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**A GENRE ANALYSIS OF ADVERTISEMENTS IN A
LOCAL NEWSPAPER**

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My dearest Mama, who is with God and whose loving memories remain with us forever.

ABSTRACT

This study attempts to investigate the organisation of advertisements on private institutions of higher learning taken from 'The Star' daily and to provide a descriptive account of how the advertisements are structured

Twenty advertisements on different private institutions of higher learning are selected and analysed using the nine move structure analysis adapted by S. Kathpalia (1992). This genre based move structure is employed as a format to study the structure of these advertisements.

It is revealed that there is a uniform pattern of organisation of the elements in the advertisements. An eight move structure is identified. It is also found that each of the eight moves has its own distinctive characteristics that differentiate it from the other moves.

A model comprising eight moves is proposed. It can be of practical assistance to new writers of advertisements on private institutions of higher learning and also to teachers of English for Specific Purposes in a practical ESP class.

ABSTRAK

Kajian ini bertujuan menyelidik struktur iklan-iklan institusi pengajian tinggi swasta yang diambil dari suratkhbar tempatan 'The Star'. Ia juga bertujuan memberi penerangan tentang struktur ini.

Dua puluh iklan mengenai institusi-institusi yang berlainan dianalisis dalam kajian ini. Kaedah analisis 'genre' digunakan sebagai asas penyelidikan struktur iklan-iklan institusi pengajian tinggi swasta ini. Ia berdasarkan kaedah analisis 'genre' sembilan 'move' yang dikemukakan oleh S. Kathalia (1992).

Hasil kajian ini menunjukkan bahawa satu pola organisasi wujud dan berdasarkan sistem ini, satu pola yang mengandungi lapan 'move' dapat dikenalpasti. Didapati juga bahawa setiap 'move' ini mempunyai ciri-ciri tersendiri yang dapat dibezakan dari 'move' yang lain.

Satu model yang terdiri dari lapan 'move' dibentukkan. Ia boleh membantu penulis-penulis iklan yang baru dalam penulisan iklan bagi institusi pengajian tinggi swasta. Ia juga sesuai digunakan oleh guru-guru 'English for Specific Purposes'.

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