

## ABSTRACT

This is a study on the move structure of formula milk product pamphlets and sample boxes that are chosen by Malaysian parents for their toddlers. The framework used to analyse the samples in this study is the nine-move structure for advertisements introduced by Kathpalia (1992). The main outcome of this study is to find out the communicative purpose of formula milk pamphlets and sample boxes and the rhetorical structure that is used to create these samples. The study finds the information desired by parents, in order to make an informed decision to help advertisers decide how to best use the limited space available. Those moves that have a frequency of 75% or above are prominent moves. The results of the findings show that the communicative purpose of the formula milk pamphlets and sample boxes are to inform and persuade potential customers to buy the product. The prominent moves of this study is Appraising the Product, Identifying the Company, Urging Action, Attracting Action, Justifying the Product, and giving Related Information that helped realize the communicative purposes. Interpersonal metadiscourse occurred in 78% of the pamphlets and sample boxes to engage the reader and to realize the different moves. The findings also show that the top three information that parents need in order to make an informed decision on the formula milk for their child is the ingredients used to make the product, where it is produced, and what needs of their child it meets. It is hoped that from this research findings, a better understanding of the structure of formula milk advertisements can be achieved.

## ABSTRAK

Ini ialah kajian mengenai struktur langkah risalah produk susu formula dan kotak sampel yang dipilih oleh ibu bapa di Malaysia untuk anak-anak mereka. Rangka kerja yang digunakan untuk menganalisis sampel dalam kajian ini adalah struktur “nine-move structure” untuk iklan yang diperkenalkan oleh Kathpalia (1992). Hasil utama kajian ini adalah untuk mengetahui tujuan komunikatif risalah susu formula dan kotak sampel dan struktur retorik yang digunakan untuk mewujudkan ini. Kajian ini menunjukkan maklumat yang dikehendaki oleh ibu bapa, untuk membuat keputusan untuk membantu pengiklan memutuskan cara terbaik menggunakan ruang yang terhad. “Moves” yang mempunyai kekerapan 75% atau atas adalah “move” yang sangat penting. Keputusan kajian menunjukkan bahawa tujuan komunikatif daripada risalah susu formula dan kotak sampel adalah untuk memberitahu dan memujuk pelanggan yang berpotensi untuk membeli produk. “Moves” terpenting dalam kajian ini adalah , *Appraising the Product*, *Identifying the Company*, *Urging Action*, *Attracting Action*, *Justifying the Product*, *Giving Related Information* untuk membantu menyedari tujuan komunikasi. Metadiscourse interpersonal berlaku dalam 78% daripada risalah dan kotak sampel untuk melibatkan diri pembaca dan untuk merealisasikan “move” yang berbeza. Dapatan kajian juga menunjukkan bahawa maklumat yang diperlukan oleh ibu bapa untuk membuat keputusan yang tepat mengenai susu formula untuk anak mereka seperti bahan-bahan yang digunakan untuk membuat produk, tempat dihasilkan, dan keperluan anak mereka yang dapat dipenuhi. Adalah diharapkan dapatan kajian ini, pemahaman yang lebih baik mengenai struktur iklan susu formula boleh dicapai.

## ACKNOWLEDGEMENTS

To the Almighty, all glory, honour and praise is given. I thank my creator for the wisdom and strength to complete this research report.

I would also like to acknowledge the great person my supervisor, Dr. Cecilia Cheong Yin Mei. By her tireless dedication in guiding and supporting me through giving apt, prompt and useful feedback she continued to encourage me to complete this research report excellently. I am very thankful I am under her supervision and without her, this study would have only been of mediocre quality.

My sincere thanks to the Dean of the Languages and Linguistics Faculty and the staff of the MESL programme for their contributions of knowledge throughout my post graduate studies.

Not forgetting the very accommodating and helpful librarians of the Languages and Linguistics Faculty and the University of Malaya Main Library who always extended a hand in getting the resources needed for this study, thank you for lending me a hand.

Many thanks to my colleagues and friends, who continued to give me words of encouragement and healthy peer pressure during the period of my studies.

Special acknowledgement to Kay Kay Choong and Lau Lay Yan for going the extra mile in proof reading and assisting with the formatting of this paper, thank you for the time you invested in my study.

My deepest gratitude and love goes out to my extended family and immediate family, for their patience, support, belief, and love given to me throughout this challenging journey of completing my postgraduate studies.