

CHAPTER 5: CONCLUSION

5.0 Introduction

The aim of this study is to make an analysis of advertisements on private Institutions of Higher Learning in a local newspaper 'The Star' employing a genre based approach. The Nine Move Structure approach proposed by Kathpalia (1992) provides a means to identify the strategies how advertisements are written to attract the customer that is the potential student who enrolls in the institutions advertised. This system investigates the modes of copy writing advertisements for private Institutions of Higher Learning. This chapter summarises and reviews the findings and implications. The limitations of the study are presented.

5.1 Research Questions

Research Questions 1 and 2 are discussed. The discussion refers to relevant aspects of the aim of the study, which is to give a description of advertisements of private Institutions of Higher Learning in a Local newspaper

Research Question 1:

Do advertisements of private Institutions of Higher Learning (displayed in print media) have a general structure?

Research Question 2:

Is it possible to define this structure?

It is found that the advertisements on private Institutions of Higher Learning (displayed in print media) possess a general structure. In this study, the structure is observed to be as follows;

Move 1	Headlines
Move 2	Targeting the Market
Move 3	Justifying the Institution
Move 4	Appraising the Institution
Move 5	Establishing Credential
Move 6	Endorsements/Testimonials
Move 7	Offering Incentives
Move 8	Urging Action

The main premise of investigating the internal organisation of a text is to look at the communicative purpose (Bhatia, 1992). The communicative purposes of the internal organisation of the texts are as follows:

- Move 1: **Headlines** captures the attention and interest of the reader to the advertisement, and persuades him/her to read on.
- Move 2 **Targeting the Market** pinpoints the specific market target-group that the advertisement focuses at, that is the holders of SPM/STPM.

- Move 3 **Justifying the Institution** provides the reasons for the reader to enrol in the private college/university advertised.
- Move 4 **Appraising the Institution** promotes the image of the product by highlighting the good points of the private Institutions of Higher Learning which is advertised.
- Move 5 **Establishing Credential** promotes reputation of the advertised private college/university.
- Move 6 **Endorsements/Testimonials** provides evidence to give credibility to the advertisement and increase confidence in the private college/university advertised.
- Move 7 **Offering Incentives** provide additional reasons for enrolling in the private college/university advertised in the form of offering discount card for shopping and scholarships.
- Move 8 **Urging Action** persuade the interested reader to take action to contact the college/university by telephone, e-mail or using a cut-out coupon for more detailed information.

5.2 Implications of the Study

This study has implications for the advertising industry and the practitioners of teaching of English for Specific Purposes. For the advertising industry, this structure will be of help to the novice writer who is designing the organisation of the details for an advertisement on private Institutions of Higher Learning. It can serve as an example for reference by writers just starting out to learn the trade of drawing up an advertisement for a private college or university.

For the teacher of English for Specific Purposes, this structure has implication for teaching and evaluation purposes. The teacher of English for Specific Purposes can teach the rules and regularities of advertising of private colleges or universities by indicating the manner advertisements can vary according to factors of purpose, market, readers and the media of communication. The findings of this study can serve as a partial guideline for designing syllabus and curriculum for teaching of English for Specific Purposes. This study can also be useful for planning teaching activities for English for Specific Purposes and in the area of advertising, particularly advertising private Institutions of Higher Learning.

The teacher of English for Specific Purposes will be able to use the findings of this study to compare the different genres of various types of texts. Other than printed advertisements on private institutions of higher learning, the

ESP teacher may design activities using texts like reports, articles and sign boards.

The structure of the various moves can help the teacher of English for Specific Purposes explain the guidelines to plan the layout of content in an advertisement. The description can be of use to the ESP teacher to teach the suitable language for an advertisement on private Institutions of Higher Learning.

The move structure illustrates and explains systematically the mechanism of designing an advertisement. This illustration is very useful to new trainees or learners to make sense of the multiple media of communication and the skills required to produce a good effective advertisement for private Institutions of Higher Learning. The pattern offers an insight into the methods to employ to meet the purposes of communication in advertisements.

5.3 Limitations of the Study

The major limitations of this study is that there are not enough advertisements to investigate. Besides, there are not enough moves to find or to identify. This is because the texts studied do not follow strict adherence to the writing format. Anything seems to be acceptable in printed advertisements. Thus, the researcher needs to look at many advertisements. The advertisements are also not varied enough to look at. This subject is not exhaustive and is still

in the research. However, as researchers continue into the research, new findings are obtained and adjustments need to be made to update the findings.

5.4 Suggestions for Future Studies.

It is suggested that as an extension of this study can be a comparison of the move structure between advertisements on private Institutions of Higher Learning and government Institutions of Higher Learning or even on foreign Institutions of Higher Learning. Another comparative study which may reveal interesting features may involve data from a local and a foreign newspaper. A further comparison may be the study of moves found in advertisements in different print media like billboards, posters, leaflets, booklets and prospectus.

Based on the approach used for this study, genre analysis employing the Nine Move Structure Framework of Kathpalia (1992), may be applied to newspaper and print advertisements of other products such as consumer goods like electrical appliances, electronic equipment and services like Hotels, Holiday packages as well as other genre in other areas.

5.5 Conclusion

To conclude, it can be said that most of the advertisements subscribe to most of the moves proposed in the study. It is also realised that the studies of other researchers looked at in comparison have also found the above to be true. As more studies are available, it enlightens people about creative writing

and provides room for even more research. The researchers are different in their approach but the final point is the same. Researchers do find the conclusion. Although ESP is not the main focus of this study, the findings can indirectly help the English teacher prepare lessons for creative writing. This, therefore, provides for the latent function of the study while the manifest function is to identify the moves in the advertisements on private institutions of higher learning.