financing arrangement

- (a) Up to 85% financing to eligible purchasers  
7% discount for Bumiputras [A1]
- (b) With PRE-APPROVED LOAN  
Land: 80%-85% Construction Loan: 80%-100%  
7% discount for Bumiputras [A9]
- (c) 100% financing available for qualified purchasers  
5% discount for Bumiputra [B9]
- (d) Up to 90% End-Financing available [B11]
- (f) 90% financing available for eligible purchasers  
Free legal spa fees [C2]



#### 4) Special Discount For Bumiputra Buyers

- (a) *15% discount for Bumiputera.* [A17]
- (b) *7% Bumiputera discount* [A12]
- (c) *3% Discount For Bumiputras Only!* [A19]
- (d) *7 1/2% Discount For Bumiputra* [B1]
- (e) *7% discount for Bumiputera* [B2]
- (f) *5% Discount For Bumiputera* [C4]
- (g) *5% Discount For Bumiputras* [D8]
- (h) *Bumiputeras can expect to receive a 7% discount on the sale price of each unit.* [C15]
- (i) *7% Discount for Bumiputera* [B5]
- (j) *10% discount for Bumiputeras* [B20]

#### 5) Offer of Gifts (e.g. air-conditioner, washing machine, kitchen cabinet with cooker-hob and hood etc.)

- (a) *A sporty bicycle will be given away during the hand-over of your house keys.*  
*15% Discount for Bumiputera lots.* [B3]

(b) *Free legal Fees on SPA & MOT from our panel of solicitors  
(Inclusive of free air conditions or kitchen cabinets)* [B16]

(c) *Free Legal fees on SPA  
90% loan for qualified purchasers  
Free Clothes Dryer* [C5]

(d) *5 Star Giveaways!  
\* 3 air-conditioners  
\* 2 water heaters  
\* 1 ceiling fan  
\* Lighting to all rooms  
\* Satellite dish connection* [C6]

(e) *Free legal fees on Sale & Purchase Agreement  
Split unit air-conditioning to all bedrooms  
Solid Oak / ABS for sided trimming kitchen cabinet with hob & hood  
Front loading washing machine and a dryer* [C10]

(f) *5% discount for Bumiputra  
Up to 90% End-Financing available for qualified purchasers  
Free legal fees on SPA and Loan Agreement  
1 unit of Air-Conditioner* [C19]

6) Arrangement for Easy Payment scheme

(a) *And through the 5 Maha 3 Warranty, your Balinese Resort Condo  
is solidly backed by a three-year defect liability period.  
Mere RM5,000 downpayment to book your Balinese resort condo  
unit. Balance 10% of purchase price is easily payable in  
3 interest-free monthly installments.* [C1]

## 7) Waiver on Sales and Purchase Agreement

- (a) *5% discount for Bumiputra*  
*90% financing available for eligible purchasers*  
*Free legal SPA fees* [C2]
- (b) *Free legal fees on S & P Agreement* [C12]
- (c) *Free legal fees on SPA for all purchasers* [C17]
- (d) *No Legal Fees* [D5]
- (e) *Free Legal Fees upon signing of S & P Agreement* [A10]
- (f) *Free legal fees for S&P signing & stamping fees by our appointed lawyer only* [D14]

## 8) Special Incentive Offer for early purchasers

- (a) *Bumiputra 7% Discount*  
*RM3,000 Discount for the first 50 buyers* [C7]
- (b) *5% discount for Bumiputeras*  
*Free! An exquisite & elegantly designed Kitchen cabinet & cooker-hob installed in your kitchen for all buyers*  
*The first 100 early birds will receive a RM3,000 discount* [D18]
- (c) *“Early Birds”*  
*First 25 purchasers free Octville Social Membership*  
*First 50 purchasers free Jacuzzi and*  
*Free legal fees on SPA for all purchasers* [C17]

The overall results of the ‘Offering Incentives’ move can be seen in the following table.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	14/20	70
Semi-D / Terrace	18/20	90
Condominium	18/20	90
Apartment	15/20	75

Table 4.6 Frequency of Occurrence for the ‘Offering Incentives’ Move

From the results shown in Table 4.6, it is clear that the ‘Offering Incentive’ move is a rather important move in residential property advertisements. All the four sub-categories exhibit a high percentage in employing the move. 90% of the Semi-Detached / Terrace house and Condominium advertisements in our corpus realised the move, followed by 75% of the Apartment advertisements and 70% of the Bungalow advertisements. It can also be noticed that besides the Bumiputras discount, the offers of free legal fees, and arrangement for end-financing are two most common incentives found in almost every advertisement. On the other hand, incentives in the form of golf membership or club membership are more prominent in the Bungalow sub-category and in some of the Semi-Detached / Terrace House sub-category. The Condominium advertisers, in marketing the product, prefer to offer gifts such as washing machines, clothes dryers and air conditioners as the additional incentive.

#### 4.2.7 Using Pressure Tactics

This move is meant for speeding up the buying action or the reader's response toward the advertising message and it can be done by imposing some sort of pressure on the consumers. It can be in the form of some kind of constraint on the time or quantity of gifts being offered, or the quantity of products available. The following are some examples of the 'Pressure Tactic' move found in the sample of this study.

1) Through mentioning of the availability of products

- (a) *Final Release* [A1]
- (b) *63 Units only.* [A2]
- (c) *Last Chance To Own A Condominium In Bandar Baru Ampang.* [C8]
- (d) *But hurry.*  
*Over 40% of the 48 villa plots have been snapped up.* [A6]
- (e) *Only 10 lots left* [A11]
- (f) *For our second phase, only 92 bungalow lots between  
7,000 - 12,000 sq. ft. are up for grabs.* [A12]
- (g) *Hurry! 80% SOLD. Last chance to own land for your dream home  
from RM5 p.s.f* [A14]

- (h) *First Come First Served!*  
*Last Development of Larkin Perdana*  
*Grab Now or Never!* [C9]
- (i) *ACT NOW! 85% of the total units have already been sold out!*  
*Limited units!* [C12]
- (j) *Very limited units available.* [B2]
- (k) *Sales on 'First come first served' basis* [D9]
- (l) *Hurry! Limited Units Left!!!* [D19]
- 2) Through constraint on the availability of offer
- (a) *"EARLY BIRDS"*  
*First 25 purchasers free OCTVILLE SOCIAL MEMBERSHIP*  
*First 50 purchasers free JACUZZI* [C17]
- (b) *The first 100 Early Birds will receive a RM3,000 discount* [D18]
- (c) *Hurry! Limited units only.*  
*Free Golf Membership to the Padang Meha Parklands Golf and*  
*Country Club worth RM22,000 this weekend.* [A5]
- (d) *RM3,000 discount for the First 50 Buyers.* [C7]
- (e) *Offer Valid till 1st April 1997.* [C10]

The overall results of the ‘Pressure Tactics’ move can be seen in the table below.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	10/20	50
Semi-D / Terrace	5/20	25
Condominium	7/20	35
Apartment	4/20	20

Table 4.7 Frequency of Occurrence for the ‘Pressure Tactic’ move

The results in Table 4.7 show that the ‘Pressure Tactic’ move is generally not significant in the residential property advertisements. Anyway, it is found to be more evident in the Bungalow sub-category with 50% of the sample exhibiting this move. The frequency of occurrence for the remaining three residential property sub-categories is generally low with only 25% for the Semi-Detached / Terrace, 35% for the Condominium, and 20% for the Apartment advertisements. If bungalows are considered luxury products as they generally are, then this finding is in contrast with Howe’s (1995) finding which indicates that the ‘Pressure Tactic’ move is totally absent from the “luxury” car advertisement sub-category. The explanation given is that the makers of luxury cars, “in maintaining their exclusive up-market image” (Howe, 1995 : 82), tend to avoid employing the ‘Pressure Tactic’ move as the move usually indicates ‘hard-sell’ advertising, and prefers to rely on the ‘soft-sell’ advertising techniques.

As for this study on residential property, the possible explanation for the higher frequency of occurrence of the 'Pressure Tactic' move in the Bungalow sub-category is that the availability (i.e. the quantity) of this type of houses in a housing project is usually low when compared with other type of houses. Therefore, when this information is included in the advertisement, it becomes some kind of pressure as it implies that if the potential buyers do not make a move soon, there may not be anymore bungalows left for them. It can also be noticed from the examples that the majority of the advertisements, especially the bungalows, realise the 'Pressure Tactic' move through the indication of the number of houses or lots available.

#### 4.2.8 Urging Action

The main function of the 'Urging Action' move is to motivate the prospective customer to respond to the advertising messages and, if possible, to urge the prospective customers to take specific actions to close the deal. In fact, as Kathpalia (1992) has pointed out, a distinction between the 'hard-sell' and 'soft-sell' advertisements is made based on this move. 'Hard-sell' advertisement is the one which makes a direct appeal while 'soft-sell' advertisement "relies more on mood than on exhortation, and on the implication that life will be better with the product" (Cook, 1994 :10). 'Hard-sell' advertisement prefers to obtain immediate sales and will urge the potential customers to respond to the advertising messages immediately by acquiring the product or to enquire



for more information regarding the product advertised. Alternatively, customers are invited to get in touch with the sales personnel by contacting the given telephone numbers, sending in coupons or forms provided, or visiting the showrooms or sales offices personally. Therefore, it is not uncommon to find telephone numbers, addresses, names of persons to contact in this kind of advertisements. And this is what was found in the property advertisements in this study. The consumers were invited to get further information by contacting the given telephone numbers, sending coupon provided to the sales agent or visiting the sales offices personally. In certain instances, the interested customers were invited to launching parties organised by the developers to view the show house or apartment. The undecided potential buyers can be convinced when the sales persons meet them in person. The following are some examples showing the realisation of the 'Urging Action' move in the residential property advertisement samples.

(1) Through imperatives

(a) Call now : 03-2013888 [A1]

(b) Act now! [B2]

(c) Don't delay. Call 03-957 7290 or 03-957 3799 today.  
Remember, the early few gets the best views. [C1]

- (d) *Call 03-932 7124 and say yes!* [C2]
- (e) *No reason to wait, act now! Come and see us for more details.* [B10]
- (f) *ACT NOW! 85% of the total units have already been sold out!  
Contact us and make Tiara Kelana exclusively yours.* [C12]
- (g) *Purchase a unit today!...Come and discover Coral Vista.  
Please call: 03-7354381, 7354781, 7354266* [C7]
- (h) *Secure SRI MUTIARA now and join this vibrant neighbourhood  
where property commands a high value due to its strategic location* [C9]
- (i) *Wait no longer! Visit us today to find out more!* [D15]
- (j) *Book now and enjoy not only breathtaking views and a luxurious  
lifestyle, but also tremendous financial growth.  
For further enquiries please visit us at : Admiral Cove sales office* [A6]
- (k) *So move quick....  
And the lots we're offering now are the only chances you have to  
live in Bukit Jelutong.* [A12]

The above examples employed the 'Urging Action' move by using the imperative. The messages sounded like orders to tell the readers to carry out the actions immediately. Words and phrases like "Hurry", "now", "today", "move quick", "wait no longer", "Don't delay" carry a sense of urgency. The advertisers of property seem to like using

this method to urge the readers to respond to the advertising messages as most of the ‘Urging Action’ move in the samples are of this pattern.

(2) Through invitations to sales launches or showrooms

During the launch parties, sales could be achieved if the promotional strategies are well planned. Prospective buyers normally will get to see the completed showhouses. If they satisfied with the product, the interested buyers could immediately place their order.

- (a) *Yes, seeing is believing. Just take the North-South Highway and turn to the Bukit Beruntung Interchange. We look forward to seeing you and your family at our Golf Club for the Sunday Party.*  
*See you there!*  
*If you can't wait for this Sunday, call us or better still come visit our Sales Offices now!* [A2]
- (b) *You are cordially invited to our sales launch* [A7]
- (c) *You are invited to our showhouse this weekend. ...* [A15]
- (d) *So why wait! Come visit our showhouse and find the true value of your Ringgit today!* [C4]
- (e) *Invitation to view this prime investment* [D16]

- (d) *A Special Invitation to View our Show Unit From 10am - 6pm  
At our site sales office* [C8]

(3) Through gentler ways of issuing the messages

This method of conveying messages is not as forceful as compared with the imperatives.

The readers are asked through requests or suggestions to respond to the advertisements.

The messages do not sound as direct or urgent as the imperatives.

- (a) *So, with all these incredible facilities and benefits, it is truly  
an investment not to be missed!  
For more information Please call: 04-6411875* [A3]
- (b) *If a man's home is his castle, Ophelia is certainly yours.* [B18]
- (c) *It's time you let your heart lead the way, and come home to the  
best there is in city and suburban living.* [B19]
- (d) *Well, we'd love to tell you more about our three-bedroom  
Aman Puri Apartments at Desa Aman Puri, and all they have to  
offer. So, why not pay us a visit? And if you can't, then just give  
us a call on 03-6363922. Aman Puri Apartment at Desa  
Aman Puri... Your answer to a quality lifestyle well within reach.* [D7]
- (e) *Don't miss this golden opportunity to own your dream home in  
pleasant surroundings at Bayan Permai* [D9]
- (f) *If this is your cup of tea, then call 03-754 9888 or 758 8899,  
and speak to Ms Chong or Ms Hang for more information.* [A9]

- (g) *To know more information about the glorious attractions at Glory Beach Resort, call us now at our KL Office: 03-2428371. PD Office: 06-6510635 You'll be glad you did.* [C3]

4) Through invitation to send in cut-out coupons

Cut-out coupons are normally found printed on one of the corners of the advertisements in different shapes (e.g. rectangle, triangle). This is to make things easy for the readers. Instead of writing letters, they could just cut out, fill in the coupons, and mail them out.

- (a) [coupon] *Priority Registration Form*  
*Please complete this form and mail it to us* [B13]
- (b) *Call 07-3351133*  
[Coupon] *YES! I am interested in Nusa Damai, Johor Bahru's Designers Township. Please send me more information.* [A17]
- (c) *Contact us at our Sales Office at Tel: 07-241 3080 / 03-241 9044 or send us this coupon for more details.* [B3]
- (d) *Call 03-9046188 for further enquiries [coupon]* [D2]
- (e) *For More Information: 03-343 7777 Toll Free -800 3881*  
[Coupon] *Please send me more information: Type: IXORA* [B6]
- (f) *Make your move and come home to a world of exclusive privileges others can only dream about. [coupon]* [C19]
- (g) [Coupon] *Please send me some brochures.* [B16]

The table below shows the overall results for the ‘Urging Action’ move.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	18/20	90
Semi-D / Terrace	17/20	85
Condominium	18/20	90
Apartment	13/20	65

Table 4.8 : Frequency of Occurrence for the ‘Urging Action’ move

It is obvious from the results shown in Table 4.8 above that the ‘Urging Action’ move is an important move in residential property advertisements. 90% of the advertisements from the Bungalow and Condominium sub-categories employed this move, followed by the Semi-Detached / Terrace and Apartment sub-categories with 85% and 65% frequency of occurrence for the move respectively. This again shows that although Bungalows are generally for the higher-income group of consumers, its advertising strategy is more towards the ‘hard-sell’ technique. This conflicts with the result of the ‘Urging Action’ move in Howe’s study on car advertisements which shows that the frequency of occurrence for the move is lowest in the ‘Luxury’ car sub-category. Perhaps it is the product nature of property that the ‘soft-sell’ technique is not suitable to be employed.

From the list of examples for the 'Urging Action' move it can be seen that the imperative voice in the form of direct command is generally used to perform its purpose. In fact the extreme frequency of imperative clauses in advertisements is one of the most striking features of the grammar of advertising.(Leech, 1966) Sentences like "Act now!", "Call us today", "No reason to wait. Act Now!" and "Purchase a unit today!" are commonly used. Although most of them are rather direct, with a sense of urgency in conveying the messages, there are also some which sounded more like suggestions which apply the gentler and non-forceful approach. "A suggestion can sometimes be effective in bringing about immediate action when it is incorporated in a sentence of direct command, especially when the command follows in the wake of an attractive and convincing description of the product." (Gill, 1954 : 128)

*It's time you let your heart lead the way, and come home to the best there is in city and suburban living.* [B19]

*Well, we'll love to tell you more about our three-bedroom Aman Puri Apartments at Desa Aman Puri, and all they have to offer. So, why not pay us a visit? And if you can't, then just give us a call on 03-6363 922.* [D7]

*Embrace this Grand and Affordable Lifestyle Today* [C14]

#### 4.2.9 Headlines

The 'Headline' is a piece of well-crafted, motivating text which generally sits on top of the advertisement. It is generally larger in print, in comparison with the rest of

thetext. Therefore, it is more conspicuous to the readers. In instances where there is more information to be conveyed in the headline, a sub-headline is added. In the case of this study, all sub-headlines are considered as part of the main headlines. Thus, they are analysed as one and not separate entities.

Listed below are some examples for each of the nine headline moves inclusive of the ‘Curiosity Headline’. However, the ‘Endorsement / Testimonial’ move will be left out since none, out of the 80 samples collected, appears to be using this particular move in formulating its headline.

1) Headlines Targeting the Market

- (a)     *WHEN YOU'VE ARRIVED AT THE TOP,  
IT'S GOOD TO JUST STAY THERE!*  
Taman Melawati Phase 6A2 Bungalow lots. [A11]
  
- (b)     *Taman Bukit Panchor An Alternative Home For Penangites* [B10]
  
- (c)     *Home Away From Home*  
*Amanşari Your resort Living In The City* [C17]
  
- (d)     *Where On Earth...can you realise the dreams?*  
*An affordable get away in Genting Highlands, yet only a 50km*  
*drive from Kuala Lumpur.*  
*Surprising Awanpuri. At 3000ft above sea level.* [D5]



## 2) Headlines Justifying the Product

- (a) *“Imagine reaping 280% returns onward over your initial investment. That’s UNBEATABLE SUCCESS!”* [A1]
- (b) *Home with greater value at... Taman Merdeka Affordable Homes & Modern Lifestyle* [B1]
- (c) *The Best Price for a Double-Storey Link is Available only at Bukit Sentosa at RM135,000* [B15]
- (d) *Ringgit for Ringgit, sq.-feet for sq.-feet At only RM158 per sq. feet ... easily the BEST condominium investment in the Klang Valley* [C6]
- (e) *The height of Luxury. No other property can offer so much* [D13]

## 3) Headlines Appraising the Product

- (a) *Nusa Damai Johor Bahru’s Designer Township For Precious Home* [A17]
- (b) *Damansara Indah Petaling Jaya Resort Homes ... Where everyday is like a holiday* [B5]
- (c) *When Living Comforts Rise To Greater Heights...  
Splendour... Luxury... Exclusivity...  
Describes the Ambiance Describes the Lifestyle Describes the Location* [C19]
- (d) *The Ideal Home For Your Family  
Desa Baiduri in Penang’s Fastest Growing Township  
Bandar Baru Air Itam’s latest apartment* [D19]

4) Headlines Establishing Credential

- (a) *Negara Properties unveil yet another premier development* [A16]
- (b) *Hazel, 1st phase of Evergreen Park Kondo, all sold out.  
Now have an Acorn* [C16]

5) Headlines Offering Incentives

- (a) *Best Buy. Double Storey Landed Property at RM129,000* [B2]
- (b) *Get RM59,000 in added values at Tiara Kelana Condominiums*  
*Here's how you benefits:*  

<i>Full condominium furnishings; value at</i>	<i>RM30,000***</i>
<i>Saving on interest, approximately</i>	<i>RM25,000***</i>
<i>Free mantainence charge for the first year</i>	
<i>calculated at approximately</i>	<i>RM 4,000***</i>
<i>Total</i>	<i>RM59,000</i>

 [C12]
- (c) *We Cut Only Prices, Not Hills Nor Tree Indiscriminately*  
*Casmaria 5-storey Low Rise Apartment*  
*The Luxurious Lakeside Neighbourhood* [D1]
- (d) *Only 10% Downpayment lets you...*  
*Own A Spacious Freehold Apartment With All*  
*The Convenience of Township Amenities.* [D3]

## 6) Headlines Using Pressure Tactics

- (a) *It's Now or Never to belong to KL's first and only  
Balinese Resort Condo* [C1]
- (b) *Never Again Will There Be Another  
Such Quality Affordable City Condo  
To Fulfill JB's Homemaker's Dream* [C9]
- (c) *Your Last Chance To Own A Prestigious Penang Waterfront Address* [C10]
- (d) *Come October, Costa Mahkota owners will start reaping returns.  
Here's your last chance to own a holiday home that brings  
guaranteed returns.* [D6]

## 7) Headlines Urging Action

- (a) *Be the architect of your new home in Palm Villa Golf Resort.  
Design your dream house or choose from our 15 exclusive designs  
amidst the 27-hole golf course* [A10]
- (b) *MONT' KLARA ASTANA Discover The True Meaning Of  
Majestic Living* [C20]

## 8) Headlines provoking Curiosity (Curiosity Headlines)

- (a) *Retreat and Win* [A20]
- (b) *Why Limit Yourself To The City?* [D7]

(c) *A rewarding package you'll love to unwrap*

[D11]

From the list of examples, it is obvious that the 'Headlines' move can be realised through any one of the eight moves suggested by Kathpalia (1992) which has been discussed in Section 3.5, or the 'Curiosity Headline'. It has been proven in Howe's study of newspaper car advertisements that the realisation of the 'Headlines' move comprises one of the eight moves, namely, 'Targeting the Market', 'Justifying the Product', 'Appraising the Product', 'Establishing Credential', 'Endorsement / Testimonials', 'Offering Incentives', 'Using Pressure Tactics', and, 'Urging Action'. However, in this study, the 'Endorsement / Testimonials' move was not important as none of the advertisements in our corpus made use of this move to present the headline. This shall be discussed later in our discussion.

Another thing that needs mentioning is that the classification of the 'Headlines' move is not always clear. This is because some headlines make use of more than one move to convey their messages. Take the following examples for instance.

(a) *An Invitation To See, Believe and Buy.*

*Double-Storey Bungalow nearby Mega Commercial park, University,  
36-hole Golf Course and other amenities -- close to KL/PJ  
--for only RM289,000.*

[A2]

(b) *Bandar Banang Jaya Batu Pahat*

*Limited units Available for these Spacious, Beautifully Designed Houses.  
Buy Now!*

[B11]

Both the headline examples, [A2] and [B11], made use of several moves to convey as many messages as possible to its readers in a just a few words. First, the [A2] example shows the ‘Urging Action’ move in “*An Invitation To See, Believe and Buy*”. The ‘Appraising the Product’ move is demonstrated by “*Double-Storey Bungalow nearby Mega Commercial park, University, 36-hole Golf Course and other amenities -- close to KL/PJ*”. The ‘Targeting the Market’ move is realised through the listing of price in the phrase “*--for only RM289,000*”.

Similarly, the second headline example, [B11], comprises three moves. The phrase “*Limited units Available*” presents the ‘Pressuring Tactic’ move, while “*these Spacious, Beautifully Designed Houses*” appraises the product and, the imperative sentence “*Buy Now!*” urges the potential buyers to take action.

Such overlapping of moves in a Headline needs to be taken into consideration when the breakdown figure is done for the ‘Headline’ move. In the case of this study, the researcher chooses to take into consideration every move that appears in the realisation of a headline. For example, headline [A2] will be considered as contributing one count each for the ‘Urging Action’ move, the ‘Justifying the Product’ move and the ‘Targeting the Market’ move. The overall breakdown figure is presented in Table 4.9

The following table consists the overall results for the 'Headlin' move in each of the four residential property advertisements sub-categories taken from The Star.

Residential Property Advertisement Sub-category	Frequency of the move	
	Quantity	%
Bungalow	20/20	100
Semi-D / Terrace	19/20	95
Condominium	19/20	95
Apartment	19/20	95

Table 4.9 : Frequency of Occurrence for the 'Headlines' move

As shown in Table 4.9 above, it is evident that the 'Headline' move is an important move in all the four sub-categories of residential property advertisements. Only three, out of a total of eighty advertisements collected, were found to be not using the move. They are one each from the Semi-Detached / Terrace, Condominium, and Apartment sub-categories. All of the sample Bungalow advertisements in realised the Headline move. The overall results in concord with the results of Howe's (1995) study on newspaper car advertisements and Kathpalia's (1992) study on print straight-sale advertisements. The 'Headlines' move was found to be an important move in most print advertisements.

The frequency of occurrence of the various 'Headlines' moves in the residential property advertisements are analysed as shown in table 4.10 in the following page. The figures obtained are not for indicating the importance of moves in Headlines but just for showing

that Headlines of advertisements have several ways of realisations and which are the more popular ones.

	Bungalows (20)		Semi-D / Terrace (20)		Condominium (20)		Apartment (20)	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%
Targeting Market	8	40	9	45	7	35	5	25
Justifying Product	4	20	5	25	6	30	4	20
Appraising Product	4	20	9	45	2	10	6	30
Establish Credential	1	5	0	0	1	5	0	0
Testimonial / Endorsement	0	0	0	0	0	0	0	0
Offer Incentive	0	0	1	5	1	5	2	10
Pressure Tactic	0	0	1	5	3	15	1	5
Urging Action	2	10	4	20	1	5	2	10
Curiosity	2	10	0	0	1	5	1	5
No-head line	0	0	1	5	1	5	1	5

Table 4.10 : Frequency of Occurrence for Various Realisations of the ‘Headlines’ move

From Table 4.10, it is clear that Headline which shows the ‘Targeting the Market’ move is found in all the four sub-categories of residential property advertisement. The Semi-Detached / Terrace house sub-category achieved the highest score in frequency among the four with nine (45%) headlines utilizing the ‘Targeting the Market’ move, followed by eight (40%) headlines for the Bungalows, seven (35%) for the Condominiums and, five (25%) for the Apartments. This reflects the preference of using ‘Targeting the Market’ move, even in the Headlines, in property advertisements to attract the readers’ attention.

The 'Justifying the Product' move is quite common in the realisation of the 'Headlines' move. The frequency of occurrence for this move is, 20% for the Bungalow sub-category, 25% for the Semi-Detached / Terrace sub-category, 30% for the Condominium sub-category and, 20% for the Apartment sub-category.

The 'Appraising the Product' move is also popular in Headlines of residential property advertisements. The headlines of Semi-Detached sub-category again tops the scale with 45% frequency of occurrence followed by the Apartment with 30%, Bungalow with 20% and Condominium with 10%.

The 'Establishing Credential' move is very rarely found in the Headline's realisations. There are only two advertisements found to be using the move, one each for the Bungalow sub-category and the Condominium sub-category.

Use of the 'Endorsement / Testimonials' move to realise a headline is found to be absent for all the residential property advertisements collected for this study. This result in concord with the results of Howe's (1995) study of print car advertisements. The results also support our finding in the analysis of the Endorsement / Testimonials as a main move in residential property advertisements in section 4.3.4, in which the move was found to be not important and rarely used. The reason could be that it is not possible for one to provide testimony for a product which is normally not physically existing at the



time of advertising, a situation which is very commonly happened in the case of any property projects.

Table 4.10 also shows that the 'Offering Incentives' move is not frequently used in realising the headlines. This move is absent from the Bungalow sub-category while the Semi-Detached / Terrace and Condominium sub-categories exhibit only one (5%) occurrence each. The Apartment sub-category shows a 10% frequency of occurrence for the move with two advertisements.

The 'Using Pressure Tactic' move is quite similar to that of the 'Offering Incentives' move. The Bungalow sub-category seems to avoid using the 'Pressuring Tactic' move in realising its headlines. One advertisement from the Semi-Detached / Terrace and Apartment sub-categories, and three Condominium advertisements employed this move.

The occurrence of the 'Urging Action' move in realising the 'Headlines' move is found to be highest in the Semi-Detached / Terrace sub-category with a 20% frequency of occurrence. The Bungalow and Apartment sub-categories show a frequency of 10% each followed by the Condominium sub-category with only 5% of frequency of occurrence.

As for the 'Curiosity Headline', it is found that two of the Bungalow advertisements and one advertisement each from the Condominium and Apartment sub-categories display

this kind of headlines. None is found in the Semi-Detached / Terrace sub-category. Anyway, the only function played by the curiosity type of headline is to attract the attention of the readers. Perhaps it is more practical to make full use of the headline to convey more information concerning the product advertised than to merely catch the attention of the readers.

Out of a total of eighty advertisements, only three, one each from the Semi-Detached / Terrace, Condominium, and Apartment sub-categories, did not realise the ‘Headlines’ move. All the twenty advertisements on Bungalows were found to have headlines.

#### 4.3 Conclusion

The data provided interesting insights into the way in which advertisers utilised their knowledge of human psychology to target their advertisements as well as select the language through which they reached their intended audience. A summary of the findings will be given in Chapter Five.