ABSTRACT

The research is a genre-based analysis of tourism homepages of Thailand. The study mainly aims to explore the move structures and linguistic features of the tourism homepages. Data were collected from 30 Thai-tourism websites using the framework of move analysis developed by Bhatia (1993) and Askehave and Nielson (2005). Only the homepage of each website was used for the analysis. In addition, a computerized concordancing programme named “Concapp Concordance Browser and Editor” by Greaves (1993-2008) was used to identify and analyze prominent linguistic features of the moves. The results reveal that the prototypical move structure consists of 4 moves: 1) Identifying the Attraction; 2) Establishing Credentials; 3) Introducing the Offers; 4) Soliciting Response. Each move comprises various steps which help to accomplish the communicative purpose of the moves. The personal pronoun ‘you’, the modal verb ‘can’, imperatives and adjectival pre-modifiers are prominently used in the texts. In addition, the persuasive communicative purpose tends to be the main purpose of the texts. The moves and linguistic features found in the investigated tourism homepages tend to contribute to the overall persuasive communicative purpose of the texts. The output from the analysis could be used as a model for web writers of tourism homepages. In addition, the findings can be used as guidelines for lecturers in this genre in designing of syllabi, teaching materials and teaching strategies for English tourism courses. This would contribute to improvements in the writing of the tourism homepages particularly in Thailand and other countries where English is not the first language, thus serving as a way to improve communications in marketing the tourism industry.
ABSTRAK

ACKNOWLEDGEMENTS

I would like to acknowledge many people whose kind assistance made this study possible. I would like to express my gratitude to Puan Ainun Rozana Mohd Zaid, my report advisor, for her patience, encouragement, great kindness, and valuable advice throughout the writing of this paper. I am greatly indebted to Miss. Wardah Hajisama, my committee member, for her active guidance and great understanding and for her valuable time and comments on this study. I am also grateful to all my lecturers in the English programme who provided me with helpful input and support throughout these years. Finally, I am very much indebted to all my beloved family members for their encouragement and support throughout these years. I am particularly grateful to my husband; Mr. Sobri Madman who has supported and given me comments on my report. Without them, I could not have finished the report.

Daruni Krairak  
Master of English as a Second Language  
Faculty of Languages and Linguistics  
University of Malaya  
Kuala Lumpur  
4 April 2012
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIGINAL LITERARY WORK DECLARATION</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>ix</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

1.0 Introduction 1
1.1 Rationale of the Study 1
1.2 Significance of the Study 4
1.3 Objective of the Study 4
1.4 Research Questions 5
1.5 Scope and Limitation of the Study 5
1.6 Definitions of Terms 6

## CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction 8
2.1 The Concept of Genre and Genre Analysis 8
   2.1.1 Genre Analysis in Navigating Mode 17
2.2 Characteristics of Homepage 20
2.3 Theory of Advertising 22
   2.3.1 Types of Advertising 24
2.4 Web Advertising as a Promotional Genre 25
   2.4.1 Language of Web Advertising 26
   2.4.2 Language of Advertising 27
   2.4.3 Linguistic Features of Advertising 29
   2.4.4 Language of WebPages 35
2.5 Related Studies of Promotional Genre 36
   2.5.1 Studies on Business Documents 37
   2.5.2 Studies on Tourist Text 42
   2.5.3 Studies on Online Document 48
CHAPTER THREE: METHODOLOGY

3.0 Introduction 52  
3.1 Research Design 52  
3.2 Data collection 52  
3.3 Data collection procedures 53  
3.4 Data analysis 56  
  3.4.1 The Identification of Moves and Steps 57  
  3.4.2 The Analysis of Linguistic Features 60

CHAPTER FOUR: RESULTS AND DATA ANALYSIS

4.0 Introduction 62  
4.1 Frequency of Moves and Steps in Tourism Homepages 62  
  4.1.1 Identifying Moves and Steps in Texts 63  
  4.1.2 Identifying Moves and Steps in Pictures 71  
4.2 Analysis of Linguistic Features of Move B and Move C 79  
  4.2.1 Personal Pronouns and Modal Auxiliary Verbs 81  
  4.2.2 Imperatives 88  
  4.2.3 Adjectival Pre-modifiers 92

CHAPTER FIVE: DISCUSSIONS AND CONCLUSIONS

5.0 Introduction 97  
5.1 Frequent Moves and Steps and Language Features 97  
  5.1.1 Identifying the Attraction 98  
  5.1.2 Establishing Credentials 99  
  5.1.3 Introducing the Offers 101  
  5.1.4 Soliciting Response 102  
5.2 Pedagogical Implications 103  
5.3 Conclusion 104  
5.4 Recommendations for Further Research 105

BIBLIOGRAPHY

APPENDICES
**LIST OF TABLES**

4.1 Frequency of Moves in 30 Tourism Homepage Texts 63
4.2 Frequency of Steps Occurring in Move A (Identifying the Attraction) 64
4.3 Characteristics of Move A (Identifying the Attraction) 64
4.4 Frequency of Steps Occurring in Move B (Establishing Credentials) 65
4.5 Characteristics of Move B (Establishing Credentials) 66
4.6 Frequency of Steps Occurring in Move C (Introducing the Offers) 67
4.7 Characteristics of Move C (Introducing the Offers) 68
4.8 Frequency of Steps Occurring in Move D (Soliciting Response) 70
4.9 Characteristics of Move D (Soliciting Response) 70
4.10 Frequency of Moves in 30 Homepage Pictures 71
4.11 The 100 Most Frequently Found Words in Move B (Establishing Credentials) and Move C (Introducing the Offers) 80
4.12 Frequency of Occurrence of the Personal Pronoun ‘you’ used with Modal Auxiliary Verbs in Move B (Establishing Credentials) and Move C (Introducing the Offers) 83
4.13 Percentages of Sentences in Move B (Establishing Credentials) and Move C (Introducing the Offers) in which Personal Pronouns and Modal Auxiliary Verbs Appeared 87
4.14 Percentages of Imperatives in Move B (Establishing Credentials) and Move C (Introducing the Offers) 91
4.15 Websites with No Imperatives Found in Move B (Establishing Credentials) and Move C (Introducing the Offers) 92
4.16 The 60 Most Frequently Found Adjectives in Move B (Establishing Credentials) and Move C (Introducing the Offers) 93
4.17 Collocates of the 60 Most Frequent Adjectival Pre-modifiers in Move B (Establishing Credentials) and Move C (Introducing the Offers) 94
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Moves and Steps in Research Articles</td>
<td>12</td>
</tr>
<tr>
<td>2.2</td>
<td>The Two-dimensional Genre Model</td>
<td>18</td>
</tr>
<tr>
<td>2.3</td>
<td>A Typical Layout Scheme for a Web Page</td>
<td>21</td>
</tr>
<tr>
<td>3.1</td>
<td>Example of Search Results from Key Word “Phuket”</td>
<td>53</td>
</tr>
<tr>
<td>3.2</td>
<td>The Header and The Main Body of a Homepage</td>
<td>55</td>
</tr>
<tr>
<td>4.1</td>
<td>Language Patterns for the Pronoun ‘you’, ‘your’, ‘yours’ and ‘yourself’</td>
<td>81</td>
</tr>
<tr>
<td>4.2</td>
<td>Language Patterns for the Pronoun ‘we’, ‘our’, and ‘us’</td>
<td>82</td>
</tr>
<tr>
<td>4.3</td>
<td>Language Patterns for the Modal Auxiliary Verb ‘can’ and ‘cannot’</td>
<td>83</td>
</tr>
<tr>
<td>4.4</td>
<td>Language Patterns for the Modal Auxiliary Verb ‘will’</td>
<td>84</td>
</tr>
<tr>
<td>4.5</td>
<td>Language Patterns for the Pronoun ‘we’</td>
<td>85</td>
</tr>
<tr>
<td>4.6</td>
<td>Language Patterns for the Verb ‘find’</td>
<td>88</td>
</tr>
<tr>
<td>4.7</td>
<td>Language Patterns for the Verb ‘see’</td>
<td>89</td>
</tr>
<tr>
<td>4.8</td>
<td>Language Patterns for the Verb ‘experience’</td>
<td>89</td>
</tr>
<tr>
<td>4.9</td>
<td>Language Patterns for the Verb ‘take’</td>
<td>90</td>
</tr>
<tr>
<td>4.10</td>
<td>Language Patterns for the Verb ‘enjoy’</td>
<td>90</td>
</tr>
</tbody>
</table>