A GENRE ANALYSIS OF ADVERTISEMENTS IN A LOCAL NEWSPAPER

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My dear Papa.

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 suratkhabar tempatan 'The Star'. Ia juga bertujuan memberi penerangan tentang struktur ini.


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'.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgements</td>
<td>ii</td>
</tr>
<tr>
<td>Abstract</td>
<td>iii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>v</td>
</tr>
<tr>
<td>List of Tables</td>
<td>x</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xii</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.0 Introduction

1.1 Background of the Study

1.1.1 Malaysia as a Regional Centre of Education

1.1.2 Opportunities for Higher Education

  a. Public Institutions of Higher Learning

  b. Private Institutions of Higher Learning

  c. Factors Influencing Choice of Institutions of Higher Learning

1.1.3 The Role of The Advertising Industry in Advertisements of Private Institutions of Higher Learning.

1.2 The Purpose and Scope of the Study

1.3 Rationale of the Study
1.4 Approach

1.5 Research Questions

1.6 Significance of the Study

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

2.1 Advertising

2.1.1 Definition of Advertising

2.1.2 Language of Advertising

2.1.3 Types of Advertising

2.2 Genre

2.2.1 Definition of Genre

2.2.2 Areas of Study

2.2.3 Characteristics of Genre

2.3 Genre Analysis

2.3.1 Definition of Genre Analysis

2.3.2 Purpose of Genre Analysis

2.3.3 Aspects considered in Genre Analysis

2.3.4 Approaches to Genre Analysis

2.4 English For Specific Purposes (ESP)

2.5 Conclusion
CHAPTER 3: METHODOLOGY

3.0 Introduction 46

3.1 Data Collection 46

3.1.1 Source of Data 46

3.1.2 Selection of Specific Institutions of Higher Learning 47

3.1.3 Selection of Advertisements 47

3.1.4 Limitations and Rationale for Sample Collection 47

3.2 Data Analysis 48

3.2.1 Nine-move Structure in the Straight-Sell Advertisements 49

3.2.2 Calculation of Frequencies of Moves 59

3.2.3 Analysis of the Move Structure 62

3.3 Conclusion 63

CHAPTER 4: FACTS AND FINDINGS

4.0 Introduction 64

4.1 Headlines 64

4.1.1 Description, Occurrence and Location 64

4.2 Targeting the Market 73

4.2.1 Description, Occurrence and Function 73

4.3 Justifying the Production 85

4.3.1 Description, Occurrence and Function 85
4.4 Appraising the Product
4.4.1 Description, Occurrence and Function
88
4.5 Establishing Credentials
4.5.1 Description, Occurrence and Function
92
4.6 Endorsements/Testimonials
4.6.1 Description, Occurrence and Function
94
4.7 Offering Incentives
4.7.1 Description, Occurrence and Function
96
4.8 Pressure Tactics
4.8.1 Description, Occurrence and Function
97
4.9 Urging Action
4.9.1 Description, Occurrence and Function
98
4.10 Conclusion
101

CHAPTER 5: CONCLUSION

5.0 Introduction
5.1 Research Questions
5.2 Implications of the Study
5.3 Limitations of the Study
5.4 Suggestions for Future Studies.
5.5 Conclusion
103
103
106
107
108
108
<table>
<thead>
<tr>
<th>List</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1.1</td>
<td>Frequency of Pupils who agree with the factors of choice of a private Institution of Higher Learning in order of importance of factor (highest to lowest)</td>
<td>6</td>
</tr>
<tr>
<td>Table 3.1</td>
<td>Strength Level System to Classify Frequency of Occurrence (adapted from Teh, 1999:42)</td>
<td>55</td>
</tr>
<tr>
<td>Table 3.2</td>
<td>Criteria to Determine the Level of Prominence of the Frequency of Occurrence</td>
<td>56</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Frequency of Over Line. Headline and Sub Headline in Advertisements on Private Institutions of Higher Learning</td>
<td>61</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Frequency of Logos in Advertisements on Private Institutions of Higher Learning</td>
<td>65</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Frequency of Location of Name of Institution in Advertisements on Private Institutions of Higher Learning</td>
<td>68</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Illustration of Targeting the Market Move (Method 1: By indicating explicitly the targeted group)</td>
<td>71</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Illustration of Targeting the Market Move (Method 2: By appealing to the human self perception)</td>
<td>74</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Illustration of Targeting the Market Move (Method 3: Through the use of the second pronoun 'you')</td>
<td>77</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>Illustration of Targeting the Market Move (Method 3: Through the use of the second pronoun, the ellipsis 'you')</td>
<td>78</td>
</tr>
<tr>
<td>Table 4.8</td>
<td>Illustration of Targeting the Market Move (Method 4: Unique Selling Point)</td>
<td>79</td>
</tr>
<tr>
<td>Table 4.9:</td>
<td>Frequency of Targeting the Market Move (the 4 Methods) in Advertisements on Private Institutions of Higher Learning</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Table 4.10:</td>
<td>Location of the 4 Methods of the Targeting the Market Move</td>
<td></td>
</tr>
<tr>
<td>Table 4.11:</td>
<td>Frequency of Justifying the Product/Service (the 3 Methods) in Advertisements on Private Institutions of Higher Learning</td>
<td></td>
</tr>
<tr>
<td>Table 4.12:</td>
<td>Location of Justifying the Product/Service Move in Advertisements on Private Institutions of Higher Learning</td>
<td></td>
</tr>
<tr>
<td>Table 4.13:</td>
<td>Frequency of the 3 sub moves of Appraising the Product/Service in Advertisements on Private Institutions of Higher Learning</td>
<td></td>
</tr>
<tr>
<td>Table 4.14:</td>
<td>Frequency of Urging Action Move in Advertisements on Private Institutions of Higher Learning</td>
<td></td>
</tr>
<tr>
<td>Table 4.15:</td>
<td>Frequency Levels of the Nine Moves in Advertisements on Private Institutions of Higher Learning</td>
<td></td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>Figure 2.1 Types of Advertising</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>