APPENDIX A – PAMPHLET 1

Move 1: IC
Move 2: AA
Metadiscourse “your”: Interpersonal Discourse
Move 4: JP
Move 5.2: DP
Move 2: AA
Move 5.1: IP
Move 5.2: DP
Move 5.3: EP
Move 2: AA
Move 1: IC
The pamphlet folds into two, the copywriter has placed the information in both pages as to be read as one. For presentation of the analysis of the moves, the researcher has scanned both pages instead of looking at it as one.
Move 5.1: IP
Move 5.2: DP
Move 4: JP
Move 2: AA & Move 5.3: EP
Move 1: IC
Move 1: IC
Move 5.2: DP
Move 5.3: EP
Move 4: JP

Move 4: JP

Move 6: EC
Move 9: UPT
Move 1: IC
[Move 5.3: EP]
[Move 6: EC]

Move 5.2: DP

Move 4: JP

Metadiscourse “May”: Interpersonal Discourse
Move 1: IC
Move 2: AA
Move 5.2: DP
Move 5.1: IP
Move 5.2: DP
Move 5.3: EP
Move 12: T&C
{Move 13: GRI}
Move 10: UA
Move 1: Identifying the Company
Move 2: AA