

BIBLIOGRAPHY

- Akkhakraisri, P. (2004). *A Corpus-Based Approach to the Genre Analysis of Marketing Copy Posted on the Hotel Chain Websites*. Master of Arts Thesis in English for Specific Purposes, Kasetsart University.
- Askehave, I. and Nielsen, A.E. (2005, January). *What are the Characteristics of Digital Genres? -Genre theory from a Multi-modal Perspective*. Proceedings of the 38th Hawaii International Conference on System Sciences. Retrieved from <http://doi.ieeecomputersociety.org/10.1109/HICSS.2005.687>.
- Ballard, R.D. (2001). The Mysteries of the Deep Black Sea. *National Geographic Magazine*, 199 (5), 52-69.
- Barron, A. (2006). Understanding spam: A macro-textual analysis. *Journal of Pragmatics*, 38, 880-904.
- Belch, G.E. and Belch, M.A. (2001). *Advertising and Promotion: An Integrated Marketing Communications Perspectives*. New York: McGraw-Hill.
- Bhatia, V.K. (1993). *Analysing Genre: Language Use in Professional Settings*. New York: Longman.
- Bhatia, V.K. (1997). Genre-Mixing in Academic Introductions. *English for Specific Purposes*, 16(30), 181-195.
- Blake, G. and Bly, R.W. (1998). *The Elements of Copywriting: the essential guide to creating copy that gets the results you want*. New York: Macmillan.
- Bly, R.W. (1991). *The Copywriter's Handbook*. New York: Henry Holt and Company.
- Boonchayaanant, V. (2003). *A Genre-Based Analysis of Tourist Leaflets Produced and Distributed in The United States of America*. Master of Arts Thesis in English for Specific Purposes, Kasetsart University.
- Borchers, T.A. (2005). *Persuasive in the Media Age*. New York: McGraw-Hill.
- Chuang, B.M.K. (1993). Text Analysis of Direct Mail Sales Letters. In T. Boswood, R. Hoffman. and P. Tung (eds). (pp. 271-288). *Perspectives on English for Professional Communication*. Kowloon: City Polytechnic of Hong Kong.
- Concordance Program. n.d. *Concordance Free Download* (Online). Retrieved from www.rcjw.freeseve.co.uk/concordance_software_download.htm.
- Cook, G. (1992). *The Discourse of Advertising*. London and New York: Routledge.
- Dictionary of the Internet*. (2001). New York: Oxford University Press.
- Dorner, J. (2002). *Writing for the Internet*. New York: Oxford University Press Inc.

- Dudley-Evans, T. (1994). *Genre Analysis: an approach to text analysis for ESP*. In Coulthard, M. (ed.). *Advance in Written Text Analysis*. (pp. 219-228). London: Routledge.
- Dudley-Evans, T., & St John, M. (1998). *Developments in ESP: A multi-disciplinary approach*. Cambridge: Cambridge University Press.
- Evans, J.R. and B. Berman. (1985). *Marketing*. n.p. Macmillan Publishing Company. Cited in Morrison, A.M. (1989). *Hospitality and Travel Marketing*. New York: Delmar Publishers, Inc.
- Fuertes-Olivera, P.A., M. Velasco-Sacristan, A. Arribas-Bano and E. Fernandez (2000). Persuasion and Advertising English: Metadiscourse in slogans and headlines. *Journal of Pragmatics*, 33, 1291-1307.
- Flowerdew, L. (2005). An integration of corpus-based and genre-based approaches to text analysis in EAP/ESP: countering criticisms against corpus-based methodologies. *English for Specific Purposes*, 24, 321-332.
- Goddard, A. (1998). *The Language of Advertising: Written Texts*. London and New York: Routledge.
- Halliday, M.A.K. and R. Hasan. (1985). *Language, Context and Text*. Oxford: Oxford University press. Cited in Leetch, P.E. (1996). *The Genre of Hotel Brochures*. M.A. Dissertation, University of Surrey.
- Henry, A. and R. L. Roseberry. (1996). A Corpus-Based Investigation of the Language and Linguistic Patterns of One Genre and the Implications for Language Teaching. *Research in the Teaching of English*, 30(4), 473-489.
- Henry, A. and Roseberry, R.L. (2001). A narrow-angled corpus analysis of moves and strategies of the genre: 'Letter of Application'. *English for Specific Purposes*, 20, 153-167.
- Holmes, R. (1997). Genre analysis, and the social science: An investigation of the structure of research article discussion sections in three disciplines. *English for Specific Purposes*, 16, 321-337.
- Hopkins, A. and T. Dudley-Evans. (1988). A genre-based investigation of the discussion sections in articles and dissertations. *English for Specific Purposes*, 7, 113-121.
- Hyland, K. (2002). Genre: Language Context, and Literacy. *Annual Review of Applied Linguistics*, 22, 113-135.
- Iborra, A. and Garrido, M.F.R. (2001). The Genre of tourist Leaflets. *PASAA*, 32, 71-81.
- Jones, U., Newton, S and Dixon, P. (1997). *Hospitality and Catering*. London: Cassell.

- Kay, H and Dudley-Evans, T. (1998). Genre: what teachers think. *ELT Journal*, 52(4), 308-313.
- Klankanna, T. (2007). *A Genre Analysis of Hotel Homepages*. Master of Arts English for Specific Purposes Graduate School, Kasetsart University.
- Lane, W.R. and J.T. Russell. (2001). *Advertising: A Framework*. New Jersey: Prentice-Hall, Inc.
- Laws, E. (1997). *Managing Packaged Tourism: Relationships, Responsibilities and Service Quality in the Inclusive Holiday Industry*. London: International Thomson Business Press.
- Leech, G.N. (1966). *English in Advertising: A Linguistic Study of Advertising in Great Britain*. Great Britain: William Clowes and Son, Limited.
- Leedy, P.D. and Ormrod, J.E. (2001). *Practical Research: Planning and Design*. New Jersey, Ohio: Merrill Prentice Hall.
- Leetch, P.E. (1996). *The Genre of Hotel Brochures*. M.A. Dissertation, University of Surrey.
- Lynch and Horton. (2002). *Web Style Guide*. Retrieved from www.webstyleguide.com/style/online-style.html.
- Maciuba-koppel, D. (2002). *The web writer's Guide: Tips & Tools*. United States: Focal Press Publication.
- Marsen, S. (2003). *Professional Writing*. New York: Macmillan.
- McDonough, J. and McDonough, S. (1997). *Research Methods for English Language Teacher's*. New York: Arnold.
- Mencher, M. (1996). *Basic Media Writing*. United States: McGraw-Hill.
- McIntosh, R.W., C.R. Goeldner and J.R.B. Ritchie. (1995). *Tourism: Principles, Practices, Philosophies*. 7th ed. New York: John Wiley & Sons Inc.
- Middleton, V. T. C. (1988). *Marketing in Travel & Tourism*. Oxford: Heinemann Professional Publishing Ltd.
- Morkes, J. and Nielsen, J. (1998). *Applying Writing Guidelines to Web Pages*. Retrieved from www.useit.com/papers/webwriting/rewriting.html, December 10, 2006.
- Moriarty, S.E. (1991). *Creative Advertising: Theory and Practice*. 2nd ed. New Jersey: Prentice-Hall, Inc.
- Morrison, A.M. (1989). *Hospitality and Travel Marketing*. New York: Delmar Publishers, Inc.
- Motes, W.H., Hilton, C.B and Fielden, J.S. (1992). Language, Sentence, and Structural Variations in Print Advertising. *Journal of Advertising Research*, 63-77.

- Myers, G. (1994). *Words in Ads*. London: Edward Arnold.
- Nielsen, J. (1997). *How Users Read on the Web*. Retrieved from www.useit.com/alertbox/9710a.html.
- Nielsen, J. (2002). *Top Ten Guidelines for Homepage Usability*. Retrieved from www.useit.com/alertbox/20020512.html.
- Nwogu, K.N. (1991). Structure of science popularization: A genre-analysis approach to the schema of popularized medical texts. *English for Specific Purposes*, 10, 111-123. Cited in Holmes, R. (1997). Genre analysis and the social science: An investigation of the structure of research article discussion sections in three disciplines. *English for Specific Purposes*, 16, 321-337.
- Nwogu, K.N. (1997). The Medical Research Paper: Structure and Functions. *English for Specific Purposes*, 16(2), 119-138.
- O'guinn, T., Allen, C. and Semenick, R. (1998). *Advertising*. United States: South-Western College Publishing.
- Ozturk, I. (2007). The textual organization of research article introductions in applied linguistics: Variability within a single discipline. *English for Specific Purposes*, 26, 25-38.
- Paltridge, B. (1995). Analyzing genre: A relational perspective. *System*, 23(4), 503-511.
- Paltridge, B. (1996). Genre, text type, and the language learning classroom. *ELT Journal*, 50 (3), 237-243.
- Poonlappanich, T. (2001). *A Case Study of Language Styles Used in Hotel Advertising Brochures*. M.A. Thesis, King Mongkut's Institute of Technology North Bangkok.
- Quirk, R. and S. Greenbaum. (1990). *A University Grammar of English*. Hong Kong: Longman Group (FE) Ltd.
- Roberts, J. (1993). *Marketing for the Hospitality Industry*. London: Hodder and Stoughton Ltd.
- Robinson, P.C. (1991). *ESP Today: A Practitioner's Guide*. London: Prentice Hall International Ltd.
- Rotchanakitumnuai, R. (2003). Business-To-Consumer Electronic Commerce Success Factory in Thailand: the Website Merchant Perspectives. *Journal of Administration*, 65-74.
- Sakulpipatana, P. (1996). *Let's learn English for Marketing: Using News & Advertising*. n.p. Rajabhat Institute Phuket.
- Samraj, B. (2002). Introductions in research articles: variations across disciplines. *English for Specific Purposes*, 21, 1-17.
- Samraj, B. (2005). An Exploration of a Genre Set: Research Article Abstracts and Introductions in Two Disciplines. *English for Specific Purposes*, 24, 141-156.

- Schrank, J. (2005). *The Language of Advertising Claims*. Retrieved from <http://sunset.backbone.olemiss.edu/~egjbp/comp/ad-claims.html>.
- Sinclair, J. (1991). *Corpus, Concordance, Collocation*. Oxford: Oxford University Press.
- Stott, T. and R. Holt. (1991). *First Class: English for Tourism*. Oxford: Oxford University Press.
- Swales, J.M. (1990). *Genre Analysis: English in Academic and Research Settings*. Cambridge: Cambridge University Press.
- The Internet Encyclopedia*. (2004). John Wiley & Sons, Inc: New Jersey.
- Thomson, G. (1996). *Introducing Functional Grammar*. New York: Arnold.
- Tonthong, B. (1991). *An Analysis of Communicative Functions and Grammatical forms of Headlines in Tourism Advertisement in English Printed Media From 1986-1988*. M.A. Thesis, Mahidol University.
- Tourism Authority of Thailand. (2001). *Executive Summary: A Study for the National Action Plan for the Tourism Industry*. Thailand Development Research Institute.
- Tourism Authority of Thailand. (2005). *Tourism Marketing Plan for 2005*. (in Thai). *Marketing Plan*. Retrieved from www.tat.or.th/thai/tat_plan.php.
- Tourism Authority of Thailand. (2007). *Final Report: Operational Plans for the Tourism Activities*. (in Thai). Core Planning and Development Co., Ltd.
- Upton, T.A. (2002). Understanding Direct Mail Letters as a Genre. *International Journal of Corpus Linguistics*, 7, 65-85.
- Vergaro, C. (2004). Discourse strategies of Italian an English sales promotion letters. *English for Specific Purposes*, 23(2), 181-207.
- Webster's New World College Dictionary*. (2000). United States of America: IDG Books Worldwide, Inc.
- Wei, S., Ruys, H.F., Hoof, H.B.V and Combrink, T.E. (2001). Uses of the Internet in the global hotel industry. *Journal of Business Research*, 54, 235-241.
- Will-Harris, D. (2000). *Writing for the web*. Retrieved from www.efuse.com/Design/web_writing_basics.html, January 5, 2007.
- Zeff, R. and Aron, B. (1999). *Advertising on the Internet*. United States: Wileys Computer Publishing.